

2022-23 Advocacy Plan												
	Aug 2022	Sept	Oct.	Nov.	Dec.	Jan-2023	Feb.	March	April	May	June	Goals
Key Dates	Aug 31: <i>Revenue Forecast</i>	JTUSHE Meeting Policy bill request in	*Local CC Board and Trustee engagement & relationships *NB (?)	OCCA Conference OCCA Legislative Platform	Dec 6 – 9: Taskforce and Legislative Days Dec 21: Deadline to pre-session file bills GRB Released	Legislature organizational days Legislature starts	<i>Revenue forecast</i>	March: Legislative Summit	April: AOAT	<i>May revenue forecast</i>		
Theme							CTE Month & BSN	Budget	Student Success/AOAT	Student Aid/OOG	Budget	
Actions							Weekly “Workforce Wednesday” Zoom sessions – assign each college a week; record for including in weekly CTE Month e-newsletter CTE Month Voter Voice Campaign BSN Voter Voice mini campaign	Budget Voter Voice campaign – messages for students, board members and community/stakeholders Legislative Summit – March 8-9: provide materials to attendees Lobby Day March 9	Student Success Voter Voice campaign AOAT event – April 21	Student Aid/OOG Voter Voice campaign – student advocates	Budget Voter Voice campaign – messages for students, board members and community/stakeholders	
Materials Needed	OL TPS *Redistricting maps					Legislative priorities talking points & one-pager	CTE Month weekly e-newsletter (OCCA) CTE Month Press Release CTE Month Hashtags (#WhyCTEMatters, #CTEMonth) CTE Photos from each college Updated CTE Month photo slideshow video CTE Month/workforce talking points BSN talking points & one-pager	Budget press release & one-pager	Student success press release – how budget impacts student success efforts About our students one-pager Future Ready Oregon one-pager	Student aid press release – how aid impacts access to college, affordability OOG/Student aid one-pager, talking points	Budget press release & one-pager – updated if needed	
Media	*Identify media (communications?) outreach plan	*Targeted dpEDs (?) with Biz Legislative OpEd	7 th - National (?) infrastructure	8 th – 1 st generation 26 th – Small lay (?) day - 1 or 2 facts for social media Congrats to newly selected legislators		Send press release on legislative priorities	Invite to “Workforce Wednesday” sessions Each college sends CTE Month press release Weekly social media posts with hashtags	Send press release on budget	Send press release on student success & support services	Send press release on Student aid/OOG	Send press release on budget	
Participants Needed	*Identify advocacy grassroots networks		*ASG engagement				CTE Deans Industry partners		Students – ASG, ambassadors, veterans, first gen	OOG recipients		

