

# OCCA Advocacy Training

John Wykoff – OCCA Deputy Director

Casey White-Zollman – OCCA Communications Director

# Turnover in Oregon House since '21

Oregon-81st-Legislative-Assembly-Foster

OREGON STATE REPRESENTATIVES

D=37 | R=23

<del>Tina Kotek HD 44 - Portland 503-986-1290</del>	<del>Barbara Smith Warner HD 45 - Portland 503-986-1845</del>	<del>Christine Drazan HD 39 - Canby 503-986-1820</del>	<del>Teresa Alonso Leon HD 22 - Woodburn 503-986-1822</del>	<del>Daniel Bonham HD 59 - The Dalles 503-986-1459</del>	Shelly Boshart Davis HD 15 - Albany 503-986-1815	Vikki Breese Iverson HD 55 - Prineville 503-986-1855	Janelle Bynum HD 91 - Happy Valley 503-986-1851	<del>Winsy Campos HD 28 - Aloha 503-986-1829</del>	Jami Cate HD 17 - Lebanon 503-986-1817	Brian Clem HD 21 - Salem 503-986-1821	Paul Evans HD 20 - Monmouth 503-986-1820	Julie Fahy HD 14 - Eugene 503-986-1814	David Gombert HD 10 - Otis 503-986-1810	Dacla Grayber HD 35 - Tigard 503-986-1835
<del>Cedric Hayden HD 7 - Fall Creek 503-986-1807</del>	Ken Helm HD 34 - Beaverton 503-986-1834	<del>Jago Hernandez HD 47 - Portland 503-986-1847</del>	Paul Holvey HD 8 - Eugene 503-986-1808	Zach Hudson HD 49 - Troutdale 503-986-1849	Jason Kropf HD 54 - Beaverton 503-986-1854	<del>Gary Leif HD 2 - Roseburg 503-986-1802</del>	Bobby Levy HD 98 - La Grande 503-986-1858	Rick Lewis HD 18 - Silverton 503-986-1818	John Lively HD 12 - Springfield 503-986-1812	Mark Owens HD 60 - Crane 503-986-1860	Pam Marsh HD 5 - Ashland 503-986-1805	Maxine Dexter HD 33 - Portland 503-986-1833	Susan McLain HD 29 - Forest Grove 503-986-1829	<del>Mark Meek HD 40 - Gladstone 503-986-1840</del>
<del>Raqael Moore-Green HD 19 - Salem 503-986-1819</del>	Lily Morgan HD 3 - Grants Pass 503-986-1803	Nancy Nathanson HD 13 - Eugene 503-986-1813	<del>Mike Nearman HD 23 - Independence 503-986-1823</del>	Courtney Neron HD 25 - Wilsonville 503-986-1825	Ron Noble HD 24 - McMinnville 503-986-1824	Rob Noose HD 42 - Portland 503-986-1842	Khanh Pham HD 48 - Portland 503-986-1848	<del>Bill Post HD 25 - Keizer 503-986-1825</del>	Karin Power HD 41 - Milwaukie 503-986-1841	<del>Rachel Prusak HD 37 - West Linn 503-986-1837</del>	Dan Rayfield HD 16 - Corvallis 503-986-1816	Jeff Reardon HD 48 - Happy Valley 503-986-1848	E. Werner Reschke HD 56 - Klamath Falls 503-986-1856	Lisa Reynolds HD 36 - Portland 503-986-1836
Ricardo Ruiz HD 10 - Gresham 503-986-1810	<del>Andrea Salinas HD 28 - Lake Oswego 503-986-1828</del>	Tawna Sanchez HD 43 - Portland 503-986-1843	<del>Sheri Schouten HD 27 - Beaverton 503-986-1827</del>	David Brock Smith HD 27 - Port Orford 503-986-1827	Greg Smith HD 1 - Heppner 503-986-1801	<del>Janeen Soliman HD 30 - Hillsboro 503-986-1830</del>	Duane Stark HD 4 - Grants Pass 503-986-1804	Kim Wallan HD 6 - Medford 503-986-1806	<del>Suzanne Weber HD 32 - Tillamook 503-986-1832</del>	Marty Wilde HD 11 - Eugene 503-986-1811	Anna Williams HD 52 - Hood River 503-986-1852	Brad Witt HD 31 - Clatskanie 503-986-1831	Boomer Wright HD 53 - Coos Bay 503-986-1853	<del>Jack Zika HD 53 - Redmond 503-986-1853</del>

