

Community College of Philadelphia 2004-2005 Leadership Institute Project Final Report

Project Title: Alumni/Student Lobbying Activities

Team Members Names: Vida Wright, Judy Guy, Connie Dauval

Summary of challenge to be addressed by the Project: How can we involve Community College of Philadelphia alumni and students in effectively lobbying state legislators on the college's behalf so that the college can continue to fulfill its mission of providing access to higher education for all who may benefit?

Purpose of Project: The purpose of our project was to involve and educate our alumni and students in the critical role that they can play in insuring the continuing existence of our community colleges so that future students can have the same or similar opportunities to reach their goals.

Overview of Project: Educate ourselves by researching and learning about the issues. Ex. during the 1st week of February the Governor makes his Budget recommendations. We hope to develop an email address list of alumni not yet in the alumni association so that we can email broadcast legislative alerts to them and encourage them to lobby their legislators. Vida Wright, Coordinator of Alumni Relations, is working with departments and disciplines in the college to establish relationships with their alumni. She attends social functions that these departments have to encourage a way to sustain connections between alumni and current students. We are hoping to coordinate our efforts with: the Office of Marketing and Government Relations; the Office of Students Activities; Faculty and their departments in maintaining a current email list of alumni and spreading the word of what we are trying to do at departmental meetings; the Faculty Federation and PA Federation of Teachers in advocating for Community Colleges in PA; and, the Alumni Association and Alumni Council in mailings, and Alumni Relations web site.

Advantages to Students: We were hoping that students and alumni would learn leadership and advocacy skills. We were also hoping that the effort of working for a common goal of insuring the continuing existence of Community Colleges would foster informal mentoring relationships and career networking between our alumni and current students.

Timeline:

- December 2004
 - Research
 - Contact and meet with people who might be helpful. We met with Joan Johnson and Karen Schermerhorn.

- January 2005
 - Meet with Mentor, Sue Piergallini.

- Meet with Planning Committee coordinated by the Office of Marketing and Government Relations
 - Contact other area Community College Alumni Associations and coordinators regarding their efforts to involve their alumni in advocacy;
 - Place email address request box on Alumni relations web site.
 - Create email database for broadcast mailing from existing group of 300 and new email addresses.
- February- March 2005
 - Participate in Planning committee,
 - Meet with Student Activities.
 - Publish Alumni Newsletter.
 - April 2005
 - Hold Briefing meeting with faculty, students and alumni.
 - Attend Lobby Day, tentatively set for April 5.

Budget: We thought a budget was not necessary for emailing alumni with legislative updates, since we were coordinating our efforts with other departments and offices already involved in advocacy. However, we are hoping to plan to include the costs of soliciting Alumni to advocate for the college into next year's budget of the Alumni Relations Office.

Evaluation Plan for the Project: Feedback from mailings to alumni and response cards from briefings or meetings.

Plan for Sharing Results of Project with College Community: We were hoping to have articles in Transcripts, and the student newspaper, and an announcement on the College's website, However since our project did not get off the ground this year we are hoping that starting next year there will be articles and formal announcements.

Implementation of Project Update and Summary: More thought, time and planning need to go into the long range goal of involving Alumni in effectively advocating for the College. Our team project this year was an ad hoc volunteer effort without a budget and little time. The letter (see end of report) with signatures asking Alumni to participate in Lobby Day that was composed by the Office of Government Relations and given to Vida Wright, Coordinator of Alumni Relations was a hard copy. Supplies nor staff were available to mail it nor email it to the alumni population in a timely manner. Things happen slowly here. Hopefully, the infrastructure will be put in place for it to happen in the future.

Community College of Philadelphia
Lobby Day Timeline:

- 2/1/05 Planning Meeting
(attendees Karen S., John B., Lynette BS., Jenavia TW, Monique EW, Ruth B., Judy G., Tarsha S., Vida W., - not in attendance – Barry G.)
- 2/18/05 Letter to go out to the College Community/Students/Alumni –
- 3/1/05 Email Reminder to College Community about Lobby Day Deadline
- 3/4/05 Letter to go to Legislators
- 3/14/05 2nd Reminder to College Community about Lobby Day Deadline
- 3/16/05 Follow-Up Phone Calls to Legislators
- 3/18/05 Deadline for Lobby Day Sign-up (Check w/Faculty Federation Office) of RSVP names
- 3/22/05 Student/Staffperson/Alumni needs to be paired with Legislators
- 3/25/05 Confirm Headcount for Bus or Buses – 45 passengers 1 bus
- 3/29/05 Order refreshments for attendees
- 3/29 & 3/30 Stuff Packets for Briefing Session (recruit student ambassadors)
- 3/31 or 4/1 Briefing Session in the Boardroom (to book)
- 4/5/05 Depart for Harrisburg for a Great Trip

**COMMUNITY COLLEGE OF PHILADELPHIA
HIGHER EDUCATION DAY
APRIL 15, 2005**

SCHEDULE FOR THE DAY

Departure: 7:30 a.m. Sharp from Community College of Philadelphia- the corner of 17th & Spring Garden Streets (Refreshments will be provided)

On the bus--- we will distribute packets and review the information about how the College receives funding and go over the points we want to make with our legislators.

Arrive: 10:00 a.m. We arrive in Harrisburg at the State Capitol at the fountain on Commonwealth Avenue. We may also go to the Rotunda of the Capitol to meet with our groups and see other Community Colleges exhibit before heading off to our appointments.

11:00 a.m. – Each group begins its visits with legislators, following a schedule of appointments.

Between appointments- lunch on your own. The cafeteria in the Capitol is a pleasant place to meet others from the College.

2:00 p.m. Wrap up meetings and start heading for the bus.

Departure: 2:45 p.m. Sharp – Return to bus drop-off point to return to Philadelphia.

Arrive: 4 p.m. – Arrive at the College – 17th & Spring Garden Streets

* Note: Please do not bring anything to the Capitol that is not absolutely necessary. All attendees will be screened via metal detectors prior to entering. Please allow for additional time for the screening process.

DATE: February 18, 2005

TO: Members of the College Community College of Phila.

FROM: Stephen M. Curtis Karen Schmerhorn
Lynette Brown-Sow John Braxton

SUBJECT: Lobby Day in Harrisburg

This is an invitation to participate in this year's visit to the Pennsylvania legislature in support of our legislative goals. We will be visiting Pennsylvania Senate and House Members on

TUESDAY, APRIL 5, 2005

Our buses will leave from the front of the College (at 17th & Spring Garden) at 7:30 am and return to the College around 4:30 pm.

The purpose of our visit it to discuss with our representatives the Pennsylvania Commission on Community College's legislative agenda, including:

- Budget funding
- Audit legislation
- Capital funding

During our visit, we will also explain to the legislators about the role that Community Colleges play in workforce development and in providing opportunities for low income and minority students. We will also be able to personally thank our legislators for their past support.

Members of the faculty, staff and administration and students and alumnae who wish to participate in this effort should contact the Faculty Federation office at (215)751-8600 or via email [www.-----@ccp.edu](mailto:-----@ccp.edu). When you call, please leave a message that includes your name and telephone number, as well as your Social Security Number. The College's Information Center will be identifying your address by your Social Security Number to determine your state representative and state senator. This will help us to place you in a group for the office visits.

PLEASE COME TO THE BRIEFING SESSION ON ----- FOR MORE INFORMATION!

