

ADVOCATING ON BEHALF OF GRADUATE EDUCATION TO EXTERNAL AUDIENCES

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COUNCIL OF GRADUATE SCHOOLS

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Looking Beyond the Ivy Covered Buildings . . .

. . .to multiple audiences for graduate education



Know Your Audiences

Listen and learn what is important to them



Speaking at a Rotary Club in south Georgia on “Education Day”

- Don't overlook any opportunity.
- Keep students front and center.
- Identify specific areas of interest and related research that affect individuals and local communities.
- Have students participate in programs whenever possible.

Find Others to Make the Case for You



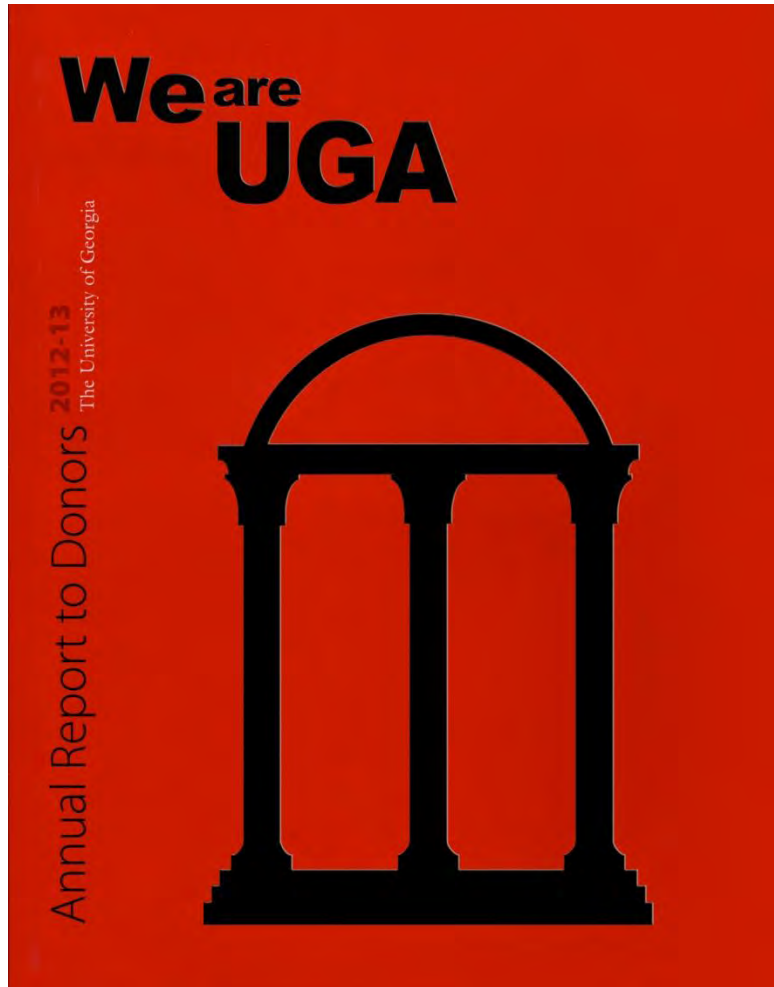
- Locate other campus units working in communities or organizations.
- Learn how graduate students/programs are participating or could contribute.
- Determine how the Graduate School can support and promote the activities of the graduate students.

Engage Others in Student Events

- Identify events on campus with which you can connect and include other stakeholders.
- Make the experience relevant and worthwhile so they will take the message to others.