# Legislative Branch – House Changes

- ▶ 20 of 60 open seats in the House of Representatives
  - ▶ 6 house members are running for the senate
  - ▶ 3 house members were running for new 6<sup>th</sup> Congressional seat
  - ▶ 9 are retiring
  - ▶ 2 interim appointees are not running (5 other interim appointees are running)
- ▶ 50% of the House Education Committee are not returning, including the Chair and one Vice-Chair
- ▶ New Higher Education Committee?

# Turnover in Oregon Senate since '21

Oregon State Legislative Assembly Photo

## OREGON STATE SENATORS

D=18 | R=12

DEMOCRATIC LEADER	REPUBLICAN LEADER	SENATORS												
 <del>Peter Courtney</del> SD 11 - Salem 503-386-1600	 Rob Wagner SD 19 - Lake Oswego 503-386-1719	 Fred Girod SD 9 - Slayton 503-386-1709	 Dick Anderson SD 5 - Coos Bay 503-386-1705	 <del>Lee Beyer</del> SD 6 - Springfield 503-386-1706	 Brian Boquist SD 12 - Dallas 503-386-1712	 <del>Ginny Burdick</del> SD 18 - Portland 503-386-1718	 Michael Dembrow SD 23 - Portland 503-386-1723	 Lynn Findley SD 38 - Vale 503-386-1730	 Low Frederick SD 22 - Portland 503-386-1722	 Sara Gelsler SD 8 - Corvallis 503-386-1708	 Jeff Golden SD 3 - Ashland 503-386-1703	 Chris Gorsek SD 26 - Gresham 503-386-1725	 Bill Hansell SD 29 - Pendleton 503-386-1729	 Dallas Heard SD 1 - Roseburg 503-386-1701
 Kayse Jama SD 24 - Portland 503-386-1724	 <del>Betsy Johnson</del> SD 16 - Scappoose 503-386-1716	 Tim Knopp SD 27 - Bend 503-386-1727	 Kate Lieber SD 14 - Beaverton 503-386-1714	 Dennis Linticum SD 28 - Klamath Falls 503-386-1728	 James Manning SD 7 - Eugene 503-386-1707	 <del>Alan Olsen</del> SD 10 - Canby 503-386-1720	 Debra Peterson SD 10 - Salem 503-386-1710	 Floyd Pappas SD 4 - Eugene 503-386-1704	 <del>Chuck Riley</del> SD 15 - Hillsboro 503-386-1715	 Art Robinson SD 2 - Grants Pass 503-386-1702	 Elizabeth Sawyer SD 17 - Portland 503-386-1717	 Kathleen Taylor SD 21 - Medford 503-386-1721	 Kim Thatcher SD 13 - Keizer 503-386-1713	 <del>Chuck Thomsen</del> SD 25 - Hood River 503-386-1725

# Legislative Branch – Senate Changes

- ▶ 15 of 30 are up for election this cycle
- ▶ Only 1 of 5 Senate Education Committee members is not returning: Republican Vice-Chair Thomsen
- ▶ New Higher Education Committee?

