

State-Level Government Relations

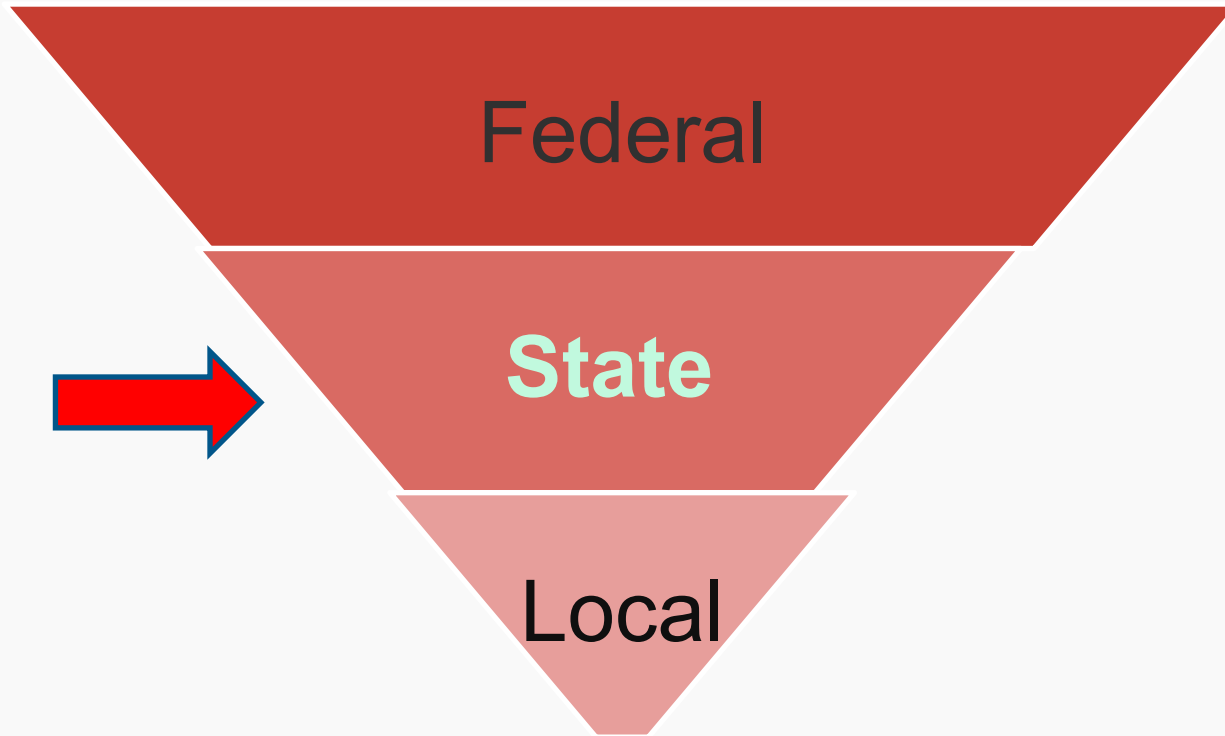
Sara Kilpatrick, Executive Director, Ohio Conference AAUP

