

FEBRUARY SESSION 2018



## OCCA \$32 MILLION BUDGET ASK CAMPAIGN

OREGON COMMUNITY COLLEGE ASSOCIATION

260 13th St NE Salem, OR 97301

# OCCA \$32 Million Budget Ask Campaign

The materials in this packet are intended to aid colleges in their legislative outreach around the \$32 million ask for the 2018 session. Between now and the February session there are three major aspects to this campaign:

1. In-person meetings with legislators asking them to sign a letter of support for the ask.
2. Email/letter campaign from students, business partners, and community members.
3. Media outreach
  - Stories at the local level
  - LTEs/Op-Eds where appropriate

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In the next few days OCCA will be sending out further materials related to the campaign; and campus public relations staff are working materials to leave behind with legislators. The remaining materials will include:

- Student-specific Talking Points
- Sample Emails/Letters to Legislators
- Materials to Leave Behind with Legislators
- OCCA Fact Sheet About the Ask
- Feedback Form for Legislative Visits

## Campaign Timeline

### **Week 1 (Dec. 31 – Jan 6)**

- Continue setting Legislative Days appointments or other contacts with legislators
- Reach out to organized campus groups about ask
- Identify letter signers for email/letters to legislators
- Outreach to local media about legislative days efforts

### **Week 2 (Jan. 7 – Jan 13)**

- Legislative Days meetings
- Identify letter signers for email/letters to legislators
- Local media outreach

### **Week 3 (Jan. 14 – Jan 20)**

- Identify letter signers for email/letters to legislators
- LTEs/Op Eds to local media where appropriate
- Local media outreach
- Meet with remaining legislators to ask to sign on to letter
- Emails/letters to legislators
- Recruit for Feb 8<sup>th</sup> lobby day

### **Week 4 (Jan. 21 – Jan 27)**

- LTEs/Op Eds to local media where appropriate
- Letters/emails to legislators
- Meet with remaining legislators to ask to sign on to letter
- Recruit for Feb 8<sup>th</sup> lobby day

### **Week 5 (Jan. 28 – Feb 3)**

- Letters/emails to legislators
- Meet with remaining legislators to ask to sign on to letter
- Recruit for Feb 8<sup>th</sup> lobby day

### **Week 6 (Feb 4 – 10)**

- OCCA collects signatures from legislators for letter of support
- Deliver letter to leadership
- Letters/emails to legislators
- Feb. 8<sup>th</sup> Lobby Day

## Talking Points: February Session Budget Ask

### **Summary:**

Oregon Community Colleges are requesting \$32 million in the short session to help mitigate tuition increases and restore advising funding in the second year of the 2017-19 biennium.

### **“Elevator” Speech:**

Toward the end of the 2017 session the Legislature invested an additional \$70 million toward mitigating tuition increases at the public universities but only \$6 million for the same purpose at community colleges. In percent terms, the general fund increase to public universities was roughly double what the community colleges received in general fund and property tax combined.

The legislature also cut money to community colleges for critical advising that session. We’re asking the Legislature to allocate \$32 million this session to help mitigate tuition increases in the second year of the biennium and restore advising funding.

Lack of funding at the state level forces tuition increases at the local level at both community colleges and public universities. As each are critical parts of the education continuum the Legislature must support both.

**Ask if they are willing to sign the letter in support of the ask.**

### **Key Points:**

Colleges are asking the Legislature to support students in community colleges as they did for universities by allocating an additional \$32 million for the Community College Support Fund to mitigate tuition increases and pay for additional advising in the second year of the biennium.

At the end of the 2017 legislative session, the Ways and Means committee invested an additional \$70 million in the public universities to mitigate tuition increases but only \$6 million to mitigate tuition increases at community colleges.

In percent terms, the general fund increase to public universities in the 2017 session was roughly double what the community colleges received in general fund and property tax combined. The same was true for the 2015 session as well.

Example: In the 2017 session, general fund dollars into the Public University Support Fund (PUSF) increased almost 27 percent. General fund and property taxes combined increased just about 13 percent for the Community College Support Fund (CCSF).

