



Journey to SB 3965

Building Power for Adequate & Equitable Funding

 **Coalition**
for **Transforming**
Higher Education
FUNDING

Illinois has gone decades without a logical, evidence-based approach to funding its public universities, and our students and the institutions that enroll them have lost out because of it. Illinois needs a funding formula for its public universities that is student-centered and adequacy-based. Fortunately, the historic SB 3965 calls for just this.

Starting now, we need your help in calling on our lawmakers to prioritize equity and sufficiency in their thinking about how to fund our public 4-years next year. They can do this by supporting SB 3965.

Join us throughout November and December as we raise awareness through social media, send letters to legislators, and make phone calls to urge them to support SB 3965. We encourage you to customize the messages in this toolkit and share why this investment is important to you and your community.

HOW TO USE THIS TOOLKIT

Send a Letter to Your State Senator and State Representative

Reach out to them directly to let them know why they must prioritize SB 3965

Join Us in Social Media Advocacy

Share your support for this critical legislation or your story about why the passage of SB 3965 matters to you. Refer to our social media bank on the following pages for suggestions.

Spread the Message Widely

Share this toolkit and messages with members of your community!

[Click to View Our Resources Folder](#)

[SB 3965 Legislation on ILGA.gov](#)

Actions to take in November & December

Email your State Senator or Representative to urge them to prioritize equity in higher education by supporting SB 3965. It only takes 3-4 minutes to send a letter and make your voice heard.

All you need to do is enter your information and hit send. We encourage you to tailor your message to include why SB 3965 is crucial for every student's ability to afford a college education in Illinois.

[Click to Send Letter](#)

CALL YOUR LAWMAKER

Hello,
My name is [NAME], and I am a resident/constituent of your district. I am calling to encourage (Senator __ or Representative __) to support SB 3965 because I believe public universities need funding to offer an affordable education and to support their students. This bill is important because it will create an adequate and equitable funding formula for Illinois' public university system.

[OPTIONAL: This matters to me because... and it should matter to (Senator __ or Representative __) because...]

[Click Here to Find the Contact Information for Your State Senator and Representative](#)

Social Media Bank

When posting on social media use **#TransformILHigherEd** and **#SB3965**.

Don't forget to tag your state senator or representative using @XXX to increase the reach of your post.

Sample Posts

Wednesday November 13

Illinois' current approach for funding its public 4-years isn't working. @statesenator, @staterrep, you have a chance to change that. Learn more. [#TransformILHigherEd](#)

Copy & Paste Text

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Wednesday November 20

.@statesenator, @staterrep, a college degree remains the surest way to greater social mobility, and #SB3965 will ensure more Illinoisans have access to that pathway.

[#TransformILHigherEd](#)

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Wednesday November 25

SB 3965 is equity-centered and adequacy-based. @statesenator, @staterrep, we just need you to pass and fund it when the time comes! [#SB3965](#) [#TransformILHigherEd](#)

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Sample Posts

Wednesday December 4

.@statesenator, @staterep, when passed & funded, #SB3965 will rebuild public university enrollment, educate residents across IL, and ultimately grow our economy to support families and communities into the future. **#TransformILHigherEd**

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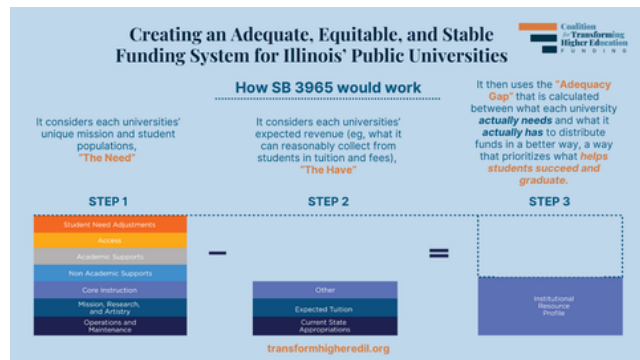


Wednesday December 11

.@statesenator, @staterep, once passed and funded, here's how the Adequate and Equitable Funding Formula would work. Support **#SB3965 #TransformILHigherEd**

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Wednesday December 18

.@statesenator, @staterep Illinois will be winning when it prioritizes an adequate and equitable funding approach for its public universities. Support **#SB3965 #TransformILHigherEd**

