Legislative Advocacy Bootcamp & Town Hall Meeting

March 9, 2021
Welcome!
Objectives:

• Provide information about how to participate in legislative advocacy
• Equip students, staff, faculty and alumni with information on how to advocate for Minneapolis College

► Do you tell friends and family about the unique educational experiences provided at Minneapolis College?
► Do you want to make an impact for future students to have this experience?
► Do you want to understand how decisions made by the state legislature impact the campus?
Your Bootcamp Presenters & Facilitators

- Lena Jones, Political Science Instructor
- Deanna Sheely, Vice President of Advancement & Marketing Communications
- Bernie Omann, Special Assistant to the Chancellor/Government Relations
- Melissa Fahning, Director of Legislative Communications for Minnesota State
- Sarah Berns, Director of Federal Government Relations and Advocacy
- Pashell Johnson, Alumni and Constituent Relations
- Ibtisam Mohamoud, Student Senate Director of Advocacy
- Elena Williams, Student Senate President
- Betsy Pedersen, Office and Administrative Specialist
Agenda

- Lawmaking & Advocacy
- 2021 Session Overview
- Minnesota State Advocacy
- Telling Our Stories
- Breakout Sessions
  - Room 1: understanding employee advocacy
  - Room 2: understanding student advocacy
- Town Hall Meeting with Legislators
Lawmaking & Advocacy

Lena Jones

Minneapolis College Political Science Instructor
The Minnesota State Legislature & the Lawmaking Process

What we’ll cover:

• Basic information about the Minnesota State legislature
• How bills become laws
• The role of committees
• Key committees that are most likely to hear bills related to Minneapolis College
• Tracking bills
• How to find out who represents you
Minnesota’s State Legislature is organized by biennial sessions and each session is numbered
The 2021-22 Session is the 92nd Legislature

Other types of "sessions":
• Yearly sessions
• Daily sessions
• Special sessions

• Yearly sessions in odd-numbered years start the first Tuesday following the first Monday in January
• Legislature cannot meet beyond the first Monday after the third Saturday in May or more than 120 days during each biennial session
Key Actors in the Process

The Minnesota House of Representatives
• 134 members
• Members elected for two-year terms in even-numbered years

The Minnesota Senate
• 67 members
• Elected in years ending in 0, 2 and 6

The Governor
• Tim Walz
• four-year term
• Next gubernatorial election 2022
How an idea becomes a bill

• **Sources of ideas**: Individuals, groups, associations, government agencies, legislators, the Governor

• Only legislators can formally introduce bills

• A bill must have a sponsor, who is referred to as a **“CHIEF AUTHOR”**

• Bills may also have co-authors

• All bills are assigned a number

• Senate bills have the prefix “SF” and House Bills have the prefix “HF”
How a bill becomes a law: 

**Introduction & Committees**

- Bills *INTRODUCED* during House or Senate floor session for a "FIRST READING"

- Identical bills introduced in each body are called **COMPANION BILLS**

- Bills are referred to one or more **COMMITTEES** after they are introduced

- Finance bills often pulled together into larger "Omnibus bills" (Ex: an omnibus higher education finance and policy bill)

- For bills to advance in the process, certain **committee deadlines** must be met
Key Legislative Committees Relevant to Higher Education

- **House Higher Education Finance & Policy Division**
  Tuesdays & Wednesdays 3:00 – 4:30 p.m.
- **Senate Higher Education Finance and Policy**
  Tuesdays & Thursdays 1:00 – 2:30 p.m.
- **House Capital Investment**
  Tuesdays & Thursday 8:30 – 10:00 a.m.
- **Senate Capital Investment**: On Call
How a proposal becomes a law:

**Floor Consideration**

- Bills that make it through the committee process and are deemed ready for debate by the whole House or Senate (a.k.a., debate “on the floor”) get a “SECOND READING”
- After the bill and all proposed amendments have been discussed by the entire House or Senate, the bill receives a “THIRD READING”
- During the “Third Reading,” the bill is discussed as is (no more amendments!) and then proceeds to a final vote
How a proposal becomes a law: Conference Committee

