

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

## Frequently Asked Questions

### **1. Is there a bill associated with this ask?**

No, this budget ask is not associated with a particular bill and therefore does not have a bill number. If we are successful in this campaign, we would see this budget ask put into the larger budget bill that is drafted towards the end of session.

### **2. What happens if Measure 101 fails?**

If Measure 101 fails, we will not be going into February session with a \$32 million ask. Instead, we will be working to advocate that the Legislature not cut our budget as they already cut colleges in 2017.

### **3. How does Oregon Promise funding factor in?**

Oregon Promise funding does not build our base funding, it is exclusively a financial aid program that serves only about 15,000 of our roughly 280,000 students.

### **4. How much did tuition go up this year?**

On average, community college tuition in Oregon increased four percent in 2017-18, which is equal to approximately \$3.65 per credit hour. The highest percentage increase at a community college was seven percent.

### **5. Why is it important to look at headcount in addition to full-time equivalent when looking at the equity of per student funding?**

Regardless of whether a student is taking a full-credit load or just one class, every student needs and utilizes services from the community 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).

## 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. This funding level resulted in tuition increases and cuts at virtually all community college.

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.

The legislature did make a significant investment in the Oregon Promise, but those dollars go to students like any financial aid and do not affect the colleges' bottom line. The tuition a student pays through the Oregon Promise only covers about 40 percent of the actual cost.

If the legislature is required to make cuts this session, we ask that community colleges be spared from this round of

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<sup>1</sup> – 300:1

National community college average – 440:1

Nationally, student retention increases 13% for every advising meeting.<sup>2</sup>

Students are 11 times more likely to persist fall-to-fall if they meet with advisors and register prior to classes starting.<sup>3</sup>

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<sup>1</sup> Robbins, R. (2013). Implications of advising load. In Carlstrom, A., 2011 national survey of academic advising. (Monograph No. 25). Manhattan, KS: National Academic Advising Association. Retrieved from the NACADA Clearinghouse of Academic Advising.

<sup>2</sup> Swecker, H. K., Fifolt, M., & Searby, L. (2013). Academic Advising and First-Generation College Students: A Quantitative Study on Student Retention. *Nacada Journal*, 46-53.

<sup>3</sup> Center for Community College Student Engagement. (2014). A matter of degrees: Practices to pathways (High-impact practices for community college student success). Austin, TX: The University of Texas at Austin, Program in Higher Education Leadership.

## Student 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:**

Last 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.

This means students at many community colleges in Oregon are getting hit with tuition increases above 5 percent while programs and other services are being cut.

The legislature also cut money to community colleges for academic 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. We are asking legislators to 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.

When the state doesn’t support community colleges students see steeper tuition increases and cuts to academic programs and in important services like academic advising.

Tuition is just one of the rising costs students face. Students are struggling to juggle the cost of tuition and fees, books, housing, transportation, food and others. (Talk about your own challenges trying to pay for you education. Tell them what your academic and career goals are and how these barriers are keeping you from achieving those goals.)

Students also need better access to advising. If students take on debt to pay for an education but don’t finish they can be worse off than when they started.

Students are 13 percent more likely to be retained with every visit they have with an academic adviser (Talk about challenges you have had getting academic advising or about how important it has been for your academic plans.)

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

**Background:**

Nationally, student retention increases 13 percent for every advising meeting.<sup>4</sup>

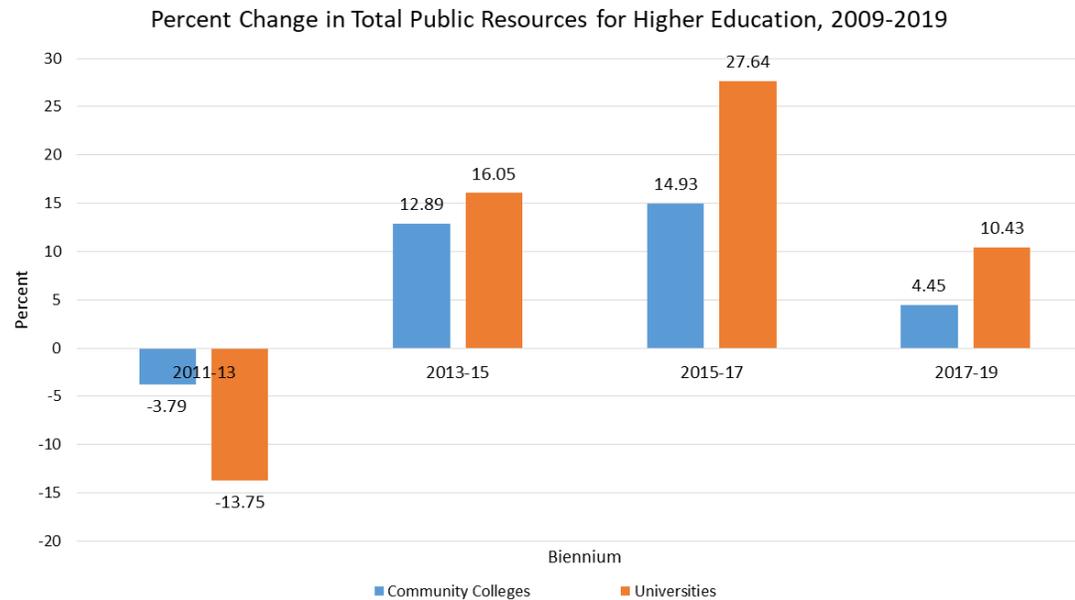
Recent studies by the Hope Lab at the University of Wisconsin have found:

- Two in three community college students are food insecure (limited or uncertain availability of nutritionally adequate and safe foods, or the ability to acquire such foods in a socially acceptable manner)
- About half of community college students were housing insecure (challenges such as the inability to pay rent or utilities or the need to move frequently), and 13 to 14 percent were homeless.
  - And yet, almost one-third of homeless community college students were using loans to finance college.

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<sup>4</sup> Swecker, H. K., Fifolt, M., & Searby, L. (2013). Academic Advising and First-Generation College Students: A Quantitative Study on Student Retention. *Nacada Journal*, 46-53.

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



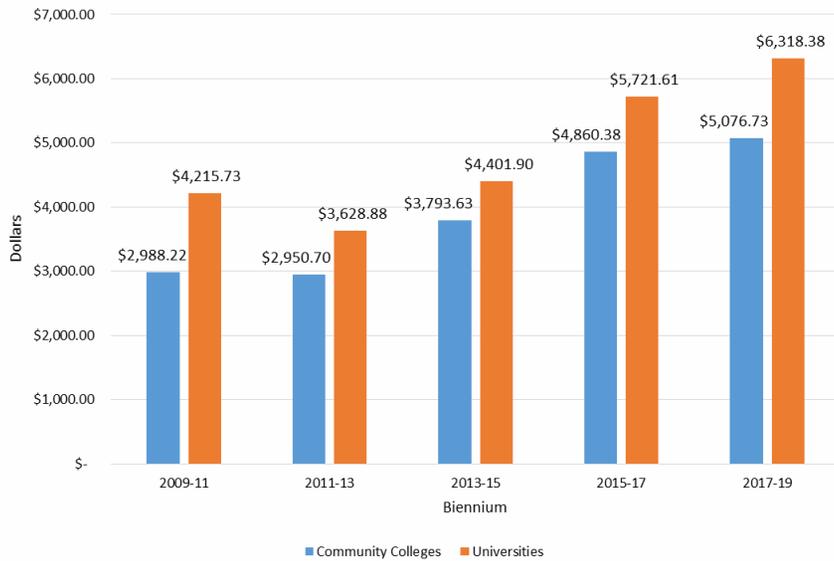
### Public University Support and Community College Support, Not Inflation Adjusted, 2009-2019

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

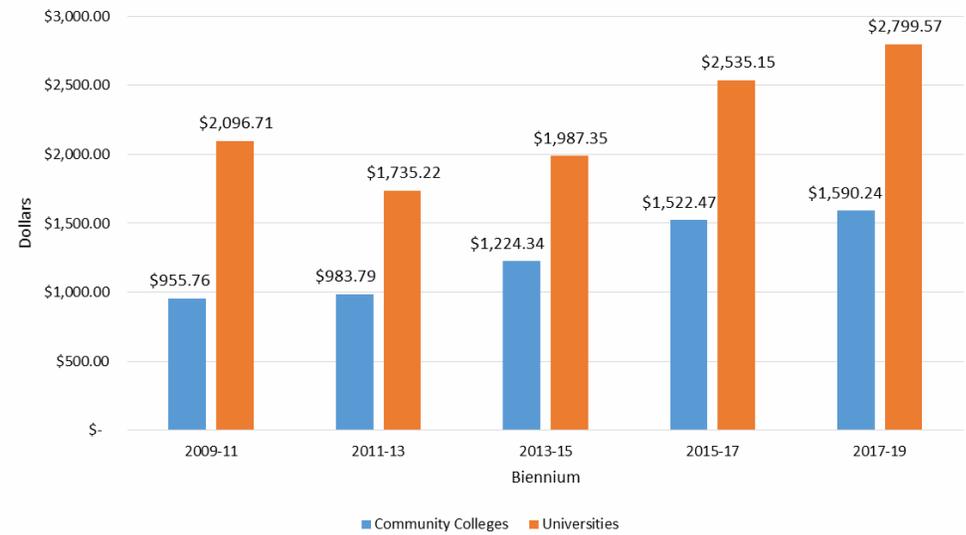
Sources: PUSF numbers obtained from Andrew Rodgers, HECC and 2017-19 Consolidated Funding Request March 30, 2016 from the University Presidents Council (<http://www.wou.edu/board/files/2016/04/6-1-Public-University-Support-Fund.pdf>). Community college CCSF obtained from HECC fact sheet (<http://www.oregon.gov/highered/research/Documents/Funding/Public-inst-fund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