Lack of funding at the state level forces tuition increases at the local level at both community colleges and public universities. Each are critical parts of education continuum and the Legislature must support both.

Community colleges serve students with the greatest academic, financial and social challenges but receive significantly less per student in public funding than their university counterparts. The Legislature must work to ensure students at both colleges and universities have the support needed to succeed.

Community colleges serve as a critical bridge between K-12 and universities and provide services for students across the continuum. Investing in community colleges helps build student success across the education spectrum.

Community colleges are already working to make transformational changes on our campuses through models like guided pathways to better serve our students. Investing in community college students now will help colleges continue this path of profound change in how we serve our students. (Talk about the work your campus is doing around guided pathways or other student success related programs.)

**Ask if they are willing to sign the letter in support of the ask.**

**Background:**

Since 2008 general fund support for community colleges has only increased 12%, which has not kept pace with cost increases like health care and PERS.

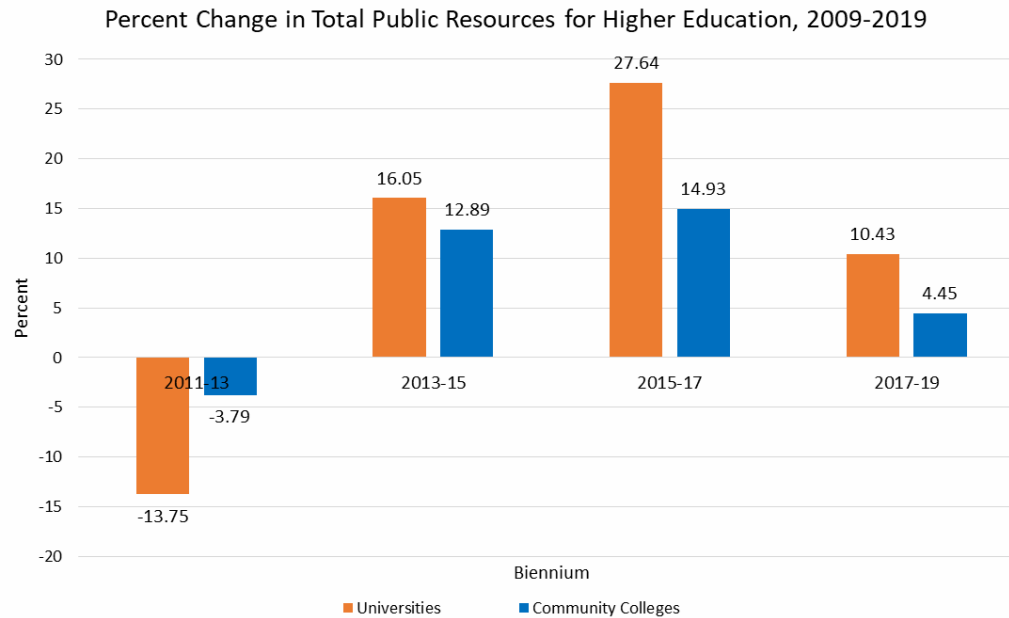
Lack of state investment has pushed tuition and fees at Oregon community colleges up 38% statewide since 2008.

Recommended student to advisor ratio\* – 300:1  
Oregon Community college average – 440:1

Nationally, student retention increases 13% for every advising meeting.\*\*

Students are 11 times more likely to persist fall-to-fall if they meet with advisors and register prior to classes starting.\*\*\*

