



California Higher Education Student Summit

2018



ABOUT THE CALIFORNIA HIGHER EDUCATION STUDENT SUMMIT

The California Higher Education Student Summit (CHESS) is an annual conference that attracts students, university leaders, public officials, and higher education policy experts for a common purpose—to educate and empower California State University (CSU) students to advocate effectively on issues important to them. Hosted by the Cal State Student Association, this conference is the only statewide higher education advocacy conference planned specifically for CSU students.

CHESS workshop sessions focus on equipping attendees with the knowledge and understanding of higher education policy issues, California governance, and the role of interest groups and advocates. The conference culminates on Monday, March 12, 2018, when CSU campus delegations participate in CSU Student Advocacy Day. This final conference component provides students the experience of transferring their knowledge and skills into action through lobby visits at the State Capitol.



ABOUT THE CAL STATE STUDENT ASSOCIATION

CSSA serves California State University students, advocates for student interests, and engages students in public higher education policy making. As the single recognized voice for the students of the California State University system, CSSA represents, serves, and protects the collective interests of students in the CSU system. The association's board of directors is made up of student leaders from the 23 CSU campuses, representing approximately 475,000 students.

For nearly 60 years, CSSA has collaborated with university administration, the legislature, fellow students, faculty, alumni, and community partners to affect positive change for students in California. It remains our goal to improve public higher education through the legislative process and through student representation in the shared governance of the CSU system. Through involvement with CSSA, students develop a vast understanding of California public policy and gain effective leadership skills that carry over into professional, civic, and social life.

For more information about CSSA, visit www.calstatestudents.org.

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Welcome to CHESS!

Now more than ever, your voice and your action is needed to protect the collective interests of the nearly half a million students each year who rely on an affordable and quality public education through the 23-campus California State University system. On behalf of the California State Student Association (CSSA) Board of Directors, I want to commend you for answering the call to action and welcome you to the twenty-third annual California Higher Education Student Summit (CHESS) in Sacramento, California.

During CHESS, you will have the opportunity to engage with and learn from California's leaders in legislative advocacy and policy research who will equip you with the knowledge and skills to convince decision makers in the state of California as to why they should Choose CSU! Whether it is the connection to your hometown or the exceptional academic programs, you each have unique reasons for choosing to attend your CSU campus, and you each have unique stories about how the CSU has positively affected your life. Take those stories to the capitol and remind our state leaders that investing in the CSU is investing in the success of the state of California. We want you to have a memorable and productive conference, and our staff and student leaders are here to help make that happen. Should you need anything during your time in Sacramento, don't hesitate to contact me directly at (850) 445-9500.

Educate. Empower. Advocate.

A handwritten signature in black ink, appearing to read "Rob Shorette II".

C. Rob Shorette II, Ph.D.

Executive Director
Cal State Student Association

CONFERENCE INFORMATION

Event Information

We want to ensure that your CHESS experience exceeds your expectations. If you have any questions, concerns, or requests, please do not hesitate to stop by the registration table in the foyer on the lower level of the Hyatt Hotel. Event staff and volunteers are available to assist you throughout the duration of the conference. The registration table also offers the following services:

- Information about CSSA
- Payment and Receipts
- Evaluation Form Drop-Off
- Select Replacement Materials
- Lost and Found

Name Badges

Your name badge will be required for workshops, general sessions, and to obtain meals. If you need to replace a lost name badge, you can do so at the registration table.

CHESS Evaluations

Help us improve CHESS each year! In addition to filling out session evaluations, please be sure to complete and submit the CHESS Evaluation – the form includes feedback on the hotel, food, speakers, learning outcomes, and the event as a whole. Please submit your evaluation forms at the registration table. For every completed evaluation form you submit, you will receive a raffle ticket for prizes to be drawn at the banquet dinner.

Campus Pride Dinner

The campus pride competition gives CHESS attendees the opportunity to show their pride by wearing their campus gear on Sunday and demonstrate what makes each California State University campus unique. Each campus will be entered into a friendly competition taking place during Sunday's dinner to be judged by the Executive Committee. The winning campus will be announced at the dinner.

Attire Sunday

During the workshops and dinner we want to you be comfortable and casual. No need to wear business attire to the dinner – campus gear is recommended as that's when your campus will have the opportunity to display its pride in a friendly campus spirit competition.

Attire Monday at the Capitol

We want legislators to know students are present in the capitol building advocating for the CSU. Please wear the Back to Basics shirt you recieved at the conference.

