FY 2017 – 2018 K12 Adult Education Advocacy Plan

Who are adult schools?
- All adult schools should develop a one page (back and front ok) overview of the school, programs, students (number, diversity, etc.) served, statistics and consortium they belong to for FY 16-17
  o *Templates to be provided*
  o Consider appending consortium fact sheet
  o Include Career Pathways aligned to local Workforce Development Boards and WIOA Outcomes
- Share this one-pager with CCAE’s Vittoria Abbate & CAEAA’s Bob Harper
  o **DEADLINE:** COB September 15th

Demonstrating the Need
- All adult schools should maintain a list and/or headcount (can be rough) of students seeking services but who are turned away due to capacity challenges; information on where they go/if they go anywhere
- Provide this information to CCAE’s Vittoria Abbate & CAEAA’s Bob Harper
  o **DEADLINE:** COB September 15th

Funding Insight
- Provide high-level information regarding expenditures to CCAE & CAEAA *(to be aggregated for lobbying purposes, no specific school/consortium identification)*
  o Do you have a plan to spend all of your allocation for FY 2017-2018?
  o What are the gaps for your adult school that the AEBG allocation is not covering?
  o What is your indirect rate?
  o Provide insight into cost increases. What costs have increased and at what level? How have you addressed the cost increases (i.e. cut programming, cut staff, etc.)?
- Provide this information to CCAE’s Vittoria Abbate & CAEAA’s Bob Harper
- **DEADLINE:** COB September 15th

What is the FY 18-19 ask(s)?

**STATE**
- Funding – AEBG pot, COLA
- SB 173 Components
- Advisory Group
- Immigrant Integration Framework Metrics
- Other?
  o **DEADLINE:** COB September 15th

Coalition Building (Fall, Winter Meetings)

**STATE**
- ACSA
- CTA, CFT
- CASBO
- MALDEF
- AACRE
- Immigrant Policy Center
Other Stakeholder Outreach (Fall, Winter Meetings) STATE
- ACCE
- Community College League
- Chancellor's Office
- CA Library Association
- CA Family Resource Association
- CaROP
- Skills USA
- CMTA
- CalChamber
- CACTE
- CA Charter Schools Assn.
- California Endowment
- First 5 Association
- CAROP
- Skills USA
- CMTA
- CalChamber
- CACTE
- Endowment

Focused Advocacy – Fall 2017 & Winter Late 2017/Early 2018 Meetings

- California Department of Education (regular meetings agreed to) STATE
- Governor's Office STATE
- Department of Finance STATE
- Legislative Analyst’s Office STATE
- Legislature – meeting insight and info uploaded to CCAE App STATE & LOCAL
  o Senate Budget Sub on Education
    ▪ Senator Anthony Portantino, Chair (D-La Canada Flintridge)
    ▪ Senator Hannah Beth Jackson (D-Santa Barbara)
    ▪ Senator John Moorlach (R-Costa Mesa)
  o Senate Education Committee
    ▪ Senator Ben Allen, Chair (D-Santa Monica)
    ▪ Senator Scott Wilk, Vice Chair (R-Lancaster)
    ▪ Members – Galgiani (D-Stockton), Levya (D-Chino), Mendoza (D-Artesia), Pan (D-Sacramento), Vidak (R-Hanford)
  o Assembly Budget Sub on Education
    ▪ Assemblyman Kevin McCarty, Chair (D-Sacramento)
    ▪ Members – Chavez (R-Oceanside), Irwin (D-Thousand Oaks), Limon (D-Santa Barbara), Medina (D-Riverside), O'Donnell (D-Long Beach)
  o Assembly Higher Education
    ▪ Assemblyman Jose Medina, Chair (D-Riverside)
    ▪ Assemblywoman Catherine Baker, Vice Chair (R-Dublin)
    ▪ Members – Arambula (D-Fresno), Bloom (D-Santa Monica), Chavez (R-Oceanside), Choi (R-Irvine), Irwin (D-Thousand Oaks), Kiley (R-El Dorado Hills), Levine (D-Marin County), Low (D-Campbell), Quirk-Silva (D-Fullerton), Santiago (D-Los Angeles), Weber (D-San Diego)
  o Assembly Education
    ▪ Assemblyman Patrick O'Donnell, Chair (D-Long Beach)
    ▪ Assemblyman Rocky Chavez, Vice Chair, Assembly Education (R-Oceanside)
    ▪ Members – Gloria (D-San Diego), Kiley (R-El Dorado Hills), Thurmond (D-Richmond), Weber (D-San Diego)
- CA Workforce Development Agency STATE
- Local Workforce Development Boards LOCAL
- City Council Members & County Boards of Supervisors LOCAL
Local Grassroots  (Fall, Winter & Spring – Regular, Ongoing)

