



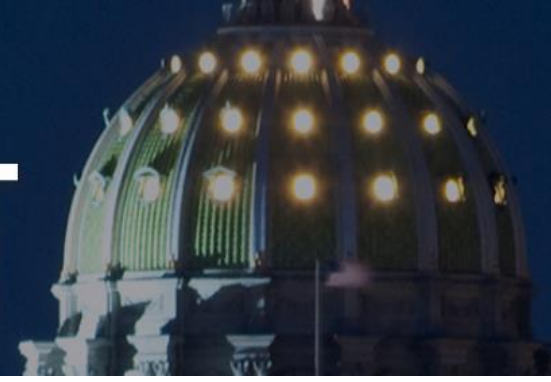
Historic Investments

Lobbying that got
Pennsylvania Higher
Education the WIN

How to Influence Government Policy: Lobbying Strategies



2024-25 STATE BUDGET



Governor Shapiro's Proposed Blueprint for Higher Education:



Combines
PASSHE and
Community
Colleges
under a new,
united
governance
structure



15% increase in
funding for the new
system and 5%
increase for Penn
State, Temple,
Lincoln, and Pitt



\$279 million
increase in
PHEAA grants



Proposes a
performance-based
funding formula for
institutions of
higher education



Few details about
the plan, fueling
concerns

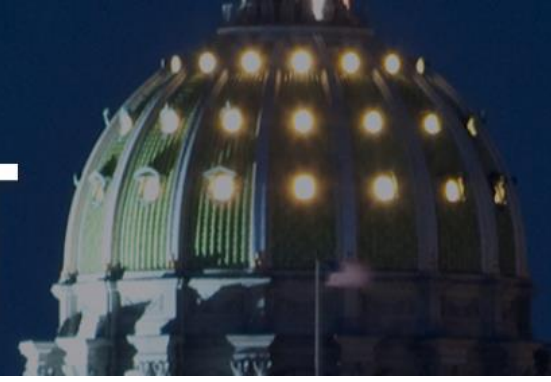
2024-25 STATE BUDGET



Nearly \$80 million INCREASE to Institutions of Higher Education:

- \$15.7 million INCREASE for community colleges (6%)
- \$20 million INCREASE in supplemental appropriation for PASSHE “facilities transition”/legacy debt
- \$35.1 million INCREASE for PA State System universities (6%)
- \$2.6 million INCREASE for Thaddeus Stevens College of Technology
- 13% INCREASE for PA College of Technology and University of Rural Education Outreach
- \$2.4 million INCREASE for Lincoln University
- LEVEL funding for Community College Capital Fund
- LEVEL funding for PSU, Pitt, and Temple general operations

2024-25 STATE BUDGET



\$143 million INCREASE in financial aid via PHEAA:

- \$54 million INCREASE for student grants
- \$5 million INCREASE for disadvantaged students' scholarships
- \$36 million INCREASE for Ready to Succeed Scholarship (\$60m total)
- \$25 million NEW FUNDING for the Grow PA Scholarship Program
- \$20 million INCREASE for student teacher stipends

2024-25 STATE BUDGET



ACE
PSEA
ADVOCATES
FOR CHILDREN & EDUCATION

How to be an EFFECTIVE Advocate:



- *Get to know your elected officials BEFORE you need to lobby them*
- *Do your homework*
- *Personal contacts are best*
- *Share your story*
- *Become a known resource*
- *Regular contact is important!*
- *Invite your legislator to your school*
- *Be polite, but direct*
- *Follow-up*
- *HAVE FUN!*

Exercise: Create a 12-month plan to become an effective advocate!

- Focus on your state legislators
- Identify **at least 6 actions** you can take **over the next year** to build the relationship with your elected officials and become a trusted resource
- They don't have to be time-consuming activities! Plan them around your schedule
- Report out to the group
- Remember to follow-through with your plan!

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

Margaret Mead



Look for the Win

Senators & Representatives

- May have a stated platform ex: Small Business Growth
- Current trends ex: Health Care Employment Deficient
- Partnerships ex: Other Sectors and yes Foundation and Management
- Selling the Opportunity ex: What could this look like? In 2 year or your election year
- Shared goals

Thank You

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