

ASSOCIATION OF FLORIDA COLLEGES &
COUNCIL OF PRESIDENTS

Communications and Legislative Campaign 2018-2019

Plan Outline





SCOPE OF WORK

Shape opinions. Shift Behaviors. Incite action.

APPROACH

The following is the communications and legislative plan for the Association of Florida Colleges and the Council of Presidents. The communications and lobbying teams will work together to develop tools and mobilization tactics to effectively deliver the message – before, during and after the 2019 legislative session.

Scope of Work:

- Media Relations
- Advocacy
- Lobbying
- Messaging & Tools
- Advertising



MEDIA RELATIONS

Media relations garners an intrinsic third-party endorsement by reaching audiences through the credibility of the media. Earned media opportunities to share the FCS story will be identified throughout the year. The following tactics can be leveraged to effectively communicate with targeted media.

Identify key spokesperson(s) and provide media training as needed

- Council of Presidents (COP) Leadership
- College presidents and students in key districts
- College Board of Trustees members

Monitor and leverage traditional and non-traditional media landscapes to identify opportune times for coverage

- Media pitching
- Op-eds at the statewide and local levels
- Editorial board meetings
- News releases/statements
- Letters to the Governor and House/Senate leadership

Leverage joint opportunities with the Florida Chamber and Florida Chamber Foundation

- Utilize testimonials and videos provided by the colleges and AFC to provide authentic voices about the Florida College System
- Students with compelling stories
- Alumni with success stories

ADVOCACY

Successful advocacy campaigns start with a story, and the Florida College System has a powerful story to tell. By identifying key stakeholders and champions, empowering them with the tools and knowledge to act, and inciting them to take action, we can make a statement in the 2019 session. Moore will provide strategies and develop tools to successfully engage advocates throughout committee weeks, regular session, and the time that follows.

A sampling of key stakeholders to activate include:

- Faculty, staff, students and alumni
- Board of Trustees members and AFC members
- Individual colleges and their business partners and Florida College System

Key stakeholder deployment tactics:

- Support messaging and collateral for meetings with key legislators
- Encourage advocacy actions, such as letter writing campaigns or phone calls on policy issues
- Create content for social media engagement and campaign
- Facilitate college social media engagement and ensure consistent usage of campaign hashtags. Coordinate with college PIOs to ensure consistent and effective engagement
- Leverage events or promotional opportunities (Trustee/AFC Capitol Day, student government fly-ins, etc.)

2019 LOBBYING PLAN

Persons Responsible	Activity	Timeline
Chair, Council of Presidents Chair, Policy & Advocacy Committee	Meet with Legislative leadership	In district or during Legislative Committee weeks
Chair, Council of Presidents Chair, Policy & Advocacy Committee College Lobbyists	Meet with Education Committee staff	Legislative Committee weeks
Chair, Council of Presidents Chair, Policy & Advocacy Committee Select presidents	Intimate dinners with key legislators	Legislative Committee weeks
Chair, Council of Presidents Chair, Policy & Advocacy Committee Select presidents, lobbyists, or others	Meet with Florida Chamber leadership team	Ongoing
Chair, Council of Presidents Chair, Policy & Advocacy Committee College presidents	Legislative Reception (e.g. Trustee's Tallahassee Fly-In) Meet and Greet (No Fundraising)	Legislative Committee weeks or Session
Chair, Council of Presidents Chair, Policy & Advocacy Committee College presidents Select lobbyists or others	Address legislators during committee hearings	Legislative Committee weeks or Session
Chair, Council of Presidents Chair, Policy & Advocacy Committee College presidents Select lobbyists or others	Visits to legislators to advocate for system issues	In district, during Legislative Committee weeks or Session
College presidents	Engage local Chamber members, business community, interested parties to meet with legislators	In district, during Legislative Committee weeks or Session
College presidents	Host legislators on campus or meet with legislators in district offices	In district
College presidents, lobbyists	Attend annual Legislative Delegation Hearings	In district
College presidents, lobbyists, contract lobbyists	Identify rising leaders and legislators who could be advocates for Florida Colleges	Ongoing
College presidents, lobbyists, AFC staff, Division of Florida Colleges staff	Florida Colleges Day at Capitol	During Session

MESSAGING & TOOLS

The lobbying team will develop legislative priority materials based on the graph below. Moore will brand all materials for consistency.

Operational Support

\$212 million

Quality Faculty recruitment/retention Workforce Program Expansion and Development

- Operational costs for workforce (High Skill High Wage)
- Target to achieve the Florida Chamber 2030 Plan, which identifies future job needs
- Five priority areas that have been identified include Aerospace & Aviation, Finance & Professional Services, Health Care & Life Sciences, Logistics & Distribution, and Manufacturing

Student Success Initiatives

- Increase advisors to achieve a ratio of 450 students to 1 advisor over 3 years
- Purchase advising technologies
- Implement STEM and Gateway Initiatives for Student Pathways (i.e. Emerging Technologies and Student Support Services: AI, cybersecurity, simulation, etc.)
- Increase retention (short term) and completion (long term) while shortening time to degree

Industry Certifications

\$10.2 million

- Increase of \$10.2 million fully funds \$1,000 per certification program (which are currently being prorated) and increases the total number of certificates awarded
- Currently at 14,000 industry certifications. Increased funding would allow for approximately 19,000 industry certifications (per DOE projections)

*** Please note that the ask does not include \$60M in Performance Funding, as the funding request is in new operational dollars.**

Tools to educate and engage include:

- LBR one-pager
- Social media messaging
- LBR expanded document
- Landing page
- Infographic
- FCS Fact Sheet



ADVERTISING

A multilayered advertising plan will enhance the media relations and advocacy work conducted by the team. We will utilize advanced targeting capabilities available through paid Facebook to engage specific stakeholders, create look-alike audiences, and geo-fence the Capitol. Florida Trend advertising will serve to target legislators and other influencers throughout 2019.

