CU Advocacy 101
How to Engage Your Elected Officials

https://www.cu.edu/cu-advocates
Why we need CU Advocates.
• 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.
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
How a Bill Becomes a Law

Introduction in the House
First Reading by House Clerk
Referred to Committee by Speaker
Committee Hearing and Vote (May Include Testimony and Amendments)
Committee Report (Contains Any Amendments Passed by the Committee)
Second Reading and Voice Vote (May Include Debate and Amendment by Entire House)
Third Reading Final Passage and Recorded Vote (May Include Debate and Amendment by Entire House)

If the Bill Passes, it Moves to the Senate

Third Reading Final Passage (May Include Debate and Amendment by Entire Senate)
Second Reading (May Include Debate and Amendment by Entire Senate)
Committee Report (Contains Any Amendments Passed by the Committee)
Committee Hearing and Vote (May Include Testimony and Amendments)
Referred to Committee by Senate President
First Reading by Senate Clerk
...

If the Bill Passes, it is Returned to the House

If Bill Passed Senate Unamended
If Bill Passed Senate Amended
And House Accepts Changes
And House Rejects Changes

The Bill Becomes Law:
If Governor Signs...
If Governor Fails to Sign Within 10 Days During Session or Within 30 Days if the General Assembly is Adjourned
If Vetoed, the Bill Is Resubmitted to Both the House and Senate by a Two-thirds Vote of All Members...

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

Office of Legislative Legal Services, Colorado General Assembly, October 2001
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 institution’s 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.
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)
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)
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 Jerome Beck

In the recent national debate on higher education, the University of Colorado (UC) has been a frequent target of criticism. The university has faced challenges in securing adequate funding, which has led to concerns about the quality of education and the future of higher education in the state.

Despite these challenges, the University of Colorado system remains committed to providing a high-quality education to its students. The university has made significant strides in recent years, including the expansion of online education programs and the enhancement of research capabilities.

However, the university's funding model is in need of reform. The current system relies heavily on state funding, which has been insufficient in recent years. The university has called for a more comprehensive funding model that includes a greater emphasis on federal and private support.

In conclusion, the university's efforts to improve the quality of education and research are commendable. However, securing adequate funding remains a challenge. It is time for policymakers to recognize the importance of higher education and work towards a more sustainable funding model that supports the university's mission.
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.
Questions?
Breakout groups