- For a bill to become law, identical versions must be passed by the House and the Senate.
- If versions of the bill are not the same, a CONFERENCE COMMITTEE may be formed to resolve the differences.
- Conference version of the bill goes back to both chambers for a vote.
- If passed by both chambers, the bill is forwarded to the Governor.
How a proposal becomes a law:

The Governor

Once the governor receives the bill:
1) Governor signs the bill and it becomes law; OR
2) Governor vetoes the bill and if the veto isn’t overridden by 2/3 of both houses, the bill is dead; OR
3) Governor doesn’t sign the bill within three days and becomes law; OR
4) Bill passed during last three days of session, is not signed by the governor within 14 days after adjournment, and doesn’t become law (pocket veto)

LINE ITEM VETO:
If a bill contains appropriation of money, the governor may veto one or more of the items while approving the bill
Legislative resources

Tracking Bills:

• MN State Legislature's "My Bills" Tool
  • https://www.leg.mn.gov/mybills/
• Monitor LegiScan
  • https://legiscan.com/MN/legislation
• Follow the committees to which the bill has been referred and subscribe to the committee's mailing list

The Legislature and Legislative Process

MN Senate Publications:
  https://wwwсенate.mn/publications
MN House Research (the Legislature):
  https://www.house.leg.state.mn.us/hrd/topics.aspx?topic=29
Find out your district and who represents you in the MN State Legislature:
https://www.gis.leg.mn/iMaps/districts/

- **67 Minnesota Senate Districts**
  - Number between 1 and 67

- **134 Minnesota House Districts**
  - Number between 1 and 67 followed by an "A" or a "B"
2021 Legislative Session Overview
Minnesota 2021 Legislative Session

• Regular Session: January 5 - May 17
• Legislators’ Spring Break: March 26 – April 5
• Odd-Numbered Years are to set the state’s next biennial operating budget (2022 – 2023)
• May also pass a bonding bill for capital improvements
Which legislators are most important to **Minneapolis College**?

Frank Hornstein, DFL
536 Minneapolis College students
Email: rep.frank.hornstein@house.mn

Scott Dibble, DFL
915 Minneapolis College students
Email: Scottd@senate.mn
Which legislators are most important to Minneapolis College?

House Committee Chairs:

Representative Conny Bernardy  
41A, DFL  
Higher Education Finance & Policy  
220 Minneapolis College students  
Email: rep.connie.bernardy@house.mn

Representative Fue Lee  
59A, DFL  
Capital Investment  
519 Minneapolis College students  
Email: rep.fue.lee@house.mn

Representative Jim Davnie  
63A, DFL  
Education Finance  
389 Minneapolis College students  
Email: rep.jim.davnie@house.mn

Representative Rena Moran  
65A, DFL  
Ways and Means  
121 Minneapolis College students  
Email: rep.rena.moran@house.mn
Which legislators are most important to Minneapolis College?

Senate Committee Chairs:

Senator David Tomassoni  
6, Independent  
Higher Education Finance & Policy  
651-296-8017  
Laura.bakk@senate.mn

Senator Tom Bakk  
3, Independent  
Capital Investment  
651-296-8881  
larissa.shea@senate.mn

Senator Julie Rosen  
23, R  
Finance  
Phone: 651-296-5713 Email:  
sen.julie.rosen@senate.mn
Which legislators are most important to Minneapolis College?

House Leadership:

Representative Melissa Hortman
36B, DFL
Speaker of the House
77 Minneapolis College students
rep.melissa.hortman@house.mn

Representative Ryan Winkler
46A, DFL
Majority Leader
189 Minneapolis College students
rep.ryan.winkler@house.mn

Representative Kurt Daudt
31A, R
Minority Leader
10 Minneapolis College students
rep.kurt.daudt@house.mn
Which legislators are most important to Minneapolis College?

**Senate Leadership:**

- **Senator Paul Gazelka**
  9, R
  Senate Majority Leader
  Phone: 651-296-4875

- **Senator Jeremy R. Miller**
  28, R
  President of the Senate
  Phone: 651-296-5649

- **Senator David Tomassoni**
  6, Independent
  President Pro Tem
  Phone: 651-296-8017

- **Senator Susan Kent**
  53, DFL
  Senate Minority Leader
  Phone: 651-296-4166
### Which legislators are most important to Minneapolis College?

