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CU Advocates  
EDUCATE. ENGAGE. INFLUENCE. SUPPORT.

# CU Advocacy 101

## How to Engage Your Elected Officials

<https://www.cu.edu/cu-advocates>

Why we need CU Advocates.

# CU Office of Government Relations Structural Overview

- The Office of Government Relations supports the University of Colorado by building effective partnerships between the university and state and federal governments. This is achieved through representation and advocacy of CU's needs and interests with state and federal elected officials in Colorado and Washington, D.C.
- We have a team of individuals that work on policy and lobbying at the State and Federal level.
- Our office works closely with the University's VP of Budget and Finance, Todd Saliman, who represents CU on budget issues and is the lead lobbyist for Joint Budget Committee Members



# Policy and Legislation 101

Colorado Legislature is in session  
from January – May

There are 100 legislators;  
35 Senators and 65 Representatives

23 **NEW** legislators in 2015

Close to 500 bills are introduced  
each year

Each legislator can introduce five bills

To pass a bill requires 33, 18 & 1



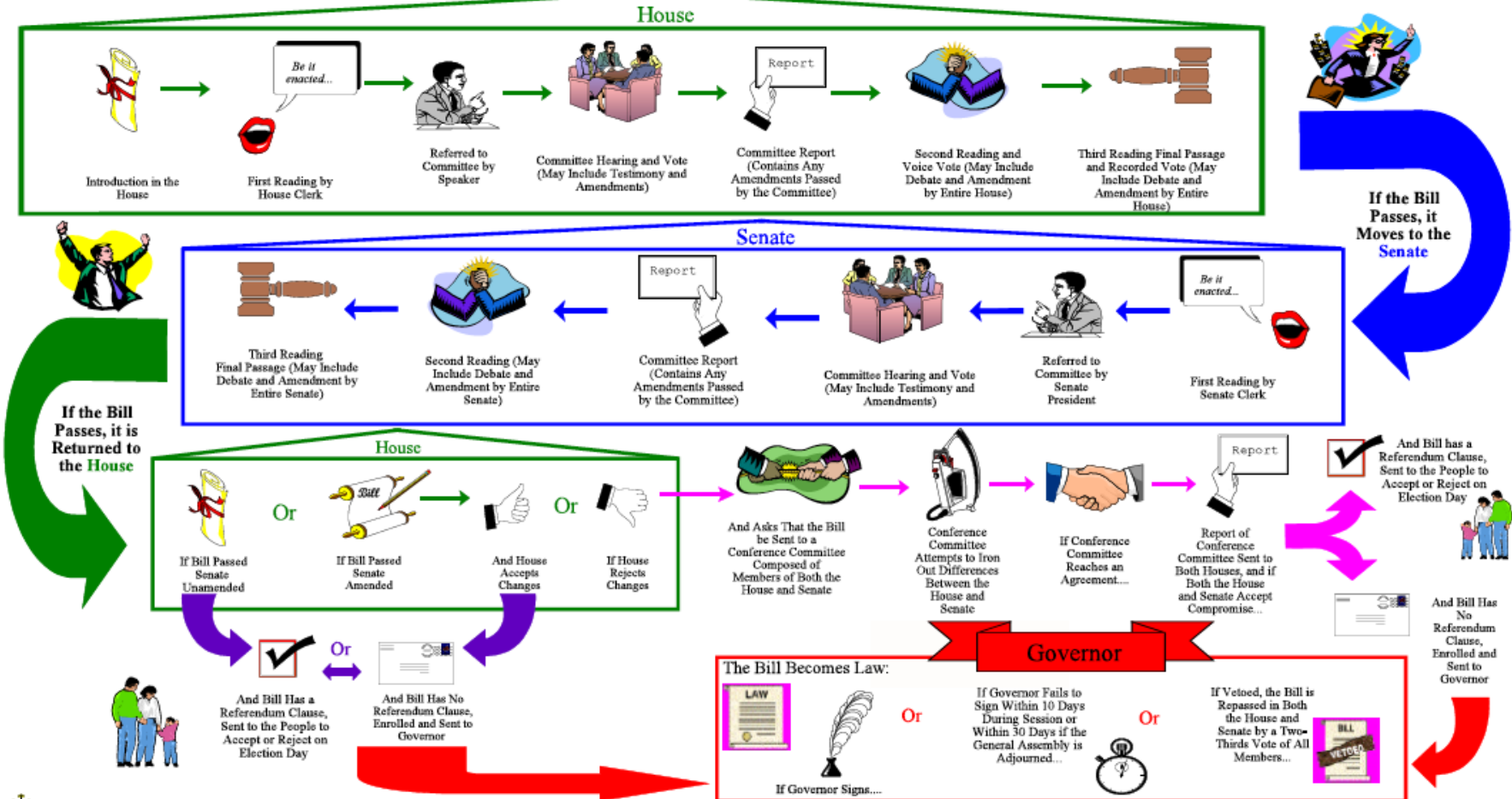
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# How a Bill Becomes a Law

