Advocacy 101
New Deans Institute 2019

July 13, 2019
Policy Analysis:
- Development of policy/legislative briefs
- *Washington Insights & Highlights* Newsletter
- Relaying CGS institutional research/reports

Influencing Policy Outcomes (Advocacy):
- Lobbying Congress, Administration
- Federal Policy Agenda
- Relationship-building
- Coalition work

Membership Engagement/Resources:
- Advocacy Hill Day
- ACAPP/AAN
- Graduate Government Relations Network (GGRN)
- Relaying CGS member initiatives like GradImpact
CGS’s 2019-2020 Federal Policy Agenda

Priorities:

1. Preparing a 21st Century Workforce by Investing in Graduate Education

2. Improving Tax Policies to Support Graduate Students, Employers, and Employees

3. Strengthening the U.S. Role in the Global Community

4. Advancing Research and Innovation

5. Promoting Diversity, Equity, and Inclusion
Influencing Policy Outcomes (Advocacy)

- Policy Analysis
- Membership Engagement/Resources
- Influencing Policy Outcomes (Advocacy)
**H.R. 3334: Expanding Access to Graduate Education Act**

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**June 19, 2019**

- Bill is introduced

**May-June 2019**

- Interdepartmental Collaboration
  - Working with comms team on press release, social media, and website text.
  - Working with data/research team on cost projections for expanding Pell under different scenarios

**Spring 2019**

- External Stakeholders
  - “Checks and balances” with other WHES and higher education organizations. Ex- APLU, NASFAA, NAGPS

**Winter-Spring 2019**

- Internal CGS Stakeholders
  - ACAPP/AAN
  - Graduate Government Relations Network (GGRN)
  - April Advocacy Hill Day - both Republican cosponsors met with CGS members who discussed this issue

**Fall 2018-Spring 2019**

- Relationships with Federal Policymakers
  - Meetings with bipartisan Congressional offices to pitch this bill.
  - CGS actively lobbies in accordance to the Lobbying Disclosure Act of 1995.

**Federal Policy Agenda finalized early 2019**

- Establishing Policy Priorities
  - This proposal aligns with the following Federal Policy Agenda 2019-2020 Priorities:
    - “Preparing a 21st Century Workforce by Investing in Graduate Education”
    - “Promoting Diversity, Equity, and Inclusion”

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Membership Engagement/Resources

Policy Analysis
Influencing Policy Outcomes (Advocacy)

Membership Engagement/Resources
Advisory Committee on Public Policy and Advocacy (ACAPP)

Jerome Kukor  
Chair

Roberta Brooke

Ernest Brothers

Jennifer Hart

David Jackson Jr.

Elizabeth Kenney

Carole Genetti

Brian Kloeppe  l

Michelle Penn-Marshall

Mark Sheridan
Internal Stakeholders

**Advocacy Ambassadors Network**

*Sign Up Today!* Voluntary network of CGS members who receive regular updates and invitations to webinars, calls, and other resources.

**Graduate Government Relations Network**

*Sign Up Your University’s Gov Affairs Staff!* Convenes gov relations professionals for regular updates, calls.
**IN THIS ISSUE:**

CGS’s legislative brief on graduate students’ affordability of, graduate education and the impact on the U.S. workforce.

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**First-Time International Graduate Enrollment in U.S. Institutions**

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>2012-2013</td>
<td>11.5%</td>
</tr>
<tr>
<td>2013-2014</td>
<td>11.2%</td>
</tr>
<tr>
<td>2014-2015</td>
<td>5.7%</td>
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<tr>
<td>2015-2016</td>
<td>-0.9%</td>
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<tr>
<td>2016-2017</td>
<td>-3.7%</td>
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</tbody>
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According to data from the Council of Graduate Schools (CGS), there are over 339,000 international students pursuing master’s and doctoral education at CGS member institutions and regional affiliates. International graduate students constitute 18.5% of total enrollment in master’s and doctoral programs in Fall 2017.

First-time graduate enrollment of international students decreased (3.7%) between Fall 2016 and Fall 2017. This is the second consecutive decrease since 2003.

As of Fall 2018, CGS member institutions saw a 6% decrease in applications and a 2% decrease in first-time enrollment to master’s and certificate programs. This is particularly notable as first-time international graduate enrollment in these programs constitutes 77% of total first-time international graduate enrollment. China and India remain the two largest countries of origin for international graduate students.

**Economic Impact and Innovation**

According to NAFSA, in Academic Year 2017-2018, undergraduate and graduate international students contributed $39 billion to the economy and supported over 450,000 jobs.

- Since 2000, immigrants have won 39% of the Nobel Prizes received by Americans in Chemistry, Medicine and Physics.
- In 2016, all 6 American winners of the Nobel Prize in economics and scientific fields were immigrants.
- In 2017, the sole American winner of the Nobel Prize in Chemistry was an immigrant.

Immigrants generate a significant portion (28%) of high-quality patents.

Opportunities that allow international students to gain experience and employment in their field of study, such as the Optional Practical Training program, provide valuable enrichment and immersion in the U.S. workforce. Extending dual intent so that these highly-educated and trained individuals can become employed long-term is one solution to strengthening the U.S. economy and its global competitiveness.
Quick Start Guide: Advocacy Basics

Graduate deans are the natural advocates for graduate education.

Their stakeholders include:
- local, state, and federal policymakers
- campus administrators, faculty
- donors, boards of trustees,
- employers, alumni
- and community organizations

Is it an advocacy opportunity?

How does your issue fit into the larger context?

Understand your campus protocol and loop in government relations staff.

Executing an effective conversation.

Following up and maintaining a working relationship.
Advocacy 101 Panel Discussion

- **Ernest Brothers**, Associate Dean, Graduate School, *The University of Tennessee, Knoxville*

- **Jerry Kukor**, Dean, School of Graduate Studies, *Rutgers University*

- **Joanne Romagni**, Vice Chancellor, Research and Dean, Graduate School, *The University of Tennessee, Chattanooga*