

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

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

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

1. Committee Structure and Charge

- a. Review committee charge – Item 2a.1-2
 - i. Erin Merz’ edits incorporated
- b. Confirm 2024-2025 committee participants
- c. OCCA advocacy engagement
 - i. OCCA Advocacy Structure – Item 2b.1-2
 - ii. OCCA Advocacy Training Oct. 10 – Item 2c.1
 - iii. OCCA legislative committee rep

2. 2024-2025 Committee Goals

- a. Proposed goals
 - i. Support board to develop advocacy priorities
 - ii. Creation and execution of advocacy strategy
 - iii. Develop replicable approach to annual calendar
 - iv. Develop replicable approach to Oregon legislative engagement

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 OCCA, etc.)
- b. Discussion of how we will engage the Board to provide input

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

Advocacy Committee Proposed Addition to Board Policies

GP 6: Committee Structure

9. Advocacy Committee- This committee consists of three Board members who devise and implement strategies to achieve Board advocacy goals. Additionally, as appropriate, the committee will educate and assist all Board members in effective advocacy strategies for the benefit of the College. The president and designated staff serve as ex officio. While the committee may invite others to its meetings, only the three Board members of the committee will vote.

Suggested annual calendar

Fall: Considering the current College strategic plan and the Board goals adopted in the summer/fall retreat together with recommendations from the committee, the Board will develop advocacy priorities and goals

Winter/Spring: Committee will develop and execute advocacy strategies

Summer: Evaluate performance, including identifying successes and challenges to inform future efforts. Using input gleaned from research, consultations with third parties and prior experiences, committee may make recommendations to Board for next year's advocacy priorities. The Board considers annual report and committee recommendations in putting together goals and advocacy priorities for next year.

Advocacy priority development

- Priorities should be aligned to the COCC strategic plan and Board goals
- Based upon experience and research (including consulting of outside expert or experienced resources, as needed), advise Board on feasibility of potential priorities.
- At the summer/fall retreat, the Board will consider and adopt advocacy priorities as part of annual goal-setting.
- Committee to report on efforts at regular monthly Board meetings; avoid taking actions that could be politically sensitive or controversial without first obtaining Board consent; and seek Board approval/consent for actions that would involve College expenditures.

Anticipated committee participation

- Regular attendees
 - Three Board members
 - President
 - Others to be invited at the committee's discretion, which may include Director of Marketing and Public Relations, and a COCC Foundation staff and/or Board member
- Other staff as appropriate
 - VP of Student Affairs
 - VP for College Advancement
 - VP of Academic Affairs
 - Others as needed

