



AACRAO

www.aacrao.org

Providing *Leadership* in *Academic and* *Enrollment Services*



Advancing Global Higher Education

State & Regional Membership Engagement in Federal and State Public Policy Issues



Why Pay Attention to Your State Legislature?

- In many states higher education institutions (particularly public ones) are impacted more in their policy and practice by their state legislature than by the federal government.
 - State financial aid
 - State authorization
 - Tuition policy
 - Veterans and other waivers
 - Transfer and articulation
 - Admissions requirements



Why Pay Attention to Your State Legislature?

- State funding (performance funding)
- Accountability and productivity
- Residency requirements
- Reciprocity with other states
- State reporting
- Degree authorization and review
- New campuses or delivery sites



Pressing Higher Education Policy Issues



Higher Education Policy Issues

- **Rising costs:** The cost of attending a four-year college has increased more than 180% since 1980.
- **Student well-being:** The influx of hybrid and remote learning has made it easier for students to become socially isolated, which can lead to poor mental health.
- **Faculty burnout:** Faculty who are women, minorities, or people of color tend to report higher rates of burnout.



Higher Education Policy Issues

- **Community college attrition:** Students are leaving community colleges, and are less likely to earn a bachelor's degree than students who start at a four-year institution.
- **Campus protests:** Campus protests over the Israel-Hamas war have led to tensions, threats, and physical violence.
- **Political ideology:** Lawmakers are seeking to limit the teaching of race theory at public institutions.



Top Higher Education Policy Issues

- **Public-private partnerships:** The influence and risks of public-private partnerships are increasing.
- **Talent crisis:** There is a talent crisis at the senior executive level.
- **Tenure erosion:** Part-time faculty members account for 40% of the academic workforce.
- **Emerging college alternatives:** New college alternatives are emerging.



Higher Education Policy Issues Other Challenges

- Enrollment management and student retention
- Students have higher standards
- More competition
- Enrollment cliff
- Focus shifting from degrees to "experiences"
- Embracing technology and digital transformation



