

Legislative Advocacy Bootcamp & Town Hall Meeting

March 9, 2021



MINNEAPOLIS

COMMUNITY & TECHNICAL

COLLEGE[™]



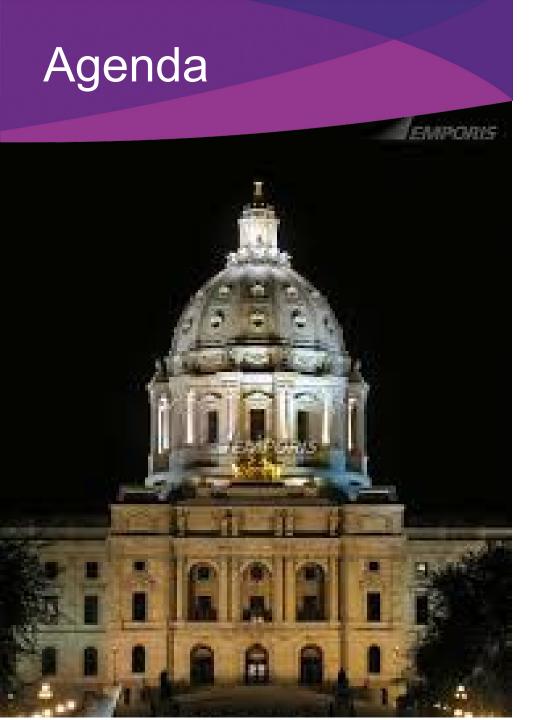
Objectives:

- 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



- 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



MINNEAPOLIS

COMMUNITY & TECHNICAL

COLLEGE[™]



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 State Legislature Basics



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 evennumbered 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 <u>LegiScan</u>
- https://legiscan.com/MN/legislation
- Follow the committees to which the bill has been referred and subscribe to the committee's mailing list

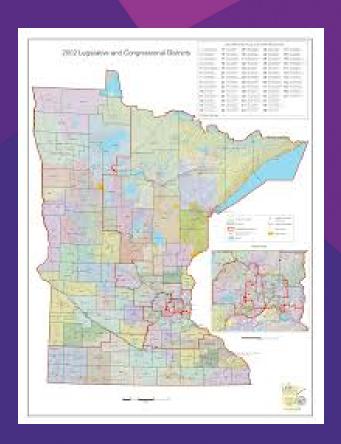
The Legislature and Legislative Process MN Senate Publications:

https://www.senate.mn/publications

MN House Research (the Legislature):

https://www.house.leg.state.mn.us/hrd/topics.aspx?topic=29

Your voice as a Constituent: Knowing Your Legislative District



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"



MINNEAPOLIS

COMMUNITY & TECHNICAL

COLLEGE[™]



2021 Legislative Session Overview

Minnesota 2021 Legislative Session

Minnesota State Legislature

The Legislature is in Session.

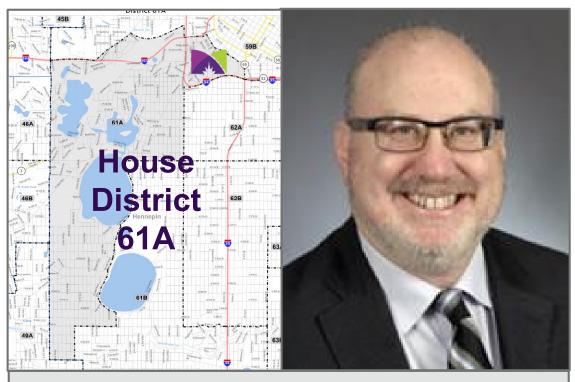
Legislature > Calendar

Combined Legislative Meeting Calendar Tuesday, March 9, 2021

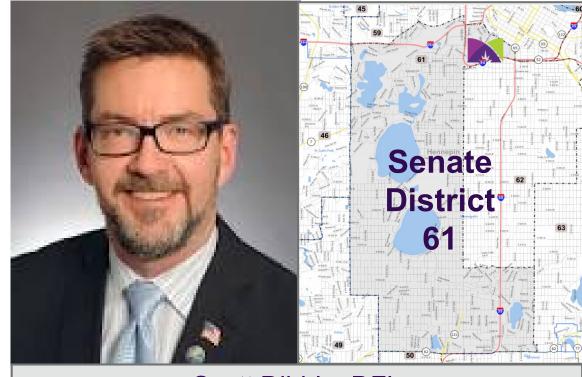
Hide quick calendar

Time →	Body ‡	Committee \$
8:30 AM	House	<u>Capital Investment</u>
8:30 AM	House	Early Childhood Finance and Policy
8:30 AM	House	Judiciary Finance and Civil Law
8:30 AM	House	State Government Finance and Election