## How a Bill Becomes Colorado Law\*



Office of Legislative Legal Services, Colorado General Assembly, October 2001

\* Assumes Bill is a House bill, a Senate Bill Follows a Similar Process Beginning in the Senate

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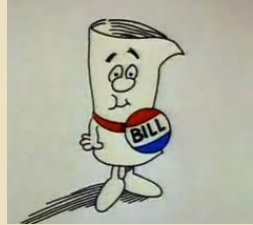
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# Ongoing Legislative Issues from 2014

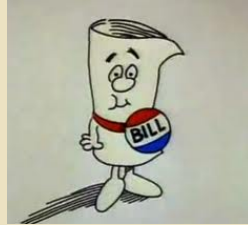
## HB 14-1319 Outcomes-based Funding For Higher Education

- In May 2014, the Governor signed **HB 1319** which charged the Colorado Commission on Higher Education (CCHE) with creating a new funding formula for public institutions of higher education in Colorado.
- Since then, the Colorado Department of Higher Education and the CCHE convened an inclusive, collaborative and transparent process to create and finalize a new funding model for higher education that aims to fund enrollments, honor each institutions unique role and mission and reward performance. Some of you may have attended stakeholder meetings held around the state.
- After thousands of hours of work and stakeholder's time, the finalized **FY 2015-16 HB 1319 funding model has the unanimous support of the Department, Commission and all of the affected Colorado public colleges and universities**, including CU.
- The **unanimous support for the HB 1319 funding model in FY 2015-16 was achieved through compromise as well as requested additional funding with Colorado resident students and families in mind**. Had it not been for this additional funding it is unlikely there would have been unanimous agreement.



# Ongoing Legislative Issues from 2014

## HB 14-1319 Outcomes-based Funding For Higher Education



- The University of Colorado is thankful for the collaborative efforts to reach agreement on the HB 1319 funding model, and urges the legislature to support the funding model. We also support the Governor’s budget request, which provides additional funding to support transition to the HB 1319 model.
- No funding model is perfect. After this initial FY 2015-16 allocation it is fair to expect there will be an ongoing dialogue on the HB 1319 formula in future.
- However, for this year, **we ask that you express your support to your elected officials and community organizations for the unanimously agreed to HB 1319 funding model and the additional funding requested by the Governor for its implementation in FY 2015-16.**



# Budget

Joint Budget Committee (JBC): The General Assembly's permanent fiscal & budget review agency, the Joint Budget Committee, is charged with analyzing the management, operations, programs, and fiscal needs of the departments of state government. The state constitution requires a balanced budget. The JBC holds hearings and reviews the executive budget requests for each state agency and institution.

This year there are 4 new members on the committee with no prior experience this is very unusual. Young, Hamner, Rankin and Grantham. Senators Lambert and Steadman are the 2 returning members. The JBC is the only non majority committee with a 3 3 split.



The governor initiates a budget proposal that is delivered on November 1 based off of revenue forecasts from JBC staff and Legislative Council Staff. The next forecast is in September. The JBC will then take that proposal into account, along with their recommendations and submit a budget to the legislature for a vote.



# CU's 2015 Budget Priorities

## **State Funding Initiatives:**

Support Governor's budget request for higher ed – total \$107M

- \$60.6M for operational expenses
- \$15M implementation of HB 1319
  - Protect the current formula to make sure that CU Anschutz and the CSU Veterinary Medicine programs are not put back into it, but stay a separate allocation.
- \$30M Colorado Opportunity Scholarship Fund
- \$1.7M for specific programs/projects at the Colorado Department of Higher Ed, Colorado School of Mines and Fort Lewis College

Alzheimer's Funding:

- Protect the \$250K that Henry Sobanet and Governor Hickenlooper requested in their budget for Dr. Huntington Potter's program at CU Anschutz.

