

Building support for CU
and public higher education



CU Advocates Guide

Educate. Engage. Influence. Support.



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

CU Advocates

We know how busy you are, but making a difference can take a few minutes or, if you want to get more engaged, a few hours. It's your call.

We are asking University of Colorado alumni, friends and supporters to join the CU Advocates network to promote and enhance CU through grass-roots advocacy, which includes reaching out to community members, elected officials, the media and leaders in Colorado and beyond.

With our program, you can easily communicate CU's value, opportunities and challenges to various communities. CU Advocates are volunteers who carry a powerful voice on issues important to CU and its community, such as:

- The value a CU degree brings to a graduate's quality of life.
- CU's significance as an economic driver with workforce development, innovation, new jobs, cultural activities and health care delivery.
- Legislative issues affecting CU.
- The challenges posed by diminished state funding for higher education.
- The need for a sustainable funding solution for higher education.
- The importance of private giving and private/public partnerships.
- The academic and research aspects that define CU's value.

Mission

The University of Colorado's advocacy program was created to build a network of informed and engaged volunteers who care about the university and are prepared to promote its educational, research and economic contributions to Colorado and beyond. CU Advocates also will help to raise awareness about issues affecting higher education.

Who is a CU Advocate?

A CU Advocate is a member of a dynamic network of university supporters (CU students, parents, faculty, staff, donors and alumni, as well as business leaders, community members and friends) who want to be educated about, engaged with and empowered by matters important to CU.

CU Advocates want to make higher education a priority in Colorado.

How you can help

Advocates promote the university, touting the value the university brings to every sector and corner of Colorado and around the globe. Advocates are informed of the challenges and opportunities facing CU in order to help influence policy when contacting state leaders and elected officials. Advocates are encouraged to share their story about how CU has had a positive influence on their life. Advocates also have the opportunity to choose volunteer activities to engage with the campuses (career support, mentoring, homecomings, student recruitment, etc.).

A CU Advocate can help in different ways.

Talk about CU

Extraordinary work happens every day on CU's campuses. Talk about CU's value, opportunities, achievements and its challenges to enlist public support.

Share your CU Story

A college education is a high-yield investment that pays lifelong dividends to individuals and society. Share your CU story on our social media sites. These stories help define the value of CU.

Volunteer or host an event

Want to host a CU event, such as a legislative coffee or a faculty speaker? Want to volunteer for a CU event or help recruit students? Interested in CU experts and leaders speaking at your company or at a community event? We can help. Email cuadvocates@cu.edu.

Engage elected officials and state leaders

Your voice is important. Periodic calls to action will be emailed when your voice and support are needed on critical issues.

Recommend CU

Promote CU to prospective students and their parents. Our campuses offer academic programs to meet the aspirations of most every student, as well as strong support services, internships and undergraduate opportunities. Our faculty are world class, as is the CU living and learning environment. Share your CU story and encourage prospects to participate in campus tours and information sessions.

Support CU

Private support gives CU a competitive advantage, taking our campuses to new heights in academics, research and student success. Be part of investing in CU's future and its students. Give online or learn about making a gift at cufund.org.



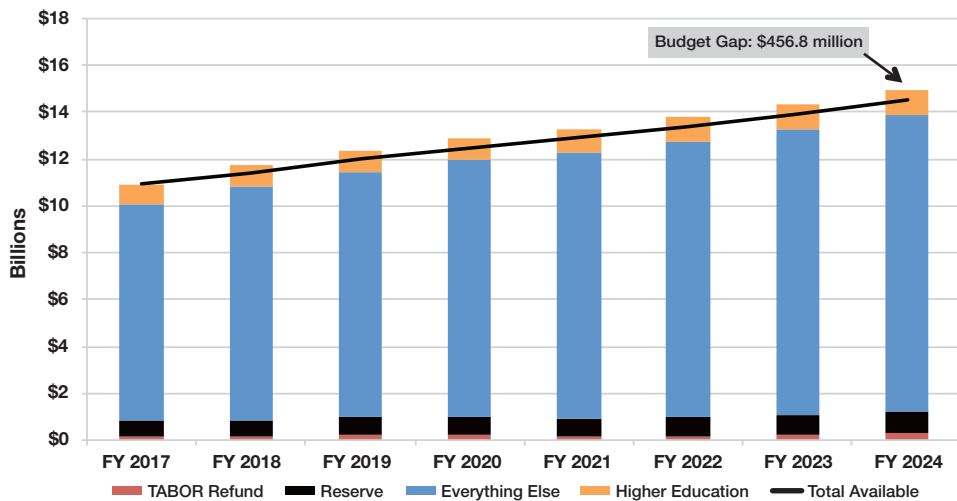
Be Informed

To be an effective advocate, you need to know the facts as well as be able to personalize how the issue or issues will affect CU. You'll receive concise, easy-to-understand information on legislation, policy and important initiatives affecting the university.

