



California Adult Education

caedaa

Administrators' Association

24th Annual State Conference

Zoom

February 4, 2021

Breakout Room #1

California Adult Education Legislative and Budget Cycle

Participants can expect to develop a deeper understanding of how CAEAA works to define legislative priorities and how the organization advances those priorities using the 2020/21 legislative priorities as a lens.

Steve Curiel, Vice President, CAEAA

Huntington Beach Adult School

Dawn Koepke, McHugh Koepke & Associates

CAEAA Legislative & Budget Advocate



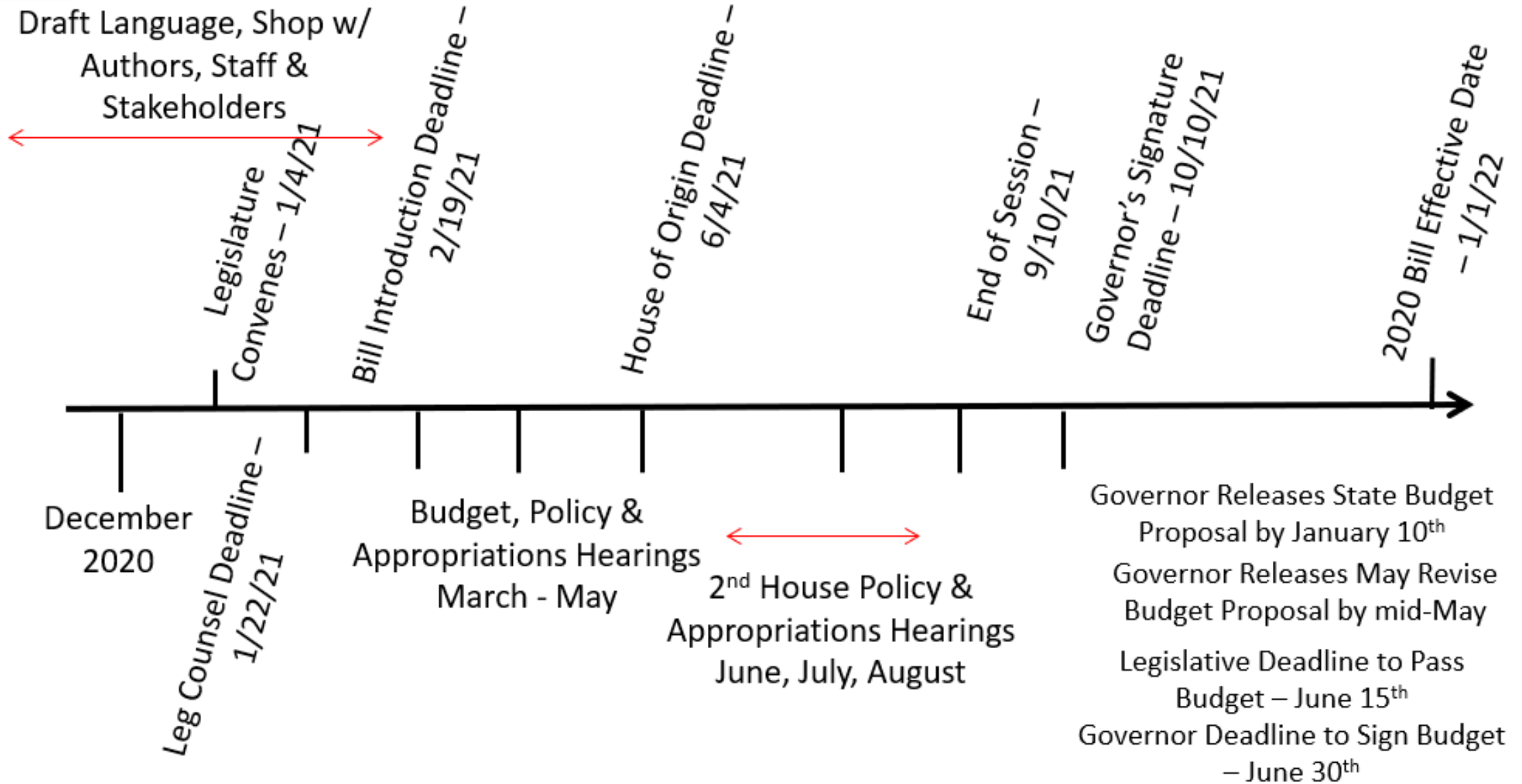
★ California Adult Education
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Agenda

- Welcome & Introductions
- Collaboration w/ California Council for Adult Education (CCAEE)
- Budget & Legislative Timeline
- Issue Prioritization
- State Level Budget & Legislative Advocacy
- Grassroots Advocacy
- Political Action Committee
- Questions?

