



Dear Senator,

Thank you for attending the UISG Governmental Relations Lobbying Training Session. As students, we all share a common concerns and problems. The Government Relations Committee believes this training session will best prepare ourselves to properly voice our common concerns and problems to our elected officials.

This training session will hopefully teach you about how to approach a legislator as well as have you recognize that you can make an impact. It is important that the students have a voice in how government operates and today is a chance to shape your voice effectively.

**Tonight, we will be lobbying on the issue of student tuition, take whatever side you want on the issue.** The following pages are in our packet of resources to assist you in learning more about how to lobby:

- Lobbying Etiquette
- Story of Self
- Model Conversation
- Tuition Facts
- Dates of Importance
- People to Contact

We would like to give a huge thank you to the legislators and individuals who have come to help give us real-world experience on how to lobby.

- State Senator Bob Dvorsky
- State Senator Joe Bolkcom
- State Representative Dave Jacoby
- State Representative Mary Mascher
- University of Iowa Federal Relations Director Peter Matthes
- University of Iowa State Relations Director Keith Saunders

The Governmental Relations Committee and UISG need to be effective voices for the students we represent and this training session will help us effectively voice our concerns and problems as students of the University of Iowa.

Sincerely,

Governmental Relations Committee  
Co-Chairs Michael Dickinson & Caroline Dvorsky  
UISG Governmental Relations Liaison Katherine Valde  
Speaker of the Senate Nicholas Pottebaum

# LOBBYING ETIQUETTE

## Reasons Why We Lobby

“Students carry more credence because they are the ones directly affected by tuition increases.”

– Senator Bartz

- You can make a difference
- You can change laws
- You can advance your cause
- You can build public trust
- You can further inform your legislator
- You can gain valuable experience



## Helpful Resources

### Iowa Legislative Website

[www.legis.iowa.gov](http://www.legis.iowa.gov)

### Iowa Board of Regents

[www.regents.iowa.gov](http://www.regents.iowa.gov)

### Library of Congress

[www.thomas.gov](http://www.thomas.gov)

### Iowa Capitol Address

1007 East Grand Avenue  
Des Moines, Iowa 50319

## Preparing to Lobby

### Research Your Issue

- Iowa Legislative website
- Know the legislation bill number
- Know your specific legislator
  - Find background information
  - What their past stance on issue is
  - What committees they serve on
- KNOW YOUR FACTS
  - Helps to use facts and numbers regarding your specific issue
- Prepare your “Talking Points”
  - What should be included:
    - Introduction
    - Key facts
    - Personal story
    - Why it matters
    - Thanking the legislator

## Lobbying Etiquette

- Dress in business professional attire
- Introduce yourself as a constituent and as a University of Iowa Student (handshake)
- Be very specific
  - State the issue clearly
  - Explain why you oppose or support the certain bill
- Bring “talking points” and a fact sheet
- Be Polite
  - Be firm, but courteous
  - Avoid sarcasm, anger
  - Be respectful, even if in disagreement
- Ask legislator how they plan to vote on a current bill and/or in the future
- Be prepared to follow up
  - Acquire their business card

# STORY OF SELF

**What is it?** The story of self is a personal story that conveys your values and life experiences that motivated you to take action. Stories identify a challenge you faced, a choice made in response to that challenge, and an outcome. Articulating for others who you are, where you come from, and what challenges have shaped the life choices that led you to the University of Iowa will make you a stronger advocate.

**How is it used?** The story of self is used to connect other students, alumni, legislators and the University of Iowa with your story. Stories build relationships and building relationships is central to organizing. You might want to develop two versions: a 3-minute version and a 90-second version. We will use the 90-second version when speaking with legislators; you may find the longer version useful when talking with friends and encouraging other students to join you lobbying.