## Public Investment Comparison Graph (comparison of public universities and community colleges)

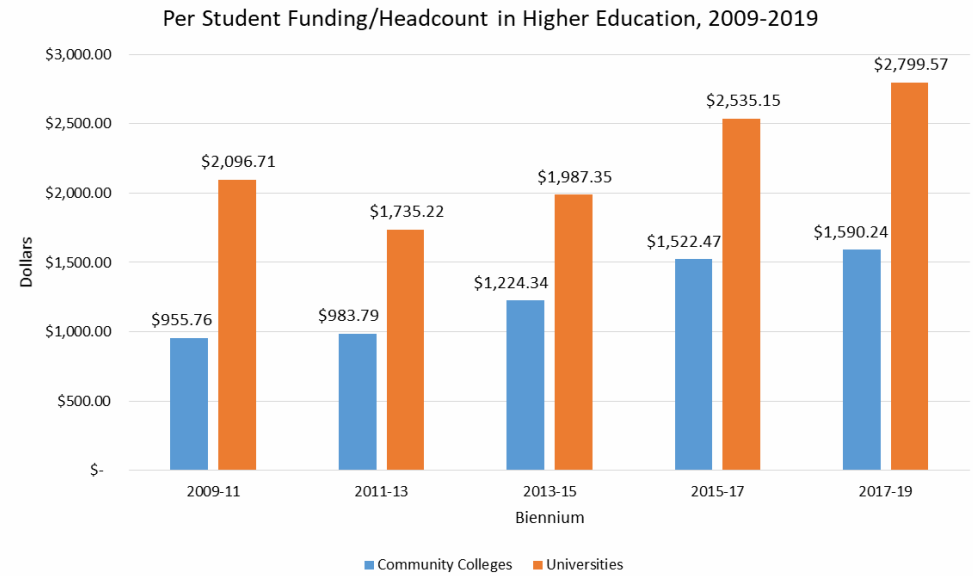
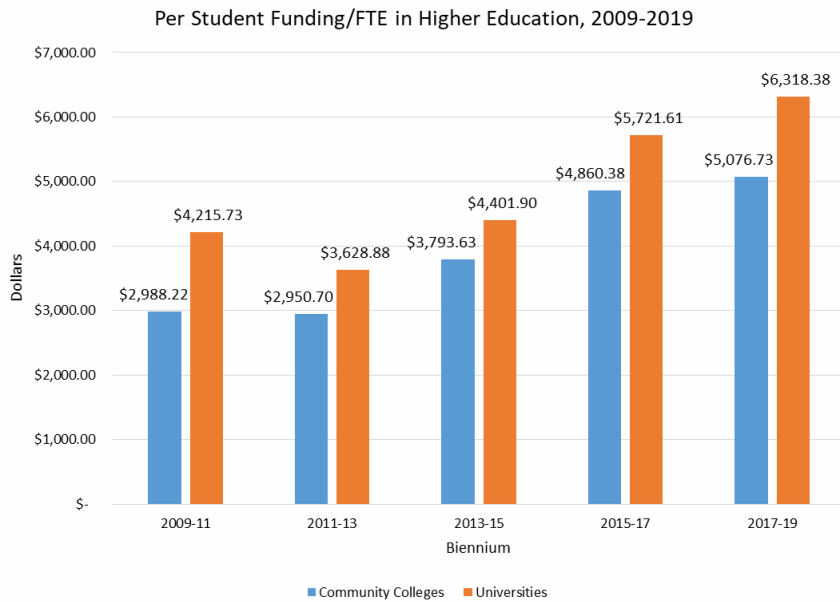


### Public University Support and Community College Support, Not Inflation Adjusted, 2009-2019

Historical University and Community College Appropriations						
Biennium	CCSF	Property Taxes - Community College	Total Public Support - Community Colleges	PUSF	Percent Change - Community Colleges	Percent Change - Universities
2009-11	\$ 431,000,000.00	\$ 273,807,021.24	\$ 704,807,021.24	\$ 522,300,000.00		
2011-13	\$ 395,500,000.00	\$ 282,585,933.36	\$ 678,085,933.36	\$ 450,500,000.00	-3.79	-13.75
2013-15	\$ 464,900,000.00	\$ 300,609,462.97	\$ 765,509,462.97	\$ 522,800,000.00	12.89	16.05
2015-17	\$ 550,000,000.00	\$ 329,836,276.28	\$ 879,836,276.28	\$ 667,300,000.00	14.93	27.64
2017-19	\$ 570,300,000.00	\$ 348,700,000.00	\$ 919,000,000.00	\$ 736,900,000.00	4.45	10.43