Stephanie Lamore, Government Relations, National AAUP

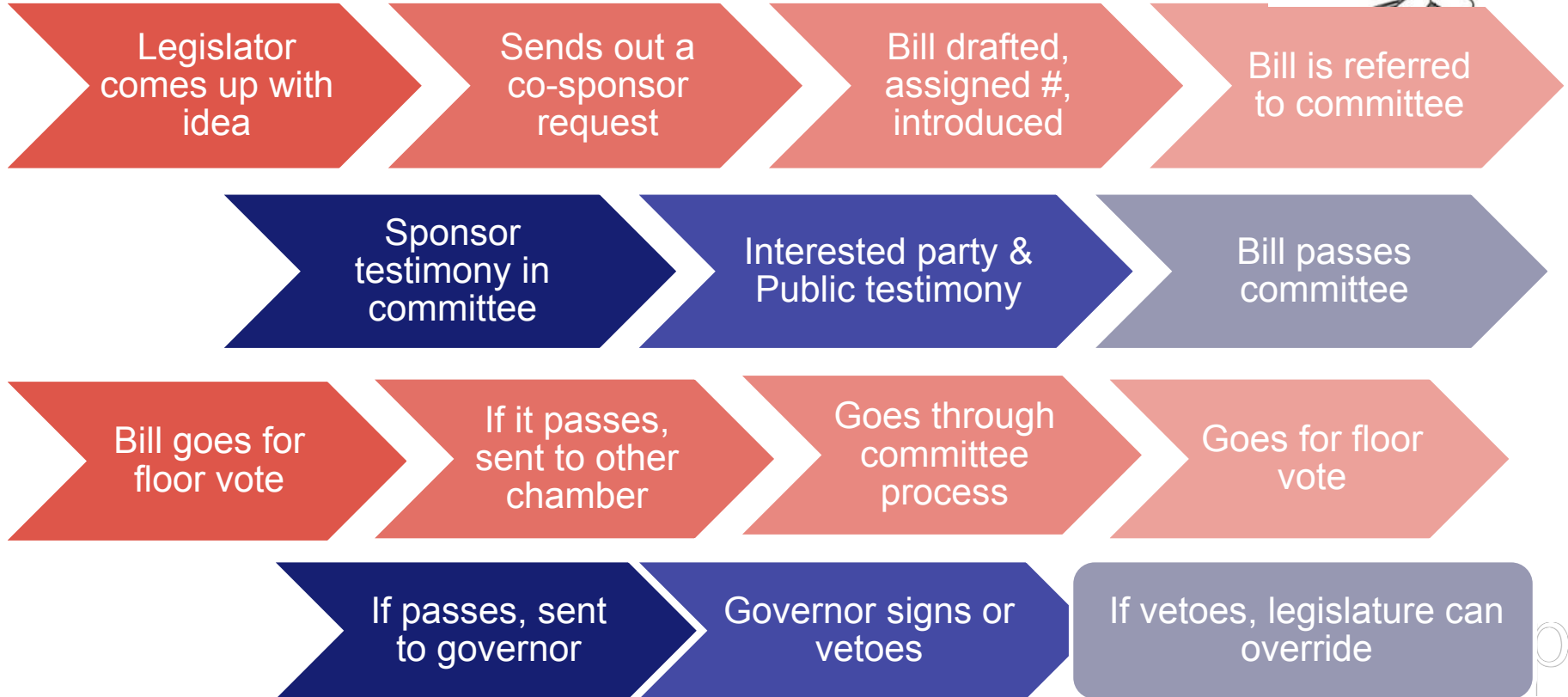
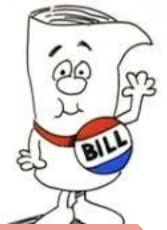
Workshop Roadmap

- Government basics
- Structural pieces of a GR program
- Assessing your organization within political environment
- Developing and pushing a legislative agenda
- Responding to attacks
- Internal and external communications

Federalism!



Legislative Process



Why Have a GR Program?

- -Higher ed is full of problems, many of which have been caused by -- and can be addressed through -- state legislatures
- -Faculty must have a voice in these discussions
 - Decision-makers mostly hear from university presidents and lobbyists, who often present a very skewed version of higher ed problems (i.e. they blame faculty/faculty unions!)
- -Setting up a GR program ensures you're monitoring legislation and engaging in higher education policy

Structural Elements of a GR Program

- -Some kind of committee to monitor your state legislature and make decisions about supporting/opposing legislation
- -Media spokesperson
- -Main person/people to testify to legislative committees
- -Communication tools
- -As long as you're not a 501(c)(3), you shouldn't have lobbying limitations
- -Political Action Committee (PAC) or bundling checks – money matters!
 - NEVER, ever ever ever ever suggest quid pro quo

Assessing Your Organization Within the Political Environment

- Conduct a SWOT Analysis with your leadership (and staff, if applicable)

