



FACCC Advocacy & Leadership Committee Meeting Notes

February 21, 2024

4:00 – 5:00 pm

Attending: Wendy Brill-Wynkoop, April Baracmontes, Howard Eskew and Kim Perigo

Absent: Chantal Lamourelle, Nichole Barta and Brian Greene

Staff: Herlim Li

Action Items

Wendy Brill-Wynkoop

Identify key legislative members for advocacy

Identify which FACCC members live in the area for each member of Senate Ed and Assembly Higher Ed and intentionally reach out to them to build advocacy groups.

Wendy Brill-Wynkoop

Set Meeting with Barry Gribbons

Wendy to set up a meeting with Barry Gribbons after the Advocacy and Policy Conference to discuss institutional partnerships.

Kim Perigo

Develop committee events calendar

Develop a calendar outlining the regular events and tasks that the advocacy and leadership committee should undertake throughout the year.

Wendy Brill-Wynkoop

Organize regional FACCC meetings

Organize two regional meetings per year as part of the responsibilities of regional governors to build power in the region.

Wendy Brill-Wynkoop

Contact College Presidents for Partnerships

Wendy to write a letter and start contacting college presidents to secure institutional partnerships.

Kim Perigo

Prepare institutional membership pitch

Prepare a pitch for institutional membership to present to Isabel O'Connor and plan to get on the agenda for the CIOs meeting.

CCFF Local 6215

Review Institutional Partnership Info

April to review the institutional partnership information in the chat and attempt to get FaceTime with Dr. Fierro.

Wendy Brill-Wynkoop

Pitch Institutional Partnership

Wendy to pitch the idea of an institutional partnership to Dr. Fierro.

Herlim Li

Review and update YFAC materials

Review and develop updated materials for YFAC to be used across events and communications for consistency.

Kim Perigo

Review Material for Meeting with Isabel

Kim to review the material sent by Wendy before the meeting with Isabel to discuss the best pitch.

Overview

- The Advocacy & Leadership Committee is focusing on developing advocates and leaders to indirectly grow FACCC membership.
- Wendy introduced a plan for online training modules to develop advocacy skills and proposed revision of the committee's objectives to emphasize advocacy and leadership development.
- The committee aims to increase contested seats in elections to **50%** within four years, as part of their strategy to indicate a healthy organization.
- Plans were made for an advocacy visit with Sharon Quirk-Silva and to pitch institutional partnership concepts to campus Vice Presidents of Instruction and Student Services.

Travel and Receipt Challenges

- Kim shared the struggle of getting hotel receipts with a zero balance for reimbursement which took her eight calls.
- Wendy experienced difficulty obtaining receipts for stays booked under her Marriott Bonvoy account, despite her name and payment on the reservation for a Washington DC hotel.
- After numerous attempts and contacting the hotel directly, Wendy successfully filed a complaint and received **20,000** Marriott points as compensation.

Membership and Committee Dialogue

- Kim conveyed uncertainty about the Advocacy & Leadership Committee's role and objectives after its rebranding from the Membership Committee.
- Wendy emphasized that the committee has the autonomy to create its goals and responsibilities.
- The committee's efforts were directed toward identifying FACCC's value proposition and the role of advocacy in increasing membership.
- Wendy underlined faculty advocacy and leadership as critical elements in expanding FACCC membership, suggesting advocacy to be a collective responsibility.

Developing New Committee Goals

- Kim and Wendy talked about promoting advocacy at both local and state levels.
- They thought about shifting the focus to enhancing member education on advocacy and leadership, in the hopes that this would organically lead to membership growth.
- Kim suggested creating advocacy groups for local and statewide initiatives.

Leadership and Advocacy Initiatives

- Herlim spoke to the significance of committee involvement as a path to leadership roles within FACCC.
- The committee members brainstormed ideas for engaging new participants in committees, especially as the timing coincided with when they are seeking committee interest forms.

- Wendy proposed integrating member recruitment as part of every committee's function throughout the organization.

Election Procedures Conversation

- Kim asked about the committee's involvement in reviewing election manuals, typically governed by bylaws and policies.
- Wendy clarified that election manual content is largely derived from bylaws and board policy, with the board having authority to implement changes.
- The committee intended to review election procedures at the start of the next term and explore possible recommendations for revisions.

Expanding Educational Offerings

- Wendy introduced the idea of creating online training modules to develop effective advocates, deliverable via a learning management system, possibly starting with one or two modules focusing on key areas.

Broadening Leadership Horizons

- Wendy supported the cultivation of faculty leadership not just in FACCC, but also across various state organizations.
- Kim and Wendy concurred that the committee's purview of leadership development should extend to include other educational and government roles.

Finalizing Committee Structure and Scope

- The committee aspired to continually reassess and realign their functions and vision to emphasize advocacy and leadership, rather than direct membership efforts.
- Wendy recommended redefining the committee's stated objectives to focus on advocacy and leadership development.
- The committee considered strategies for nurturing leadership and advocacy through the organization's structure.

Next Steps and Future Plans

- The committee planned to reexamine the election manual in August to determine if changes are warranted.
- The committee's insights and strategic visions will be presented to the board next year, influencing FACCC's overall strategy.
- Wendy and Kim touched on the potential of Kim pursuing a board position to better align committee initiatives with FACCC's objectives.

