

## March 5, 2013 Advocacy Day

**Dear Members of the Board of Governors:**

Over the last few years we have held an Advocacy Day on the second day of the Board of Governors meeting in March. While these meetings have helped us to get out a positive message about our system to the Legislature, it has been difficult to coordinate and to provide effective communication. These and other issues have prompted us to plan our next effort by inviting members of the Board of Governors, the Consultation Council and the Executive Staff at the Chancellor's Office. This means our participant total will be about 40, enough to have smaller teams and more productive meetings. While we will have fewer members, by requesting representation by the Consultation Council, we maintain a cross section of our systems representatives. If you are a member of the Consultation Council, and cannot participate, we request a representative in your place, but we are hoping to keep the teams within the total number of members of the Consultation Council, Board and Executive Staff.

Preliminary plans for Advocacy Day include:

- The Tuesday Board meeting will conclude around 9:30 am. Upon adjournment, all advocacy day participants will meet in a designated room either at the Chancellor's Office or in the Capitol, to get their team assignments, pick up Advocacy Day leave-behind materials, and receive a briefing.
- The Chancellor's Government Relations staff will schedule meetings with legislators, staff and key administration officials. All meetings will be scheduled for Tuesday from 9:30 am to 1:00 pm.
- Briefing materials will be emailed in advance and will include talking points, relevant background material, legislative biographies and tips for making the most out of your legislative visits.

**In order to plan our meetings with members of the Legislature, we will need to know whether you will be participating by Friday, February 22** (the sooner the better). **Additionally, please provide your contact information to Sandy Jacobson, [sjacobson@cccco.edu](mailto:sjacobson@cccco.edu) or by phone (916) 445-4434.** It is essential that we receive your R.S.V.P. by February 22 to assemble effective advocacy teams. With your participation, we anticipate having a productive Advocacy Day on March 5, 2013.

Thank you,

Michael S. Magee  
Interim Vice Chancellor, Government Relations