Sources: PUSF numbers obtained from Andrew Rodgers, HECC and 2017-19 Consolidated Funding Request March 30, 2016 from the University Presidents Council (<http://www.wou.edu/board/files/2016/04/6-1-Public-University-Support-Fund.pdf>). Community college CCSF obtained from HECC fact sheet (<http://www.oregon.gov/highered/research/Documents/Funding/Public-inst-funding-historical-inflation-adjusted.pdf>) and verified by Susan Violette, HECC. Community College Property Tax information was obtained from Susan Violette, HECC.

## Per Student Funding Graphs (comparison of public universities and community colleges, FTE and headcount)



### Public University and Community College Per Student Funding, 2009-2019

Historical University and Community College Per Student Funding								
Biennium	FTE - Community Colleges	FTE - Universities	Per Student Funding/FTE - Community Colleges	Per Student Funding/FTE - Universities	Headcount - Community Colleges	Headcount - Universities	Per Student Funding/Headcount - Community Colleges	Per Student Funding/Headcount - Universities
2009-11	235,862	123,893	\$ 2,988.22	\$ 4,215.73	737,430	249,105	\$ 955.76	\$ 2,096.71
2011-13	229,805	124,143	\$ 2,950.70	\$ 3,628.88	689,259	259,621	\$ 983.79	\$ 1,735.22
2013-15	201,788	118,767	\$ 3,793.63	\$ 4,401.90	625,242	263,064	\$ 1,224.34	\$ 1,987.35
2015-17	181,022	116,628	\$ 4,860.38	\$ 5,721.61	577,901	263,219	\$ 1,522.47	\$ 2,535.15
2017-19	181,022	116,628	\$ 5,076.73	\$ 6,318.38	577,901	263,219	\$ 1,590.24	\$ 2,799.57

*Source: University and community college FTE obtained from HECC fact sheet (<http://www.oregon.gov/highered/research/Documents/Funding/Public-inst-funding-historical-inflation-adjusted.pdf>). Community college headcount obtained from D4A. University headcount obtained from Vern Mayfield, HECC.*

In order to accurately reflect costs of serving students at community colleges, it is important to look at headcount along with full time equivalent. Regardless of whether a student is taking a full-credit load or just one class, every student needs and utilizes services from the colleges. Some examples of services utilized by all students include: Application review, testing or some sort of measure for placement into the correct courses, financial aid review/awarding/tracking, development of an education plan with an advisor, registration for classes, books, tutoring, orientation, business services/payment of classes, and public safety (photo id/parking permit/safety).

## Instructions for Letter of Support

1. If your legislator is supportive of the \$32 million request, ask if they would be willing to sign on to the letter urging House Speaker Tina Kotek and Senate President Peter Courtney to support the ask. Show them the letter and let them know we are asking all legislators who support the ask to do so.
2. If they agree, let them know that OCCA will be following up to get their signature at the beginning of the February session.
3. If your legislator is not comfortable signing unless Ballot Measure 101 passes, ask them to commit signing on should it pass and that OCCA will follow up to get their signature when the February session begins.



## Sign-On Letter to President Courtney and Speaker Kotek

President Courtney and Speaker Kotek:

This letter is to voice our support for the community college funding request of \$32 million to mitigate tuition increases and to provide support for enhancing critical academic advising.

Community colleges are a fundamental part of our educational pipeline; and we urge your support of the effort to ease the financial burden for students and to help them achieve their academic and career goals.

In the 2017 session, we invested an additional \$70 million toward mitigating tuition increases at the public universities but only \$6 million for the same purpose at community colleges. That general fund increase to public universities was double the rate of increase of property tax and general fund to community colleges combined.

In the same spirit of the significant investment this body made in mitigating tuition increases for students at our public universities, we hope this session we can work do the same for students at our community colleges.