GENERAL SESSION I

9:30 AM - 10:15 AM



Kevin de León

50th President pro tempore
California State Senate

During his time as President pro Tempore of the California State Senate, Kevin de León (D-Los Angeles) has led the 40-member Senate body to historic accomplishments that will improve the lives of Californians and the state's environment and economy for decades to come.

Senator de León has led a bold agenda to increase economic opportunity for all Californians with a focus on maintaining California's global leadership role in fighting climate change and building a clean-energy economy, rebuilding our state's infrastructure, public education, work-place and health-care equity for women, immigrants and low-wage workers and public safety.

In his three years leading the Senate, Senator de León has empowered his caucus members to take on big and bold legislation that truly shape the policy conversation in the nation. Through his ambitious approach to policymaking, he has authored groundbreaking legislation on a variety of issues that have become national models.

The progress that has been made on critical issues confronting California and the nation stands in stark contrast to the gridlock in the U.S. Congress.

In many ways, Senator de León embodies the promise of America. From a childhood of poverty to community activism, to the upper echelon of the California Legislature, his respect and commitment to working families and the betterment of all Californians has never diminished.

Senator de León is the son of an immigrant mother who supported her family in the San Diego barrio of Logan Heights with housekeeping and other pick-up jobs. He was the first in his family to graduate from high school.

He attended U.C. Santa Barbara and graduated from Pitzer College at the Claremont Colleges with honors. He is a Rodel Fellow at the Aspen Institute and a guest lecturer at the University of Southern California. He has one daughter.

Before entering into politics, Senator de León served the public as a community organizer, taught English as a Second Language and U.S. Citizenship, and advocated for public schools.

During his five years at the California Teachers Association, Kevin fought for additional funding for "high-priority schools" in low-income neighborhoods, more school construction, and health insurance for children.

As a Senior Associate for the National Education Association (NEA) in Washington, D.C., Kevin advocated for more resources for schools in low-income neighborhoods. He fought against schemes to take funds from public schools through taxpayer-funded vouchers and academic censorship in public schools.

Senator de León was elected by his colleagues to lead the Senate in 2014, making him the first Latino to hold that position in over a century. Senator de León served four years in the Assembly before his election to the Senate in 2010. He is the first person in California history to serve as the Chair of the Appropriations committees in both the Assembly and Senate.

GENERAL SESSION II

3:45 PM - 4:45 AM



Jorge Reyes Salinas
Student Trustee 2016-2018



Emily Hinton
Student Trustee 2017-2019

Meet the CSU Student Trustees

As the governing board for the largest comprehensive public university system in the country, the CSU Board of Trustees is responsible for oversight of the California State University system by adopting its rules, regulations, and policies. Now, what does that even mean? In this session, you will have the opportunity to connect with members of the board and learn more about the system wide issues being discussed at the table. With more than 475,000 students in the CSU system, discover why the student voice is necessary in shaping the future of higher education in California and serving as a model for the rest of the nation.

About the CSU Board of Trustees

The California State University (CSU) Board of Trustees is the 25-member board that adopts regulations and policies governing the entire California State University system. Board committees have authority over educational policy, finance, campus planning, and facilities, among other areas that impact the 475,000 students of the CSU.

WORKSHOP SESSIONS I

10:25 AM - 11:15 AM

Higher Education Hot Topics in 2018: What You Need to Know

Jeanice Warden – Chief Consultant, Assembly Higher Education Committee

Tofanelli Room

This presentation by a leading higher education policy expert in the Assembly will focus on 2018 legislative hot topics, how they impact students, and what you can do to shape the conversation around public higher education in the capitol.

The Power of a Coalition: The Budget Advocacy Campaign in 2018

Kathleen Chavira – Assistant Vice Chancellor of Advocacy and State Relations

Beavis Room

Starting in 2014, after several years of devastating budget cuts to the CSU, the CSU administration, students, faculty, and staff came together to advocate for renewed investment in the CSU. Born from that was the #standwithCSU campaign, a collaborative, consistent, and innovative advocacy effort aimed at the legislature. This year, the coalition continues to focus on increasing state support for the CSU. Hear first-hand from the CSU Office of Advocacy and State Relations about the political landscape in 2018 as well as the critical role of students in advocacy.

Higher Education Research: The Work of the Public Policy Institute of California

Bondi Room

One helpful tool in all legislative advocacy is concrete data and research. PPIC is a leader in the field of research on issues that include higher education. This presentation will give participants a broader perspective of the issues and trends identified by the work of PPIC. Listen to associates from the institute speak on the work they do, and the future needs for the higher education in California.

