



COMMUNITY COLLEGE LEAGUE OF CALIFORNIA

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**2020**  
**ADVOCACY**  
**AGENDA**  
**TALKING POINTS**  
**WORKSHOP**

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January 26, 2020

# Why Is Advocacy Necessary?

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- Role and influence of governor and Legislature over community colleges have increased with Proposition 13 and Proposition 98.
- Bulk of community college funding comes through the state budget process.
- Legislature sets policy for California Community Colleges.





# Importance of Advocacy:

- Every year policymakers make decisions directly impacting your students and college.
- Legislators look to local colleges to provide direction on major policy decisions.
- Local advocacy provides **context** to decisions made in Sacramento.



# Key Principles of Advocacy

- Being successful depends on a unified message, purpose and strategy.
- Seek to establish coalitions
- Politics is fluid; change is constant. Be ready for it!
- Establish a strategy and a plan.
- Get to know your elected officials.
- Treat your allies and opponents with friendly respect.



# Key Principles of Advocacy

- Must know your opponent's position
- Never insult the key decision maker or your opponent  
“Don't lose your cool”
- Be Clear about your position
- Strive for clarity and brevity in all your communications.
- It is ok to say “I don't know the answer to that question, but I will get back to you with more information.”



# Three Areas of Advocacy



State Budget



State Legislation



Federal Issues

## State Budget Timeline:

- January 10 – Governor's Budget Release
- March-April – Assembly and Senate Budget Hearings
- May 15 – Release of May Revision
- June 15 – Approval of Budget





# Three Areas of Advocacy



State Budget



State Legislation



Federal Issues

## Legislative/Bill Timeline:

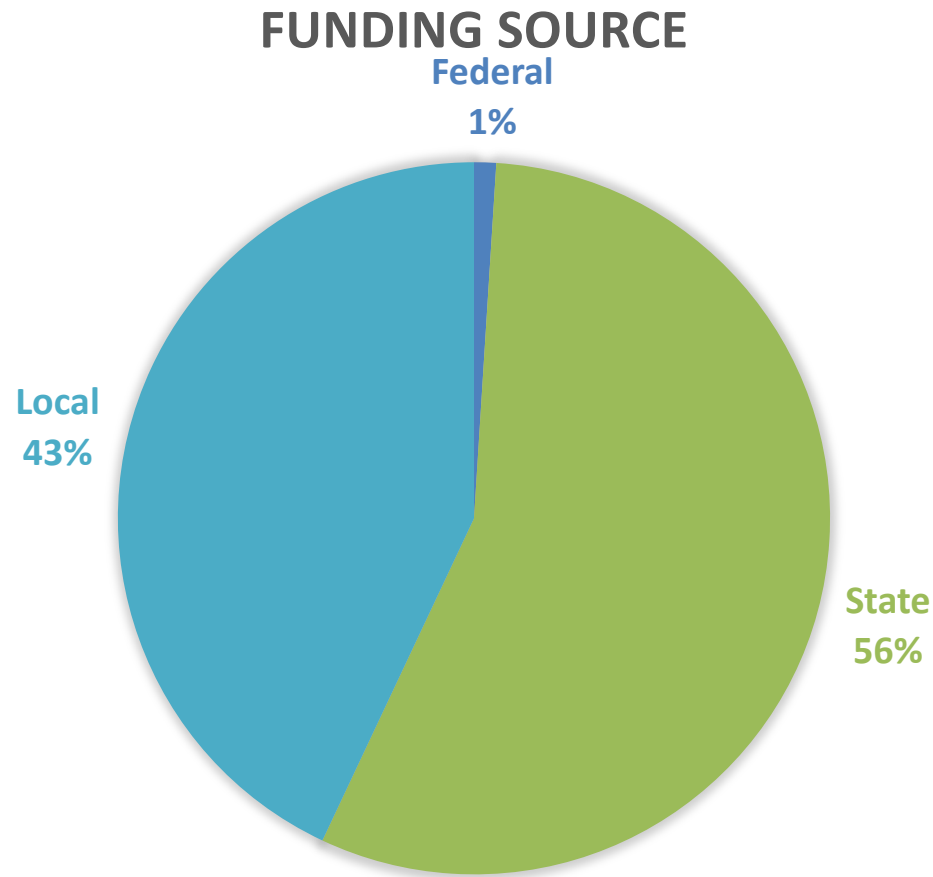
- February: Bill Introduction Deadline
- March – May: First House Hearings
- May – June: First House Appropriations Deadline
- June – August: Second House Hearings
- July – August – June: Second House Appropriations Deadline
- August: Floor Votes
- August 31: Bills Sent to Governor

