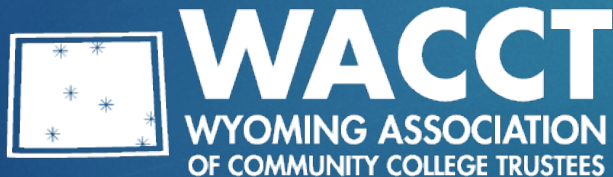


# Advocacy 101 in 2021

(adjusted for pandemic restrictions)





# Top 10 Things to Remember About Advocacy

1. Never assume any legislator understands anything about you or your college
2. Never have the first meeting with a legislator to be the one when you need something
3. Identify key leaders (Approps chairmen, policy committee chairs, leadership, etc.)
4. Identify best advocates
5. Whenever possible have data and specific examples from your college
6. Create a consistent message – WACCT and PR from each college
7. Stay on message, but do not deliver *too much* information
8. Consider opposition – anticipate, undermine, retaliation
9. Why should they care? Link your issues to their concerns, districts, interest, people
10. Thank your legislator for their service - always



# Top 10 Advocacy Mishaps

1. Only meeting with individuals who share your political views
2. Under-estimating the value of meetings with legislators in their hometown
3. Waiting until action is needed before making initial contact
4. Assuming that one visit is all it takes
5. Expecting the Member to know details about your college's needs
6. Taking cell phone calls during your visit (or TEXTING)
7. Appearing too partisan
8. Bringing gifts to the Members (other than printed information)
9. Holding a grudge when you don't get the response you wanted
10. Stretching the truth or making up the answers



# What is our Advocacy Model in Wyoming?

- ▶ Local Control by locally elected boards
- ▶ Bi-Partisan
- ▶ Defined roles for presidents, trustees, WCCC, contract lobbyists, students, and their interactions
- ▶ Grassroots Organizing
- ▶ Workforce Partners
- ▶ Annual WACCT Day at the Capitol during legislative session – **WAIT!**  
**WHAT WILL LEGISLATIVE SESSION LOOK LIKE? WHAT HAPPENS NEXT?**

# Effective Advocacy Methods Here in Wyoming

Face-to-face is still the best – either in home districts or at the capitol in Cheyenne – **adapted for restrictions, virtual meetings are a good next best alternative**

Letters to legislators (email or snail-mail)

