



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

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| <ul style="list-style-type: none"> - ACSA - CTA, CFT - CASBO | <ul style="list-style-type: none"> - MALDEF - AACRE - Immigrant Policy Center |
|---|--|

- CA Workforce Assn
- EDGE Campaign

Other Stakeholder Outreach

(Fall, Winter Meetings)

STATE

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| <ul style="list-style-type: none"> - ACCE - Community College League - Chancellor’s Office - CA Library Association - CA Family Resource Association - CaROP - Skills USA - CMTA - CalChamber - CACTE | <ul style="list-style-type: none"> - CA Charter Schools Assn. - California Endowment - First 5 Association - CAROP - Skills USA - CMTA - CalChamber - CACTE - Endowment |
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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)

LOCAL

- CCAE State to institute a Section Grassroots Contest
 - o 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
 - o Contest Timeframe: Contest begins October 1st – Closes June 30th
 - o 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
 - o **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
 - o **October, November & December 2017** – Coalition Building Follow Up & Reminder, Legislative Visits & Coffee / sidewalk hours Check In, Letter Writing Campaign Begins; Wait List/Need Headcount;
 - o **January, February & March 2018** – Budget update, Next Steps, Legislative Visits Reminder, Letter Writing Campaign; Wait List/Need Headcount;
 - o **April, May & June 2018** – Grassroots Mtgs & Letters, Leg Day at the Capitol
- Local Coalition Building
 - o Develop a “community partner” support list w/ names **and** logos
 - o Workforce Boards
 - o School Boards
 - o Boards of Supervisors
 - o CBOs
 - o Family Resource Centers
 - o **DEADLINE: COB November 1st**
 - o Local Businesses
 - o Libraries
 - o Adult school partners
 - o City & County Govt Officials
- Sign up for local Senator & Assemblymember’s online newsletter
- Legislative Visits (in-person)
 - o Coffee / sidewalk hours – not always with “ask;” get to know member/staff
 - o Field office visits w/ Member & Staff
 - o 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
 - o 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.
 - o Report out to CCAE’s Vittoria Abbate & CAEAA’s Bob Harper following visit

Educate & Elevate Campaign

STATE

- 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

STATE

- 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

STATE

- 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