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# Budget Advocacy



# Where does a college's money come from?





# ONGOING SPENDING

## Almost \$300 Million in New Ongoing Spending Proposed for Colleges

Proposal	Amount
COLA for apportionments (2.29 percent)	\$167.2
Enrollment growth (0.5 percent)	31.9
Apprenticeship instructional hours	27.8
COLA for select categorical programs	21.6
California Apprenticeship Initiative	15.0
Food pantries	11.4
Legal services for undocumented and immigrant students	10.0
Dreamer resource liaisons	5.8
Instructional materials for dual enrollment students	5.0
<b>Total</b>	<b>\$295.6</b>



# ONE-TIME SPENDING

## Almost \$100 Million in One-Time Initiatives Proposed for Colleges

Proposal	Amount
Funding for current-year apprenticeship costs	\$20.4
Work-based learning initiative	20.0
Deferred maintenance	17.2
Pilot program for diverse faculty hiring	15.0
Part-time faculty office hours	10.0
Zero Textbook Cost Degrees	10.0
<b>Total</b>	<b>\$92.7</b>



# WHAT'S MISSING?

## Budget Advocacy

- A more robust investment in deferred maintenance and instructional equipment
- Ongoing mental health resources from Prop 63
- Financial aid reform to better serve community college students
- Pension costs buy-down





# TALKING POINTS

## EDUCATIONAL QUALITY THROUGH HIGHER PER-STUDENT FUNDING

- **Support Greater Investment in Per-Student Funding and General Operations**
- Our highest priority is to protect quality public higher education opportunities for Californians by securing a robust investment in CCC.
- We respectfully request State leaders automatically increase the California Community College General Fund allocation to backfill any shortfalls in apportionments and property taxes, and appreciably increase the investment in base funding for all colleges.



# TALKING POINTS

## **EQUITY & AFFORDABILITY: RE-ENVISION FINANCIAL AID**

- **Equitably Fund Financial Aid for Community College Students**

- State financial aid design perpetuates inequities by unjustly limiting community college students' access to financial aid.
- Reform our state's financial aid system to cover community college students' total cost of attendance, and make a significant investment in students' total cost of education.





# TALKING POINTS

## Employees Deserve Certainty in Retirement - Address Unfunded Liabilities

- Unfunded pension liabilities continue to represent a major fiscal challenge for both the state government and local education agencies (LEAs) within California.
- These increasing costs are crowding out services intended for student success. We ask the Legislature to partner with LEAs and pay down CalSTRS and CalPERS' unfunded liability rate increases for community colleges.



# TALKING POINTS

## FUNDING TO SUPPORT STUDENTS NEEDS

- **Provide Ongoing Funding from the Mental Health Services Act**
- We greatly appreciate the one-time funding from the Mental Health Services Act (Proposition 63) provided by the Legislature in recent budgets.
- Sufficient and ongoing funding from Proposition 63 would greatly assist our colleges in providing mental health services to support our students and ensure successful completion of their educational goals.



# TALKING POINTS

## PROTECT COLLEGE INFRASTRUCTURE & LEARNING RESOURCES

- **Fund Deferred Maintenance & Instructional Equipment**  
Colleges are grappling with aging infrastructure that requires replacement, renovation, or retrofitting.
- Insufficient deferred maintenance and instructional equipment funds constitute a significant threat to a college's ability to offer quality learning experiences on a safe, clean, and adequately equipped campus environment.