Challenge	Choice	Outcome

**Brainstorming:** Your personal story is not the timeline of your life so identify a specific period or challenge you want to focus on. Then add specific details. Reflect on the emotions of how the phases of your story make you feel. You don't have time to tell everything, but use enough detail so that people can relate to you and your story. Think about why you chose to attend the University of Iowa? Why are you at the Capitol lobbying for affordable tuition? What have been memorable experiences at the University of Iowa?

Use these story lines to best illustrate how and why you chose to be at the University of Iowa and lobbying for a quality and affordable education. Practice your story of self with a partner and use the following guidelines for feedback. Your personal story will constantly evolve and improve the more you tell it. You will have to work constantly to refine and tighten your story as well as adjust your story to certain situations or audiences.

**Feedback:**

- Can you identify the challenge, choice, and outcome?
- Be specific in your feedback.
- Ask why. Ask about the specific audience (in this case state legislators) and desired response.
- Look for themes.
- Does the story connect to the larger narrative of affordable tuition and funding for the University of Iowa?

# MODEL CONVERSATION

*This is a framework designed to help you learn how to handle a back and forth conversation when lobbying.*

## Framework

1. Introduce yourself to the official. Make a personal connection by letting them know who you are, and a brief bit of background. This is why it is important to think about your story of self.
2. Present a short narrative/intro of why this issue affects you and why you care about it:
  - Present your issue and the background information for that issue.
  - Make your main arguments/grievances about the issue.
  - Propose actions to be taken and what you would like to see happen with the issue.
  - Remember that the legislator's time is extremely valuable, be clear and concise.
3. Give the legislator time to respond.
4. Take cues from their response to structure your rebuttal appropriately. It is important to be ready to answer questions from the official. It's vital that you are well educated on your issue at this point in the conversation, so you can respond appropriately
5. Be prepared to offer ideas and proposals to reach a medium between their stance and your request

## Things to Note

- Since **all interactions are different**, it is important that you know your stance on the issue and how to best make your points. It is crucial to be well educated on the issue you are lobbying!
- Always **be respectful** no matter how the official responds to your stance.
  - It is important to know the line between being passionate about the issue and arguing with the official.
  - You do not want to turn your conversation into an argument, because it will get you nowhere.
  - Always thank them for their time and request to exchange personal contact information for future references if you feel that it is appropriate.

# TUITION FACTS

**Our issue:** Affordable tuition for the Regent institutions.

**Our 'ask':** Continued and appropriate funding for the University of Iowa.

**Background:** For the 2011-2012 school year, in-state tuition increased 5 percent. Students this year are paying \$308 more for tuition, in addition to higher fees. Some programs experienced even greater tuition hikes, 40 percent for University of Iowa freshmen nursing students and 20 percent for engineering students.

This year, the Board of Regents has proposed a **3.75 percent** increase in **in-state** undergraduate tuition, or about \$240 more. **Out-of-state** undergraduates would pay **4.75 percent** more in tuition. The proposed increase would result in base tuition of \$6,678 at the University of Iowa. Mandatory fees would also increase at the UI by 3.75 percent.

**Lobbying:** We appreciate and understand the need to be prudent with state funds and to increase efficiencies where possible. However, we do not believe that appropriations to the university should be reduced. The long-term trend of disinvestment in public higher education by the state has forced the university to compromise its quality and accessibility. These continued de-appropriations put higher education further out of reach for many students and force students to take on additional loans. Iowa is ranked **2<sup>nd</sup> in average public bachelor's graduate indebtedness and 7<sup>th</sup> in percentage of public bachelor's graduates with debt**. It is important that the state funds the regent institutions appropriately so that students are not forced to make up the difference through higher tuition.