- Strengths
- Weaknesses
- Opportunities
- Threats

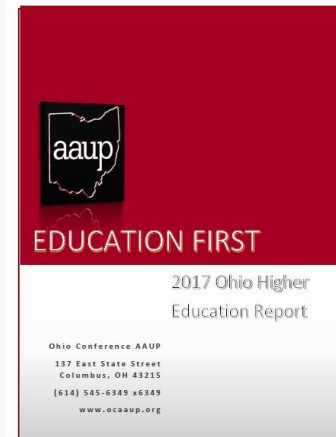
Strengths	Weaknesses
Opportunities	Threats

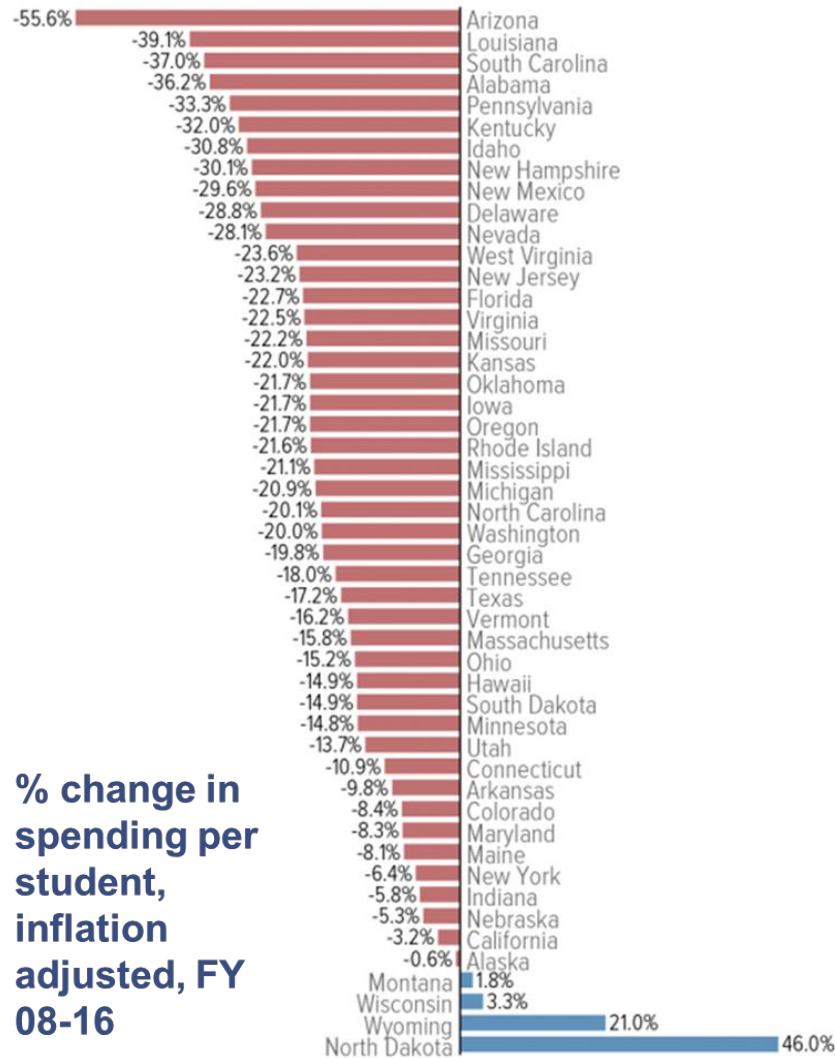
Monitoring Legislation

- Most state legislatures have good websites that are kept up-to-date
 - Can review what bills have been introduced and other legislative activity
 - Some will allow you to create a free account and will e-mail you bill updates
- National vendors that have legislative tracking features: CapWiz, Capitol Impact, LexisNexis
- May be other vendors in your state that offer even more complete services (ex: *Gongwer* in Ohio and Michigan)

