



Civic & Policy Engagement Advisory Team Plan Advocacy Plan December 13, 2021

The Civic & Policy Engagement Advisory Team aspires to educate members of the Jefferson Community Collaborative on how to be their best advocates and to create the opportunities to educate elected officials and regulators about the value of the work.

Goals include:

1. Education and training of Collaborative members on how to best approach civic and policy engagement
2. Education of elected officials and regulators of the value of the work of members of the Collaborative.
3. Providing a collective voice for issues through the Collaborative.

Pillars of the work include:

1. Voter Engagement – including voter registration, encouragement of individuals to vote, pledge campaigns, by encouraging members, training members to do it themselves, conducting the engagement as a team.
2. Census Outreach – including encouraging members, training members to do it themselves, conducting the outreach as a team. The follow-up to the Census is the work with UCSUR on the Community Profiles which serve as a resource for communicating needs to legislators and regulators.
3. Engaging Legislators: With legislators, our intent is to:
 - Educate them on the value of our work
 - Ensure adequate funding for our pursuits and those we serve
 - Communicate about issues our members agree upon
 - Be a turn-to resource to the legislators

We envision accomplishing the aforementioned with individual meetings with legislators and a forum with legislators. NOTE - The Collaborative does have a list of legislators as potential targets of the work and we did discuss more local elected officials and will revisit who fits where and why/to what end.

4. Engaging Regulators (appointed government officials who work in departments at the federal, state, or local levels): With regulators, our intent is to:
 - Educate them on the value of our work
 - Ensure adequate funding for our pursuits and those we serve
 - Communicate about issues our members agree upon
 - Be a turn-to resource to the regulators
 - Affect policy change(s) when necessary

We envision involving regulators in the work of the Collaborative on the Vision Council, on committees, at the Forum, and in community conversations as needed.

5. Advocacy Information Sharing: From time to time, information on advocacy issues may be shared with the membership particularly on issues such as voter engagement, the census, and essential issues of relevance to the nonprofit sector (such as but not limited to the business of nonprofits like charitable status and labor laws as well as federal, state, and local budgets) for informational purposes.
 - Reliable sources of information will include: Independent Sector, National Council of Nonprofits, PANO, GPNP, and on the Census groups such as Keystone Counts, and for voter engagement Nonprofit Vote (<https://www.nonprofitvote.org/>) and locally the League of Women's Voters
 - The staff and Community Engagement Advisory Team will work to ensure that information is easy to understand for members to be able to make their own decisions about how they may use the information
 - On occasion, the Collaborative may host informational sessions or a spotlight at a meeting on a topic

Approach for 2022:

We agreed to meet in 2022 on the first Tuesday at 9am of February, April, June, August, October, and December. Adjustments may be made as needed.

The agenda for the next meeting will be determined by the committee at the end of prior meeting and sent out for additional input the week prior to the next meeting.

Measures of success are:

- Voter engagement training offered to all Collaborative members
- Tracking the number of new agencies doing voter engagement, the number of newly registered voters, and the number of people who pledged to vote
- Collaborative members know each other's legislative issues for potential collective action
- Number of legislators with whom we meet
- Engagement of legislators with Collaborative members toward relationship building
- Tracking relevant legislator votes on issues of concern when appropriate

Major pursuits for 2022 include:

- Voter engagement training for agencies particularly given the significant elections forthcoming for Senate, Congress, and Governor
- Engaging legislators as a base year – how to get them engaged and informed in our work
- The Collaborative will seek opportunities to engage regulators when necessary