## OCCA Letter to Co-Chairs

December 18, 2017

Senator Richard Devlin  
900 Court St. NE, S-213  
Salem, Oregon 97301

Representative Nancy Nathanson  
900 Court St NE, H-280  
Salem, Oregon 97301

Co-Chairs:

Oregon's community colleges are working every day to help our students achieve their academic and career goals, and we call on the Legislature to further invest in that success by allocating an additional \$32 million to the Community College Support Fund during the 2018 Legislative Session. This investment would go toward tuition mitigation and restoring advising and other services that are critical to student success.

Lack of funding at the state level forces local boards to raise tuition and cut services and programs for students. Because funding has not kept pace with costs like PERS and health care, college boards across the state are contemplating further tuition increases and cuts to bring budgets in balance. These cycles of budget cuts and tuition increases take attention away from the transformational work going on across Oregon to profoundly change how we guide students along an academic path toward success.

As you know, near the end of the 2017 session, the legislature invested an additional \$70 million toward mitigating tuition increases at the public universities and \$6 million for the same purpose at community colleges. This additional investment in the public universities resulted in a funding increase to the four-year sector that was twice the rate of increase in community colleges. The attached chart shows that Oregon public university general fund investment has grown at roughly twice the rate of community college general fund and property tax dollars combined for each of the last two budget cycles. OCCA fully supports additional investment in students at the public universities; however, we urge that students at community colleges be more adequately supported as part of the same continuum.

We also recognize that the Legislature has made a significant investment in the relatively new financial aid program, the Oregon Promise, which is targeted specifically toward students attending community college. However, like all financial aid programs, such as the Oregon Opportunity Grant or the federal Pell Grant, those dollars go directly to students for tuition and other expenses but do not affect the colleges' bottom-line funding.

Being a short session, we know there is some reluctance to commit the state to additional spending, but we strongly believe this is a needed budget correction based on a misperception earlier this year that local property tax revenue had grown so fast as to alleviate the need for further general fund investment in community colleges. This was and is simply not the case.

As locally elected board members, we are also keenly aware that there are factors beyond the control of the legislature, such as the upcoming Ballot Measure 101 to fund health care for low-income individuals and families. Such a revenue loss would likely make additional funding impossible, instead forcing another round of budget cuts. However, should revenue remain substantially unchanged from current projections, we strongly urge the Legislature to make this adjustment to the Community College Support Fund and provide needed tuition relief for our students and the support they need to achieve their academic and career goals.

Thank you for your consideration of this request. We look forward to following up with you in person in the coming days.

Sincerely,



Denise Frisbee  
OCCA Board President



Dave Hunt  
OCCA Board Vice-President

Cc:

Senate President Peter Courtney  
House Speaker Tina Kotek  
Senator Rod Monroe  
Representative Barbara Smith Warner

## Tips for Lobby Visits

### Do:

- Make an appointment
- Dress neatly
- Be on time – be prepared to wait
- Introduce yourself
- Cultivate a good rapport with the assistant and staff – they can be very helpful!
- Stick to the subject at hand
- Be honest if you don't know something, say so
- Know something about the official
- GET A COMMITMENT – ask them whether they will support your position
- Thank the public official for the meeting

### Don't:

- Be angry
- Be hostile (I'm a taxpayer!)
- Threaten (You'll pay for this at the polls)
- Be afraid to be assertive
- Lose credibility (it will affect everyone who lobbies on the same subject after you)

### Points to Know:

- Most public officials are happy when their constituents visit – they'll be friendly
- Public officials want people to like them
- You pay their salary, they work for you
- Common Pitfalls – Don't let them throw you!
- There may be times when the public official doesn't show up for your appointment
- There may be times when the public official is late for your appointment
- There may be constant interruptions during your meeting

### Helpful Hints:

- Confirm appointment the morning of the appointment
- Bring a copy of the bill/proposal with you
- Know exactly what you want to get from the official (yes or no vote, commitment not to vote, etc.)
- Prioritize your points (especially important if the meeting is cut short)
- Know your officials background (voting record, position on the issues, personal history)
- Try to find a common ground with the official
- Make yourself available as a resource
- Thank the assistant or staff person