Representatives elected in districts where the most Minneapolis College students live

<table>
<thead>
<tr>
<th>Senator:</th>
<th>District:</th>
<th>Role:</th>
<th>Students Represented:</th>
<th>Contact:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bobby Joe Champion</td>
<td>59</td>
<td>Ranking Minority Member Jobs and Economic Growth Finance and Policy</td>
<td>1,075</td>
<td><a href="mailto:sen.bobby.champion@senate.mn">sen.bobby.champion@senate.mn</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Ph: 651-296-9246</td>
</tr>
<tr>
<td>Kari Dziedzic</td>
<td>60</td>
<td>Ranking Minority Member Housing Finance and Policy Taxes</td>
<td>1,026</td>
<td><a href="mailto:Tytiana.reid@senate.mn">Tytiana.reid@senate.mn</a></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Ph: 651-296-7809</td>
</tr>
<tr>
<td>Omar Fateh</td>
<td>62</td>
<td>Ranking Minority Member Technology and Reform Policy</td>
<td>1,350</td>
<td>Sen.omar.fateh @senate.mn</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Ph: 651-296-4261</td>
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<tr>
<td>Representative</td>
<td>District</td>
<td>Role</td>
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<tr>
<td>Hodan Hassan</td>
<td>62A</td>
<td>Vice Chair Education Policy</td>
<td>774</td>
<td><a href="mailto:rep.hodan.hassan@house.mn">rep.hodan.hassan@house.mn</a> Ph: 651-296-0294</td>
</tr>
<tr>
<td>Aisha Gomez</td>
<td>62B</td>
<td>Chair Preventing Homelessness</td>
<td>576</td>
<td><a href="mailto:rep.aisha.gomez@house.mn">rep.aisha.gomez@house.mn</a> Ph: 651-296-7152</td>
</tr>
<tr>
<td>Esther Agbaje</td>
<td>59B</td>
<td>Vice Chair Rules and Legislative Administration</td>
<td>556</td>
<td><a href="mailto:rep.esther.agbaje@house.mn">rep.esther.agbaje@house.mn</a> Ph: 651-296-8659</td>
</tr>
<tr>
<td>Mohamud Noor</td>
<td>60B</td>
<td>Chair, Workforce &amp; Business Development Finance &amp; Policy</td>
<td>555</td>
<td><a href="mailto:rep.mohamud.noor@house.mn">rep.mohamud.noor@house.mn</a> Ph: 651-296-4257</td>
</tr>
</tbody>
</table>
Minnesota State Advocates on behalf of 30 Colleges and 7 Universities
We are Minnesota State
We educate...

- 9 out of 10 in manufacturing
- 2 out of 3 nurses
- 7 out of 10 in trades
- 6 out of 10 in agriculture
- 1/2 of all teachers
- 1/2 of IT professionals
Biennial Budget Request...Who Does What?

• Board of Trustees Biennial Budget Request Approval
  November 17, 2020

• Governor Biennial Budget Recommendation
  January 26, 2021

• Legislature Approval
  May 17, 2021
Minnesota State
FY2022-FY2023 Budget Request

$120 million in new funding over the biennium

• $75 million for **campus responsiveness and stabilization** to support increases in campus expenses resulting from the pandemic and inflationary costs over the biennium

• $45 million for **equity and affordability** to directly support our students’ critical needs:
  • Student Basic Needs
  • Mental Health Needs
  • Additional Campus Support Services
  • Career and Technical Education
  • Open Educational Resources
  • New Scholarship programs
Minnesota State
FY2022-FY2023 Budget Request

Campus Responsiveness and Stabilization
$75 million

• Supporting Minnesota State is critical for the state of Minnesota’s economic recovery
• Campuses require on-going revenue in order to maintain a core level of programs and services
• Funding of inflationary costs and increased campus expenses due to the pandemic
Minnesota State
FY2022-FY2023 Budget Request
Equity and Affordability
$45 million