Telephone calls or text messages if you have that level of relationship

Campus visits are always great so they can see firsthand

Letters to the Editor

Social media

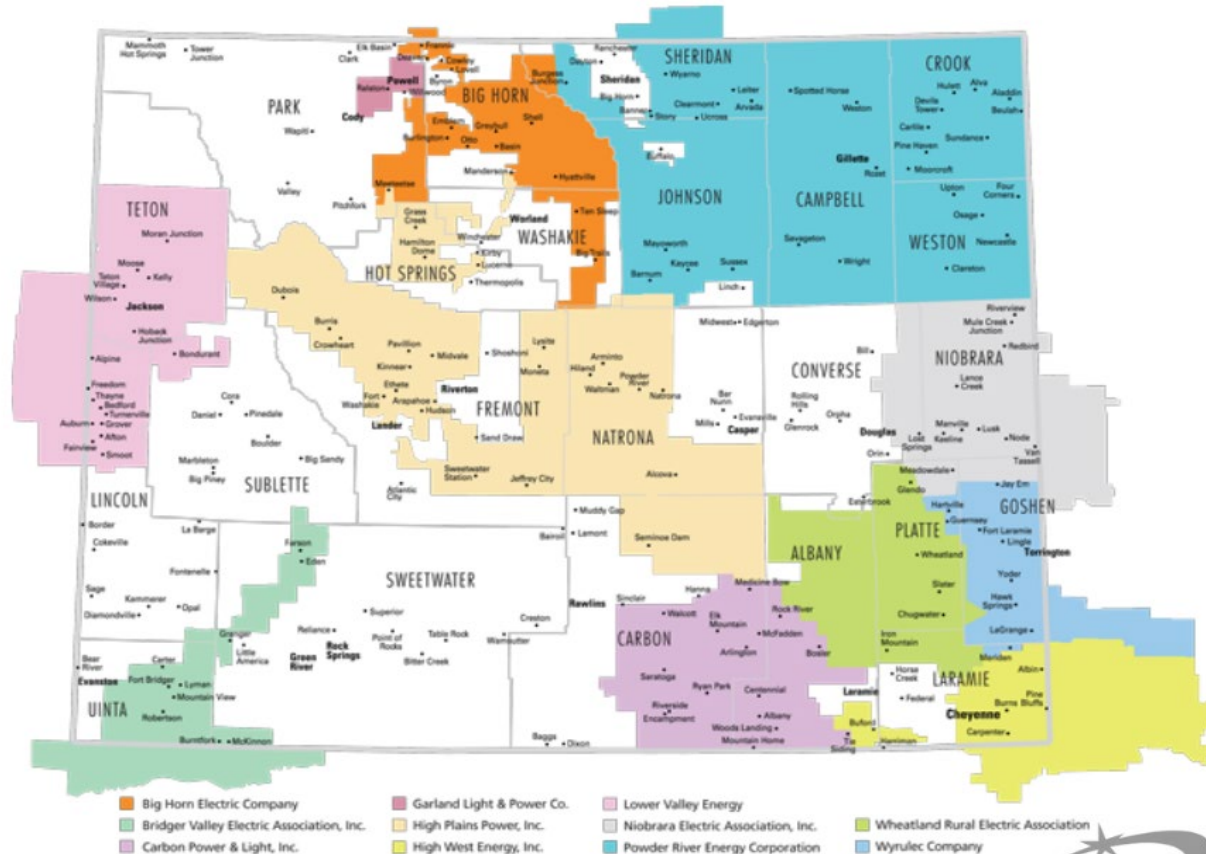


Guest Speaker  
**Shawn Taylor**

Executive Director, Wyoming Rural Electric  
Association

EXAMPLES OF EFFECTIVE GRASS ROOTS  
HERE IN WYOMING – PART TWO

# WREA and WACCT similar in geography...





# ...and in nature and potential

## ▶ WREA

- ▶ Shawn
- ▶ Board of Co-op Elected Directors
- ▶ Co-op CEO's
- ▶ Employees
- ▶ Co-op Member Owners
- ▶ Industry Partners

## ▶ Community Colleges

- ▶ Erin
- ▶ Board of Elected Trustees
- ▶ College Presidents
- ▶ Faculty/Staff
- ▶ Students
- ▶ Industry partners



# Grasstops



Board of Elected Co-op  
Directors (Board of Elected  
Trustees)



Co-op CEO's (College  
Presidents)



Employees (Faculty/staff)



# Co-op Member Owners/Students





# Grassroots – How to Get involved



**WREA**  
Wyoming Rural Electric Association

*Get involved.* For more information, visit: [wyomingrea.org](http://wyomingrea.org)

Name \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**WREA**  
Wyoming Rural Electric Association



# Grassroots Engagement -- Website and Social Media

- ▶ [www.wyomingrea.org](http://www.wyomingrea.org)
- ▶ Facebook





# Examples of Grasstops and Grassroots Success

- ▶ Cooperatives Self-Regulation
- ▶ Cooperative Employee Healthcare
- ▶ Non-tax status

WYOMING  
RURAL ELECTRIC ASSOCIATION



WYOMING  
RURAL  
ELECTRIC  
ASSOCIATION

2021

Legislative  
Roster

Elected Officials

Our Members



About



State



Federal



Map







**Your House Tally**

40

YEA

20

NAY

0

UNDECIDED

Share



Photo  
Coming  
Soon

Wyoming Representative Republican-Distri...

**Ocean Andrew**  



Photo  
Coming  
Soon

Wyoming Representative Republican-Distri...

**Mark Baker**  



Photo  
Coming  
Soon

Wyoming Representative Democrat-District...