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**NOW ...**  
**LET'S**  
**PRACTICE**  
**LOBBY YOUR**  
**COLLEAGUES**

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5 MINUTES



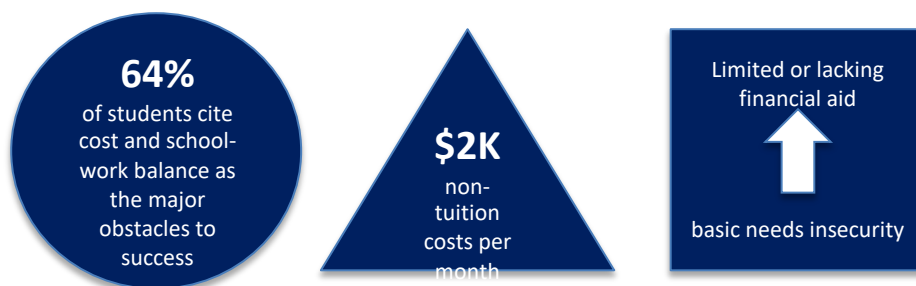
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# Legislative Hot Topics



# LEGISLATIVE HOT TOPICS

*CSAC released the 2018–19 Student Expenses and Resources Survey (SEARS) preliminary findings*



## Financial Aid—

- Access to higher education financial aid will be a significant issue for lawmakers to consider in 2020.
- We will likely see collaboration between Senate Bill (SB) 291 (Leyva, D-Chino), which would establish the California Community College Student Financial Aid Program, and Assembly Bill (AB) 1314 (Medina, D-Riverside), which would significantly reform and simplify the Cal Grant award system.





# LEGISLATIVE HOT TOPICS

## **Affordable Student Housing and Homelessness—**

- The enacted 2019-20 Budget included \$9 million in ongoing funding to assist the system's homeless population through rapid rehousing.
- However, we would not be surprised to see Assemblymember Berman (D-Palo Alto) revisit the issue and use AB 302, a bill he shelved last year after it was amended by the Senate Appropriations Committee, as a vehicle for these conversations.
- Expect to see other Legislators introducing bills to identify ongoing finding sources for affordable student housing construction or other affordable housing ideas.



# Bill Advocacy



*Policy advocacy is the deliberate process of informing and influencing decision-makers in support of evidence-based policy change and policy implementation, including resource mobilization.*



# Taking Positions on Bills

- Committees of Interest
  - Assembly Higher Education
  - Senate Education
  - Appropriations
- Draft Letters to Committee
  - Letters due two weeks before the Hearing
  - Addressed to the Committee Chair
  - Upload online to Committee Staff
  - cc Legislators on the Committee and the League

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# Legislative Tools



# Legislative Resources

Call the League or the Chancellor's Office!

Check Our Website

Sign-up for our Website

Participate in Monthly Webinar

Schedule Quarterly Update





# Key Events

- **League Legislative Conference**  
→ *Last week in January*
- **National Legislative Summit**  
→ *Second week in February*
- **Annual Trustees Conference**  
→ *First weekend in May*
- **Annual Convention**  
→ *Mid-November*

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# Ballot Initiatives



# Use of District Resources to Support or Oppose Ballot Measures

- District/College may NOT use staff, equipment, and supplies to generate promotional materials on behalf of ballot measures which have qualified for the ballot.
- District/College MAY analyze the effects of ballot measures which have qualified for the ballot.
- District/College MAY make available on request the results of its objective evaluation of a ballot measure's impact.
- District/College may NOT contribute to ballot measures.
- Foundations, Alumni Associations MAY contribute to ballot measures.

# **Proposition 13**

## **March 3<sup>rd</sup> Ballot**

*2020 State School Bond  
Californians for Safe Schools  
and Healthy Learning*

For more information, please visit:

*<https://safeschoolsandhealthylearning.com/>*

## **About Proposition 13**

- Assembly Bill 48 (O'Donnell), the Public Preschool, K-12 & College Health & Safety Bond Act of 2020, places a \$15 billion state school facilities bond on the ballot for the March 3, 2020 Statewide Primary Election.
- In addition to K-12 (\$9 billion) and Community Colleges (\$2 billion), the bill includes California State Universities (\$2 billion) and University of California (\$2 billion).

## **What Can Districts Do?**

- Please pass a board resolution on the need to continue to provide state matching funds for your district.

