

Creating Legislative Change



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What is Advocacy

Recommending or supporting publicly

Defending a cause

Interceding on behalf of another

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CASFAA's Federal Advocacy 2013

- March position paper (ATB, Loan debt, GE)
- ATB push (Targeted CC and Prop)
- Reauthorization Comments (15 topics)
- Feedback on Gainful Employment Regs
- FY14 Budget Committee, "stop Sequestration" push, initiated by NASFAA

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What Can I do?

Read up!

- NASFAA News
- iFAP
- Inside Higher Ed


Speak up!

- Unintended consequences
- Doesn't meet students' needs
- Praise

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Will I Make a Difference?

- Pat Hurley and her team
- DL Interest rate recommendations
- ATB initiative and data collection



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Should I visit, call, or write?

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• Local Office Hours

• Phone

• Email vs. Mail

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What do I Write? *(cont.)*


- Stories are helpful
- Use letterhead
- Sign it!

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Who Do I Contact?

- Find your Representative
- Call the DC Office
- Ask for a name
 - Higher Ed Staffer for the House of Reps:
First.Last@mail.house.gov
 - Higher Ed Staff for the Senate:
First_Last@senatorlastname.senate.gov



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Will I Get in Trouble?

Representation

Collaboration

Inspiration


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When Should I Act?

- Any time! But, especially when:
 - Congress or ED asks
 - Call to Action
 - New officials are elected
 - Open Hearings

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Questions?



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Why Should I Act?

- You are the expert
- A right and responsibility
- Who else will?

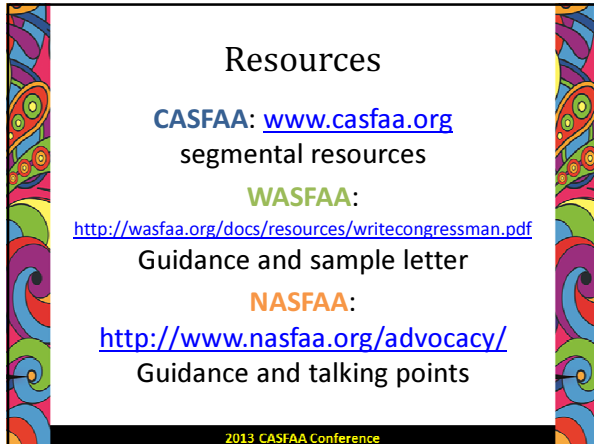


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Upcoming Opportunities

- Further ReAuthorization Comments
 - HEA.Reauth@mail.house.gov
- College Affordability Plan
 - collegefeedback@ed.gov
- Gainful Employment Regulations
- Full Certification of Private Loans
- CASFAA State Issues Committee
- CASFAA Federal Issues Committee

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Resources

CASFAA: www.casfaa.org
segmental resources

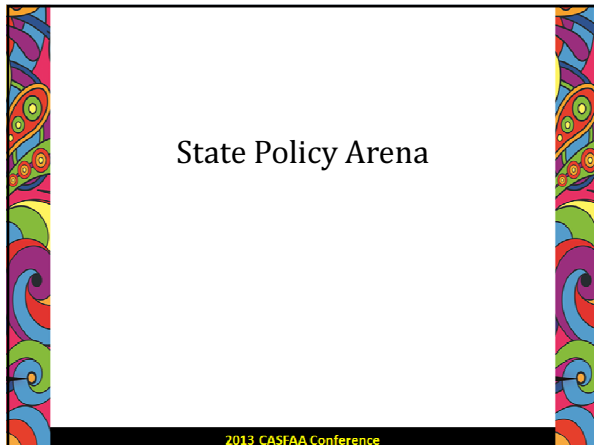
WASFAA:
<http://wasfaa.org/docs/resources/writecongressman.pdf>