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Talking Points

Advocacy Tips

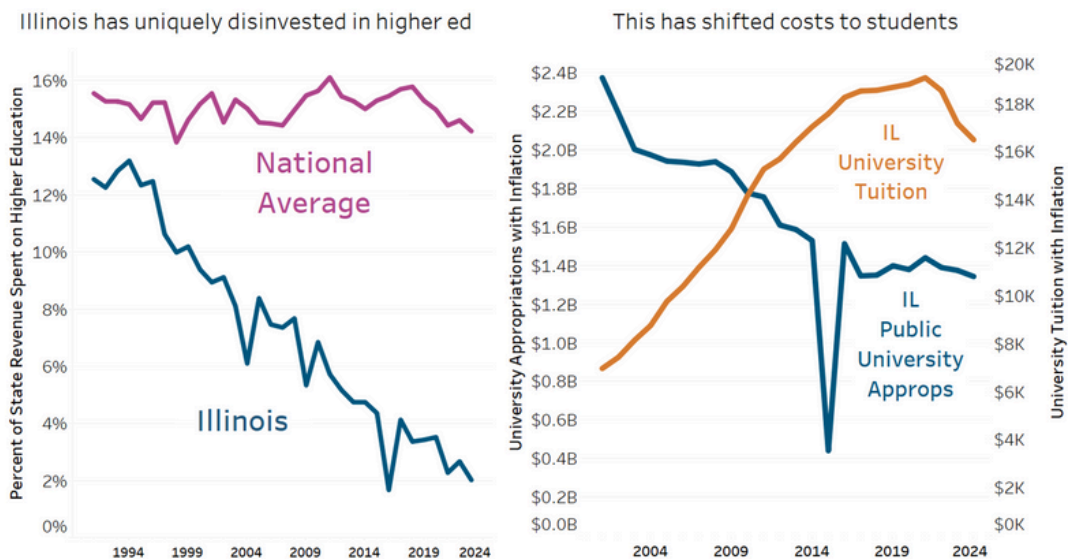
Be concise and focused: Prepare a brief introduction and present your key points clearly. Think through your “elevator pitch” when meeting with your network or speaking with legislators.

Be respectful and professional: Maintain a positive attitude, listen actively, and address any concerns or questions raised. Remember to thank them for their time and consideration.

Follow up with a thank-you note: After the meeting, send a personalized thank-you note expressing your appreciation and reiterating your main points.

The Coalition for Transforming Higher Education Funding has several main talking points we want to convey. Below are a few of those talking points. Combine these points with your own story to make an impactful presentation.

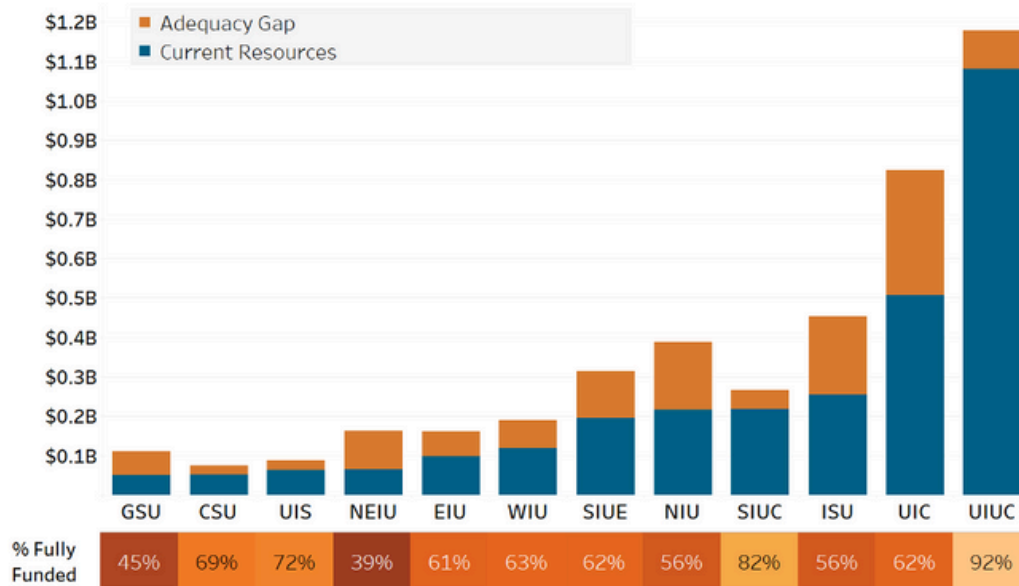
- SB 3965 is a once-in-a-generation opportunity to fix funding for Illinois' public universities.
- With no current model for distributing state appropriations to public institutions, funding has been cut 46% since 2000 (even considering recent increases), shifting costs to students, particularly those who can least afford it.



- Enrollment has decreased by 15,000 students from 2012 to 2022, disproportionately impacting students of color and students from low-income backgrounds.

Talking Points, contd

- SB 3965 presents an opportunity for lawmakers to make Illinois universities equitable, accessible and affordable, ensuring all institutions and their students can thrive.
- **SB 3965 provides:**
 - **Adequacy:** Funding allocation is calculated based on each university's unique mission along with the needs of the students that each university enrolls, grounded in costs of additional academic and non-academic supports.
 - **Equity:** More funding is driven to support underrepresented students and the universities that disproportionately enroll them. Universities that are farthest from adequate funding are prioritized in new state spending.
 - **Stability:** Institutional success in the long run is maintained with a hold-harmless provision and mechanisms to address rising costs for universities. The Commission's equitable funding formula gets all universities to adequate funding within 10-15 years, if lawmakers pass an additional \$100 - 135M in funding per year.
 - **Accountability:** The model will bring a new framework for accountability that aligns funding to improvements in spending, affordability, enrollment, outcomes, and state and institutional goals.
- The goal of the Adequate and Equitable Funding Formula is to ensure that all public universities get a funding increase each year, closing the gap between their current funding and the actual funding they need to serve their students.



Talking Points, contd

Passing and funding SB 3965 will result in an estimated:

- \$1.4 billion in additional funding over 10-15 years to ensure all universities have adequate resources.
- Over 29,000 additional university graduates moving through the system.
- More than \$6.3 billion in additional state taxes paid over the lifetime of these graduates.



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