



LEGISLATIVE CONNECTIONS

WINTER 2005 ASSOCIATION CONFERENCE | THURSDAY, FEBRUARY 24, 2005

Pierce College Puyallup, WA | College Center Building

Conference Agenda

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|---------------|---|--------------------|
| 8:00 – 8:30 | REGISTRATION AND REFRESHMENTS | Multipurpose A & B |
| 8:30 – 9:00 | WELCOME & PIERCE COLLEGE UPDATE
Michele Johnson, President, Pierce College Fort Steilacoom | Multipurpose A & B |
| 9:00 – 11:30 | GETTING HEARD
Michael Shadow, Shadow and Associates

Your great ideas just remain ideas until others agree to act with you to turn those ideas into reality. This workshop zeros in on the skills required to craft and deliver a persuasive, spoken message. It focuses on what you can do to make your ideas “come alive” for your listeners. | Multipurpose A & B |
| 11:30 – 12:15 | TOUR OF PIERCE PUYALLUP CAMPUS | |
| 12:15 – 1:45 | LUNCH AND DISTINGUISHED SERVICE AWARDS
Legislative Update
Earl Hale, Executive Director, State Board for Community and Technical Colleges | Multipurpose A & B |
| 1:45 – 2:00 | BREAK | |
| 2:00 – 3:15 | CONCURRENT SESSIONS | |
| | A. Positive Politics for Fun and Profit
Priscilla Bell, President, Highline Community College
Sean Eagan, Deputy District Director, Congressman Adam Smith’s Office
Mike Emerson, Trustee, Highline Community College
Robert Maplestone, Engineering/Applied Science Division Chair, Highline Community College
Laura Saunders, Vice President for Administration, Highline Community College

You can follow the standard funding processes and wait your turn. And wait and wait and wait. Or get creative about pursuing major funds for your college and paint your special projects green! Attend this lively panel discussion to learn: <ul style="list-style-type: none">• Trade secrets from the trenches. Bob Maplestone and Priscilla Bell present the Highline Marine and Science Technology Center (MaST) as a case study. To date, the MaST project has received two appropriations totaling \$820,000.• What your congressman really wants to hear. Sean Eagan shares ways to woo—and wow—your friends in congress. Find out how the congressional office is organized to help you make better connections. Learn about resources available through federal appropriations and grants and discover how to influence your Congressional delegation on issues important to colleges.• How your campus can find and get its share. Laura Saunders will describe the Highline legislative and communications model and share success stories in securing state funds for emergency capital projects not officially on the system list.• The role of the trustee. Put your trustees to work on your behalf. Mike Emerson shares ideas for leveraging trustees’ connections. | Multipurpose A |

B. The Other Washington: Important National Connections

Multipurpose B

John Lederer, Executive Director, Government Relations and Grants, Shoreline Community College

Darlene Miller, Vice-President for Workforce and Economic Development

Holly Moore, President, Shoreline Community College

This session will highlight the important decisions that are being made now in Washington, D.C. that directly effect community and technical college operations. It will cover how colleges can get organized to effectively educate legislators, their staff, and outside policy advocates on how federal policy can best support our institutions. The session will cover why federal relations are so important right now, how federal relations require presidential, trustee, and staff roles and action items, and how engaging in federal relations can yield positive results for your college.

C. Lobbying for Results

L - 128

Lincoln Ferris, Lobbyist and Foundation Board Member, South Seattle Community College

How do you accomplish passing legislation addressing a specific issue for a college? An actual case study involving South Seattle Community College will be discussed focusing on coalition building between the college, labor and business. The process of introducing a bill to the Legislature and forming a liaison with the Legislature from inception to completion is the focus of this session.

D. Connecting the Community and Technical College System with the Legislature

L - 206

Larry Brown, Green River Community College Trustee

Gene Chase, Everett Community College Trustee

Cindy Hough, SBCTC Legislative Liaison

Mildred Ollee, Seattle Central Community College President

Community and technical colleges were created by the Legislature and are funded by the Legislature. What role does the local college play – and what role does the State Board play — in developing the legislative priorities for the system? How do legislators communicate with our two-year college system? How can you be an effective participant in the legislative process?

CONFERENCE ADJOURNS

Upcoming Events

Leading from the Middle

March 13 - 16, 2005

Alderbrook Resort, WA

Save the Date

Summer Association Conference

July 18 - 20, 2005

Location: TBA.

Be sure to complete evaluation!