Be Proactive

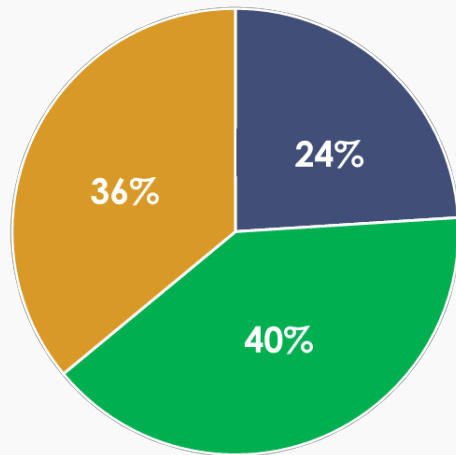
- Create your own legislative agenda
 - Don't just wait for things to happen to you.
 - Legislators on both sides of the aisle pursue gimmicks that do little to solve the real problems in higher ed. Be prepared to offer your own concrete solutions.
- The truth and data are on your side, so use them
 - Consider crafting a report/white papers/positions papers on issues of importance (ex: Ohio Higher Education Report)
- *Think about...What issues would you want in your higher education report or white/position papers?*
- *Think about...Possible proactive bills.*





Highlighting Issues: Funding

Average University Spending Statewide



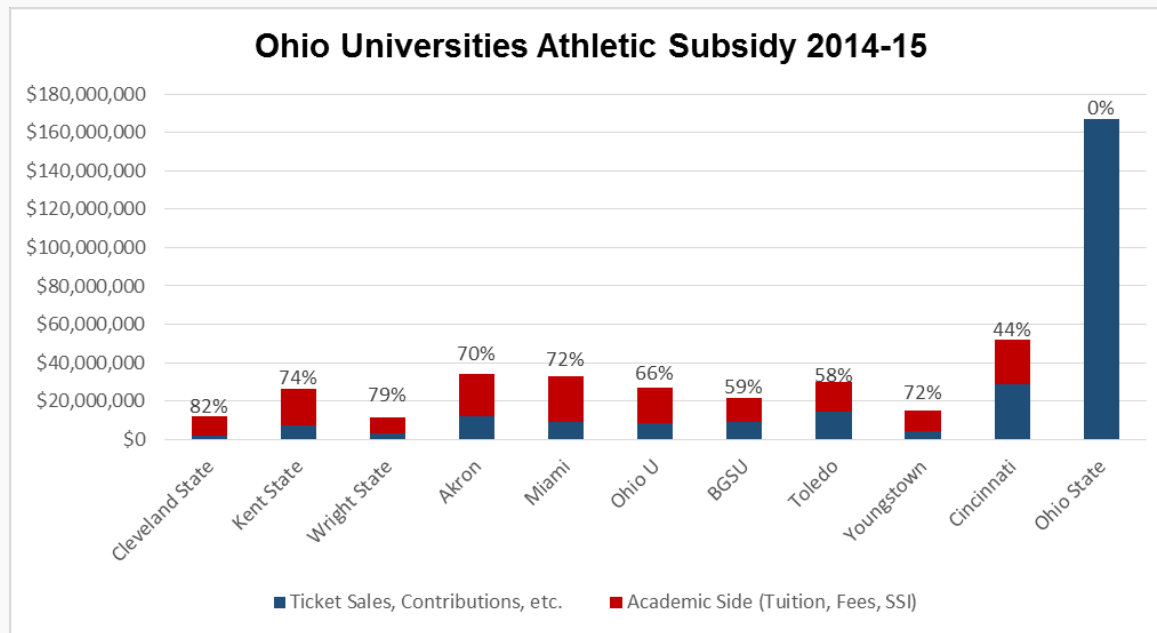
■ Instructional Spending ■ Administrative ■ Everything Else

