



**COLORADO**

COMMUNITY COLLEGE SYSTEM

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# CCCS Legislative Affairs Team

# *CCCS Contract Lobbyists*



Left to right: Fiona, Mary Alice Mandarich, Jason Hopper, and Moira Cullen.

CCCS contracts with two lobbying firms:

- Moira Cullen, The Capstone Group, LLC
- Jason Hopper, JLH Consulting and Public Affairs
- Mary Alice Mandarich (sub-contract with Jason)

This amazing team has lobbied on behalf of CCCS for 16 years!

# *Moira Cullen*

## The Capstone Group, LLC



- Began her lobbying career at the Colorado Children's Campaign where she lobbied on child health, K-12 education, youth violence prevention, and early childhood education.
- Served as the legislative liaison for the Colorado Department of Public Health and Environment before founding, with her two partners, The Capstone Group.
- Part of lobbying team under Governor Bill Owens.
- Founding State Director for Democrats for Education Reform (DFER) Colorado.

# *Jason Hopper*

## JLH Consulting & Public Affairs, LLC



- J.D. from American University, Washington, D.C.

### Colorado Experience:

- CDHE
- DORA
- Department of Public Safety
- Senior policy advisor to Governor Bill Owens

### Washington, D.C. Experience (U.S. House of Representatives):

- Chief Counsel and Deputy Staff Director
- Investigative Counsel to several Committees

# What We Do

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Externally, we engage with state agencies, elected officials, community partners, and many more to effectively advocate and communicate CCCS's strengths as a state and national leader in providing high-quality, accessible, affordable post-secondary education and workforce training.

Internally, our team works collaboratively with System Office leadership and departments, and the presidents and staff at each of our 13 Colleges.

## Functional Areas

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➤ **Legislative Affairs:** Advocacy, State & Federal Government Relations

Represent CCCS's interests to state leaders and policy makers through comprehensive advocacy and outreach initiatives.

Track and engage with bills introduced by Colorado's General Assembly during the legislative session.

Work to advance the interests of the System by serving as a resource to Washington-based policymakers, including Colorado's Congressional delegation and educational associations.



# Functional Areas... cont.



➤ **Public Affairs:** Strategic Communications & Media Relations

Oversee the System Office's brand and messaging strategies through print, digital, and visual campaigns.

Build communications to articulate System-wide initiatives across various media.

Serve as the primary point of contact for media and the public and share information about CCCS and its colleges with state and national news outlets.

➤ **Marketing:** Design & Digital Media

Designs visually enticing artwork for digital and print media that brings CCCS's story to life!

Responsible for the System Office's visual brand identity, website, and digital presence.

Manage CCCS's social media channels, including Twitter, Facebook, YouTube and LinkedIn





# Legislative Timeline

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## Jan – May

- The CO General Assembly convenes for 120 consecutive days.
- Legislative session starts the second week of January and concludes first week of May.

## Summer/Early Fall

- Reflect on past session and prepare and strategize for next year.
- Lobbyists and CCCS leadership meet with members of the Governor's Office, all 100 legislators, and other community stakeholders.
- Select and honor recipients for CCCS's annual Legislator of the Year Awards.

## Nov/Dec

- Present CCCS's legislative agenda to the State Board.
- Confirm bill sponsors and begin work on drafting legislation.
- As needed, build out supporting material, i.e., fact sheets, talking points, presentations, and campaigns.



# Breakdown of Legislative Activities

## Capital/IT Projects

1. System Office Finance ranks\*; Board approval in June.
2. CDHE combines and ranks all HE projects.
3. OSPB combines and ranks all state projects.
4. CDC ranks.
5. JBC determines final funding as part of Long Bill.
6. Long Bill goes through legislative process.

## Fiscal Note Review

1. Introduced & some draft legislation flagged by CDHE.
2. CDHE sends to HE finance teams.
3. CCCS System Office Finance sends to appropriate staff for feedback on costs to implement the bill.
4. CCCS sends feedback to CDHE, and they submit summary of HE's feedback to bill sponsor.
5. Bill may or may not reflect a FN.

## Bill Review

1. Introduced & some draft legislation flagged by lobbyists.
2. Fiona reviews/adds to CCCS bill tracker.
3. Fiona sends bill and summary of impact to SME(s) for feedback.
4. Depending on the feedback, strategize response, position, and level of engagement, e.g., amendments, meetings, testimony.



# CCCS at the Capital







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COMMUNITY COLLEGE SYSTEM

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Community Colleges.*

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