## **Proposition 13 Toolkit**

- **Talking Points**
- **Sample Resolution**
- **Powerpoint Presentation**
- **Legal Opinion on District Parameters for Ballot Initiative**

# November Ballot

## Schools and Communities First Ballot Initiative

### *What Does Schools & Communities First Do?*

- Revises the 1978 Prop 13 initiative and closes commercial property tax loopholes.
- Not to be confused with Prop 13 of 2020!
- Would provide over \$12 billion per year for K-12 schools, community colleges and local communities.
- Protects homeowners and renters by maintaining tax protections for ALL residential property.
- Invests in education and in the vital services necessary to support our families and communities.





# Supporting Relationship Building

## **Know Your Legislators**

- Knowing your Legislators' backgrounds helps college leaders make a connection and helps communicate with them in a way that makes the college's priorities come across most effectively.
- Research. Do they have connections to your college?

## **Preparing Materials**

- Legislators and their staffs appreciate brevity. Include relevant data when possible.



# Inviting Sacramento to Campus:

- Advocacy starts at the district.
- A preexisting relationship with a legislator is very important before making advocacy asks.
- Invite legislators onto campus for tours, question and answer or town hall sessions.

**League Role:** League staff can help identify legislators, their scheduling information and topics that may interest them.



# Reaching Out to Sacramento:

- Key committees want to hear from your district!
  - Assembly Higher Education Committee
  - Senate Education Committee
  - Senate and Assembly Appropriations Committees
- District can weigh in via:
  - Official position letters.
  - Calls to legislators.

**League Role:** League staff can help draft letters, talking points and help appropriate times/committees to weigh in.



# Visiting Sacramento:

- Don't be a stranger – Sacramento policy makers want you to visit.
- League Legislative Conference: **Last Week of January**
- Conference focuses on intersection of public policy and community colleges.
- Schedule visits at times outside of Legislative Conference.

**League Role:** League staff can help schedule legislative visits, pinpoint strategic times to visit and correct message.



# Resources

COMMUNITY COLLEGE LEAGUE OF CALIFORNIA  
**2020 POLICY AGENDA**  
 January 2020

**Opportunity and Social Mobility for All Californians**

California's Community colleges are an indispensable investment in our state's present and future prosperity. California's public Community Colleges constitute an accessible path to a better life for generations of low-income and working-class Californians. Our Community Colleges are driven by an enduring vision of equity, and their employees embrace their critical role in lifting the state's economy, closing achievement gaps, and offering quality higher education and workforce development for all Californians.

**EDUCATIONAL QUALITY THROUGH HIGHER PER-STUDENT FUNDING and General Operations**

- Support Greater Investment in Per-Student Funding

There is a critical nexus between per-student funding and educational quality. Sufficient resources encourage innovation and promote fiscal stability for districts confronting rapidly growing pension, instructional, and energy costs. Our highest priority is to protect quality public higher education opportunities for Californians by securing a robust investment in California's community colleges. We respectfully request State leaders automatically increase the California Community College General Fund allocation to backfill any shortfalls in apportionments and property taxes, and appreciably increase the investment in base funding for all colleges. The 21<sup>st</sup> Century labor market necessitates some postsecondary education. This economic reality requires a continued investment in and protection of the educational opportunities provided by California's community colleges.

System	Per-Student Funding
UC	\$33,569
CSU	\$18,445
K-12	\$12,018
CCC	\$8,306

**EQUITY & AFFORDABILITY: RE-ENVISION FINANCIAL AID**

- Equitably Fund Financial Aid for Community College Students

As currently structured, Cal Grants continue to distribute less than 10% of its resources to California community college students despite the fact that our students comprise two-thirds of the higher education population. State financial aid design perpetuates inequities by unjustly limiting community college students' access to financial aid. Reform our state's financial aid system to cover community college students' total cost of attendance, and make a significant investment in students' total cost of education.

