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
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/
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.
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