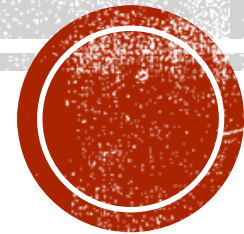


ADVOCACY 101

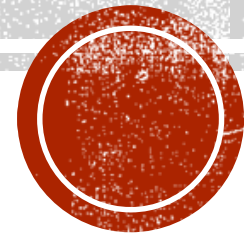
New Dean's Institute – Summer 2016



WHAT DO LEGISLATURES *REALLY* **WANT..?**

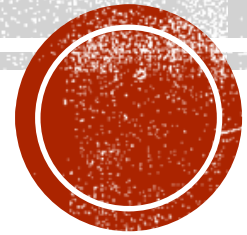


**KEEP THE MESSAGE
SIMPLE**

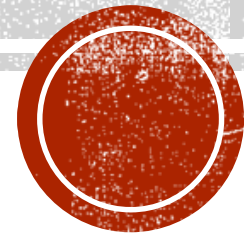


TELL A GOOD STORY

Use Student Examples.....

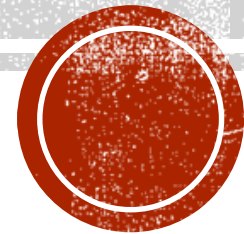


PRESENT CLEAR DATA



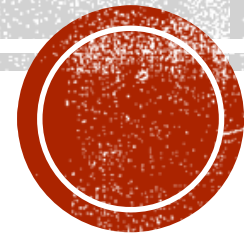
FOCUS: FINANCIAL IMPACT

Economic Growth, Employment, Univ Costs/Revenue

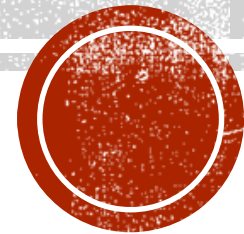


GET TO KNOW STAFF

Federal and State Offices



ENGAGE YEAR AROUND



REPRESENTATIVES' WEBPAGE

- Get to know them
- Know their alma mater – discipline
- Know their committee assignments



CGS ADVOCACY — PUB POLICY WEBPAGE

- **Samples of advocacy materials**
- **Issue Briefs: ‘summary of CGS’s position on upcoming legislation’**
- **What’s happening on the hill.**