Occasionally, the university will ask you to take action on an issue by contacting your elected officials and/or members of the media. Advocacy tips and tools are outlined in this guide and on our website.

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State Revenues Will Not Keep Up With Expenditures CU Forecast (October 2015)

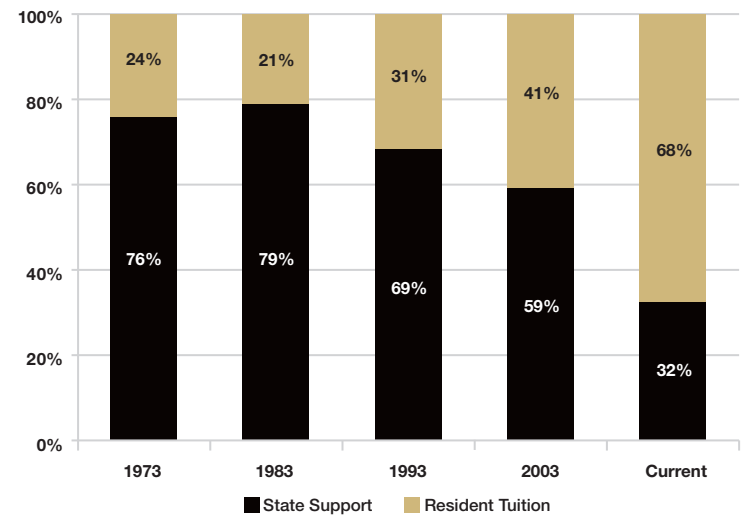


Why advocate for the University of Colorado?

In Colorado, the state's financial support for higher education has been declining as a result of the economic downturn, lack of state revenue, funding mandates set in constitutional amendments and federal requirements. This combination has tied the hands of the governor and legislature, leaving little choice except for cutting funding for higher education. As a discretionary budget item, public higher education usually has its funding cut to help balance the state's budget, which is a constitutional mandate.

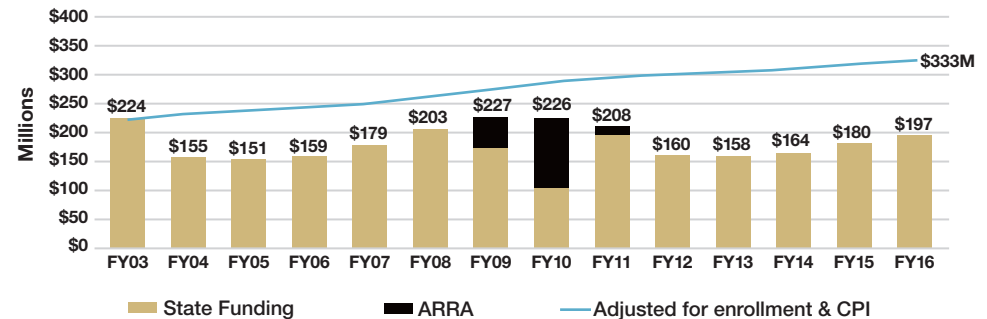
Budget reductions from the state put a strain on tuition, shifting more of the cost of higher education to students and families.

History of CU State Funding and Resident Tuition Revenue



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State Funding For CU Not Keeping Up (November 2015)



Be an Educator

Write a Letter to the Editor

Writing a letter to the editor of your local or regional newspaper is an effective way to voice your views on an issue or opportunity while educating and influencing the public. By targeting a local news outlet, you can tailor your message using local or personal examples to better connect the topic to members of the community.

Letters to the editor are typically noted by elected officials and policy leaders, providing an opportunity to raise awareness of an issue that is important to the public or to the elected official's constituents.

If you want your letter to be considered, check your publication for guidelines for writing a letter to the editor and follow them carefully.