Guidance and sample letter

NASFAA:
<http://www.nasfaa.org/advocacy/>

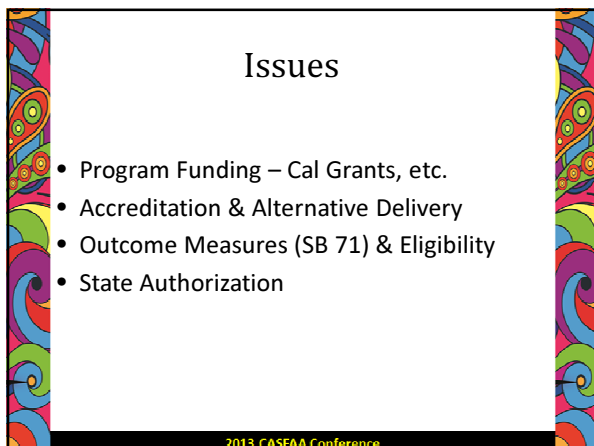
Guidance and talking points

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State Policy Arena

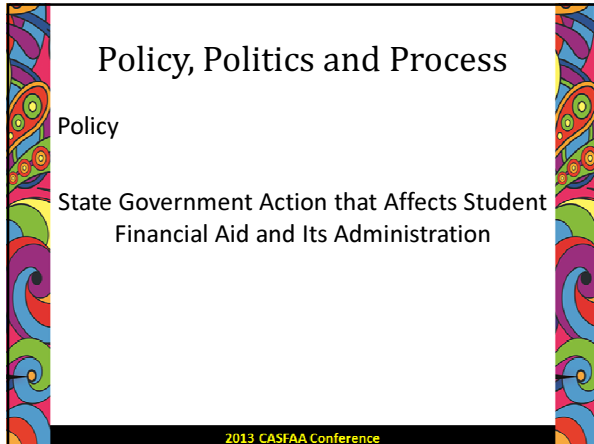
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Issues

- Program Funding – Cal Grants, etc.
- Accreditation & Alternative Delivery
- Outcome Measures (SB 71) & Eligibility
- State Authorization

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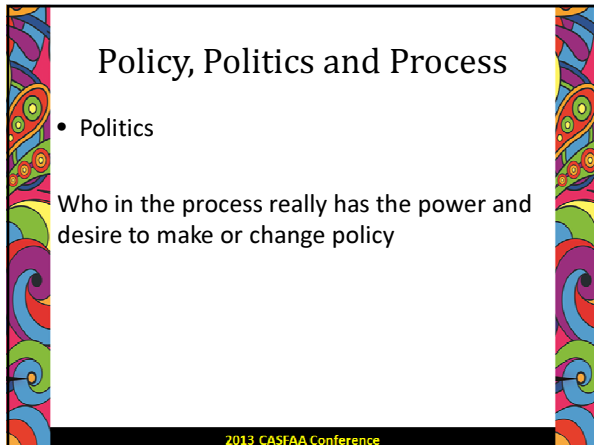


Policy, Politics and Process

Policy

State Government Action that Affects Student Financial Aid and Its Administration

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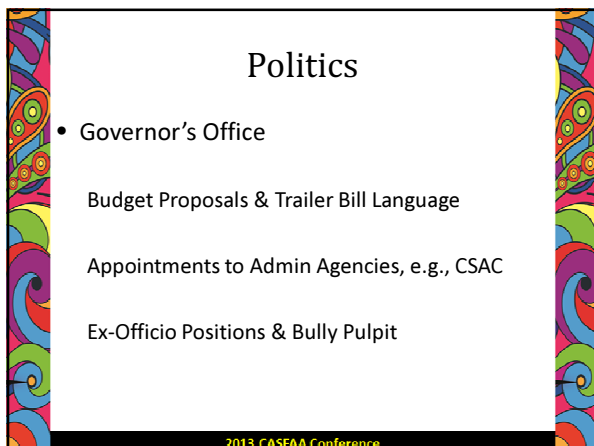


Policy, Politics and Process

- Politics

Who in the process really has the power and desire to make or change policy

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Politics

- Governor's Office

Budget Proposals & Trailer Bill Language

Appointments to Admin Agencies, e.g., CSAC

Ex-Officio Positions & Bully Pulpit

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Politics

- Legislature
 - Policy Legislation
 - Budget & Trailer Bill Language
 - Confirmation of Gubernatorial Appointments

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Politics


- Administrative Agencies
 - California Student Aid Commission

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Politics

- Interest Groups
 - CASFAA
 - Segment Offices
 - Institutions

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Policy, Politics and Process

- Process

The formal and informal context in which law and policy is made in California

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Process

- Formal


Hearings

Bill Introductions

Committee Process

Governor's Action

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Process

- Informal

Lobbying

Coalition Building

Campaign Support

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Policy, Politics and Process

- Advocacy – A Review

Never Ending Process

About Building Relationships

Your Contribution to “Getting it Right”

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Reading Assignment

The One-Hour Activist, Christopher Kush

The Art of Lobbying, Bertram J. Levine

Winning the Influence Game, Michael Watkins, et al.

Legislative Strategy, Edward V. Schneier

Lobbying for Higher Education, Constance Ewing Cook

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