Watch and protect the Tobacco money for CU Anschutz

## **Capital Initiatives:**

CU's top system capital priorities included on the CCHE priority list are:

- CU-Boulder CU Systems Biotech Building (funded in Governor's request)
- UCCS Visual and Performing Arts Building (funded in Governor's request)
- CU Denver North Classroom Renovation (project #30, General Assembly would need an additional \$50.6 million to fund)
- CU Denver Interdisciplinary Building and Data Center (project #35, General Assembly would need an additional \$140.3 million to fund)
- CU-Boulder Aerospace and Engineering Science Building (project #38, General Assembly would need an additional \$196.6 million to fund)



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# What is Ahead?

## 2015 Anticipated Legislation:

- **At the state Capitol, CU is expected to work with lawmakers on several potential bills to be introduced by CU. Key areas of focus will be workforce needs, STEM education and university infrastructure.**
  - **Examples:**
    - **Incentives for Private Sector Jobs on HE Campuses**
    - **STEM, OEDIT/Workforce Legislation**
- **Legislation that Impacts CU and Higher Ed**
  - **EX: SB 15-062 Extend Restriction on Tuition Increases at Higher Ed Institutions (Kerr/Pettersen)**





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What's in your advocacy folder?



# Advocacy Tactics

- Calls to Action
- Write Letters to the Editor, page 6



## Guest Commentary Higher ed support shameful

By Jeremy Dehn

Like anyone rational, I'm frustrated to see the University of Colorado's regents raise tuition yet again.

For five years, I taught at CU-Denver and other colleges, listening to students lament years of student loan repayments to come. And like them, I wondered what happens to the piles of cash taxpayers provide.

Then I did some research, and was astonished to learn that the CU system currently receives 57 percent of its operating budget from the state. Five point seven.

Turns out that funding for Colorado's public colleges and universities is at a historic low. I taught at CU, earned my bachelor's there 15 years ago, and gained training that's helped me pursue a fulfilling and varied career.

In 1990, the state gave CU-Boulder \$9,223 per student, adjusted for inflation. This year, it's \$4,986.

The state's Joint Budget Committee recently voted to cut next year's budget less than originally feared, but it's still cutting further. Can we be surprised that tuition is rising? I don't think so. But we can be concerned.

We're squeezing an institution that's educated more than 350,000 Coloradans, preparing them for critical roles in business, engineering, arts, health, and community service. The CU system generates \$6 billion annually for Colorado's economy. It's a major driver of innovation

and parents, and leads nationally in producing professionals for everything from NASA to the Peace Corps. And again, CU is joined by many important Colorado schools.

So why is it so difficult to make room in the state budget for a fraction of what our institutions give us? It's hard, particularly in a recession, to admit we need to pony up. It's more comforting to believe long-standing myths. Here are just a few:

No. 1: Tuition is high because teachers make too much. I interviewed for a private-sector job where my graduate degree in communications was worth \$6,000, but as a teacher I accepted \$3,000, summers on, no benefits.

No. 2: Administrators make poor decisions. I admit I can speak to this myth less, but I did see painful cuts made to minimize tuition increases. CU's figures show administrative overhead 44 percent lower than comparable American universities. Contrast that efficiency with...

No. 3: For-profit institutions are more efficient than public ones. I also taught at a for-profit college, and we had similar misadventures. These much more expensive "free-market" schools are funded up to 90 percent or more by federal loans, grants, and GI Bill funds, far more public money than our public colleges, and a chunk of that scarce higher education cash goes to shareholders, not students.

Public institutions like CU are the most cost-effective. They're not perfect, but by any objective measure they're doing very well amid harsh financial realities, so imagine what they could do with proper support. And, yes, any institution that gets public money should be publicly accountable.

I can think of improvements, most notably better support for low-income students, minorities, and veterans, and not just because they have the most to gain from education and the most to lose when tuition rises. These are also the students targeted by for-profit colleges. In short, our failure to adequately fund state schools helps create the market for the for-profit sector, leaving students — and the taxpayers who subsidize them — paying more for dubious results.