Tips:

1. If you want to respond to an article you've read, be prompt. Don't wait a few days or your topic will be old news.
2. If you are responding to an article or letter, list the date the article ran and include the headline in the first sentence of the body of your letter.
3. Letters to the editor may be edited for space consideration. You should get to the point early.
4. Don't be overly emotional. Avoid the use of exclamation points and insulting language.
5. Remember that short, concise letters (150 words or less) sound confident and increase your chances of being printed.



Things to Consider When Writing or Talking About CU

Amid these challenging economic times, it's remarkable to learn about the transformational work happening every day on CU's campuses. Educating our communities, elected officials and state leaders about CU's value, its challenges and its opportunities is a great way to enlist their support and carry forward the good work we are doing.

In writing your letter to the editor, or talking about the university, we ask you to share your story of CU's importance to Colorado, and to you personally. These stories help put a face on the university and provide compelling evidence of CU's significance to the economy, culture and health of Colorado.

A college education is a high-yield investment that pays lifelong dividends to individuals and society. Perhaps a professor enlightened you to discover a career path, or your son or daughter is enrolled at a CU campus, becoming a happy and successful young adult. Maybe a CU physician saved a loved one's life. These are the stories that define CU.

Be a Volunteer

There are many ways CU supporters and alumni can engage with our four campuses. The CU Advocates program helps to organize and promote volunteer and engagement opportunities. Because there are so many, we recommend that if you have an interest in volunteering, please call or send us an email. We can't guarantee an immediate match, but we will do what we can to connect you to CU in a meaningful way.

Here is a sampling of volunteer opportunities that may interest you.

Recruit Advocates

The CU Advocates program encourages alumni and friends of the university to communicate the vital importance of the University of Colorado campuses throughout the state and beyond. If you have friends who care about public higher education and CU, encourage them to join the CU Advocates network. You can go to cu.edu/cuadvocates to quickly and easily forward the "Join Now" link inviting your friends to become an advocate for the university.

CU Advocacy Day at the State Capitol

Participate in the annual CU Advocacy Day at the State Capitol to hear directly from elected officials about the state's priorities and challenges. Learn how the state budget works and meet fellow alumni, CU leaders and your elected officials. Contact: CU Government Relations at 303-831-6192.



Host a Legislative Coffee

Host a "meet and greet" with an elected official or officials at a local venue of your choice. We assist with inviting other advocates in the area. The small gathering would be to talk about the value of CU and public higher education in the state. The goal is for the legislator to engage with constituents who are strong supporters of CU and who then build a relationship with that legislator. Contact: CU Government Relations at 303-831-6192.

Host a Community Event

Effective advocacy requires a strong grass-roots effort, and hosting a town hall-style event in your community is a great way to educate and motivate CU supporters regarding the challenges and opportunities facing the university. If you're interested in hosting a community event, please email cuadvocates@cu.edu or call 303-860-5622.

Invite a Faculty Expert to Speak at Your Company or in Your Community

CU is home to faculty experts who span every sector of industry and culture. Hosting a faculty expert to speak at your company helps to engage the public in the work CU is doing, but it also further demonstrates the value the university brings to the state's economy and quality of life. If you are interested in finding a CU faculty expert to speak on a topic, please contact cuadvocates@cu.edu or 303-860-5622.

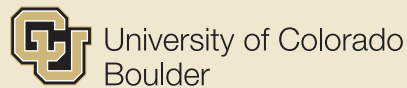
Tour a Campus

Each CU campus has distinct characteristics and offers an array of laboratories and facilities. We can work with you to arrange tours for your organization's employees to see firsthand the work underway at a CU campus. The tours can be tailored to specific industries. If you're interested in a tour, email cuadvocates@cu.edu or 303-860-5622.

Host a New Student Reception

You can host summer receptions for new students and their parents to welcome them into the CU community. If you are interested in hosting a new student reception, email cuadvocates@cu.edu or 303-860-5622.

VOLUNTEER OPPORTUNITIES



Volunteer to be on a Career Panel

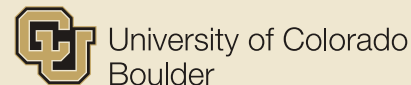
Career Services hosts panels throughout the academic year to educate students about a variety of career options. Students hear firsthand the rewards and challenges of specific careers, how to get a foot in the door, and they meet contacts in the industry. If you offer expertise in a specific area and would like to participate as a career panelist, please contact 303-492-8020.