Highlighting Issues: Administrative Bloat

Highlighting Issues: Debt

University	2005 Debt	2015 Debt	% Change
The Ohio State University	\$877,540,000	\$2,743,351,000	213%
University of Cincinnati	\$877,453,000	\$1,060,120,000	21%
Miami University	\$168,613,252	\$622,306,800	269%
Ohio University	\$167,529,147	\$543,347,988	224%
Kent State University	\$279,692,000	\$505,173,000	81%
The University of Akron	\$258,484,797	\$453,581,325	75%
The University of Toledo	\$176,779,000	\$298,187,000	69%
Cleveland State University	\$115,923,075	\$239,322,461	106%
Bowling Green State University	\$109,000,000	\$134,457,569	23%
Wright State University	\$46,189,820	\$95,429,869	107%
Youngstown State University	\$13,268,653	\$67,819,444	411%
Northeast Ohio Medical University	\$1,046,607	\$43,012,814	4010%
Central State University	\$2,340,402	\$16,403,259	601%
TOTAL	\$3,093,859,753	\$6,822,512,529	121%

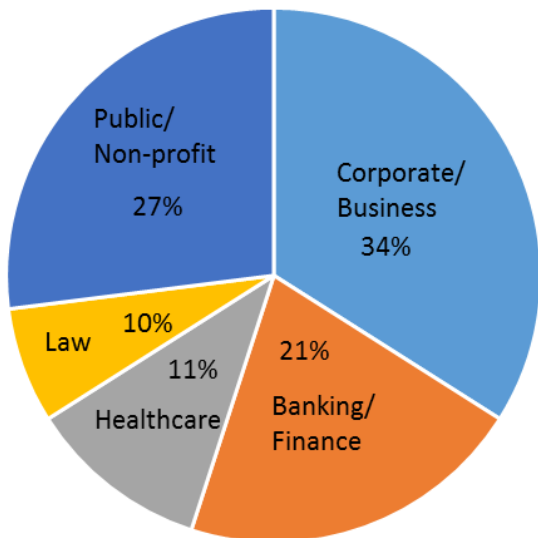
Highlighting Issues: Athletic Subsidy



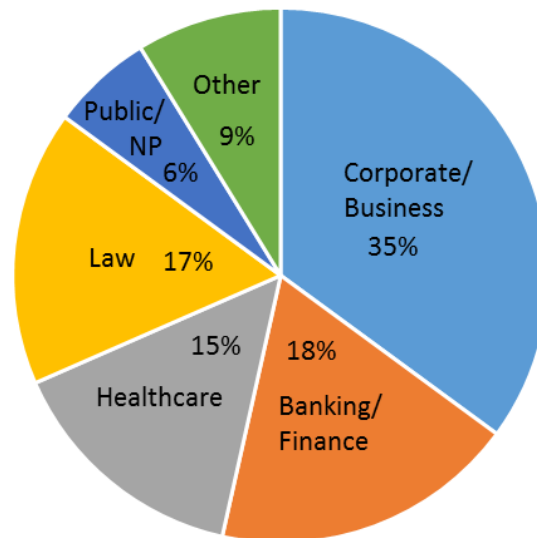
<http://sports.usatoday.com/ncaa/finances/>

Highlighting Issues: Trustees

Community College Trustees by Sector



University Trustees by Sector



Highlighting Issues: Adjuncts

Costs of Converting Part-Time Faculty to Full-Time Positions				
Institution	Part-Time Faculty	% of Faculty in Part-Time Positions	Cost of Converting 50% of Part-Time Faculty to Asst. Professorships as a % of Total Expenditures	Cost of Converting 50% of Part-Time Faculty to Instructorships as a % of Total Expenditures
Bowling Green	433	34.95%	4.51%	3.68%
Central State	89	46.35%	5.31%	4.00%
Cleveland State	608	51.88%	9.58%	8.99%
Kent State	1337	48.06%	7.54%	6.04%
Miami U	477	30.29%	3.94%	2.22%
Ohio State	1813	42.02%	1.55%	2.13%
Ohio U	869	43.47%	4.90%	4.47%
Shawnee State	161	51.94%	9.54%	7.10%
Akron	936	51.68%	8.73%	7.52%
Cincinnati	1250	43.97%	4.55%	3.25%
Toledo	317	26.48%	1.79%	1.34%
Wright State	165	17.76%	1.91%	1.23%
Youngstown State	565	56.27%	11.10%	8.50%

