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1		<u>Summer</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>	<u>January</u>	<u>February</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>Goals</u>
2	Key Dates	-August 10th - board retreat -August 29th Revenue Forecast	-1st Employer Lobby Day -Deadline to request bills 9/28	Pathway to Opportunity Convening 10/25	11/14 Revenue Forecast	Legislative Days 12/12-14 (get signatures for co-sponsors) Deadline to file bills 12/21	Legislative Days TBD 2nd Employer Lobby Day	Session Starts Feb 4th February 8th OCCA Lobby Day	PCC Lobby Day 3/12	Ways and Means Roadshow TBD -Senior Volunteer Lobby Day Trip -CCSF Budget Hearing (TBD)	Policy Committees Close TBD/likely May 15th	Session Ends 7/3	
3	Direct Contact with Legislators	23 Meetings (summer legislative visits)	7 Meetings (Future Connect) 10 meeting during legislative session	Invite key legislators to 10/25 PTO convening; 4 Future Connect Class Visits	Post election welcome calls and emails Election engagement	December legislative days with college leadership and students	January legislative days with college leadership and students	Volunteer calls and emails	PCC Lobby Day 3/12	-Senior Volunteer Lobby Day Trip	Future Connect - celebration of success		-Summer meeting 25 -Fall meetings with Future Connect 7 -Monthly meetings with committee members and core delegates
4	PCC Lobby Days		1st Employer Lobby Day	Pathway to Opportunity Convening 10/25	Election Engagement	-Student lobby day Dec 12th -College leadership December 13th lobby day	January legislative days with college leadership and students		PCC Lobby Day 3/12	-Ways and Means Roadshow TBD -Bring 30 people to the CCSF budget hearing			Frequent and increasing engagement with elected officials
5	Employer Partners	-Employer partner legislative briefing 7/23	-Employer Day in Salem 9/24 (5 businesses)	Quote gathering	One-pager design	Employer partner nominees selected	Legislative Days: PCC leadership	Employer award nominees decision by cabinet		-Employer Day in Salem (TBD)	Employer awards	Employer thank yous and updates	-PCC fall employer day (9/24) -One pager on employer needs with quotes -Spring employer partner day
6	Material Creation	Pathways one-pager		Localized talking point gathering	Confirmng with ei	Employer one pager due December 10th	Drafting lobby day materials	DUE All materials by Feb 12th for March 12th lobby day	Coalition letters begin March 2019 when budget hearings begin	Budget hearing materials			

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			to be pitched for a byliner from Mark focused on pre-session/pre-gov office decision (topic: HECC budget, the power/need for CTE, Mark's D.C testimony)	web feature/social media moment; Themed press releases serviced to be media. This month they include: Shemia Fagan/Mark Hass Future Connect Visit CTE Program Focus Web Feature Jennifer Williamson Visit Themed Web features and complementary Web news stories on pcc.edu, linked to pertinent Web pages (bond, campuses, etc.) continue. The topics of these stories mirror those highlighted in	Forecast- pitch budget and CTE focused as it relates to the corporate tax increase, and highlight a program profile; Themed press releases to be serviced to media. Topics this month TBD. Themed Web features and complementary Web news stories on pcc.edu, linked to pertinent Web pages (bond, campuses, etc.) continue. The topics of these stories mirror those highlighted in	Profile of somebody advocating on our behalf (student, staff, community member...etc); Editorial board meetings researched and booked in concert with OCCA. Themed press releases serviced to be media. This month they include: CTE Story/Mitsui Response To Gov Budget Recommendation Themed Web features and	ambassador and students in Salem -- highlighting student advocacy!; Editorial board meetings researched and booked in concert with OCCA. Themed press releases serviced to be media. This month they include: Student Ambassadors in Salem Feature Themed Web features and complementary Web news stories on	stories - \$787, CTE, and closing the opportunity gap Student Rally profile and press release; Editorial board meetings booked in concert with OCCA. Themed press releases serviced to be media. This month they include: Multiple PCC Speakers in Salem Profiles Student Rally Coverage Pitching of subject-specific	Feature (preview and recap); Editorial board meetings booked in concert with OCCA. Themed press releases serviced to be media. This month they include: Lobby Day Preview and Recap Pitching of subject-specific news stories for college leadership	Roadshow coverage story and social media?; Editorial board meetings booked in concert with OCCA. Themed press releases serviced to be media. This month they include: Ways and Means Roadshow Coverage Diesel Day at Rock Creek Pitching of subject-specific news stories for college leadership			
7	Community Engagement and Public Relations	Community College Daily byliner from Mark about budget ask, CTE, visit to DC and Future Ready Oregon; Portland Business Journal article on technology and cybersecurity -- PCC's Michael Northover and Albert Lee interviewed.	Web feature round-up and tweeting about employer day in Salem; Themed press releases to be serviced to media. This month they will include: Mike Nearman Visit Employer Day in Salem Aviation Science Flight Simulators Themed Web				Larger volunteer training (10 people) Finalize- letter template, phone scripts, one-pager package, talking points, calendar of events/timing, powerpoint presentation						-Web features for lobby efforts -Add our budget asks in our larger story pitches -Coordinate with OCCA monthly LTE, Byliners, and Op-eds -Senior lobby day -Seniors recruited to Ways and Means Roadshow and budget hearing -3 call-in days -PCC Lobby day recruitment (10 people) -20 letters -Supportive quotes for materials
8	Senior Ambassador Program	Ambassador picnic	Bower and Neal Nigus	-Early training with Peter for one-pager and field packet	-Story interview with 2 retirees		Senior Studies Institute Holiday Brunch Training (50+ people) - include Rob Wagner as co-trainer	Senior Day in Salem	Letters begin 2/11-22	PCC Lobby Day 3/12	Turnout to Ways and Means Roadshow	budget hearing (2 weeks noticed)	Call-in day #3 (recruit face to face in the Spring)

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9	Students	-8/27 training in Salem -Sliver Falls Retreat 8/29	-Intern management team meeting	-Student intern recruitment starts	Internship application closes and finalists are chosen	Spot saving for legislaive interns during Legislative Days 12/12-14	Legislative Days: student intern day	TBD: student rally in Salem	PCC Lobby Day 3/12	-Student phone bank	Spring student lobby day (10 students), date TBD	-Student phone bank and new student leader training	-12 successful student internships -Fall student training -Student retreat training -Winter student lobby day -Spring student lobby day -support student coalition rally