Internship Opportunities

Internships have always been an important part of the education experience. They provide valuable career education, professional skill development and relevant experience. Internship programs also allow employers to screen potential full-time hires. To learn more go to <http://careerservices.colorado.edu/employers/internship> or 303-492-3707.

Hire a CU Graduate

Nothing is more helpful to CU students than helping them secure their first professional position. Whatever position you have available, CU-Boulder has a degree program that will meet your needs. Career Services offers many different ways to find your ideal new hire. To learn more about hiring a CU graduate, please go to <http://careerservices.colorado.edu/employers/>.



Chat With a Student

Assist a CU-Boulder student with his/her career path decisions. Join CU-Boulder's LinkedIn group. Students (and alumni) will be using this group to network and chat with professionals in their particular fields of interest. Once you have a LinkedIn account, join the Career Services, University of Colorado Boulder group.

Back to Boulder

Back to Boulder is held during homecoming weekend offering three days of activities on campus for alumni to participate. Contact: ucbalumni@colorado.edu or visit alumni.colorado.edu/volunteer/.

Leeds School of Business Professional Mentorship Program

(Limited number of openings)

The program pairs undergraduate students with business professionals from around the country. It matches students with mentors based on a variety of characteristics including: field of study, desired geographic location following graduation, career interests and personality.

The program consists of a minimum of one meeting or phone call (for out-of-state mentors) per semester for four semesters. If you're interested, please contact Leedsmentoring@colorado.edu or 303-492-5881.

Celebrate CU-Boulder's Newest Forever Buffs at Convocation

Help welcome freshmen to the Forever Buffs family each August during convocation. Join other alumni and students to form a human tunnel and greet and cheer on new students as they walk under a giant Forever Buffs arch from the ceremony to Global Jam. To volunteer, contact the alumni association at ucbalumni@colorado.edu or alumni.colorado.edu/volunteer/.

Why Advocate?

It is imperative that CU supporters mobilize to advocate on behalf of the university to help influence public policy, shape public opinion, energize support and secure CU's future.

Out-of-State Summer Send-Offs

Summer send-offs take place in July and August before classes start to welcome new freshman and transfer students and their families to the CU-Boulder family. Volunteers are needed for out-of-state send-off events. You can host, fund or assist with summer send-offs. For more information contact CU Parents Association at 303-492-1380 or parents@colorado.edu.

CU Parents Association

As a parent of a CU-Boulder student, you can join the CU Parents Association (CUPA). There are no dues. CUPA membership serves as a vehicle to keep you informed about critical campus news – dates to remember, helpful resources to ensure your student's success, exciting events on campus and around the country. Parent volunteer opportunities can be found at www.parents.colorado.edu.

VOLUNTEER OPPORTUNITIES

Career Support

Help UCCS students achieve their career goals by posting internship opportunities available within your organization. We have the tools and staff available to help you find students with the skill set that best matches your goals and objectives. Contact: 719-255-3340 or jobhelp@uccs.edu.

Guest Speaker at UCCS

Share your experiences and tips for personal and professional success with current UCCS students at special events, club meetings or as a guest speaker in a classroom. Contact: alumni@uccs.edu.

Work with UCCS Students

You can serve as a mentor to a student in need. Provide career advising and services to current and recent graduates. Contact: alumni@uccs.edu.

Work with Prospective Students and New Freshmen

Make a difference at UCCS by encouraging new students to consider the campus for a bachelor's, master's or doctoral degree. If you're ready to spread the word about the great things happening at UCCS, we'll give you the tools to help promote it to prospective students and parents. Contact: alumni@uccs.edu.

Roar on the Road/Start an Alumni Chapter

UCCS brings the latest campus news to you in your community. We visit cities including Washington, D.C., San Diego, San Francisco and Phoenix. Check for upcoming events in your area by visiting the alumni website at uccs.edu/alumni. To organize a reception in your area, or start an alumni chapter, contact alumni@uccs.edu.



VOLUNTEER OPPORTUNITIES



University of Colorado
Denver

Calling and Welcoming New Students

The office of Alumni Relations offers volunteer engagement activities. Calling and welcoming new students builds a friendly connection and makes the incoming students feel like part of a family. Contact the office of Alumni Relations 303-556-2546 or ucdalumni@ucdenver.edu.

