



OREGON COMMUNITY COLLEGE OVERVIEW

BASICS OF COMMUNITY COLLEGE ADVOCACY



November 30, 2017

Advocacy vs Lobbying

All lobbying is advocacy, but not all advocacy is lobbying.

- Advocacy: The act of arguing in favor of something, such as a cause idea or policy
–There is no limit to the amount of non-lobbying advocacy your organization can do.
- Lobbying activity takes many forms, so it is difficult to make a comprehensive list. Any of the following activities, undertaken for the purposes of influencing legislative action or engendering goodwill, are offered as examples of lobbying activity:
 - Testimony at legislative committee hearings
 - Formal appointments
 - Casual conversations
 - Written correspondence (letters, memos, e-mails, notes)
 - Telephone conversations
 - Providing:
 - Dining, cocktail parties
 - Travel and accommodations

* Registration is only required if doing more than 24 hours of lobby activity per quarter.

Building Relationships with Legislators

- Know your audience
 - Background
 - Key Issues
- Make a personal connection
- Attend their events
- Keep regular correspondence (but don't overdo it)
- Are you the right messenger

Leadership/Campus-Level Contact

- Schedule recurring visits between college leadership point of contact(s) and local legislators
- Invite INDIVIDUAL legislators to campus for message-driven, hands-on interactions
 - Look for opportunities for them to meet constituents
 - Make events memorable/visual
 - Tailor to areas of interest to the legislator if possible
- Send personal notes when legislators have supported or opposed important legislation
- Organize campaign forums on campus

Individual Contact

- Attend town hall and other district events where there is an opportunity to discuss CC issues
- Send personal notes thanking legislators when appropriate
- Participate in group lobby visits in district or at the capitol.
- Write letters or emails urging support or opposition

Tips for Lobbying/Individual Meetings

- ❑ Stick to the subject at hand
- ❑ Be on time – be prepared to wait
- ❑ Meetings in the capital are typically 15 min. In-district usually 30 min.
- ❑ Cultivate a good rapport with the assistant and staff – they can be very helpful!
- ❑ Try to find a common ground with the official
- ❑ Start where they are, not where you are
- ❑ Don't get thrown off message
- ❑ Don't be afraid to be assertive
- ❑ Don't be overly assertive (rude)

Building a Coalition

- ❑ Members act as a group.
- ❑ They are formed for a specific purpose.
- ❑ They contain a group of interacting individuals.
- ❑ They are independent from the organization's formal structure.
- ❑ They have no formal structure.
- ❑ They are oriented to a specific issue to advance the group's purpose.
- ❑ Perception of membership is mutual among members.
- ❑ They have an external focus.

Building a Coalition

- Treat statewide campaigns similar to a bond campaign
- Reach out to organized campus groups
 - Students
 - Faculty/Staff
- Understand coalition partners' own goals and organizational considerations

Media

- Promote campus events with legislators to local media
- Generate letters to the editor for local media
- Use campus and individual social media to promote community college campaigns
- Link to legislators through individual social media

Important Dates

- Jan 10-12 Legislative Days
- Jan 23rd Ballot Measure 101 Election
- Feb 5th First Day of Short Session
- March 6th Filing Day
- May 15th Oregon Primary Election
- November 6th General Election



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