- Collaboration w/ CCAE
 - Strategic Partnership
 - Align wherever possible on Budget & Legislative Priorities
 - Joint Agreement w/ Dawn Koepke, Legislative & Budget Advocate
 - Budget & Legislative Advocacy Collaboration
 - Identification of Key Issues
 - Field Outreach/Engagement
 - Prioritization
 - Messaging Development
 - Language Development
 - Partnership Development

Budget & Legislative Timeline

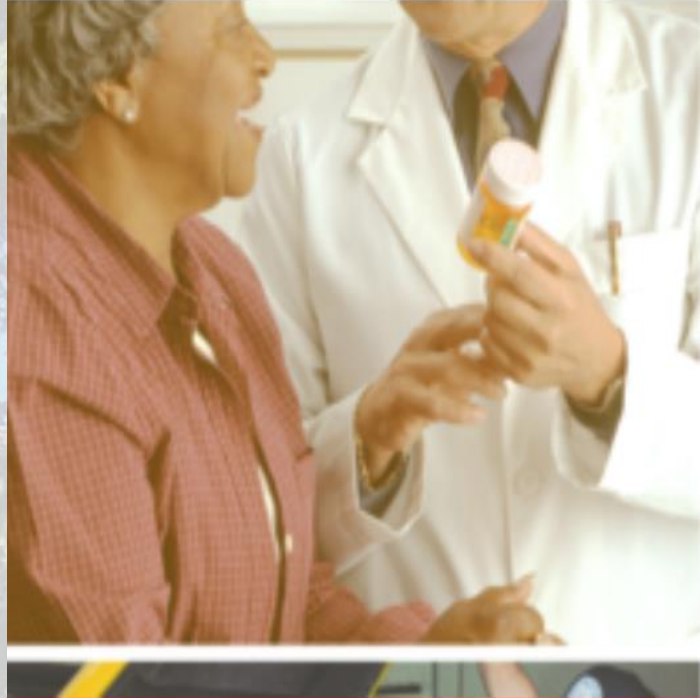


- Feedback from the Field
 - Members
 - Consortia Experiences, Needs, Challenges
- Feedback from Administration/DOF, Legislature, Stakeholders
- Vetting Issues
 - Field
 - Administration/DOF, Legislature, Stakeholders
 - CAEAA & CCAE Executive Teams
- What's Achievable?
- Drafting Language, Garnering Support

- Lengthy Process w/ Many Steps/Touch Points
- Development of Messaging/Talking Points
- Scheduling Key Informational Meetings
 - CCAE & CAEAA, Field
 - CDE, Chancellor's Office
 - Department of Finance
 - Legislative Budget & Policy Staff
 - Stakeholders
- Direct Lobbying of Members/Staff
- Leg Day @ Capitol

- Coordination with CCAE & CAEAA
- Informational Webinars
- Ignite System via CCAE & COABE
- Engagement of Local Networks
 - Coordination w/ CCAE Sections
 - Material Development Including Adult School Fact Sheets
 - Use of Messaging/Talking Points
 - Leg Day Advocacy/Section Meetings
 - Tying Local Advocacy to State Advocacy

- Three-Legged Stool = Success
 - Lobbying
 - Grassroots
 - Political Engagement
- Increased Visibility, Presence, Awareness, Engagement
- Political Platform for Adult Education
- Endorsement/Support of Candidates who Align with K12 Adult Education
- <https://www.efundraisingconnections.com/c/K12AdultEducation/>



OPPORTUNITIES

**SUPPORT
K12
ADULT**

"Support K-12 Adult Education" PAC

[Support K12 Adult Education PAC - California Adult Education Administrators Association \(caeaa.org\)](http://caeaa.org)

Questions?

Questions?

Close

John Werner, President, CAEAA

Sequoias Adult Education Consortium

Final reminders...

- Be relevant
- Engage the our K12 Adult Education PAC at <https://www.efundraisingconnections.com/c/K12AdultEducation/>
- 2022 CAEAA State Conference in the fall. Date TBD.