**Chad Banks**  



About



State

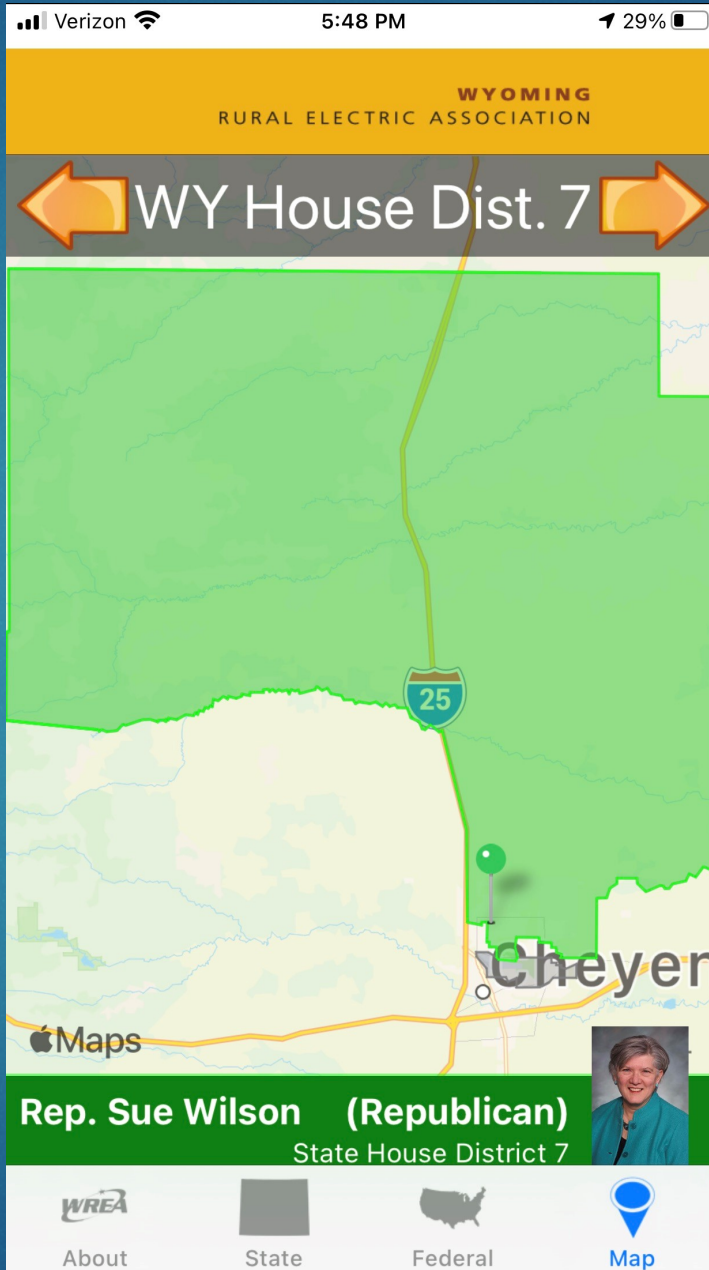


Federal



Map







# 2020

## In Review

- ▶ 2020 Budget Session
- ▶ COVID-19 Impacts
- ▶ Budget Cuts
- ▶ Special Session
- ▶ More Budget Cuts



# 2020 Budget Session



\$30M ask rejected, but elevated conversations about the community colleges, the role of the WCCC, and the importance of workforce training in Wyoming.



NO Capital Construction!



\$5M in one-time distribution to the colleges



\$5M in one-time matching opportunity



\$1M for Wyoming Works programming and \$1.5M for WW Scholarships

# COVID-19 Impacts



\$85M cost to the community colleges



\$6.6M Higher Education Emergency Relief Fund



CARES Adult and Wyoming College Grants  
=\$13M



Governor Education Emergency Funds of  
\$1.5M



CARES State Funds of \$36.1M



# Budget Cuts and More Budget Cuts


- ▶ \$94M cuts to the colleges since 2010
- ▶ Local revenue declines of 15.12%
- ▶ Tuition increased by 96.4% over the last decade
- ▶ 281 jobs cut since 2016 (or 16% of the entire community college workforce)
- ▶ Numerous program and degree closures
- ▶ Wyoming's tax system is unbalanced and unsustainable.

# The Long Game

The success of Wyoming's economic and social future is dependent on the educational attainment of its citizens.



All 23 counties in Wyoming benefit from the programs, services and graduate of Wyoming Community Colleges.



Wyoming's Community Colleges are the solution for the state's future!





# 2021 Legislative Priorities

WHAT'S AHEAD AND HOW TO ASK

# What do the colleges need from the Wyoming Legislature?



Reasonable increases to existing tax rates



Mechanism by which all 23 counties provide financial support for the colleges



Provide more tools in the local toolbox for trustees



Support capital construction



Invest in an adult financial aid program





# What about the constitution?

WYOMING'S COMMUNITY COLLEGES DO NOT  
ENJOY THE SAME PROTECTIONS IN THE  
CONSTITUTION AS UW AND K12.

# What's Next?

- ▶ Concert support from WCCC, Presidents, WACCT and Trustees
- ▶ Legislative visits – WACCT, President, Trustee
- ▶ Testimony in various committees:
  - ▶ Joint Appropriations
  - ▶ Joint Education
  - ▶ Select Committee on Community College Funding and Sustainability
  - ▶ Wyoming's Tomorrow Task Force