Campus Events

If you have an interest to get back on campus, there are several annual events that need volunteers. Visit CU Denver's event calendar online. Contact the office of Alumni Relations 303-556-2546 or ucdalumni@ucdenver.edu.

Career Support

Provide information and/or opportunities to students and alumni. The CU Denver Career Center offers many exciting resources for your organization to connect with top talent and establish name recognition at the campus.

Just ASK! Job Link and Online Job Postings: List employment opportunities for CU Denver students and alumni.

NOTE: Re-disclosure of candidate information is prohibited without a candidate's written consent.

On-Campus Interviewing: Employers with current or anticipated job vacancies schedule campus interviews with qualified candidates.

***Career Fairs:** Events attended by employers/organizations offering information about their organization and career opportunities.

***Information Tables:** Reserve tables in high student traffic areas to interact with a larger number of possible candidates.

Partnering and Sponsorships: There are additional opportunities for employers to become involved with the Career Center or to connect with students (critiquing résumés, conducting presentations, sponsoring events, etc).

**Services that require a fee.*



VOLUNTEER OPPORTUNITIES



University of Colorado
Anschutz Medical Campus

Participate in Public Lectures

The CU School of Medicine's Center for Bioethics and Humanities hosts a monthly public lecture, "Ethics Bites," on timely topics and cases in the field of ethics. The lectures are free and open to the public. Lectures run noon-1 p.m. the fourth Monday of every month. For more information or to suggest "Ethics Bites" topics, please e-mail Heidi.Mallon@ucdenver.edu.

CU's Center for Bioethics and Humanities also offers the Arts in Medicine Lecture Series, which meets on pre-scheduled Mondays at noon at the Fulginiti Pavilion for Bioethics and Humanities, and is free and open to the public. It features expert and entertaining speakers and performances from the campus. You can search the internet for CU School of Medicine "Ethics Bites" for more information on both programs.

Host or Participate in CU's Mini Med School

CU's Mini Med School connects the public with the programs at the CU Anschutz Medical Campus. If you're interested in approaching the medical field or are curious about the latest trends in medicine, you can apply to be a host or sign up to attend a Mini Med School. It is an eight week series of free informal lectures suitable for high school students to adults. The lectures, taught by CU medical professors range from topics in science and medicine to cancer and human behavior to anatomy to immunology. Contact Mini Med School at 303-724-0348, SOM.MiniMed@ucdenver.edu or medschool.ucdenver.edu/minimed.



Be a Promoter

Promote CU with prospective students and parents. Sharing your story of how CU influenced your life helps define the value of a CU education. Below are highlights and facts about each CU campus.

University of Colorado Boulder is the state's flagship campus, founded in 1876. Today it is an internationally renowned comprehensive research university and residential campus with more than 30,000 undergraduate and graduate students.

CU-Boulder offers:

- 3,800 courses in 150 fields of study, including architecture, arts and sciences, business, education, engineering, journalism, law and music
- 84 majors at the bachelor's level, 71 at the master's level and 64 at the doctoral level
- 340 study abroad programs in more than 65 countries
- NCAA Division I athletics, Pac-12 Conference

CU-Boulder boasts:

- Five Nobel laureates, including four since 2001
- Eight faculty named MacArthur "genius" fellows
- Four National Medal of Science winners
- 20 astronauts from CU - 18 from CU-Boulder; one from UCCS and one from CU Anschutz Medical Campus — 16 have flown on a total of 40 NASA space shuttle missions
- Receives the most NASA funding of any public university
- The only university to have designed and built NASA space instruments that have been launched to every planet in the solar system, plus Pluto
- CU-Boulder is a significant contributor to the more than 150 start-up companies created from CU research
- More than 2,000 undergraduate students each year are involved in hands-on research projects around the world
- 91 percent of its full-time faculty teach undergraduate classes
- Awarded 43% of all PhDs granted in Colorado in the last five years
- 28 NCAA championships

University of Colorado Colorado Springs is a burgeoning, regional academic and research university with on-campus housing and a rapidly growing undergraduate and graduate student population of more than 11,000 students.