• Scholarship programs to support economically vulnerable students
  – $23M of the $45M

• Expansion of support for basic student needs including mental health needs and campus student support services
  – $15M of the $45M

• Career and Technical Education support
  – $6M of the $45M

• Open educational resources
  – $1M of the $45M
Minnesota State

2021 Capital Request

- $188.2 million total request
- $103.6 million Higher Education Asset Preservation and Replacement (HEAPR)
  - 50+ asset preservation projects at 30 colleges and universities
- $84.6 million for major capital projects at 12 colleges and universities
What is Minnesota State asking the Legislature to approve?

- Minnesota State biennial budget request of $120 million
- Minnesota State capital budget request of $188.2 million

Legislative Resources
https://minnstate.edu/legislative/index.html
How can you impact legislators?

There's power in your story...

- Sharing information that helps them understand the transformations that happen on our campus
- Provide context with facts: cost, numbers, outcomes
What messages could you share with legislators?

Stability: Drive MN economy

Affordability: Hold tuition costs

Equity: Maintain programs and services

www.minneapolis.edu/legislative
How do we share, connect with legislators?

- Social Media
- Personal contact: Letters, Emails, Phone calls, Visits
- Campus events
- Town Hall Meetings

www.minnstate.edu/legislative
Social Media

Sharing stories & photos

Hashtags
#MplsCollegeStories

Add key messages
Personal Contact

- Personal Letters, Emails
- Phone Calls
- Visits/Meetings [Virtual]

https://www.leg.mn.gov
Town Hall Meetings

- Hosted by legislators, community groups
- Formal or community gathering

- Direct contact with individuals
- Be prepared with questions
- Share story with context
Campus Events

- Increase affinity for Minneapolis College
- Invite legislators to campus events that align with their positions
- Closing the equity gap = MLK Day and year-round events
- Environmental issues = Three-Legged Frog Club events

www.minneapolis.edu/events
www.minneapolis.edu/alumni-events
www.minneapolis.edu/ee
Minneapolis College 2021 Call To Action

Calendar for Collaborative Advocacy

www.minneapolis.edu/legislative

**Week of March 15:**
Post on your social media use #, fb

**Week of March 22:**
Email “Thank you for work so far…”

**Week of March 29 [Legislator Spring Break]:**
Check if representative is in your community-Town Hall

**Week of April 5:**
Call office to share or set up a meeting/video chat

**Week of April 12 thru May 17:**
Repeat, as the session comes to a close, don’t forget…
Breakout Room:
Understanding Student Advocacy
Lead by Ibtisam Mohamoud & Elena Williams
Student Breakout Session

• What's the relationship?
  – Minnesota State
  – Minneapolis College
  – LeadMN

Understanding the Function of Advocacy Relationships

• Minnesota State
  • 54 colleges and university campuses are part of the Minnesota State system, including Minneapolis College
  • Role of Student Advocacy
    • **Broad**, budget focused for all institutions

• Minneapolis College
  • Receives funding through Minnesota State
  • Role of Student Advocacy
    • **Local/Individual**, focused on institutional impact of student experience

• Other Student Advocacy Groups
  • LeadMN
    • Role of Student Advocacy
      • **Dynamic**, but focused on **student experience**
Minneapolis College Legislators – 2021

- How many students in each district
- Used for more effective communication

Legislative Affairs Communication Plan

- Yearly plan for advocating for budgeting needs
- Identified/written prior to the legislative session start in January
- Influences what we advocate for, who we advocate to, and how we advocate for it
Who represents me?
Activity: Whiteboard Date Selection

As a group, pick one day within the week range and one action on that day for communicative advocacy action.

