

**C OCC Board of Directors
Advocacy Committee
Meeting Agenda
October 18, 2024
3:00 - 4:00 p.m.
Remotely via Zoom**

Committee Members: Erin Foote Morgan (Chair), Laura Craska Cooper, Erin Merz

C OCC Staff: Alicia Moore (Vice President of Student Affairs, Acting President for this meeting), Kyle Matthews (Executive Assistant to the President)

- 1. Approval of September 20, 2024 Meeting Minutes – Item 2.1-4**
- 2. Updates from OCCA 2024-2025 Advocacy Training**
 - a. [View training recording](#)
 - b. See attached notes – Item 3.1-2
- 3. Plan Board Retreat Discussion**
 - a. Possible discussion topics
 - i. Support OCCA \$920 million budget request
 - ii. Strengthen OCCC’s strategic outreach and engagement approach
 - iii. Local partner advocacy priorities
 - iv. Local issue priorities
 1. Student success related issues
 - a. Housing
 - b. Transportation
 - c. Other issues
- 4. Timeline Review**
 - a. **Internal**
 - i. **November 1:** Confirmation of board priorities and review draft advocacy strategy
 - ii. **Early November:** Updates to advocacy strategy
 - iii. **November/December/January:** Prepare for legislative session
 1. Asset preparation
 2. Trainings for team
 - iv. **July:** Debrief successes and areas for improvement
 - v. **August/September/October:** Develop potential 2025-2026 advocacy priorities and draft strategy
 - vi. **Fall retreat:** Confirmation of priorities and review draft strategy
 - vii. **November Board meeting:** Board approval of advocacy strategy
 - b. **External**

- i. **HECC meetings:** Wednesday/Thursday, second week of the month
- ii. **November 20:** First revenue forecast released
- iii. **Late November:** Legislative leadership elections and committee assignments
- iv. **December 1:** Governor's budget released
- v. **December 10-12:** Legislative Committee Days
- vi. **December 18:** Second revenue forecast released
- vii. **January – June:** Legislative session engagement
- viii. **January 13-17:** Legislative Organizational Days
- ix. **January 21:** 2025 Legislative Session begins
- x. **February – March:** Ways and Means Co-Chairs release budget
- xi. **May – June:** Legislature Passes Budget Bills
- xii. **June 28:** Legislative session ends

**COCC Board of Directors
Advocacy Committee
Meeting Minutes
September 20, 2024
3:00 - 4:00 p.m.
Remotely via Zoom**

Committee Members: Erin Foote Morgan (Chair), Laura Craska Cooper, Erin Merz

COCC Staff: Laurie Chesley (President), Lucas Alberg (Director of Marketing and Public Relations), Kyle Matthews (Executive Assistant to the President)

Meeting called to order by Foote Morgan at 3:07 p.m.

1. Committee Structure and Charge

- a. Review Committee Charge – Item 2a.1-2
 - i. Merz’ suggested revisions had been incorporated. She asked whether the language on advocacy in the context of this committee should be more specific.
 - ii. Craska Cooper suggested the committee’s goals established by the Board would suffice in defining the meaning of advocacy in this context.
 - iii. Alberg added that it would be important to be mindful of the audience. If the charge was meant to be kept internally, it should be clear what the Committee’s definitions of advocacy might be.
- b. Confirm 2024-2025 Committee Participants
 - i. Those present at this meeting would be regular attendees for committee meetings. Chesley may recommend additional attendees as needed, such as COCC Foundation staff.
- c. OCCA Advocacy Engagement
 - i. OCCA Advocacy Structure – Item 2b.1-2
 1. Foote Morgan recommended keeping up with the Oregon Community College Association’s (OCCA’s) advocacy activities as the Advocacy Committee would want to align their goals with OCCA’s.
 2. Chesley had sent documents to the Committee to explain the OCCA’s advocacy structures. She serves on the Oregon Presidents’ Council (OPC), which functions similarly to COCC’s Board. They have a legislative committee that Chesley has served on and Foote Morgan volunteered to serve on as well. This committee discusses what the OCCA might advocate for, with feedback from the OPC, affinity groups, the OCCA Board, as well as relevant staff members from all of Oregon’s community colleges.

- ii. OCCA Advocacy Training on October 10 – Item 2c.1
 - 1. Foote Morgan encouraged the other Committee members to sign up for this training.
- iii. OCCA Legislative Committee Representative
 - 1. Foote Morgan has submitted her interest to the OCCA.

2. 2024-2025 Committee Goals

a. Proposed Goals

i. Support the Board to Develop Advocacy Priorities

- 1. Foote Morgan suggested lining up the Board’s advocacy priorities with that of the OCCA’s, along with some local bond issues and possibly some federal issues.
- 2. Craska Cooper suggested that the Board should be using its unique voice to support COCC’s Senior Leadership Team in their advocacy goals.
- 3. Merz asked whether “priorities” should be changed to “goals.”
 - a. Craska Cooper suggested it would not be necessary as the Board’s advocacy priorities would be dictated by their advocacy goals. They could discuss goals and establish priorities during their semi-annual retreats.