UCCS offers:

- 39 bachelor's, 20 master's and five doctoral degree programs through its six colleges
- Student-to-faculty ratio of 18-to-1
- Unique programs such as the Bachelor of Innovation, Geropsychology, and Professional Golf Management
- 13 NCAA Division II athletic teams competing as UCCS Mountain Lions in the Rocky Mountain Athletic Conference

UCCS boasts:

- *U.S. News & World Report: American's Best Colleges:*
 - Tenth among Western regional public universities
 - Eighth nationally for public undergraduate engineering
 - Top-ranked graduate programs in nursing, business and public affairs
- One alumni astronaut from UCCS; CU has a total of 20 astronauts, including 18 astronauts affiliated with CU-Boulder and one from CU Anschutz Medical Campus
- More than 65 percent of alumni live in Colorado

University of Colorado Denver educates 14,000 students at its location in the heart of downtown Denver. CU Denver is the state's most diverse public research university: 55 percent of new freshman students are students of color, and 36 percent of undergraduates are first-generation students. Its programs offer convenient access to businesses, organizations, government offices and cultural venues, yielding hands-on learning experiences for students to learn with purpose.

CU Denver offers:

- More than 100 degree programs within 8 schools and colleges
- Student-to-faculty ratio of 16-to-1
- An average class size of 27

CU Denver boasts:

- The only College of Architecture and Planning in the state and one of the largest in the country
- Largest graduate Business School in the region
- Largest graduate School of Education & Human Development in the state with extensive partnerships in urban schools

- Three School of Public Affairs specialties that rank in the top 25; environmental policy ranks #10 (*U.S. News & World Report*)
- Health administration program in Business School ranks 17th nationally (*U.S. News & World Report*)

University of Colorado Anschutz Medical Campus Located in Aurora, the campus has 11.3 million gross square feet of facilities for research, education and clinical services serving more than 4275 students and some 1.6 million patients annually. It is home to 43 degree programs in CU's six health colleges and schools, including affiliated University of Colorado Hospital and Children's Hospital Colorado. The campus also features a technology transfer industry park. In 2014, the campus had a \$3.6 billion economic impact on the state. When an economic multiplier is added, it was \$5.6 billion.

CU Anschutz Medical Campus boasts:

- Firsts: liver transplant in the world; developed the shingles vaccine; use human cell cloning to study genetics and cancer; nurse practitioner and school in the country
- One MacArthur "genius" fellow (CU overall has nine)
- CU Cancer Center has the highest cancer survival rates in the state and beat national averages
- *U.S. News & World Report:*
 - University of Colorado Hospital named as the top hospital in Colorado
 - Children's Hospital Colorado, on the campus, ranked for more than a decade as one of the best children's hospitals nationally
 - CU School of Medicine consistently ranks in the top 10 for primary care. Also in the top 10 are Family Medicine, Pediatrics and the Physician Assistant program
- One CU School of Medicine alumnus astronaut aboard the International Space Station in 2015; CU has a total of 20 astronauts, including 18 astronauts affiliated with CU-Boulder and one from UCCS
- Skaggs School of Pharmacy and Pharmaceutical Sciences ranks in the top 3 of more than 100 schools nationally in National Institutes of Health grant funding
- More than 1,300 invention disclosures and patent applications filed and created 62 new companies out of CU's 150 total start-ups
- More than \$440 million in annual research grants
- University of Colorado Health invested \$500 million - \$1.37 million every day - in programs, facilities, subsidies, research and more in the communities they serve
- CU Anschutz Medical Campus physicians provided \$52 million in free health care to patients last year

Know the Difference between Advocacy and Lobbying

CU Advocates will be engaged in grass-roots advocacy, but are not lobbyists for the university. It is an important distinction because lobbyists are agents of the university who are registered with the state.

However, as a CU Advocate you occasionally will be asked to contact your elected officials or the media to express your thoughts on matters of importance to CU. When this happens, we will email you an action alert containing a sample letter to your elected official or media outlet. You may use the letter as is, but we encourage you to personalize the message.

We also encourage you to check in with the CU Office of Government Relations to report any feedback.

Be Influential

You can be the University of Colorado's most influential advocate as we work to keep higher education a priority in Colorado. To best advocate for the university, we want you to be comfortable and prepared when contacting elected officials or state leaders, whether in an email, letter, call or meeting.

- Take time to familiarize yourself with the matter
- If it pertains to a bill, reference the bill number in your communications
- Check CU Advocates website (cu.edu/cuadvocates) and our action alerts for background

Meet with your elected officials

Colorado's legislative session convenes in early January and adjourns mid-May, which leaves seven months when legislators are on recess. State elected officials usually work from their district offices and often have more time to meet with their constituents.

