

Trustees Webinar Series

Using the Best Tools for Informed Advocacy



Texas Success Center



Community College
Association of Texas Trustees

February 4, 2021



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Dr. Manuel Gonzalez

Director, Community College
Association of Texas Trustees

Robert Glaser

Board Chair, Houston Community
College; Chair-Elect, Community
College Association of Texas
Trustees



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Dustin Meador

Director of Government Relations,
Texas Association of Community
Colleges



Advocacy Resources & Tools

- **Texas Legislature Online/MyTLO:** <https://capitol.texas.gov/>
- **Legislative Reference Library:** <https://lrl.texas.gov/>
- **Legislative Budget Board:** <https://www.lbb.state.tx.us/>
- **TACC/CCATT Fact Sheets & Policy Briefs:** <https://tacc.org/>



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Dr. Johnette McKown

President, McLennan Community
College

K. Paul Holt

Board Chair, McLennan Community
College

Scheduling a Meeting

- When calling the legislator's office, **ask to speak with the appointment scheduler.** Be prepared to be flexible on the dates and times you can meet; have several options ready.
- Provide the scheduler with the **number of people who will attend** and a short summary of the **purpose of the meeting.**
- A typical meeting is scheduled for **15 or 30 minutes.**
- Become acquainted with or solidify your **relationship with the legislator's staff.**



Before the Meeting

- After the date and time are finalized, **send a confirmation letter** to the legislator and any advance **informational materials** to brief the legislator about the subject.
- Do your homework ahead of time and **know exactly what you wish to discuss.**
- Try to **anticipate issues or questions** that may be raised related to the topic.



During the Meeting

- Set the stage at the beginning of the conversation by **reinforcing some common ground**, such as shared interests or acquaintances.
- Be clear, concise and specific.
- Encourage **specific action**:
 - Co-sponsoring a bill
 - Voting for or against a measure
 - Supporting or opposing amendments or substitutions
 - Generating support among other legislators
- **Bring handouts** that briefly summarize your comments to leave with the legislator.



During the Meeting

- If the legislator disagrees with your position, **be polite and courteous**. Arguing with the legislator or government official is not an effective way to advocate for your position.
- Use **factual information and concrete real-life examples** to support a point. This will help humanize the issues.
- At the end of the meeting, offer to **serve as a resource on community college issues**.
- If questions come up during the meeting that can't be answered, be sure to **follow up promptly**.
- It's not unreasonable to ask the legislator at the end of your visit whether you can **count on their support**.



After the Meeting

- Send a letter **thanking the legislator for their time.**
- **Reiterate the main points** made during the meeting.
- Thank them for any **support promised.**
- If no position was stated, or the legislator opposed your position, it is appropriate to **once again encourage support.**





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Q & A

UPCOMING WEBINARS

CCATT & BOTI Webinar Series:

- **March 4 - Backing Career-Focused Programs** 12:00 - 1:00 PM CT
- **April 8 - Understanding the Community College Funding Model** 12:00 - 1:00 PM CT
- **May 6 - Monitoring What Matters** 1:00 - 2:00 PM CT



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