FACCC Membership Incentives

- Kim suggests potential for member recruitment if there's an idea worth board support.
- Wendy agreed to remove it from goals as it's not a current recommendation.

Advocacy & Leadership Expansion

- Kim proposed to broaden focus to include growing advocacy groups and leaders in multiple ways.
- Wendy highlighted the importance of intentional plan and consistent messaging in webinars and events to connect directly to growing leaders and advocates.
- Shifting away from previous "Bring Community Back to Community College" strategy.
- Decision to enhance messaging to encourage members to assume leadership roles in California Community Colleges, with consistent messaging about their responsibility as faculty members to lead.

New Committee Member

- April joined the meeting and was welcomed by Kim and Wendy.
- April's background in speech and debate and her current union vice presidency role were noted.
- Herlim Li introduced himself to April as the one who sent the invitation email.

Committee Transition and Goals

- Committee transformed from Membership and Leadership to Advocacy and Leadership.
- Focus is on developing advocates and leaders to grow membership as a byproduct.
- Aim to create purposeful messaging across all forms of communication.
- Reviewed the previous "Every faculty, a member, every member, an advocate" theme for consistent use.
- Decision to refine the goal of increasing contested seats in elections to **50%** over the next four years to indicate a healthy organization.

Election Procedures

- Review election procedures to ensure there are no barriers for candidates, and not just to revise the manual.
- Wendy suggests the goal to increase contested seats to **50%** within four years for a healthier organization.

Committee Membership & Diversity

- Consider incorporating diversity into the goal of increasing committee membership.
- Wendy suggested to combine goals concerning committee diversity and membership for clarity.

Communication with Legislative Committee

- The idea of regular collaboration with the Legislative Committee was proposed.
- Consider how advocacy efforts can inform the Legislative Committee's work, such as which legislation to take up.

Developing Advocacy Groups

- Focus on strategically important regions, like Cerritos.
- Kim mentioned using the membership database for strategic regional alignment.
- Wendy suggested that regional governors organize advocacy-group meetings.

Calendar Development

- Kim, Wendy, and April discussed the creation of a regular event calendar.
- Calendar to outline committee activities and significant events throughout the year.

Legislative Focus and Advocacy Visits

- Emphasize advocacy efforts with the recent budget and potential legislative changes.
- Plans for a visit with Sharon Quirk-Silva, focusing on education committee representation.
- Stressed the importance of preemptive advocacy actions in strategically important legislative districts.

Utilization of FACCC Channels

- Discussed making better use of FACCC channels like blog posts, magazine, and advocacy listserv.
- Wendy highlighted the blog's functionality, mentioning keyword inclusion for SEO.

Institutional Partnerships

- Exploring institutional partnerships as a potential revenue stream for memberships.
- Plans to pitch the partnership concept to campus VPI and VPI.
- Mentioned the importance of campus advocacy, particularly concerning recent legislative bills like AB **928** and AB **1705**.
- Discussed rolling back some overreach from AB **1705** reforms.

Additional Notes

- The active and strategic use of regional governors and regional meetings to build advocacy was emphasized.
- Wendy mentioned the possibility of considering compensation for regional governors to drive performance and accountability.

FACCC Advocacy & Leadership Issues

- Kim discussed the honesty of past political figures like Atwater and Rove.
 - Noted that their tactics were based on dishonesty and now they seem to have honesty.
 - Agreed this new approach is better late than never.

Conference Registrations and Advocacy

- Wendy mentioned three districts already part of the Institutional Partnership.
 - Chabot Las Positas, Santa Clarita Community College District (College of the Canyons), and City College of San Francisco get four spots at the Advocacy and Policy Conference.
 - Sarah's idea of offering conference spots has been useful in motivating sign-ups.
- Kim suggested leveraging regional meetings to encourage sign-ups.
 - Emphasized once districts sign on, paying the annual fee won't be an issue due to college budgets.

Institutional Partnership Pitch and Strategy

- Wendy requested Kim to set up a meeting with Assemblymember Horvath (Tasha) before the end of the year.
- Kim confirmed getting info from Wendy to prepare a good pitch for Isabel.
 - Stressed the need to understand what strategies work to prevent only getting superficial agreements.

Collaboration with Other Districts

- Wendy outlined a plan to have half the districts sign up for Institutional Partnership to ensure steady funding.
 - Expects most will continue the small fee without noticing due to their large budgets.
 - Mentioned an unspecified target revenue goal; stated goal at another organization as **\$20,000**.
- Kim highlighted the importance of distinguishing FACCC from organizations like ASCCC and SSCCC.
 - Hopes to strengthen FACCC's institutional presence as others have done.

Los Angeles Community College District Plan

- Wendy will approach Barry Gribbons for support from the LA Community College District.
 - Aims to get support from all nine colleges in the district, not just the district office.
 - Mentioned needing to have lunch with Barry before making the ask.
- Considered using faculty senates to bring partnership requests.

Legislative Concerns

- Wendy reported on legislation affecting community colleges.
 - Pointed out **241** bills reviewed with **47** community college spot bills causing concern for their unpredictability.

Event Attendance Coordination

- Kim noted she's flying out Friday at **3:00 PM** and expects to reach the hotel around **5:00** or **6:00 PM**.
- Herlim Li mentioned they would also arrive on Friday and meet up then.