Be Prepared



- Be as prepared as possible for the “bad stuff”
- Form alliances with other organizations
 - Try to get everyone on message
- *Think about...What are the bills that you know are coming?*
 - *What is the best, most realistic outcome?*



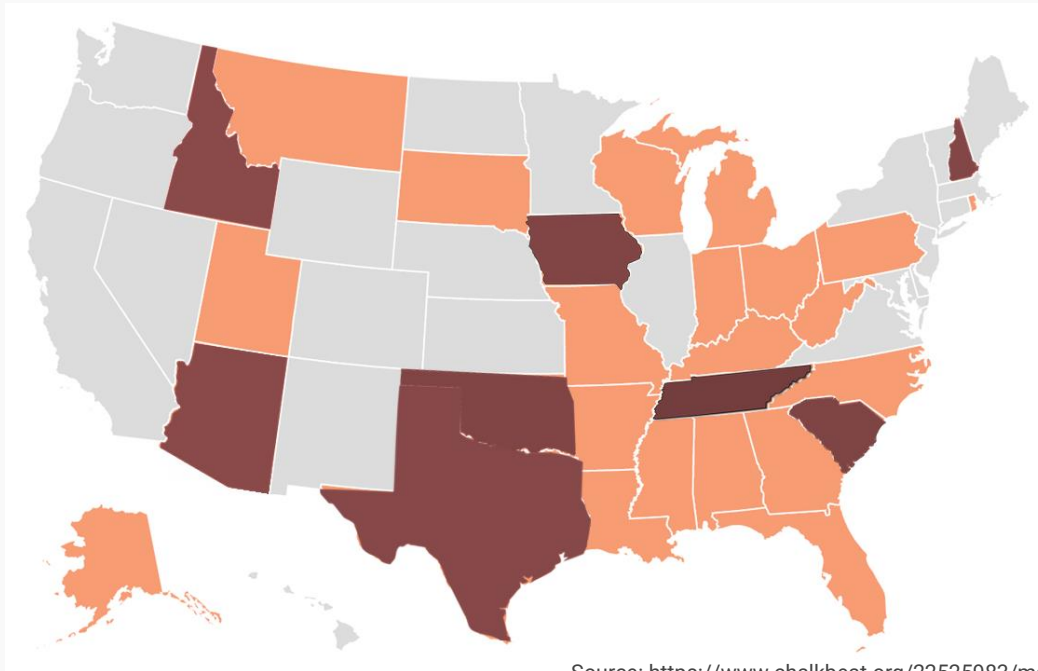
- Collective Bargaining Attacks
 - “Right-to-work”
 - Paycheck deduction
 - *Yeshiva* language
- Tenured Faculty Attacks
 - Tenure elimination
 - Minimum teaching loads
- Defunding
 - Impacts pay, benefits
 - Impacts pension system
 - Leads to “adjunctification” of the profession
 - Leads to scapegoating, privatization
- Academic Freedom
 - Textbook policies
 - Anti-Critical Race Theory

Nefarious Legislation/Policy

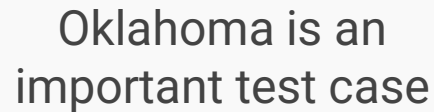
Anti-Critical Race Theory Legislation

This year, 28 states introduced legislation aimed at restricting teaching on racism, bias, and related topics.