- 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



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



Scott Dibble, DFL 915 Minneapolis College students Email: Scottd@senate.mn

House Committee Chairs:



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



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



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



Representative Rena Moran 65A, DFL Ways and Means 121 Minneapolis College students Email: rep.rena.moran@house.mn

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

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

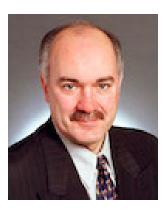
Which legislators are most important to **Minneapolis College?**Senate Leadership:



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

Senator:	District:	Role:	Students Represented:	Contact:
Bobby Joe Champion	59	Ranking Minority Member Jobs and Economic Growth Finance and Policy	1,075	sen.bobby.champion@senate.m n Ph: 651-296-9246
Kari Dziedzic	60	Ranking Minority Member Housing Finance and Policy Taxes	1,026	Tytiana.reid@senate.mn Ph: 651-296-7809
Omar Fateh	62	Ranking Minority Member Technology and Reform Policy	1,350	Sen.omar.fateh @senate.mn Ph: 651-296-4261

Which legislators are most important to **Minneapolis College?**Representatives elected in districts where the most Minneapolis College students live

Representative:	District:	Role:	Students Represented:	Contact:
Hodan Hassan	62A	Vice Chair Education Policy	774	rep.hodan.hassan@house. mn Ph: 651-296-0294
Aisha Gomez	62B	Chair Preventing Homelessness	576	rep.aisha.gomez@house.m n Ph: 651-296-7152
Esther Agbaje	59B	Vice Chair Rules and Legislative Administration	556	rep.esther.agbaje@house.m n Ph: 651-296-8659
Mohamud Noor	60B	Chair, Workforce & Business Development Finance & Policy	555	rep.mohamud.noor@house. mn Ph: 651-296-4257





MINNESOTA STATE

Minnesota State Advocates on behalf of 30 Colleges and 7 Universities

We are Minnesota State



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



 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





Telling Our Stories Pashell Johnson

Minneapolis College Alumni & Constituent Relations

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

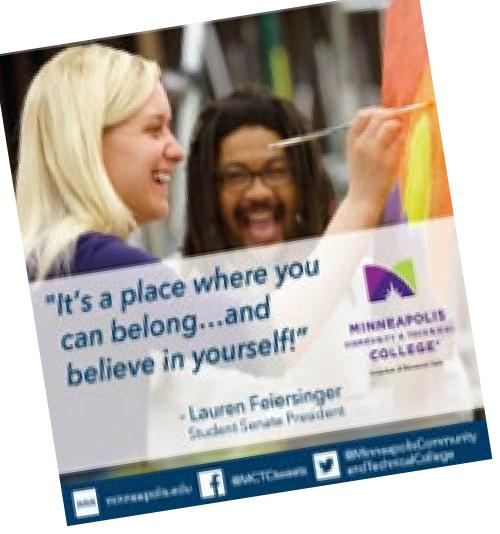
Letters Emails Phone calls Visits



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





https://www.leg.mn.gov



Visits/Meetings [Virtual]

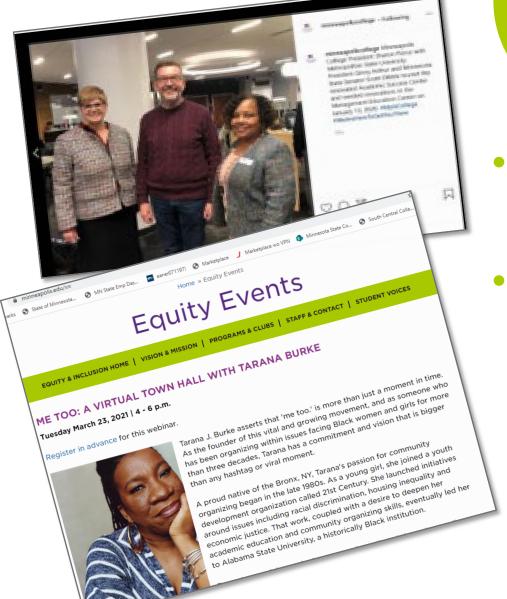
Town Hall Meetings

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

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



Campus Events



www.minneapolis.edu/events www.minneapolis.edu/alumni-events www.minneapolis.edu/ee

- 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

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...