Activities

- Develop advocacy strategies for execution by Board and committee

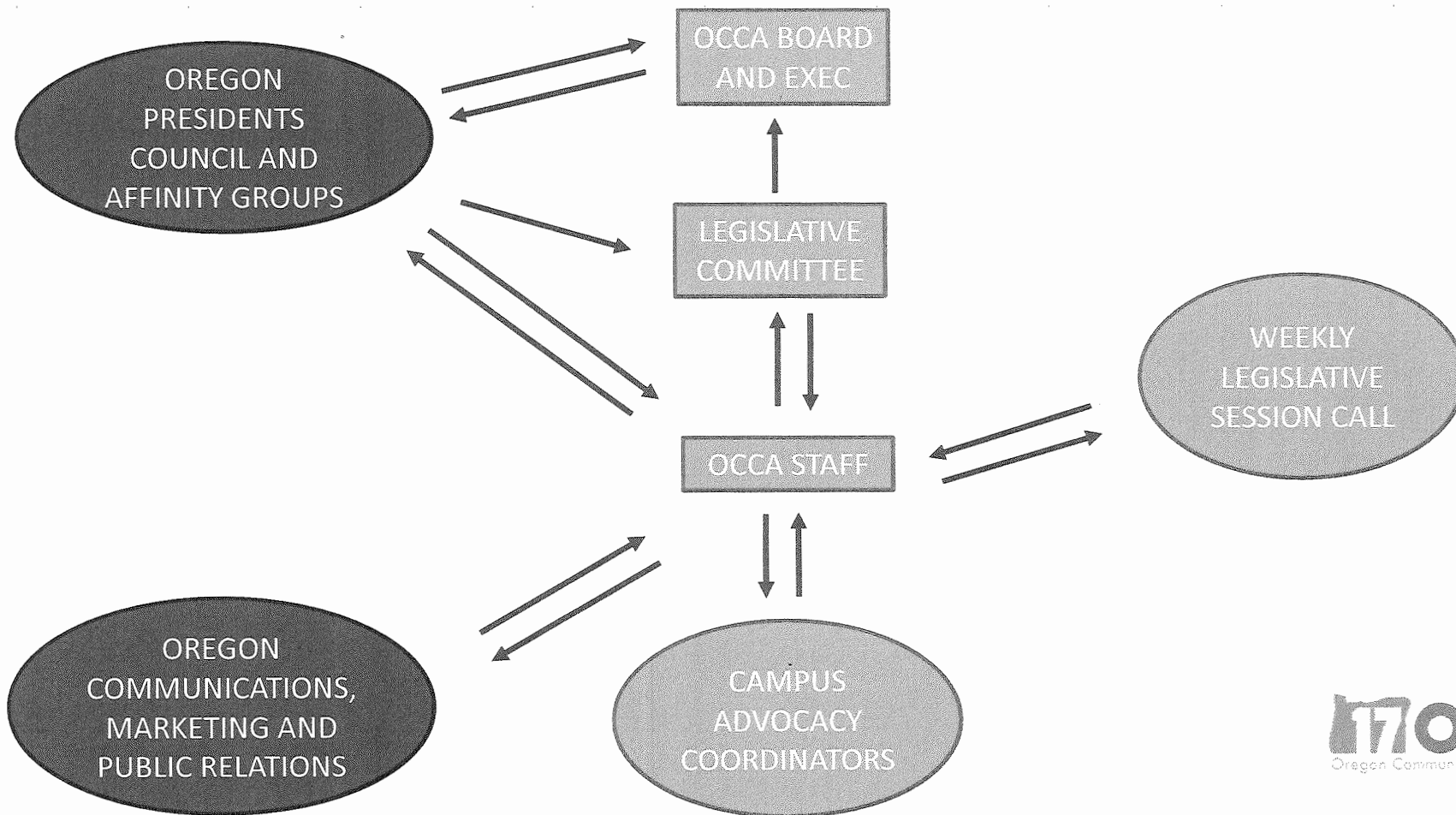
- Create toolkits as needed containing talking points, materials, letters and other tools to support advocacy priorities
- Support preparation and training for Board members to support advocacy goals, including advising Board members during goal-setting process of the feasibility of potential priorities being considered
- As approved by the Board, support partner organization priorities as appropriate, with an emphasis on alignment with OCCA and ACCT
- Meet regularly to advance agendas
- Provide regular updates to the Board on advocacy activities, successes, and challenges
- Obtain education and, as needed, consult with Board legal counsel to assure activities do not run afoul of laws regulating lobbying.
- Stay informed on legislation and regulation impacting community colleges
- Build and maintain relationships with elected officials, lawmakers, and agencies
- Take action to advance local, state, and federal advocacy efforts

Resources

The committee should consider the following among other potential resources/partners

- **Association of Community College Trustees**
 - ACCT's "The Trustee's Role in Effective Advocacy". Copies to be provided to committee members
 - ACCT annual legislative agendas and toolkits
- **Oregon Community College Association**
 - OCCA annual legislative agendas and toolkits
- **American Association of Community Colleges**
 - AACC annual legislative agendas and toolkits

OCCA ADVOCACY STRUCTURE



Policy Option Package (POP) Requests



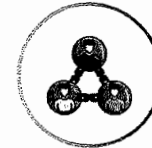
Corequisite Workgroup

Total Cost: \$1 million (one-time)



Applied Baccalaureate Program

Total Cost: \$2.5 million (one-time) for new AB programs; TBD ongoing



Adult Reconnect

Total Cost: \$10 million (ongoing); 1 FTE

* Behavioral Health

* Early Learning



Cybersecurity

Total Cost: \$3.57 million (ongoing)



8th Quarter Payment

Total Cost: \$100-\$115 million to fully restore

OCCA Advocacy Training
October 10, 2024 | 12:00 p.m. to 1:30 p.m.
AGENDA

12:00 p.m. – Welcome, Introductions & Overview – *Abby Lee, OCCA Executive Director & John Wykoff, OCCA Deputy Director*

12:05-12:15 p.m. – Session Overview: How the Legislative Session Works – *John Wykoff, OCCA Deputy Director*

12:15-12:35 p.m. – Legislative Campaign Background & Advocacy Plan – *John Wykoff, OCCA Deputy Director & Casey White-Zollman, OCCA Communications Director*

12:35-12:40 p.m. – Advocacy Tips – *John Wykoff, OCCA Deputy Director*

12:40-1:30 p.m. – Legislator Visit Role Play & Advocates Panel – *Facilitated by Casey White-Zollman, OCCA Communications Director*

- *President*
- *Board Member*
- *CAC*