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
Samples of advocacy materials

Issue Briefs: ‘summary of CGS’s position on upcoming legislation’

What’s happening on the hill.