ii. Creation and Execution of Advocacy Strategy

- 1. Foote Morgan suggested creating a stakeholder database of community members that might be high priority contacts for partnerships with COCC.
 - a. Chesley said there is a pre-existing list of community contacts that the Committee can start from.
- 2. Alberg asked if the Committee envisioned a two-pronged approach to advocacy, divided between legislation through the OCCA and local issues and relationships.
 - a. Craska Cooper said it would be important to keep track of OCCA’s activities and priorities, but there are also local matters that will require the Committee’s attention, such as applying for bond funds or public safety issues. Maintaining good community relationships includes being ready to ask for community support when needs arise for the college.

iii. Develop Replicable Approach to Annual Calendar

- 1. Foote Morgan felt it would be helpful to develop a schedule that future iterations of this committee could easily follow.

iv. Develop Replicable Approach to Oregon Legislative Engagement

1. Foote Morgan suggested that the Committee could document what they have learned from this year's legislative session in order to help future iterations of the Committee.
2. Craska Cooper suggested that these goals could be discussed further at their upcoming retreat on November 1.
3. Foote Morgan concurred, adding that they could present their proposed timeline to the Board during the retreat and the Board could formally approve advocacy priorities and strategies at their regular meeting on November 13.
4. Craska Cooper encouraged the Committee to be as transparent as possible with the public in order to maintain good will.

3. 2024-2025 Committee Timeline

- a. **Sept./Oct.:** Prepare for fall retreat
- b. **Nov. 1:** Confirmation of priorities and review draft strategy
- c. **Early Nov.:** Updates to strategy
- d. **Nov. 13:** Board approval of priorities and strategy
- e. **Nov./Dec./Jan.:** Prepare for legislative session
 - i. Asset preparation
 - ii. Trainings for team
- f. **Jan. – June:** Legislative session engagement
- g. **July:** Debrief successes and areas for improvement
- h. **Aug./Sept./Oct.:** Develop potential 2025-2026 advocacy priorities and draft strategy
- i. **Fall retreat:** Confirmation of priorities and review draft strategy
- j. **Nov. board meeting:** Board approval of advocacy strategy

4. Advocacy Priority Development

- a. Determine how our committee will research potential priorities (outreach to the OCCA, etc.).
- b. Discussion of how we will engage the Board to provide input.
 - i. Merz asked what would be the most appropriate way to update the Board after attending an OCCA meeting. Should it be the President or the Board's representative giving the report?
 - ii. Chesley said that, during legislative sessions, she would give high level legislative updates during Board meetings. Alan Unger would also share updates of what is happening at OCCA as the Board's representative. For future meetings, it would be appropriate for Merz to give updates of what is happening at the OCCA.
 - iii. Merz concurred and offered to share during the Board activities segment of their regular meetings.
 - iv. Chesley suggested that it might be appropriate to create a separate segment for OCCA updates.

- v. Craska Cooper concurred and added that other Board members had expressed interest in regularly hearing from Board committees they do not serve on. She suggested establishing a separate segment in regular Board meetings for committee updates. Merz and Chesley concurred.

5. Important Dates

- a. Sept. 23-27: Legislation Days
- b. Oct. 10: OCCA Advocacy Training
- c. Nov. 20: Revenue Forecast 1 released
- d. Dec. 9-13: Legislation Days
- e. Dec. 18: Revenue Forecast 2 released
- f. Jan. 13 – June: Oregon Legislative Session
- g. HECC meetings: Wed./Thurs. second week of the month
- h. Foote Morgan asked what might be a good regular time for this Committee to meet, suggesting once per month on Fridays from 3:00 – 4:00 p.m. via Zoom, or on the second Wednesday of the month, in-person before each Board meeting.
 - i. Merz said Fridays would work for her.
 - ii. Craska Cooper suggested the third Friday of each month. All concurred.

Meeting adjourned at 4:06 p.m.

OCCA ADVOCACY TRAINING NOTES

- **Issue priority**
 - Budget:
 - Current funding is \$800 million. OCCA is seeking a \$120 million increase to \$920 million (a 15.7% increase).
- **Talking points**
 - Community college enrollment is increasing across the state.
 - More students are enrolling in CTE and short-term certificate programs, which lead to good careers, but cost colleges more to offer.
 - Community colleges need a budget increase of \$120 million (for a total of \$920 million total) to cover a 15.7% biennial increase.
 - With this level of support, we wouldn't have to cut or increase tuition.
 - Community colleges are adapting to serve changing student needs and helping the state to solve its greatest challenges, including housing and redevelopment of communities.
 - State support is critical to maintaining access and fostering student success.
 - Every dollar they don't get in state funding must be made up through cuts or raising tuition.
 - This is a stark choice we shouldn't force community colleges to make.

2024-25 OCCA Advocacy Plan



November 2024

- Post-Election legislator introductions & outreach
- Op-Ed – Budget & Congratulate new/re-elected legislators
- Draft resolution in support of legislative priorities

February 2025

- CTE Month
 - Press Release
 - Weekly social media posts
- Valentine's Day cards to legislators ("We love the work our legislators do!")

December 2024

- Response to Governor's Recommended Budget (GRB)
 - Press Release
 - Op-Ed
 - One-Click Politics Campaign
- Campus Legislator Visits/Breakfasts

March 2025

- Legislative Summit & Lobby Day
- One-Click Politics campaign on budget & Student Videos
- Press release on Ways & Means budget presentation

January 2025

- Legislative priorities press release
- Session begins
- Board resolutions in support of legislative priorities

April 2025

- All Oregon Academic Team announced
- National Community College Month
- Highlight students, student success programs & student basic needs