Alumni Students Staff



MINNEAPOLIS

COLLEGE™



Breakout Room:

Understanding Student Advocacy

Lead by Ibtisam Mohamoud & Elena Williams

Student Breakout Session

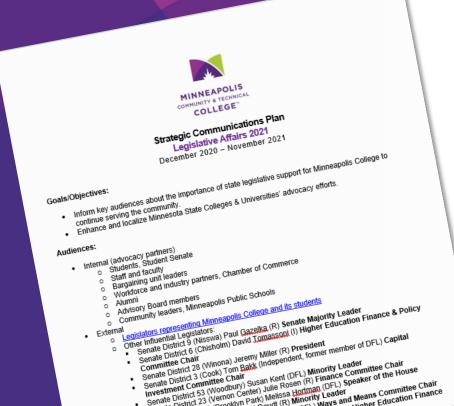
- What's the relationship?
 - Minnesota State
 - Minneapolis College
 - LeadMN



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 <u>student experience</u>

Minneapolis College Legislators 2021



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?

https://www.leg.mn.gov/

Minnesota Legislature

House * Senate * Joint * Schedules * Committees * Bills * Law * Multimedia * Publications *

Minnesota State Legislature

The Legislature is in Session.







Minneapolis College Legislators 2021

Activity: Whiteboard Date Selection

As a group, pick <u>one day</u> within the week range and <u>one action on that day</u> 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



MINNEAPOLIS

COMMUNITY & TECHNICAL

COLLEGE™





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

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:

- #FundMinnesotaState
- #MinnStateEquity2030
- #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 <u>MinnState.edu/legislative</u> or MinnState.edu/stories

Minnesota State Social Media

We are Minnesota State

7 state universities

30 state colleges

54 campuses

47 communities

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)

Minnesota State Social Media

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

Minnesota State Contributes to the State's Economic and Social Vitality

Minnesota State makes an economic impact of





contributions

impact of alumni working



MINNESOTA STATE

Supports and sustains 67

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

\$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 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



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



Location: Minneapolis

President: Sharon Pierce

Online: minneapolis.edu

FY20 STUDENT PROFILE:

- » 10,005 Credit-seeking Students
- » 43.8% Pell Eligible
- » 56% Students of Color

Minneapolis 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



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 Courseling, 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

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

Strategies for Engaging Legislators

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.

Discussion & Questions

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?



MINNEAPOLIS

COMMUNITY & TECHNICAL

COLLEGE[™]



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



MINNEAPOLIS

COMMUNITY & TECHNICAL

COLLEGE[™]



Closing and Q & A

Advocacy team members #Minneapolis College We welcome you to connect and follow those listed here

Name:	Role:	Email:
Deanna Sheely	Legislative Affairs, Minneapolis College	deanna.sheely@minneapolis.edu
Pashell Johnson	Alumni Relations, Minneapolis College	pashell.johnson@minneapolis.edu
Elena Williams	Student Senate President, Minneapolis College	pressenate@go.minneapolis.edu
Ibtisam Mohamoud	Student Senate Advocacy, Minneapolis College	advocacysenate@go.minneapolis.edu
Melissa Fahning	Legislative Communications, Minnesota State	melissa.fahning@minnstate.edu
Sarah Berns	Federal Government Relations & Advocacy, Minnesota State	Sarah.berns@minnstate.edu
Bernie Omann	Special Assistant to the Chancellor/Government Relations, Minnesota State	Bernie.omann@minnstate.edu

www.minneapolis.edu/legislative

Thank you for helping tell the Minneapolis College story!



Your time with us today is appreciated!

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



A Member of Minnesota State