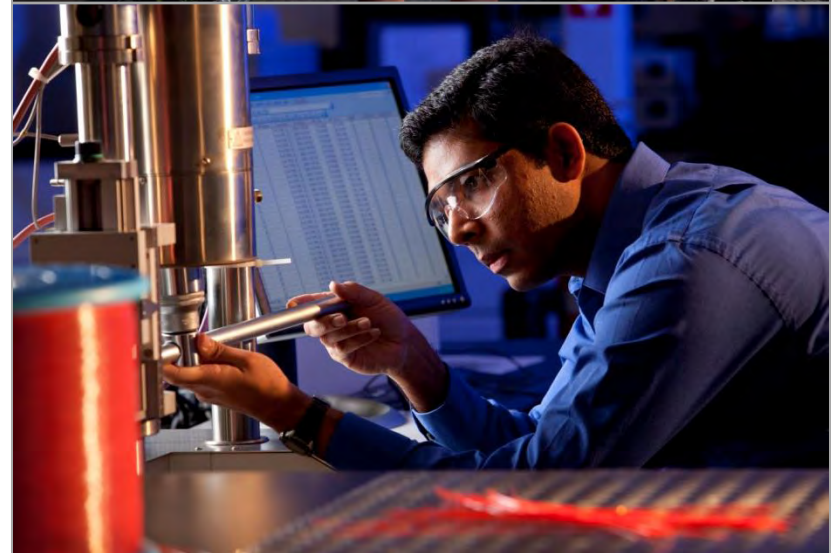
Leverage Your Institution's Message



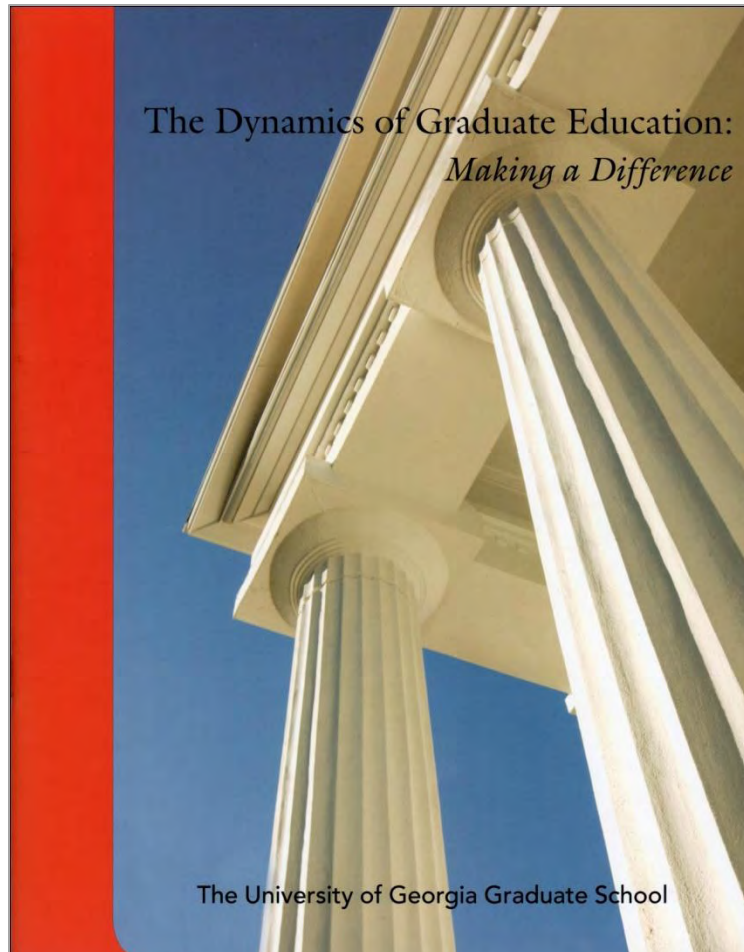
- Take the message from your campus to a larger audience.
- Use strategic plans, presidential reports, alumni association events to promote your message about graduate education.
- Include data to make to strong case.

Focus on Impact of Graduate Education

- Ask departments to identify students whose research has an impact within your state.
- Prepare print and online versions to distribute to legislators.
- Work with other graduate schools in state to advocate for graduate education.



Focus on Success of Graduate Education



- Ask each graduate program to nominate their graduate alumni who are “making a difference.”
- Include information about value contributed by graduate degree holders.
- Publish in paper or on web.
- Share with legislators and stakeholders throughout state.

Communicate with Alumni

- Tell stories . . . they sell graduate education.
- Focus on contributions and impact of graduate students' research.
- Feature alumni in articles about their careers.
- Celebrate students, milestones, and awards.



Build Government Relations

- Learn how your institution works with local, state, and federal governments.
- Meet with your government relations representatives to inform them about key issues in graduate education.
- Use these contacts to highlight events and successes in graduate education.
- Contact them when key legislation is pending.



And Remember . . .



. . . there's no such thing as too many ideas