Ostroff
ASSOCIATES

LOWER HUDSON EDUCATION COALITION
ADVOCACY STRATEGIES

Legislative Session

- The legislative session begins in January and ends in June

- New condensed session for 2020 – due to combined Federal/State Primary

- The Governor forecasts his budget and legislative priorities in the State of the State/Executive Budget address in January
  - Traditionally these were separate addresses
  - This practice has changed year to year under Governor Cuomo

Budget Process

- Legislative budget hearings begin after the Executive Budget proposal is released
- Both the Senate and the Assembly lay out their budget proposals in their one house budget bills and/or resolutions by early to mid March
- Legislative Conference Committees then convene
- Final budget must be passed and signed into law by April 1st

2020 Legislative Calendar

New York State Legislative Session Calendar
January — June 2020

The New York State legislative session calendar establishes a schedule for the 2020 legislative session and provides dates important to the legislative process. The session calendar is intended to afford Members flexibility in conducting legislative business in Albany and planning activities within their home districts. The session calendar will foster orderly and timely consideration of legislation. Unforeseen events may require modification of the session calendar.

JANUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

January 8	2020 Legislative Session convenes
January 20	Martin Luther King, Jr. Day
January 21	Final Day for Submission of Executive Budget
February 17	Presidents' Day
April 1	Beginning of new Fiscal Year
May 25	Memorial Day

Indicates session day

Past Legislative Pace

House	January 2017 through April 2017	January 2018 through April 2018	January 2019 through April 2019	May-17	May-18	May-19	Jun-17	Jun-18	Jun-19
Senate	267	361	248	200	222	266	1446	977	1067
Assembly	151	403	189	166	142	160	687	584	758

Know the Players

- **Executive Chamber**
  - Governor Andrew Cuomo
  - Secretary to the Governor – Melissa DeRosa
  - Counsel to the Governor – Beth Garvey
  - Direct of the Budget – Robert Mujica
  - Deputy Secretary for Education – Dan Fuller

Know the Players

- **Senate**
  - Majority Leader Andrea Stewart-Cousins
  - Shelley Mayer – Education Committee Chair
    - Westchester and Putnam Counties:
      - Andrea Stewart-Cousins (D)
      - Shelley Mayer (D)
      - David Carlucci (D)
      - Pete Harckham (D)
      - Jamaal Bailey (D)
      - Alessandra Biaggi (D)
      - Sue Serino (R)

Know the Players

- **Assembly**
  - Speaker Carl Heastie
  - Michael Benedetto –Education Committee Chair
    - Westchester and Putnam Counties:
      - Amy Paulin (D)*
      - David Buchwald (D)
      - Sandy Galef (D)
      - Steve Otis (D)*
      - Thomas Abinanti (D)
      - Gary Pretlow (D)
      - Nader Sayegh (D)
      - Kevin Byrne (R)

      *On Education Committee

Know the Players

- **State Education Department**
  - Acting Commissioner of Education Shannon Tahoe
  - Chancellor of the Board of Regents Betty Rosa
    - The Board of Regents has 17 members elected by the State Legislature

Advocacy

- Political Environment
- External Factors
- What are you asking for?
- Timing
- Messaging
- Outreach
- Knowing your audience

Advocacy

- **Successful Meetings:**
  - Be prepared
  - Be respectful, but firm
  - Have an ask
  - Offer a solution
  - Acknowledge the other side and know their positions
  - Follow up and follow through
  - Thank you notes

Advocacy

- **Relationships Building**
  - Be proactive not reactive
  - Build real relationships
    - Invite electeds to your school
    - Mail electeds school newsletters
    - Provide them updates
    - Reminders
  - Leverage your network
  - Build coalitions and partnerships

Questions?