CGS New Deans Institute: Advocacy 101

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Advocacy – It’s part of the job description

- Advocacy = Active and public support

- YOU are the natural advocate for graduate education on your campus
  - Role/impact of graduate education is not understood
  - Role/impact of graduate students is not appreciated
Identifying the audience

• **Internal & external audiences**
  – Internal individuals/groups
    • Chancellor/President; Provost; Deans
    • Trustees; Administrative cabinet
    • Communications group
    • Students and Alumni
  – External groups
    • Elected officials (local, state and federal)
    • Private industry
    • Public
    • Prospective students
It is all about building relationships

• Attend all receptions/events
  – Opportunity to speak with deans, trustees, alumni, donors & legislators

• Attend trustee meetings
  – Demonstrates your interest

• Get involved in the Political arena
  – Know your legislative liaisons
  – Know your local policy makers
Why is graduate education important?

• Economic value & impact

• Graduate schools are epicenters of innovation

• Contributes to institutional reputation

• Graduate programs enhance undergraduate education

• Graduate education – a public good
Strategies at UNC-Chapel Hill

• Strong relationships with cabinet members
• Relationships with legislative liaisons
  – Federal and state
• Visibility with Board of Trustees
  – Trustee orientation
• Advancement Board
• High profile graduate student-centered campus events
Three takeaways

1) Put yourself out there as an advocate for graduate education
2) Build relationships across campus
3) Arm yourself with data and stories about the value of graduate education