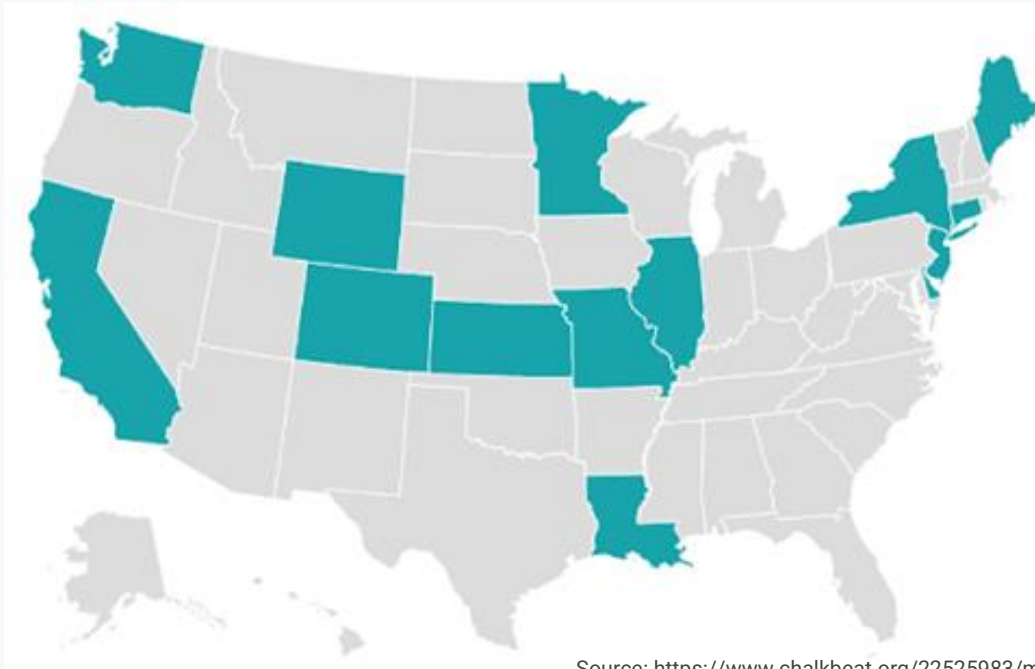
Anti-Critical Race Theory Legislation



Eight states
successfully passed
legislation

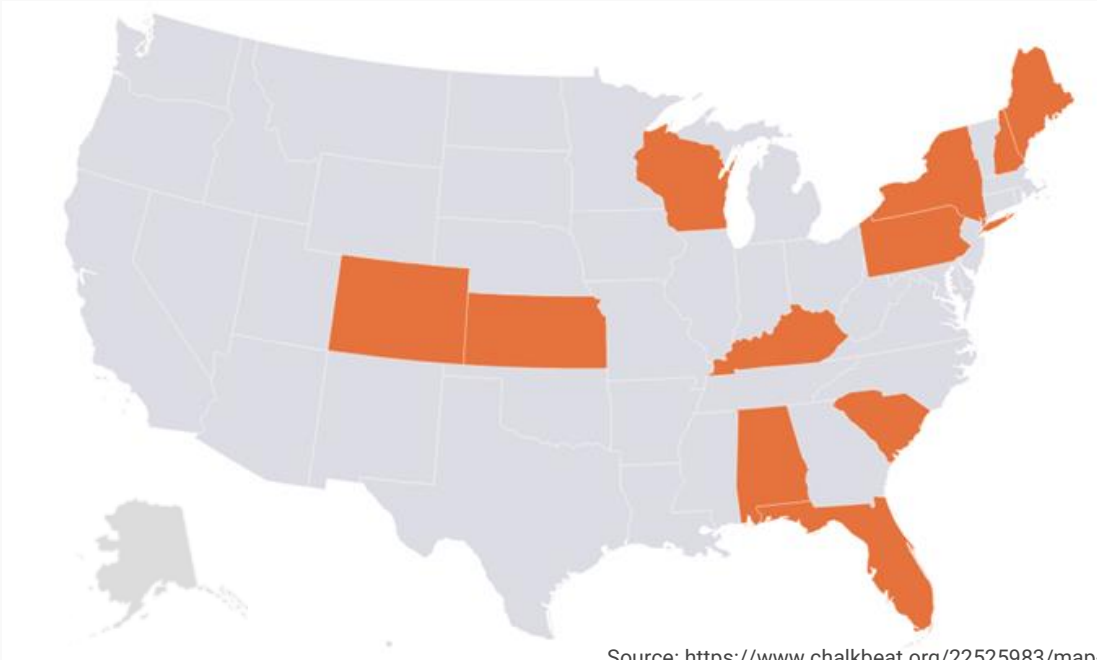


Anti-Critical Race Theory Legislation



Fifteen states also had legislation aimed at expanding teaching on race and racism.