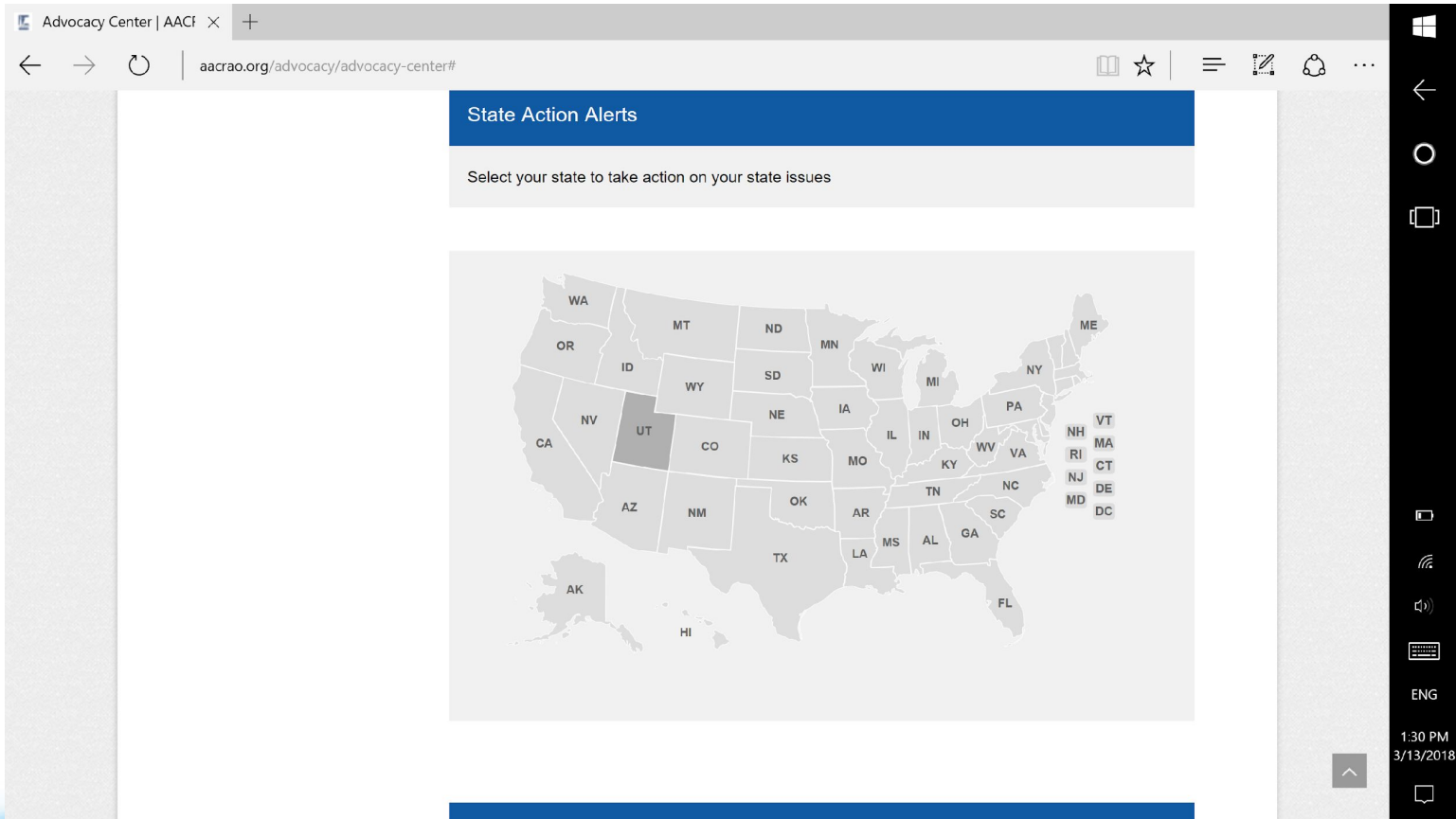
Top Higher Education Policy Issues

Other Challenges

- Building relationships with students
- Decreased public funding
- Faculty recruitment and workload
- Inclusion and diversity
- Racial inequities
- Value Proposition of College



AACRAO Advocacy Center



The screenshot shows a web browser window with the URL aacrao.org/advocacy/advocacy-center#. The page features a blue header with the text "State Action Alerts". Below the header, a grey box contains the instruction "Select your state to take action on your state issues". A map of the United States is displayed, with the state of Utah (UT) highlighted in a darker shade. The map includes state abbreviations for all 50 states, Alaska (AK), and Hawaii (HI). The browser's address bar and navigation icons are visible at the top, and a Windows taskbar is visible on the right side of the screen.



State and Regional Engagement

- The Advocacy center allows for State and Regionals to become engaged at the federal and state levels.
- Identify which bills will impact you and can facilitate the ability to track legislation.
- Connect with your state government relation individual on campus.
- The system would also allow you to send communication to your state representatives.
- Create a Government Relations position on Board/Liaison.



State and Regional Engagement is Important

- Through AACRAO's Advocacy Center, 10 (ten) State and Regional members were able to share their concerns with Members of Congress regarding House PROSPER Act.
- Overall, 276 Members of Congress from 27 states, the District of Columbia and U.S. Territories were contacted. These Districts have approximately 1,121 college and universities.



State and Regional Engagement is Important

- Pacific Association of Collegiate Registrars and Admission Officers (PACRAO)
- Middle States Association of Collegiate Registrars and Admission Officers (MSACRAO)
- Carolinas Association of Collegiate Registrars and Admission Officers (CACRAO)
- Rocky Mountain Association of Collegiate Registrars and Admission Officers (RMACRAO)
- Texas Association of Collegiate Registrars and Admission Officers (TACRAO)
- Indiana Association of Collegiate Registrars and Admission Officers (IACRAO)
- Illinois Association of Collegiate Registrars and Admission Officers (IACRAO)
- Kentucky Association of Collegiate Registrars and Admission Officers (KACRAO)
- Michigan Association of Collegiate Registrars and Admission Officers (MACRAO)
- Kansas Association of Collegiate Registrars and Admission Officers (KACRAO)



State and Regional 501(c)3 Status

- Public charities, religious groups, social welfare organizations and other non-profit organizations which are exempt from federal income taxation are NOT prohibited from engaging in all lobbying or public policy advocacy activities merely because of their tax-exempt status.
- The definition of a “lobbyist” typically revolves around lobbying on behalf of another for compensation.



State and Regional 501(c)3 Status

- Therefore, an individual is required to registrar only after receiving a certain amount of compensation.
- An individual/organization needs to register if it spends more than \$12,500 on lobbying in a calendar quarter AND if an employee spends at least 20% of their time engaged in “lobbying activities”.
- State and Regionals are volunteer organizations, without paid staff, and therefore should not be concerned of engaging on public policy issues at the national and/or state level.



Questions and Discussion



Housekeeping Items



Join us on Exchange!

- Hear updates from AACRAO and share best practices

Update your rosters

- Accurate rosters ensure your S&R gets timely messages from AACRAO
- Update on the S&R webpage: <https://www.aacrao.org/who-we-are/state-regional>

The screenshot shows the AACRAO website header with navigation links: HOME, COMMUNITIES, AACRAO EVENTS, and BROWSE. Below the navigation is a blue banner for "State & Regional Leadership". Underneath the banner is a sub-navigation bar with links: Community Home, Discussion (52), Library (3), Blogs (0), and Members (156).

Thread Subject

[Join Us for the S&R October Workshop - Unique Programming](#)

[AACRAO Awards!](#)



[Does your Board have a AACRAO Liaison Role?](#)



State and Regional Organizations

AACRAO and the state and regional associations (ACRAOs) share the same basic goals of not only the profession but also the professional development of the individual members. One of the fundamental strengths of our profession is the vitality of strong, active state and regional associations. These associations provide members with many professional development activities and generally are instrumental in forging the informal networks that exist throughout the profession.

AACRAO's Vice President of Leadership and Management Development and AACRAO's State and Regional Relations Committee formulate and share responsibility for AACRAO's relations with state and regional associations.

[UPDATE YOUR LEADERSHIP ROSTER](#)



Advancing Global Higher Education

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