**PROTECT COLLEGE INFRASTRUCTURE & LEARNING RESOURCES**

- Fund Deferred Maintenance & Instructional Equipment

Colleges are grappling with aging infrastructure that requires replacement, renovation, or retrofitting. In the status quo, the resources needed to tackle such projects compete with student supports and services. We respectfully request a 2020-21 budget that includes a robust investment

**California Community Colleges FAST FACTS 2020**

**STUDENT ENROLLMENT BY INSTITUTION**

Institution	2018-19	2019-20
CCCs	2,357,551	2,357,551
CSUs	1,114,293	1,114,293
UCs	481,210	481,210
Private*	256,907	256,907
Headcount	538,000	538,000

\*80 ACCU WASC-accredited 4-year institutions

**FUNDS PER FTE**  
 (Includes General Fund, local property tax, student fees, and lottery revenues)

Institution	2018-19	2019-20
K-12 Education	\$11,574	\$12,018
California Community Colleges	\$8,099	\$8,306
California State University	\$17,784	\$18,445
University of California	\$32,593	\$33,569

**DEGREES AND CERTIFICATES AWARDED**

Degree/Certificate	2018-19	2019-20
Associate in Science for Transfer (AS-T) Degree	26,435	26,435
AA degree	52,365	52,365
AS degree	90,054	90,054
Credit certificate, 6 to < 18 units	38,742	38,742
Credit certificate, 18 to < 30 units	22,332	22,332
Credit certificate, 30 to < 60 units	18,995	18,995
Baccalaureate Degrees	67,396	67,396
Total	265	265

**STUDENTS who earn a California Community College degree or certificate nearly double their earnings within 3 years**

**STUDENT ENROLLMENT STATUS (2018-19)**

Status	Percentage
Full-Time	28.6%
Part-Time	62.3%
Noncredit	9.08%

**COMPARISON OF COLLEGES (2019-20)**

Category	Count
CA Community Colleges	115 colleges, 73 districts, 78 off-campus centers
CSUs	23 colleges
UCs	10 colleges

**UNDERGRADUATE FEES (2019-20) COST OF ATTENDANCE**

Institution	Tuition	Non-Tuition	Average Grant Aid
CCC	\$1,880	\$20,776	\$5,800
CSU**	\$7,505*	\$26,689	\$10,600
UC**	\$14,000	\$33,286	\$27,500

\*2019-20 Average \*\*includes campus-based fees

**CCC STUDENTS BY GENDER (2018-19)**

Gender	Percentage
Male	44.52%
Female	54.10%
Non-identifying	1.38%

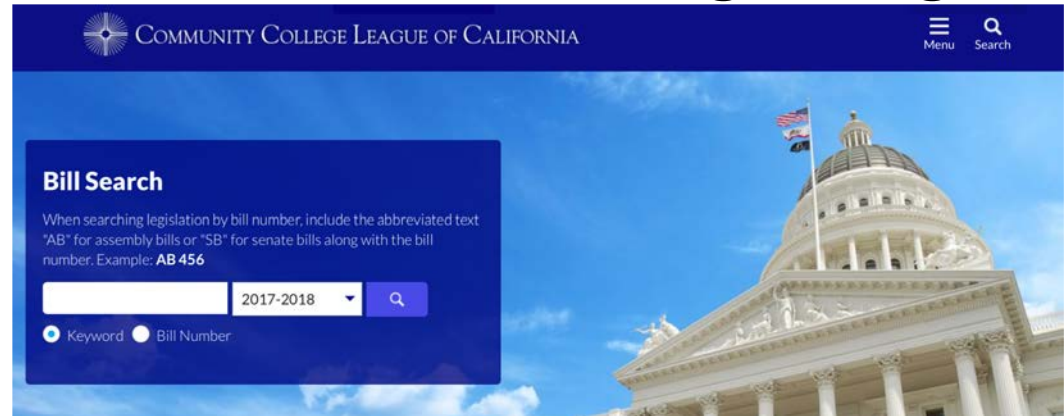
**CCC STUDENTS BY AGE (2017-18)**

Age Group	Count	Percentage
19 and younger	664,005	27.75%
20 - 24	718,435	30.02%
25 - 29	532,760	15.9%
30 - 34	186,117	7.78%
35 - 39	127,757	5.34%
40 - 49	164,176	6.66%
50 and over	199,556	8.34%
Unknown	415	0.02%

(All data are for 2018-19 unless otherwise stated)

# Stay Connected

- Track and Download Bill Analysis on the League website: [www.ccleague.org](http://www.ccleague.org)



- Sign-up of the League's monthly GR newsletter
- Catch the League's monthly Legislative Webinars