# Executive Branch

- ▶ Recent predictions\* say election is a “toss up” for Oregon’s next Governor
- ▶ Governor makes state agency Director appointments – Workforce & Talent Development Board, Department of Education, Oregon Health Authority, HECC Commissioners (not HECC Director, which is appointed by Commission)
- ▶ Develops Governor’s Recommended Budget every two years as a starting point for the Oregon Legislature

# Community College Funding Campaign

John Wykoff – OCCA Deputy Director



# Funding Background

Community College Funding Campaign



# OCCA Policy Option Package Requests Summary

## POP #1

- ▶ Current Service Level increase to cover increased costs with ongoing or one-time revenue to cover revenue losses: \$308 million

## POP #2

- ▶ Expanded CTE programming and supports for low-income, first-generation and underrepresented students: \$100 million

## POP #3

- ▶ Increased funding to colleges for cybersecurity: \$12 million

# OCCA Policy Option Package #1

Current Service Level increase to cover increased costs & ongoing or one-time revenue to cover revenue losses: \$308 million (\$157m ongoing/\$151m ongoing or one-time)



# Impacts to Current Service Level



Community colleges have seen unprecedented disruption to service and declines in enrollment



Tuition and other revenue sources are projected to drop \$131 million from the original 2021-23 projections

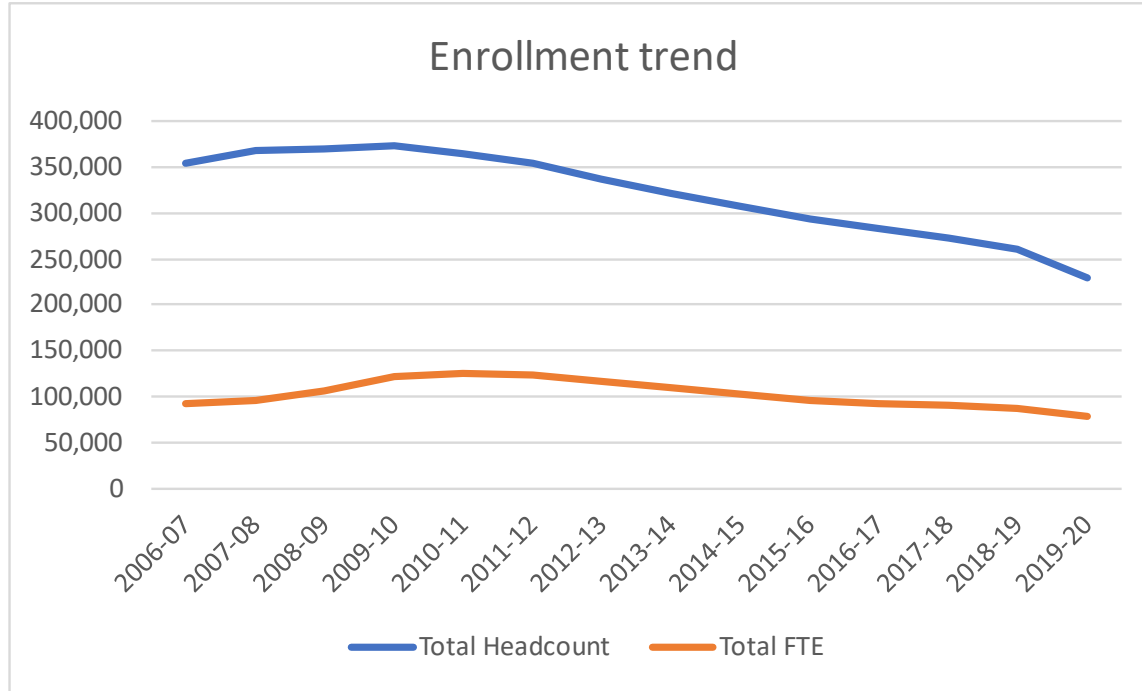


Costs are projected to increase \$221 million from the 2021-23 biennium



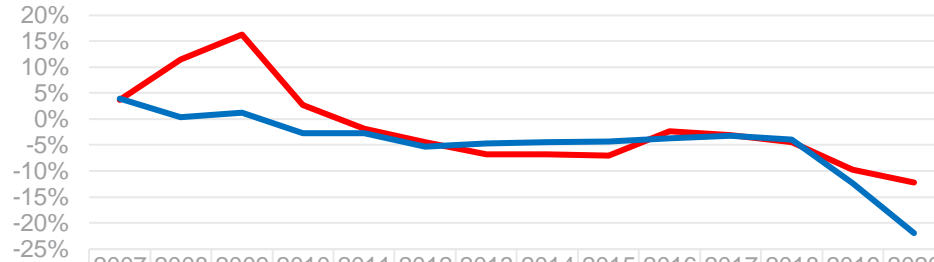
Portland CC

# Change in Enrollment



# Change in Enrollment

Percent Change in Oregon Community College Headcount and Reimbursable FTE from Previous Year: 2006-2021



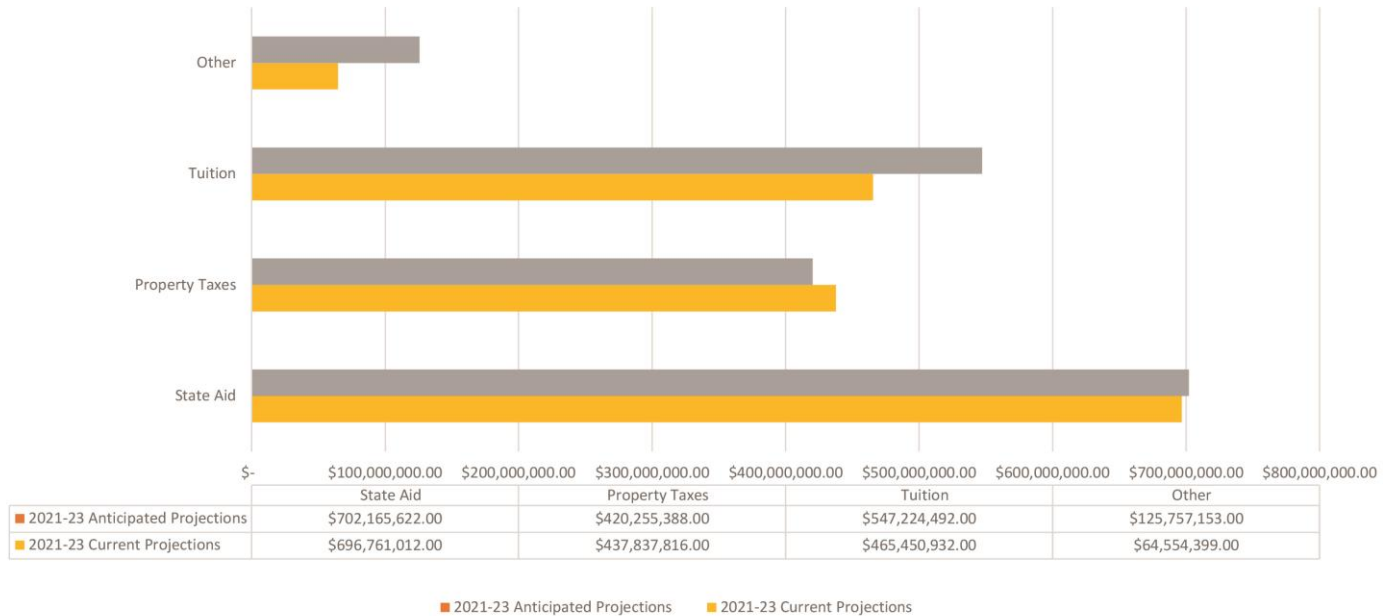
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Percent Change in Total Reimbursable FTE from Previous Year	4%	11%	16%	3%	-2%	-4%	-7%	-7%	-7%	-2%	-3%	-4%	-10%	-12%	
Percent Change in Total Headcount from Previous Year	4%	0%	1%	-3%	-3%	-5%	-5%	-4%	-4%	-4%	-3%	-4%	-12%	-22%	

