

**Association of Florida Colleges
Legislative Committee Retreat**

**Palm Beach State College
Lake Worth Campus
Bachelor's Building, CBP 103
4200 Congress Ave.
Lake Worth, FL 33461**

July 29 – July 31, 2019

Monday, July 29 College Staff Lobbyists only

1:00pm Review, 2019 Legislative Session / Advocacy

Strategy

- What worked?
- What didn't?

Communications

- Weekly meetings for Boots on the Ground
- Internal communications; COP Weekly update; Capitol Perceptions
- Bill Review and Tracking

Partnerships

- Working with our partners (COP, DOE, FL Chamber of Commerce, Tax Watch, etc.)
- Leveraging Relationships with Legislators and Contract Lobbyists

Resources

- Excel Spreadsheet with Legislators, Colleges, Presidents, & Lobbyists

4:30pm Adjourn

5:30pm **RECEPTION sponsored by the AFC – Location TBA ALL ATTENDEES WELCOME**

Dinner on your own

Tuesday July 30 ALL ATTENDEES

8:30am **BREAKFAST provided**

9:15am Welcome and Introductions – Jack Capra, 2019-20 Chair

9:30am Strategy Discussion with President Jim Murdaugh, Tallahassee Community College, President and COP Chair, and President Joe Pickens, St. Johns River State College, AFC Policy and Advocacy Committee Chair

Forecasting 2020 Session -

- Discussion, 2020 Policy Issues
- Discussion, Looking Ahead to 2020 Substantive Issues
- Discussion of FCS Legislative Appropriation – LBR priorities

- Developing a Five-Year Strategy - Incoming Speakers/Senate Presidents and their respective leadership teams

12:00pm **LUNCH provided**

1:00pm FCS Sub-Councils Chairs updates - COBA, CIA, CSA, CWE, and CRD

- Presentations, Councils organizational update – Council Chairs
- Discussion, 2019-20 Council Program of Work/System Issues
- Discussion, Strategies for Liaison with Legislative Committee
- Information, Council Meeting schedules

2:15pm Discussion, Branding and Messaging Strategy – Karen Moore and Fern Senra

4:00pm Adjourn

6:30pm **GROUP DINNER sponsored by the AFC** – Location TBA

Wednesday, July 31

8:30am **BREAKFAST provided**

9:15am Continue, 2020 Policy and Strategy discussion

10:15am Discussion, Federal Lobbying Coordination – Jessica Kummerle

10:30am Lead Issue assignments for bill review and analysis, tracking, etc.

11:00am Wrap-up

Adjourn