- Week of March 15:
- Week of March 22:
- Week of March 29 [Legislator Spring Break]
- Week of April 5:
- Week of April 12 thru May 17:

- Engage with us!
- Volunteer for building messaging to legislators?
Importance of voting

How to register to vote
How to know where to vote
Next: Town Hall with Legislators in Breakout rooms
Breakout Room:
Understanding Employee Advocacy
Lead by Bernie Omann, Sarah Berns, Melissa Fahning
Advocacy during a pandemic requires flexibility

• Due to the COVID-19 pandemic we have had to reevaluate how we advocate
• Connecting with members is limited
• Hearings are on Zoom
• Minnesota State Day at the Capitol has been moved to Twitter
Minnesota State Social Media

Campaign hashtags:
• #FundMinnesota State
• #MinnStateEquity 2030
• #mnleg

• Throughout session, Minnesota State will tweet in support of the biennial budget and bonding requests
• Posts highlight facts/stats/economic impact, student/grad stories, employer/partnership videos and Equity 2030
• Each post includes graphics/photos/videos
• Linked to MinnState.edu/legislative or MinnState.edu/stories
Student Enrollment Reports

As a primer to session, Chancellor Malhotra tweeted in December:

*Nearly 240k students are enrolled in credit courses @MinnStateEdu. Please support higher ed & our students in the upcoming 2021 session. For student enrollment reports & other legislative info, visit MinnState.edu/legislative #FundMinnesotaState #MinnStateEquity2030 #mnleg*

Minnesota State retweeted and asked campuses to re/tweet and tag individual legislators at their discretion with their top student enrollment numbers (individual campus reports provided)
Day at the Capitol…Going Virtual

- Highlight each campus with a dedicated day from January 11 to March 17, Monday through Thursday each week
- Chancellor Malhotra will tweet about each campus student story (in lieu of the campus poster), Minnesota State will retweet, and we ask campuses and presidents to retweet too and tag your legislators (twitter handles provided)
- On each dedicated day, campuses tweet multiple times in support of the biennial budget request/bonding request with a focus on equity. Some themes could include:
  - Legislative welcome
  - Economic impact stats
  - Workforce development or community partnership stories
  - Short video interviews with students, alumni, faculty, staff, community
  - Programs unique to your campus
  - Virtual tours of campus
In FY2017, the colleges and universities of Minnesota State generated an economic impact of $8 billion in the state: $4.1 billion direct and $3.9 billion indirect and induced.

This impact is the result of:
- operational spending
- capital spending (10-year average)
- payroll and benefits paid to employees
- student spending
- visitor spending

Based upon this impact, $1 out of every $42 in the Minnesota economy is supported by Minnesota State.
Who represents me?

https://www.leg.mn.gov/
Minnesota State
FY2022-FY2023 Budget Request

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Minnesota State
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FY2022-2023 Budget Request
$120 million

- $75 million campus responsiveness and stabilization
- $45 million equity and affordability

2021 Capital Request
$188.2 million

- $103.6 million asset preservation
- $84.6 million for major capital projects at 12 colleges and universities

Campus Impact

Budget Request
Amounts are estimates and subject to change

- $2.7 million of $75 million in campus responsiveness and stabilization
- 10,005 students will benefit from direct support for students' critical needs, including mental health services and affordable textbooks

2021 Capital Request

- $17.207 million for the Management Education Center Metro Baccalaureate Initiative in partnership with Metropolitan State University
- $7.5 million in asset preservation and replacement to replace a roof, and update emergency power and switch gear
Minnesota Community & Technical College

- As a comprehensive public community and technical college, Minneapolis College offers over 100 liberal arts and career and technical programs.
- Minneapolis College has strong ties to industry partners that help fund scholarships, provide training, equipment, and internship and employment opportunities.

FY20 Student Profile:
- 10,005 Credit-seeking Students
- 43.8% Pell Eligible
- 56% Students of Color
Service to Minnesota

- Each year, Minneapolis College generates $333.4 million in economic impact, as well as produces 1,300 graduates, and supports and sustains 2,972 jobs.
- Destination: Diploma to Degree (D3), PSEO, TRIO, and concurrent enrollment programs serve high school students from underserved communities.
- Provide transit, meals, clothing, and childcare assistance, and expanded health care supporting student success and retention.