Paid Social - Facebook:

Moore will utilize this platform to reach the desired target audience throughout the entire state of Florida. Facebook will allow us to reach the desired target audience in a relevant environment where they are engaged and active. An additional digital advertising budget will be necessary.

Florida Trend:

Ads strategically placed in 2019 Florida Trend issues will allow for targeting legislators and influential groups throughout the state. Considerations include March's Advocacy issue and a sponsored placement opportunity featuring industry CEOs.

A black and white photograph of a person's hands using a ruler and pen on a document, overlaid with a large magenta geometric shape. The word "CALENDAR" is written in white capital letters on the magenta shape.

CALENDAR

DECEMBER

- Council of Presidents Teleconference: December 6 -- *POSTPONED*
- Legislative Committee Meeting Dates: December 11-13
- Kick off #EducateEmpowerExcel social media campaign on AFC and Southern Strategy social media channels. These videos will feature colleges in key districts.
- Meetings with Education Committee staff as appropriate
- Initiate meeting with Florida Chamber/Foundation and Florida TaxWatch leadership teams regarding 2019 alignment
- Continued identification of rising leaders and legislators who could be advocates for Florida Colleges
- Identify and pursue opportunities for intimate dinners with key legislators
- In-district visits with legislators to advocate for system issues
- Identify and pursue opportunities to host legislators on campus

JANUARY

- Legislative Committee Meeting Dates: January 7-11; January 22-25
- Council of Presidents Meeting: January 10
- Video Taping with Presidents at the Florida Chamber of Commerce: January 10-11
- Continue #MyFLCollegeStory / #EducateEmpowerExcel social media campaign on individual college's social media channels.
 - Stories will also be harvested via AFC's "Share Your Story" campaign
- Continued identification of rising leaders and legislators who could be advocates for Florida Colleges
 - Video testimonials will be encouraged and shared across AFC social media channels utilizing #MyFLCollegeStory / #EducateEmpowerExcel
- Meetings with legislative leadership
- Meetings with Education Committee staff
- Ongoing meetings with Florida Chamber/Foundation and Florida TaxWatch leadership teams, identifying opportunities for alignment and promotion across traditional and social media channels
- Identify and pursue opportunities for intimate dinners with key legislators
- Address legislators during committee hearings
- In-district visits with legislators to advocate for system issues
- Identify and pursue opportunities to host legislators on campus
- Engage local chamber members, business community, interested parties to meet with legislators
- Tier-1 editorial board meetings being held by the colleges served by the Miami, Fort Lauderdale, Tampa/St. Petersburg, Orlando, Jacksonville and Tallahassee newspapers

FEBRUARY

- Legislative Committee Meeting Dates: February 4-8; February 11-15; February 18-22
- AFC Legislative Days: February 6-7
- Council of Presidents Meeting: February 7
- TENTATIVE – Joint Press Conference with COP & FEDC at Florida Capitol: February 12
- Meetings with legislative leadership
- Meetings with Education Committee staff
- Continue #MyFLCollegeStory / #EducateEmpowerExcel social media campaign on individual college's social media channels.
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- All colleges encouraged to conduct editorial board meeting with their local newspapers

MARCH

- Session begins Tuesday, March 5
- Trustees Commission Legislative Conference: March 13-14 Tallahassee
 - Trustee Reception with legislative members
- Council of Presidents Meeting: March 14
- Potential ad in Florida Trend's Advocacy Issue
- Meetings with legislative leadership
- Meetings with Education Committee staff
- Continue #MyFLCollegeStory / #EducateEmpowerExcel social media campaign on individual college's social media channels.
 - Stories will also be harvested via AFC's "Share Your Story" campaign
- Continued identification of rising leaders and legislators who could be advocates for Florida Colleges
 - Video testimonials will be encouraged and shared across AFC social media channels utilizing #MyFLCollegeStory / #EducateEmpowerExcel
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- All colleges to conduct editorial board meetings with their local newspapers

APRIL

- Council of Presidents Meeting: April 11
- Meetings with legislative leadership
- Meetings with Education Committee staff
- Continued #MyFLCollegeStory / #EducateEmpowerExcel social media campaign on individual college's social media channels.
 - Stories will also be harvested via AFC's "Share Your Story" campaign
- Continued identification of rising leaders and legislators who could be advocates for Florida Colleges
 - Video testimonials will be encouraged and shared across AFC social media channels utilizing #MyFLCollegeStory / #EducateEmpowerExcel
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MAY

- Last day of Regular Session: May 3
- Council of Presidents Meeting: May 9
- Meetings with legislative leadership
- Meetings with Education Committee staff
- Continued #MyFLCollegeStory / #EducateEmpowerExcel social media campaign on individual college's social media channels.
 - Stories will also be harvested via AFC's "Share Your Story" campaign
- Continued identification of rising leaders and legislators who could be advocates for Florida Colleges
 - Video testimonials will be encouraged and shared across AFC social media channels utilizing #MyFLCollegeStory / #EducateEmpowerExcel
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- All colleges to conduct editorial board meetings with their local newspapers

JUNE

- Measurement and reporting for session activities
- Ongoing meetings with Florida Chamber/Foundation and Florida TaxWatch leadership teams, identifying opportunities for alignment and promotion across traditional and social media channels with a focus on session results
- Council of Presidents Annual Conference: June 5-7

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