By contacting the legislator's district office, you may find events, including town halls your legislator is hosting or attending, enabling you to meet the legislator, ask questions and convey why CU is important to Colorado.

Personal contact with your elected official can be a meaningful way to convey your messages and it builds good rapport.

Opposing Perspectives

Your elected officials may not have the same perspective on an issue as you do. You will have a greater chance to convey your message if you are calm, thoughtful and explain your position using examples of how a bill will affect you personally.

Tips on contacting your elected officials

Below are tips to best ensure that you will be prepared to deliver your message appropriately and effectively, and that your voice will be heard by your elected official. Information on issues, tips and tools also is at cu.edu/cuadvocates. We encourage you to check in with the CU Office of Government Relations to report any feedback.

Timing: Timing is important, especially when the Legislature is in session. Try to contact your legislators two days before a vote or when a bill is still in committee when there is time to take effective action. CU will notify you of timing on a critical vote.

Using your own words: CU will provide a template message for you to personalize. A personalized message with specific examples carries more weight than form letters. Share your story. Be sure to explain and provide tangible examples of how the legislative issue is affecting CU and you personally.

Calling your elected officials: When talking with your elected official on the phone, remember to be courteous at all times. They are facing difficult decisions, so it is important they hear from you exactly why they should support CU and public higher education.

Leaving messages: If you leave a message, provide them with your full name, a phone number and time when you can be reached.

Writing your legislator: When writing your legislator, please be brief. CU will provide you with a message that we encourage you to personalize. The legislators receive many emails and letters, and appreciate it when someone is succinct. Also, encourage them to email or call you back if they have questions. Remember to include your last name, address and phone number.

Following up: Remember to follow up with a thank you that reminds the legislator why you contacted them.

If you are a CU Employee

A CU Advocate may be asked to share their personal opinion with elected officials about issues affecting the CU campuses. If you're a CU employee, we suggest using your personal contact information (address, phone number or email address) when contacting elected officials and that you do so during non-work time. We've found that not only does this ensure that we are using public resources in a responsible manner, but elected officials appreciate the personal touch that comes when a citizen reaches out as an individual and voter in their district, rather than as an employee.

Tips on meeting with your elected official

Request a meeting: To request a meeting with your legislator, write a letter. Send by email or fax, then follow up with a phone call. Legislators often note how they like to receive meeting requests on their websites, but you should always follow up with a phone call.

Organize a group meeting: Legislators are more responsive to requests from small groups of their constituents who would like to meet together – an ideal group of CU Advocates could include a combination of students, alumni and/or parents.

Plan in advance: You will have limited time – maybe only 15 minutes – so it is important to be prepared. Review the materials on the issue you will be discussing. CU can provide you additional insight and data. It is important that your message be consistent with CU's lobbying efforts.

Outline your thoughts:

- An introduction and a statement of your relationship to CU
- A statement of the purpose of the meeting with the legislator
- A brief description of the legislative matter and why it is meaningful to you (e.g., tuition increases, retaining faculty, investment in research, etc.)
- A request of the legislator to support higher education
- An offer to help the legislator as he or she commits to support CU
- An earnest thank you

Be prompt and patient: Arrive a bit early for your appointment. Legislators' schedules are unpredictable – expect last-minute changes and be respectful of his or her time. If the legislator asks you to meet with staff, don't be discouraged. Legislative staff often have specific policy expertise, and they are hired to represent the legislator as well as convey constituents' concerns to the legislator.

Be professional and positive: Avoid mentioning your personal political sentiments. Stick to policy considerations. Elected officials are more inclined to listen to constituents who have a well-thought-out message about legislative issues and call upon their own personal experiences to describe why the university is important to them. Legislators appreciate constituents who are courteous. Thank the legislator for his or her time and consideration.

Follow up: Be sure to send your legislator a thank you letter. Consider this meeting a first step in developing a relationship with your elected official and continue to communicate and advocate for CU.

Government

(Information from the State of Colorado)

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The Colorado Legislative Branch (General Assembly) makes and revises laws for the state. The General Assembly is made up of two groups: the Senate and the House of Representatives. The people in these groups are known as ‘citizen legislators’ because they hold a variety of jobs, ranging from ranching to teaching, during the times they are not serving in the General Assembly. Senators are elected every four years and Representatives are elected every two years. The Constitution limits the number of consecutive terms legislators may serve.