Partnerships

- Minneapolis College is an anchor partner with Cedar Riverside Opportunity Center and 800 W Broadway and provides career exploration events in Nursing, IT, Machine Tool, Architecture, Dental, Addiction Counseling, Welding, Apparel, Pharmacy Tech, HVAC and Video Arts.
- Regional employers US Bank, Target Corporation, Hennepin County, City of Minneapolis, Fairview, Hennepin Healthcare and others offer paid internships that lead to full-time employment and ensure individuals accelerate their path to achieving their career goals.
- A growing number of companies such as Graco, Xcel Energy, CenterPoint, Pentair, Lube Tech and Delta Airlines are partnering with Minneapolis College to fill their technical and trades workforce pipeline.
- Minneapolis College enrollment works alongside junior and senior high schools and metro-area nonprofits serving youth such as Northside Achievement Zone, College Possible, Achieve Minneapolis, Gear Up, Avid, Genesys Works.
- The Power of YOU: Free college tuition program increases a student’s odds of completing college by as much as 67 percent.
How to engage legislators?

• Get to know your local legislators and what they care about.
• Share with your local legislators what is happening on campus.
• Share student stories with legislators – put the human face of the student behind the message.
• Campus tours are effective with legislators. Make sure the message you want to get across during the tour is communicated with campus participants prior to the visit and tour.
• Use student ambassadors on campus during legislative visits. Student panels can be impactful with legislators.
• Reach out to alumni that have relationships with legislators, ask them to share their education experience.
• Seek out advocates who believe they are where they are today because of the education they received from your college/university. Work with them to share their message with legislators.
Advocacy in practice

• Does anyone have examples of successful advocacy experiences they have had?
• Are there any questions on the how, when or who of advocacy?
Town Hall Meetings with Legislators in breakout rooms
Meet Your Legislators

• **Breakout Room 1**: Senator Bobby Joe Champion, District 59, 1,075 Minneapolis College students
• **Breakout Room 2**: Senator Scott Dibble, District 61, 915 Minneapolis College students
• **Breakout Room 3**: Representative Frank Hornstein, District 61A, 536 Minneapolis College students
• **Breakout Room 4**: Representative Aisha Gomez, District 62B, 576 Minneapolis College students
• **Breakout Room 5**: Senator Omar Fateh, District 62, 1,350 Minneapolis College students
Closing and Q & A
We welcome you to connect and follow those listed here

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deanna Sheely</td>
<td>Legislative Affairs, Minneapolis College</td>
<td><a href="mailto:deanna.sheely@minneapolis.edu">deanna.sheely@minneapolis.edu</a></td>
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<tr>
<td>Pashell Johnson</td>
<td>Alumni Relations, Minneapolis College</td>
<td><a href="mailto:pashell.johnson@minneapolis.edu">pashell.johnson@minneapolis.edu</a></td>
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<td>Elena Williams</td>
<td>Student Senate President, Minneapolis College</td>
<td><a href="mailto:pressenate@go.minneapolis.edu">pressenate@go.minneapolis.edu</a></td>
</tr>
<tr>
<td>Ibtisam Mohamoud</td>
<td>Student Senate Advocacy, Minneapolis College</td>
<td><a href="mailto:advocacysenate@go.minneapolis.edu">advocacysenate@go.minneapolis.edu</a></td>
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<td>Melissa Fahning</td>
<td>Legislative Communications, Minnesota State</td>
<td><a href="mailto:melissa.fahning@minnstate.edu">melissa.fahning@minnstate.edu</a></td>
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<tr>
<td>Sarah Berns</td>
<td>Federal Government Relations &amp; Advocacy, Minnesota State</td>
<td><a href="mailto:Sarah.berns@minnstate.edu">Sarah.berns@minnstate.edu</a></td>
</tr>
<tr>
<td>Bernie Omann</td>
<td>Special Assistant to the Chancellor/Government Relations, Minnesota State</td>
<td><a href="mailto:Bernie.omann@minnstate.edu">Bernie.omann@minnstate.edu</a></td>
</tr>
</tbody>
</table>
Thank you for helping tell the Minneapolis College story!

www.minneapolis.edu/legislative
Your time with us today is appreciated!

Look for an email with materials to use for your outreach.