Coalition to Support Undocumented Students

Jake Brymner - State & Federal Policy Manager, Campaign for College Opportunity

Carr Room

The Campaign for College Opportunity is a non-profit organization that works to promote college access and student success in California through policy research, communications, and advocacy. The Campaign is facilitating a coalition to support undocumented students by calling for a DACA fix and additional resources to serve undocumented students in California higher education. Jake Brymner, State & Federal Policy Manager with The Campaign, will share the coalition's priorities and how CSU students can get involved to ensure that our colleges and universities remain open to all students.

WORKSHOP SESSIONS II

11:25 AM - 12:15 PM

Women Who Lead in Sacramento

Cecelia Koger - Sr. Manager of Administration & Finance, Cal State Student Association
Nichole Muñoz-Murillo - Director of State Relations, California State University
Laura Szabo-Kubitz - Associate California Program Director, TICAS
Jennifer Fearing - Lobbyist & President of Fearless Advocacy
Jeanice Warden-Washington - Chief Consultant Higher Education Committee

Tofanelli Room

Women leaders representing different sectors of California policy making: the state agency, research organizations, legislators, and lobbyists, will share their perspectives on being advocates in capitol. The panel will discuss the unique challenges they have encountered as women in leadership positions, and share their strategies to achieve success and champion others.

Building Your Message and Campaign

Asha Nettles - Coordinator, ASI Leader & Program Development, CSU Fullerton

Beavis Room

This workshop will discuss how to build a successful message and develop a sustainable campaign that meets a variety of engagement levels and issues. Topics included: identifying and utilizing your allies, pyramid of engagement, and values-based messaging.

Issa Vibe: The 2 Chains of Life, Failures Leading to Success in Student Government

Ashley Lauren Joseph, MEd - Sr. Coordinator of Student Engagement & Outreach, Cal State LA

Bondi Room

Failure is the ultimate stepping stone to success. Student advocates often see this first hand. This session will explore how student advocates succeed following a failed attempt in the process of advocating for constituents and coping mechanisms in getting the momentum back. Students will hear about first hand experiences on how failures can be the stepping stones to true success and their student government. Students will also discuss and develop strategies to enhance their current leadership experience within student government. They will also learn techniques to encourage fellow advocates in their respective governments. Being a student advocates is about these two chains and wearing them humbly, failure and success.

Hispanic Serving Institutions (HSIs) & the CSU

Maria Alvarez - Executive Director, Hispanic Association of Colleges & Universities, Western Regional Office
Amy Jimenez - Legislative Director, Hispanic Association of Colleges & Universities, Western Regional Office

Carr Room

21 of the 23 of the California State University campuses are Hispanic-Serving Institutions (HSIs). This workshop will explore Hispanic Association of Colleges & Universities' (HACU's) policy work on behalf of HSIs and Latino students at the federal and state levels. This includes work on the federal DREAM Act and increased higher education funding for Latino and other underrepresented students in California.

WORKSHOP SESSIONS III

1:35 PM - 2:25 PM

Get Involved With The Cal State Student Association (CSSA)

Maggie White - President, CSSA
Alana Lim - Chair, CSSA
Michael Pratt - VP University Affairs
Marcos Montes - VP Legislative Affairs
Aaron Castaneda - VP Finance

Tofanelli Room

Are you interested in shaping CSU policy or advocating for CSU students? During this presentation and panel you'll hear more information about leadership opportunities and deadlines for the 2018/2019 year. The panel of student leaders will share more about the CSSA executive officer, special officer, systemwide committee positions.

Cal State Student Association (CSSA) Alumni in the Capitol

Sarah Couch - Legislative Assistant, Senator Patricia Bates
Tyler Aguilar - University of California Office of the President

Beavis Room

In this panel discussion, get the inside scoop about advocacy from CSSA alumni who work in and around the capitol community. Hear about how they went from CSSA to staff in the Capitol. Learn best practices about lobby visits, including how to answer tough questions, make the best case for your students, and leave a positive impression.

Discussing Educational Equity through Data Equity Walks

Anthony Chavez - The Education Trust – West

Bondi Room

A Data Equity Walk is an interactive experience, developed by The Education Trust—West, where participants examine education data points and engage in an action-focused dialogue about educational equity. Participants will individually explore data that shows education outcomes and exposes opportunity gaps between groups of students before collectively discussing implications and identifying solutions to address disparities and improve outcomes.

California Financial Aid and its Role in Student Access & Success

David O'Brien – Director of Government Affairs, California Student Aid Commission
Melissa Bardo – Executive Fellow, California Student Aid Commission

Carr Room

More than 50% of CSU students receive some form of financial aid. As the cost of college rises, even more students will rely on grants and loans to finance their higher education. This workshop will discuss the financial aid landscape, and the work that the California Student Aid Commission is doing to both distribute, protect, and grow financial aid.