Per Student Funding/FTE in Higher Education, 2009-2019



Per Student Funding/Headcount in Higher Education, 2009-2019



## 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

## Sample Press Release (by OCCMPR)

January 8, 2018

### **FOR IMMEDIATE RELEASE**

*Contact:           Name, Title  
                          College  
                          Phone | Email*

## **Community colleges to ask Legislature for \$32 million to mitigate tuition increases**

SALEM, Ore. – This legislative session, the state’s 17 community colleges will ask the Oregon Legislature to allocate an additional \$32 million to the Community College Support Fund (CCSF) to mitigate tuition increases and restore funding for student advising in the second year of the 2017-2019 biennium.

At the end of the 2017 legislative session, the Joint Ways and Means Committee restored more than \$70 million to the Public Universities Support Fund (PUSF) to keep the cost of tuition down, but only invested \$6 million to do the same at the community colleges.

The 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 the education continuum and the legislature must support both.

In the last two biennia, the legislature’s investment to the PUSF has grown at twice the rate of property tax and general funding going toward the Community College Support Fund (CCSF). For example, in the 2017 session, general fund dollars into the PUSF increased nearly 27 percent compared to just 13 percent for the CCSF.

“The lack of funding at the state level forces tuition increases at the community college level. Our colleges serve students with the greatest academic, financial and social challenges, but receive less per student in public funding than our university counterparts,” Dave Hunt, Oregon Community College Association vice president, said. “The legislature must work to ensure students in both community colleges and public universities have the support needed to succeed.”

EXAMPLE OF HOW TUITION INCREASES OR NEED FOR MORE ADVISORS HAVE IMPACTED STUDENTS AT YOUR COLLEGE.

LOCAL DATA ON TUITION INCREASES OVER THE PAST TWO BIENNIA, EXAMPLES OF DEMOGRAPHICS WITH CHALLENGES

“Community colleges serve as a critical bridge between K-12 and the universities and provide services to students across the continuum. Investing in community colleges helps build student success across the education spectrum,” Denise Frisbee, Oregon Community College Association president, said.

Community colleges are working to make transformational changes on their campuses through models like Guided Pathways, which helps students take the right classes at the right time, saving students both time and money. Investing in community colleges now will help colleges continue this path of profound change in how they serve students.

EXAMPLE OF HOW YOUR CAMPUS IS DOING THIS WORK AROUND GUIDED PATHWAYS OR OTHER STUDENT SUCCESS-RELATED PROGRAMS

###

# Oregon's Community Colleges

## BUDGET SCENARIOS

### CURRENT FUNDING LEVEL

**SUMMARY:** Community colleges cut services and raise tuitions

#### STUDENTS PAY MORE

- ✓ Increases tuition/fees per credit for some colleges
- ✓ Eliminates advisor funding, reducing student success
- ✓ Creates funding disparity with public universities
- ✓ Does not support guided pathways

**BOTTOM LINE** = REDUCED STUDENT SUCCESS DUE TO LACK OF SUPPORT



### \$32 MILLION ADDITIONAL FUNDING

**SUMMARY:** Community college students have greater success

#### LOWER COST INCREASES TO STUDENTS

- ✓ Narrows the gap of inequitable funding compared to public universities
- ✓ Mitigates tuition increases
- ✓ Restores advising funding
- ✓ Supports guided pathways

**BOTTOM LINE** = INCREASED STUDENT SUCCESS THROUGH GREATER STUDENT SUPPORT