Anti-Critical Race Theory Legislation



AAUP National priority
states for 2022



Source: <https://www.chalkbeat.org/22525983/map-critical-race-theory-legislation-teaching-racism>

Communicating with Membership



- Members are hungry for legislative information – feed them!
- Members appreciate GR work
- Staples: Website and E-mail
 - A website you can update yourself
 - E-mail Systems: Constant Contact, Mail Chimp
 - Facebook and Twitter
- *Take stock of your current communication tools/methods.*
 - *What else might you want to have in place moving forward?*

Mobilize Members for Action

- This is the hard part. How do you get your members to take action?
- “Low-Level” Actions
 - E-mailing or calling legislative offices
 - -Using “Action Network” – it’s free!
 - -What happened in Ohio in April 2015 with HB 64 shows how effective bombarding legislative offices with calls and e-mails can be
- “High-Level” Actions
 - Showing up to a lobby day or rally
 - Donating to a candidate or PAC

Engaging Legislators

- Testify to committees
- Attend local town hall meetings
- Attend a fundraiser
- Host a lobby day – at capitol or locally
- Schedule meetings
 - Easier to get meeting if you're from that legislator's district or have someone with you that is. But it's not impossible to get a meeting with any legislator's office as long as you identify yourself as a representative of your organization.
- Have someone serve in a lobbyist capacity
 - May need to register as a lobbyist

Take Advantage of Committee Hearing

- You get on the record
- You show value to members.
- It might be your only opportunity to get in front of certain legislators.
- Media may be there to pick up on your points (so don't be afraid to include pithy lines in your testimony).
- Work with allied groups to promote similar message while tackling your specific issue(s).
- Identify members who can speak with authority on particular issues.
- Best opportunity to amend or kill legislation



Capitol and Local Lobby Days

- Having a lobby day at the capitol can be a good way to promote awareness of AAUP and AAUP principles/values
 - Downside is that they can be difficult to plan, manage, and can be expensive
- Chapters can invite legislators to meet with them locally when they're in the district
 - Can be hard to get legislators to commit to meeting, but they're more substantive meetings if you get them
 - offer to schedule a tour of campus, or particular campus project that may be of interest to the legislator (like a research lab, for a lawmaker who has a science background)
 - Or have individual chapters meet with their legislators in the capitol on days convenient for them
 - offer a Zoom meeting

- First rule: DO NO HARM
- Know who you're talking to - know the basics about the person you're meeting with
 - Can help to make a personal connection
- Be prepared to meet with aide and treat them with respect
 - Every office is different, but some aides have significant influence. You're likely to get more time with an aide.
- Be prepared with supporting data *and* anecdotes
 - Don't leave them empty-handed – leave behind report, position paper
 - consider sending leave-behinds a few days prior to meeting, give staffer a chance to review
 - Don't be afraid to bring a “cheat sheet” – they won't care that you don't have things memorized, and it's better to stay on message than trying to wing it

Talking to Legislators

- Have an “elevator speech” prepared
- Have a specific ask, and request a follow up
- It’s ok to not have all the answers. An “I don’t know the answer to that...” gives you an opportunity to follow up and stay in touch with the office.
- Avoid wasting time. Redirect the conversation.
- Be assertive yet cordial.
- Let them know you’re willing to be a resource to them on any higher ed issues.

Talking to Legislators, cont’d

Media Strategy

- Consider how you might utilize the media to influence the legislative process
 - Also know when not to use the media
- Get to know education reporters if you don't already
- Use op-eds / letters to the editor (LTEs) to bring issues into the public discourse
- Media “stunts” – events that will draw attention