There are 65-members in the House of Representatives and 35-members in the Senate.



Make or Change a Law

Legislators write a bill to make or change a law. The Colorado Legislature (General Assembly) Committee members carefully review each bill before deciding if it should be voted on by the Senate and House. The public may attend these review meetings or listen to them on the General Assembly website.

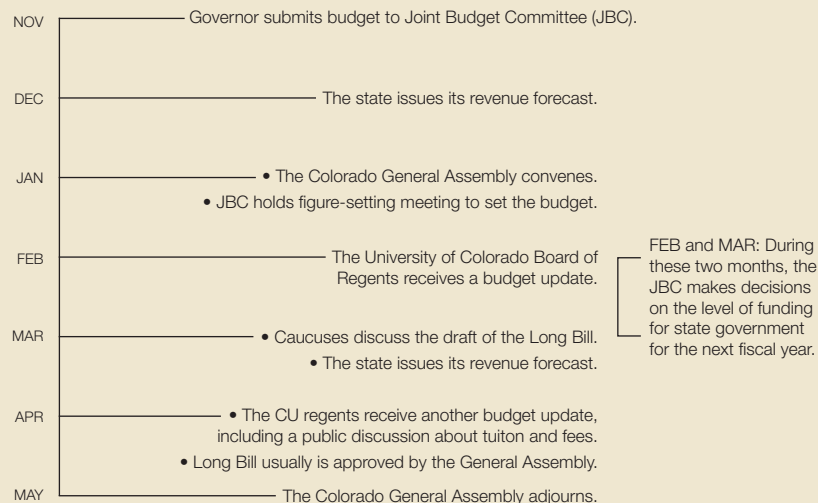
Once a bill passes – with at least 18 votes in the Senate and 33 in the House – it advances to the governor for review. If the governor approves the bill, it becomes a law. If the governor chooses to veto the bill, it is sent back to the Legislature. The Legislature can either choose to revise the bill and send it back to the governor or they can override the governor’s veto with a two-thirds vote and the bill will become a law.

Budget Process

Colorado has an annual budget cycle. The fiscal year begins July 1 and ends June 30. The state's Joint Budget Committee (JBC) writes the annual appropriations bill – called the Long Bill – for the operations of state government, including public higher education institutions. In Colorado, the state Constitution requires a balanced budget.

To help plan the state's budget, Colorado's Legislative Council and the Governor's Office of State Planning and Budgeting issue quarterly revenue forecasts in December, March, June and September.

Timeline of CU's budget process



Important Deadlines

During the legislative session (January through mid-May), the governor must sign or veto legislation within 10 days of transmittal (except Sundays), or it becomes law without signature.

Legislation sent to the governor within the last 10 days of the session must be acted upon within 30 days after the last day of the session, or it becomes law without signature.

What you can do

In addition to the many ways you can advocate for CU listed in this book, you also may:

Attend CU Advocates events. Go to cu.edu/cuadvocates for a schedule of upcoming events. We annually host CU Advocacy Day at the Capitol and several educational programs throughout the year, free, and usually open to the public.

Respond to media stories. You can respond to TV and print stories about CU in the comment section underneath the piece posted on the media's website, or you can send the reporter an email.

Share articles about CU. When you come across a positive article about CU, please forward it to your contacts as well as "Like" the article on the media's website via Facebook, LinkedIn, etc. You can Tweet it, too.



Like us on Facebook. If you haven't yet "Liked" the CU Advocates page, please do. Relevant advocacy news and talking points are posted regularly. You can like the posts and share them with your friends.



Connect on LinkedIn. Join the CU Advocates LinkedIn group. Advocacy news, talking points and events are posted on the group page.



Follow us on Twitter. The CU Advocates Twitter account reports breaking news and highlights about CU. Please follow us @CUAdvocates.

Attend campus events. CU campuses host a number of events, many of which are free and open to the public. Please visit campus websites for events that might interest you.

Spread the pride. Place your luggage tags on your travel, golf and computer bags. You can place a tag in a car window that has a CU decal or license plate. Give a luggage tag to someone who is wearing CU apparel and thank them for showing their CU pride.



How to Get Involved

- Volunteer.
- Engage elected officials.
- Expand CU Advocates network.
- Promote CU's value.
- Connect with CU.

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