— Percent Change in Total Reimbursable FTE from Previous Year

— Percent Change in Total Headcount from Previous Year

# 2021-2023 Anticipated vs Current Revenue Projections

2021-2023 Anticipated Projections vs. 2021-2023 Current Projections



# Community College Current Service Level

General Fund REVENUE	2021-23 Projections			Change to Next Biennium				2023-25 Needs	
	Original Projections	Projections/Actuals	% of Total	2023-24		2024-25		\$ Change	\$ Amount
State Aid	\$702,165,622	\$696,761,012	41%	44.3%				\$308,410,812	\$1,005,171,825
Property Taxes	\$420,255,388	\$437,837,816	25%	3.8%		3.8%		\$34,450,937	\$472,288,752
Tuition	\$547,224,492	\$465,450,932	27%	Enrollment	Tuition	Enrollment	Tuition	\$30,796,690	\$496,247,622
				1.3%	3.2%	1.4%	3.1%		
Other	\$125,757,153	\$64,554,399	4%	- 7.4%		-9.8%		(\$635,753)	\$63,918,646
HEERF		\$53,036,148	3%						
<b>Total GF Revenues</b>	<b>\$1,795,402,655</b>	<b>\$1,717,640,307</b>	<b>100%</b>					<b>\$373,022,686</b>	<b>\$2,037,626,844</b>

# Community College Current Service Level

General Fund EXPENSES	2021-23 Projections		Change to Next Biennium			2023-25 Needs
	Amount	% of Total	2023-24	2024-25	\$ Amount	\$ Amount
Salary (including payroll costs)	\$1,061,974,842	58%	5.2%	4.8%	\$136,862,165	\$1,198,837,007
Health Insurance	\$181,654,690	10%	4.6%	4.6%	\$20,662,521	\$202,317,211
PERS	\$234,462,505	13%	8.0%	4.4%	\$35,545,307	\$270,007,812
Materials & Services	\$233,577,210	13%	4.4%	3.6%	\$22,787,696	\$256,364,906
Other (transfers, etc.)	\$104,797,506	6%	0.9%	2.4%	\$1,295,936	\$106,093,443
Unfunded Mandates		0%			\$4,006,466	\$4,006,466
<b>Total GF EXPENSES</b>	<b>\$1,816,466,754</b>	<b>100%</b>			<b>\$221,160,090</b>	<b>\$2,037,626,844</b>



# Total HEERF I, II & III Fund Allocations

## Higher Education Emergency Relief Funds (HEERF): HEERF I (CARES Act), HEERF II (CRRSAA) & HEERF III (ARPA)

Total Allocations to Oregon Community Colleges

Student Emergency Grants <i>(minimum direct to students)</i>	\$127,925,279
Institutional Grants	\$185,174,033
Other <i>(SIP/MSI)</i>	\$ 6,773,599
<hr/>	
<b>TOTAL HEERF RECEIVED</b>	<b>\$319,872,911</b>

# Requirement to Continue Paying Employees

The original CARES Act “Recipient Certification and Agreement for the Institutional Portion” of HEERF funds including the following language:

- ▶ *“(c) Consistent with Section 18006 of the CARES Act, Recipient agrees that to the greatest extent practicable, Recipient will pay all of its employees and contractors during the period of any disruptions or closures related to the coronavirus.” (Clause 4c, page 2)*

The revised and current “Blue C&A” form institutions must sign also includes this language as follows:

- ▶ *“Recipient must, to the greatest extent practicable, continue to pay its employees and contractors during the period of any disruptions or closures related to coronavirus pursuant to section 315 of the CRRSAA.” (Clause 11, page 3)*

# OCCA Policy Option Package #2 (continued)

Removing Barriers and Building on Success:

- ▶ Funding to accelerate developmental education redesign
- ▶ Funding to accelerate transition to Guided Pathways



# HECC POP 207: Community College Support Fund

Current	CSL	Orig. Request	HECC Recommendation
<b>\$699.0 million</b>	<b>+9.3% to \$764.1M</b>	<b>+44.3% to \$1,005.2M</b>	<b>+20.1% to \$855M ongoing + \$50M one-time (29.5% Total)</b>
Use of fund balances ongoing	Due to enrollment declines, and the resulting loss in tuition revenue, the colleges are reporting a larger need for state funding in 2023-25	Annual average tuition increases of 3.2%	Provides funds to cover increasing cost drivers and operational expenses, but does not replace use of one-time federal funds
Existing enrollment declines		Annual enrollment growth of 1.3%	
Completion improvement over time		No use of fund balance	Includes one-time investment of \$50 million to enable colleges to adapt to emerging enrollment trends and employer demands.
		No new programs or staffing increases	

# HECC POP 206: Public University Support Fund

Current	CSL	Orig. Base Request	HECC Recommendation
<b>\$900.0 million</b>	<b>+8.0% to \$972.0M</b>	<b>+8.7% to \$978.0M</b>	<b>+10.3% to \$992M</b>
Use of fund balances ongoing	Tuition increases above 5% on most campuses	Would allow most universities to keep tuition at or below 5%	Meets identified operational needs
Existing enrollment declines for some	Reduced student affordability	Preserves affordability and student support investments	Does not place dedicated equity funds in support fund (as requested); instead relies on investment in direct student aid through OOG/OP
Completion improvement over time	Potential use of fund balances	Maintains progress toward statewide goals	