WORKSHOP SESSIONS IV

2:35 PM - 3:25 PM

Mock Lobby Visits

Jared Giarrusso – Assistant Director of Government Relation, CSSA

Tofanelli Room

CHESS gives you the opportunity to have a broader and deeper understanding of advocacy, the legislature, and issues affecting higher education. This workshop will help you apply all of your knowledge and teach you helpful tactics to have a successful lobby visit. You will also have the opportunity to work in smaller groups to conduct mock lobby visits where you will be able to employ your knowledge and tactics in different advocacy scenarios.

California Student Affordability & the Institute for College Access & Success

Laura Szabo-Kubitz - Associate California Program Director, TICAS

Beavis Room

The majority of CSU students receive some form of financial aid. As the cost of college rises, even more students will rely on grants and loans to finance their higher education. This workshop will discuss the impact of the California state budget and the status of the Cal Grant program, as well as other components of the state financial aid landscape for 2018.

Navigating California's Mental Health Movement: On Campus, at the County, and Statewide

Rebecca Fein, MPH - California Statewide Program Manager, Active Minds

Bondi Room

Students are uniquely positioned to advocate for mental health prevention and early intervention efforts both on campus, and at the county and state level. Join us for a conversation about how you can create lasting change on campus and in your community.

Innovation on Campus

Rachel Sumekh – Founder and CEO, Swipe Out Hunger

Carr Room

How can an idea go from grassroots to policy change? How can campus administration go from adversary to partner? Hear how one movement to end hunger on campus began with a group of friends breaking the rules and sharing their meal swipes and grew into a university integrated program that in 2017 was used to craft a multimillion dollar piece of California legislation. Session will be led by Rachel Sumekh, founder and CEO of Swipe Out Hunger who has been recognized on Forbes' 30 Under 30 list and scaled SOH onto over 37 universities and colleges.

SCHEDULE OF EVENTS

Sheraton Grand Sacramento Hotel | 1230 J Street, Sacramento, CA 95814

SATURDAY, March 10, 2018

8:00 AM - 4:30 PM	CSSA Plenary Meeting at Sacramento State	Sac State Alumni Center
5:00 PM - 6:30 PM	CHES Reception Hosted by Sacramento State ASI	University Union Redwood Room

SUNDAY, March 11, 2018

8:30 AM - 9:30 AM	Registration & Breakfast	Magnolia/Camellia
9:15 AM	Welcome to CHES <i>Maggie White, CSSA President & Marcos Montes, CSSA VP of Legislative Affairs</i>	Magnolia/Camellia
9:30 AM - 10:15 AM	General Session I <i>Senator Kevin de Leon; Senate President pro Tempore – California State Senate</i>	Magnolia/Camellia
10:25 AM - 11:15 AM	Workshop Session I A) Higher Education Hot Topics in 2018: What You Need to Know B) The Power of a Coalition: The Budget Advocacy Campaign in 2018 C) Higher Education Research: The Work of the Public Policy Institute of CA D) Coalition to Support Undocumented Students	Tafanelli Beavis Bondi Carr
11:25 AM - 12:15 AM	Workshop Session II A) Women Who Lead in Sacramento B) Building Your Message and Campaign C) The 2 Chains of Life, Failures Leading to Success in Student Government D) Hispanic Serving Institutions (HSIs) & the CSU	Tafanelli Beavis Bondi Carr
12:20 PM - 1:25 PM	Lunch	Magnolia/Camellia
1:35 PM - 2:25 PM	Workshop Session III A) Get Involved With the Cal State Student Association B) Cal State Student Association Alumni in the Capitol C) Discussing Educational Equity through Data Equity Walks D) California Financial Aid and its Role in Student Access	Tafanelli Beavis Bondi Carr
2:35 PM - 3:25 PM	Workshop Session IV A) Mock Lobby Visits B) California Student Affordability & the Institute for College Access & Success C) Navigating California's Mental Health Movement D) Innovation on Campus	Tafanelli Beavis Bondi Carr
3:25 PM - 3:45 PM	Break - Refreshments Provided	
3:45 PM - 4:45 PM	General Session II <i>Trustee Jorge Reyes Salinas & Trustee Emily Hinton, CSU Student Trustees</i>	Magnolia/Camellia
6:00 PM - 8:30 PM	Dinner	Magnolia/Camellia

MONDAY, March 12, 2018

8:00 AM	Check-out hotel
9:30 AM - 10:00 AM	Back to Basics Rally at the Capitol
9:00 AM - 5:00 PM	Self-guided meetings with legislators