Tenure could also be reformed. Schools should be able to fire bad teachers. Yet I'm an example of why tenure shouldn't be completely eliminated: my non-tenure job at the for-profit ended when I wrote a column similar to this one. Public colleges created tenure to prevent such retaliation, and academic free speech should be protected.

If we want to have a say on these or any improvements, if we expect tuition to stay reasonable, and if we want the billions in benefits from an educated population, we need to make the decision to support higher education.

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WEDNESDAY, APRIL 17, 2013

### The Pueblo Chieftain

#### TELL IT TO THE CHIEFTAIN

##### A bad bill

Pueblo Community College President Patty Erjavec exercised the bully pulpit (Chief-tain, April 11) in giving her opinion on why the ill-advised community college bill was killed by the Legislature.

If the Erjavec assertion is correct, the fact is citizens of Colorado can be grateful to the leadership of the four-year colleges and universities that stopped the notion of having a four-year curriculum in a community college (SJR65) without a thorough prior needs assessment. One was never done.

In fact, this bill was steered behind closed doors without proper knowledge and review by the state education boards. Moreover, even the leadership of Colorado State University-Pueblo across town was not properly informed of SB165 calling for this curriculum change.

This bill embroiled many different parties across the state in the higher education community and the state Legislature. The role of President Erjavec is surely called into question on this back-room deal.

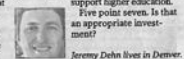
One can be sure there will be a thorough airing of the issues surrounding this measure, should it see the light of day in the future. In the same regard, a complete needs as-

essment on the entire issue will be required.

Further, higher education advocates, like myself and others, will be calling for prior approval by the Colorado Commission on Higher Education and the State Community College System's board before individual college presidents are allowed so publicly embarrass themselves and others in the future.

Finally, it is the "legislatively established roles" of the state education boards to do these oversight duties. On SJR65, they failed miserably and the governor needs to hold them accountable.

Alvin D. Rivera  
Pueblo



Jeremy Dehn lives in Denver.



# Advocacy Tactics

- Tips to be an influential advocate, page 21
  - Contacting your elected official
  - Writing your elected official
  - Calling your elected official
  - Meeting your elected official
  - Keeping perspectives in check

# Working with Elected Officials

## Communicating with Elected Officials

- Use your CU Advocates Guide as a reference!
- Distill information into layman's terms
- Know personal issue areas and style – direct or soft approach
- Do your best to answer all of their questions
- If you don't know, say you don't know
- Know the opposing argument



## Maintaining Personal Relationships

- Work to develop relationships with your local legislators
- Attend town hall meetings to stay apprised of their policy priorities
- Do not only communicate when you need something
- Use email as a tool
- Invite them to community events or host an event for them! Even at a local coffee house
- Ask how you can help the member
- Be sure to say THANK YOU!





# Advocacy Resources

- [CU Advocates web site](#)
- [Find your elected officials](#)
- [CU Advocates social media](#)
- [CU Office of Government Relations Bill Tracker](#)



# How you can help

- Attend advocacy events
- Volunteer
- Host a legislative coffee
- Host new student welcome reception
- Host community event
- Promote CU
- CU expert speaking opportunity
- Luggage tags, pin
- Recruit advocates

# How YOU Can Get Involved!



- Share personal stories- Why are YOU a CU Advocate?
- Local legislator relationship building
- Tell your friends! Spread the word about importance of Higher Education and CU! “Let’s make higher ed a priority.”
- Get involved! “*CU For Colorado*” President Benson’s initiative to showcase how CU is serving CO communities. CU offers more than 200 outreach programs throughout the state, working to advance the economy, health and culture of Colorado.
- Help with CU Advocate Calls to Action







# Advocacy messages for 2015

- Keep higher education a priority in Colorado.
- The new funding model has unanimous support of the Department of Higher Education, Colorado Commission on Higher Education and all of the affected Colorado public colleges and universities.
- CU supports the Gov.'s budget request, which also provides additional funding (\$15M) to support transition to the new funding model. No institution is left behind.
- Tuition costs are closely linked to state funding, and they can't be viewed in isolation. The state's investment plays a big part in what tuition costs are.

CU's Office of Government Relations Thanks You!!

Questions?  
Breakout groups



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