- CCAE State to institute a Section Grassroots Contest
  - Contest Criteria: Highest percentage of Legislator & Staff in-person visits; most number of unique grassroots letters submitted; best Section communication at local level and back to the state; most use of the CCAE App w/ notes included regarding legislator outreach and feedback; Leg Day participation and the most scheduled meetings
  - Contest Timeframe: Contest begins October 1st – Closes June 30th
  - Contest Prize: ?????
    - Ideas:
      - CCAE & CAEAA paid for trip for Dawn Koepke to visit Section for in-person lobbying and advocacy training/presentation/seminar Fall 2018
      - Money for CCAE Sections, based on membership

- Section Leg Chair & Section President Quarterly Outreach
  - July, August & September 2017 – Advocacy Campaign Rollout & To Do List; Draft Adult School One-pager; Wait List/Need Headcount; Funding Insight; Legislative Visits & Coffee / sidewalk hours; Coalition Building
  - October, November & December 2017 – Coalition Building Follow Up & Reminder, Legislative Visits & Coffee / sidewalk hours Check In, Letter Writing Campaign Begins; Wait List/Need Headcount;
  - January, February & March 2018 – Budget update, Next Steps, Legislative Visits Reminder, Letter Writing Campaign; Wait List/Need Headcount;
  - April, May & June 2018 – Grassroots Mtgs & Letters, Leg Day at the Capitol

- Local Coalition Building
  - Develop a “community partner” support list w/ names and logos
  - Workforce Boards
  - School Boards
  - Boards of Supervisors
  - CBOs
  - Family Resource Centers
  - DEAdLINE: COB November 1st

- Sign up for local Senator & Assemblymember’s online newsletter

- Legislative Visits (in-person)
  - Coffee / sidewalk hours – not always with “ask;” get to know member/staff
  - Field office visits w/ Member & Staff
  - Report out to CCAE’s Vittoria Abbate & CAEAA’s Bob Harper following visit

- Materials to include locally prepared adult school(s) one-pager, state-prepared need overview and talking points

- Letter Writing & Phone Call Campaign – Begin in 4th Qtr of 2017 (2nd Qtr of FY 17-18 School Year) w/ Focus on Pressure Building for 1/18 Budget Roll Out
  - Identify online tool for use by CCAE & CAEAA (Does Sharon have one she recommends or that we can tie into through COABE?)

- Targeted student visits to Legislator field office

- Graduation invitations, Adult school event invitations, Invites to Open Houses, etc.
  - Report out to CCAE’s Vittoria Abbate & CAEAA’s Bob Harper following visit
Educate & Elevate Campaign
- AEBG PR Campaign via Full Capacity Marketing
  o Focused on “One AEBG System”
  o Governor’s Office, DOF & Legislature Focused PR
  o Response to Senate Budget Hearing Backlash

Media & Public Affairs
- Messaging Assistance via contract w/ PR Firm
- PR Distributions to Governor’s Office, Legislature
- OpEds – drafting, placement – one/month in each part of the state
- Billboard exploration
- Governor’s Office & CDE Displays during AE Week – work w/ OTAN

Political Engagement
- Schedule Meeting w/ Assemblyman Tony Thurmond, Candidate for SPI 2018
- Schedule Meeting w/ Marshall Tuck, Candidate for SPI 2018

CAEAA State Conference
- Budget Update
- Legislative, DOF & LAO Speakers
- Breakout Sessions

Leg Day 2018
- AE Resolution Presentation
- Prep Meeting
- Documentary Screening
- Rally
- DeBrief

CCAE State Conference
- Invite Assemblyman Tony Thurmond, Candidate for SPI in 2018

CCAE Membership Engagement
- FY 17-18 Advocacy Engagement Webinar – TBD
- Monthly Leg Cmte Calls
  o Section Leg Chairs and/or Section President
  o Doodle Poll to determine timing