

Key talking points:

- **Cuts alone are neither shared sacrifice nor a solution** to the state's problems.
- We need **every legislator to come to the table** and find a **balanced solution** that combines a **more efficient government** with **fairer revenue policies**.
- We need a **broad-based solution** that will **secure Nevada's future** and **get us out of the boom and bust cycle of the past**.
- We need to **invest in education to position ourselves to compete** in the 21st-century economy.
- **Higher education is critical to attracting new industry, diversifying our economy, and training and retraining our workforce.**
- **Nevada's colleges and universities offer a significant return on investment** for the state. Independent studies show that **for every \$1 invested in higher education, the state economy grows by over \$2.50**. So **cutting higher education is leaving money on the table** for our state.
- **Higher education faculty, staff and students are making significant sacrifices** to help the state weather this economic depression. Since 2008, we have **cut administrative costs and faculty salaries** at our colleges and universities, **eliminated low-yield degree programs, increased faculty teaching loads, and increased student tuition and fees.**
- Nevada already has the **lowest rate of college attendance in the country**. As you know from press reports, **further cuts will reduce instructional programs** even more. The state will fall farther behind neighboring states and foreign countries.
- At UNLV, **33 degree programs** that train **thousands of students** in important fields ranging from Social Work to Computer Engineering to Environmental Science would have to be eliminated under the Governor's proposal.

Phone calls should be made during the course of the day, while legislative offices are open, especially after 1pm when fewer legislators are in committees or on the floor.

Please try to make eight calls: seven to targeted legislators and one to the governor's office. Below is a draft script for legislators.

Hello, is Senator (or Assemblyman or Assemblywoman) _____ available? (If possible, please speak directly to the legislator. Only if unavailable, then leave a message).

My name is _____ and I am a professor at _____.

I'm calling because you have **not yet expressed support for a balanced approach to the budget** that **ensures adequate funding to protect affordable, quality higher education for our students.**

Higher Education builds the **foundation of economic diversification and economic growth** and **secures a strong future for our state.** I can see in the **empty homes and shuttered businesses of my neighborhood** the results of **past policies that have not invested in securing our future.**

I'm calling to ask you to **commit to a balanced approach to securing our future** by voting for **quality higher education** in Nevada.

A balanced approach includes both **the cuts we are now implementing** and **new revenue** to protect education in the future.

Please **come to the negotiating table, and work for a balanced solution.**

[If not speaking directly to the official:] We need **real leadership** from the senator. Can you **please deliver that message personally for me?**

Thank you.