



LOBBYING TRAINING SESSION: LEGISLATIVE SUMMIT



LOBBYING TIPS

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
- ❑ Know the number/name of the bill and something about it
- ❑ 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
- ❑ Have a lot of material (it will never be read)
- ❑ 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

Checklist pre-meeting

1. Do you know what your “ask” is?
2. Did you pack your fact-sheet (with your contact information on it) and any back up (i.e., newspaper article, report, photos, etc.)?
3. Are you ready to refute opposition arguments?
4. Are you ready to “Start where they are, not where you are”?
5. Do you have a personal anecdote to share?
6. Do you have a couple of questions that you want to ask?
7. Did you bring along a “thank you” or a compliment to share?
8. Is there a field trip or event upcoming to which you can invite the lawmaker?

Post-meeting

1. Did you make the “ask”?
2. What did the lawmaker say/promise/question/dispute/request?
3. Why does the lawmaker support/oppose/have no position on your “ask”?
4. Make a note of:
 - ❑ The date, time, and location of the meeting
 - ❑ The lawmaker’s staff who attended the meeting
 - ❑ What teammates joined you for the meeting
 - ❑ What information you shared with the lawmaker
 - ❑ What strongly held beliefs, personal experience, trusted sources, etc., that the lawmaker cited to back up their position/actions/votes
 - ❑ Mementoes, awards, photos, etc., displayed in the lawmaker’s office
5. Do you owe the lawmaker any additional information?
6. Did you send a follow-up letter, e-mail, or note?

Community College Support Fund

- 2015-17 Funding Level: \$550 million
- HECC Current Service Level 2017-19: \$634 million
- DAS/LFO Current Service Level: \$564 million
- Governor's Budget: \$550 million
- Co-Chairs Budget: \$556 million*

Community College Cost Drivers

- External Cost Drivers: \$70.2m
 - Cleary Act/ Title IX Compliance, Public Employee Retirement System (PERS), health care costs related to the Affordable Care Act (ACA), paid sick leave, minimum wage increases, the Fair Labor Standards Act (FLSA), and continuation of funding for academic counselors and first-year experience related to the Oregon Promise.
 - Estimated CSL: \$16.5m
 - Proxy for the Department of Administrative Services (DAS) Current Service Level (CSL) calculation for the 2017-19 biennium based on an additional 3 percent investment over 2015-17 funding levels intended to address Cost of Living Adjustments (COLA) and replenishment of community college reserves.



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