(See Tuition Facts Appendix for additional information)

# IMPORTANT DATES

**First Day of the Iowa Legislative Session:** Monday, January 9<sup>th</sup>, 2012

**Hawkeye Caucus Day:** To Be Determined

**Regents Day:** Wednesday, April 4<sup>th</sup>, 2012

	<b>In-State Tuition and Fees</b>	<b>In-State Tuition</b>	<b>Fees (in-state and out-of-state)</b>	<b>Out-of-State Tuition</b>	<b>Out-of-State Tuition and fees</b>
Liberal Arts Student	\$6,878.75	\$6,436.00	\$442.75	\$23,770.00	\$24,212.75
Pre-Business	\$6,954.25	\$6,436.00	\$518.25	\$23,770.00	\$24,288.25
Business	\$8,692.25	\$8,174.00	\$518.25	\$25,586.00	\$26,104.25
Engineering First Year	\$6,980.75	\$6,436.00	\$544.75	\$23,770.00	\$24,314.75
Engineering Lower	\$7,980.75	\$7,436.00	\$544.75	\$24,770.00	\$25,314.75
Engineering Upper	\$9,048.75	\$8,504.00	\$544.75	\$25,968.00	\$26,512.75

## TUITION FACTS APPENDIX

### By the Numbers

- In-state tuition increases for University of Iowa undergraduates for 2012-2013 is 3.75% (or \$240 more than the previous year).
- Out-of-state tuition increase University of Iowa undergraduates for 2012-2013 is 4.75% (or \$1,130 more than the previous year).
- Fiscal Year 2012-2012 University of Iowa undergraduate tuition:
- Iowa follows the philosophy of moderate tuition/moderate aid
  - States taking this approach set tuition and financial aid at levels close to the national average and adjust tuition policies to be competitive with other states.
  - The reasoning is to strike a balance between the state's and the student's share of educational costs.

Nursing	\$9,018.75	\$8,662.00	\$356.75	\$26,018.00	\$26,374.75
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- Tuition is set at a level high enough to support quality but still low enough to support student access.

## Authority to Set Tuition

In Iowa, the State Board of Regents has the authority to set tuition and fees and typically doing so the fall before implementation. Consideration is given to anticipated inflationary growth as indicated by the Higher Education Price Index (HEPI), budgetary needs, tuition rates at peer institutions, and other relevant factors.

### *FY 2012 Tuition Costs*

Resident: \$6,436

Non-resident: \$23,770

### *Tuition Set-Aside for Student Financial Aid – Iowa*

- The proposed set-aside percentages for student financial aid for FY 2013 average 21.5%.
- Each university has met or exceeded the minimum requirements for set-aside during the last several years. The projected revenues for FY 2013 will add another \$6M for student financial aid.

## Fees

*Fee proposals for the 2012-2013 academic year that vary from the identified range of 3.75*

- Technology: Generally, the base of all Technology fees increased by 3.4%. A \$5 reallocation from the Student Health Facilities fee had been added and will be used to support TILE classrooms and the Main Library Learning Commons. The significant increase in the College of Nursing will be used for IT support, as well as purchasing, replacing, and upgrading equipment in classrooms. The College of Nursing will provide and expand distance education and learning technology to its students.
- Health: The increase of \$13 in this fee will support programmatic initiatives and staffing in Student Health Services.
- Health Facility: This fee is eliminated as it supported debt that will retire in FY 2012. It has been reallocated to Technology and Health.
- Student Services: The increase of \$3 will support CAMBUS operations due to fuel price increases.
- Career Services: The increase of \$5 will allow access to all undergraduates to “Hire-a-Hawk” services through the Pomerantz Career Center, eliminating the \$32 administrative fee previously charged per participant.

## Higher Education Price Index (HEPI)

HEPI measures the average relative level in the prices of a fixed market basket of goods and services purchased by colleges and universities through current educational and general expenditures excluding research. HEPI documents inflation affecting the higher education industry, allowing



colleges and universities to specifically determine the increase in funding required each year to maintain real investment.

Since the Board determines tuition increases well in advance of the actual expenditure of funds, the Board has utilized inflation projections. The Institute for Economic Research at the University of Iowa prepares these projections, which include a range for HEPI.