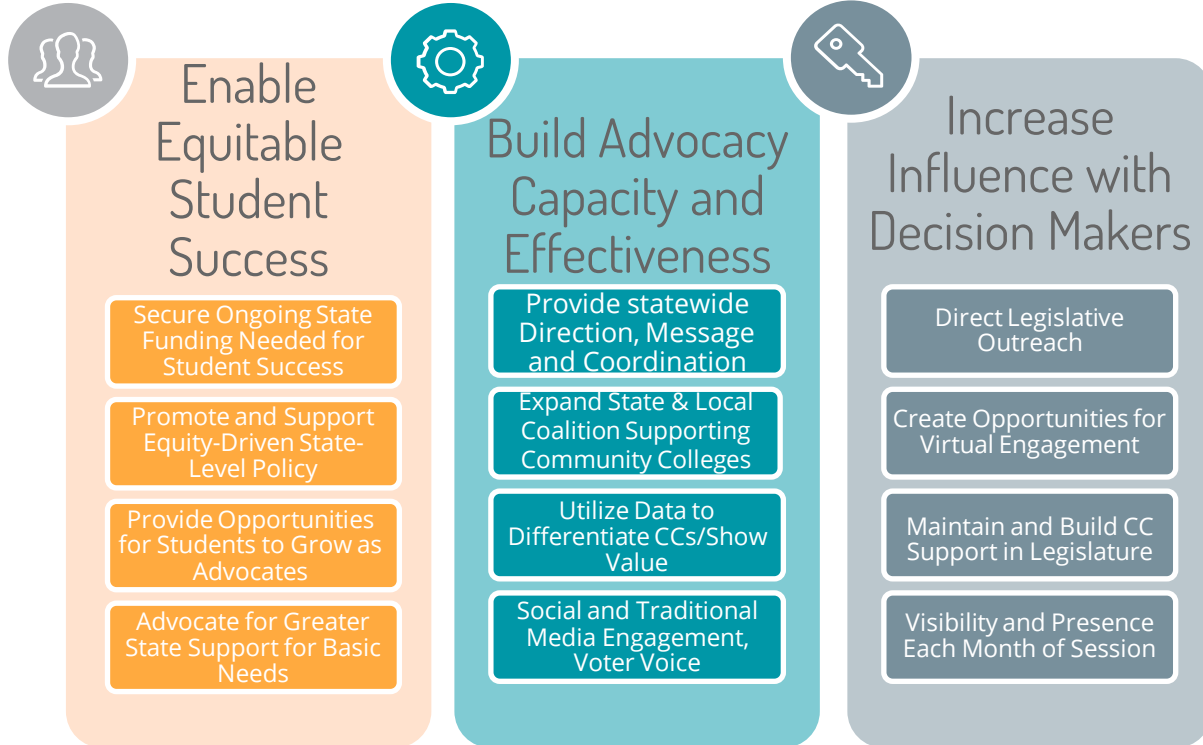
# Advocacy Plan

Community College Funding Campaign

# Role of a Campus Advocacy Coordinator

- Grass Roots Organizing
  - ID students, faculty, administrators, community members, business partners, retirees, etc.
- Coaching/Training
- Direct legislative engagement
- Planning and executing statewide strategies and tactics
- Local coalition building

# OCCA Advocacy Goals & Strategies





# 2022-23 Advocacy Plan

## September 2022

- ▶ Policy Bill request submitted
- ▶ Student aid/OOG op-ed published in *The Oregonian*
- ▶ Board Member Training (Sept. 17)

## October 2022

- ▶ Virtual Advocacy Training
- ▶ Local Board engagement with legislators & candidates

## November 2022

- ▶ OCCA Conference (Nov. 2-4, Sunriver)
- ▶ General Election
- ▶ Small Business Day (Nov. 26)
- ▶ Congratulate newly-elected leaders

# 2022-23 Advocacy Plan

## December 2022

- ▶ Taskforce & Legislative Days (Dec. 6-9)
- ▶ Deadline for pre-session bills (Dec. 21)
- ▶ Identify networks for advocacy

## January 2023

- ▶ Legislature starts
- ▶ Outreach to & educate new legislators

## February 2023

- ▶ Revenue Forecast
- ▶ CTE Month – outreach, education, virtual CTE Day

# 2022-23 Advocacy Plan

## March 2023

- ▶ Legislative Summit
- ▶ Budget outreach & advocacy

## April 2023

- ▶ All-Oregon Academic Team luncheon – invite legislators
- ▶ Nat’l Community College Month – outreach, education

## May 2023

- ▶ Revenue Forecast
- ▶ Budget campaign & advocacy



# Messaging

Community College Funding Campaign

# Talking Points

## Summary:

The COVID-19 pandemic caused profound disruptions for community college students, the colleges, and their employees. Since the pandemic, Oregon's community colleges have continued to adapt and innovate to meet the rapidly changing needs and circumstances of their students and their communities.

# Talking Points

- **Colleges Served Students Through the Pandemic**
  - CC students most affected by pandemic
  - CC saw historic enrollment declines
  - Demand for student services increased
  - Colleges made rapid shift to online education

# Talking Points

- **Colleges Are Adapting to Changing Educational Needs**
  - Enrollment returning but students want flexibility
  - Fewer students direct from high school, but adult and CTE student growth
  - More students seeking high-cost CTE, fewer seeking low-cost lower division transfer
  - Demographically, there will be fewer high school graduates, but Oregon has many adults with some college/no degree
  - CC enrollment counter-cyclical to economy

# Talking Points

- **Colleges Asking State to Partner in Confronting Fiscal Challenges**
  - Pandemic shutdowns had major impact on enrollment and revenue
  - HECC has recommended 20 percent increase in ongoing funding and 9-percent in one time funding.
  - Colleges are asking Legislature to support a 20 percent increase and a minimum of 9 percent in one-time funding
  - To fully keep current capacity colleges would need a 44 percent increase.





# Advocacy Plan

Community College Funding Campaign

# Questions?



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