Advocating on Behalf of Graduate Education to Internal Audiences

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Internal Audiences

- President & Provost
- Vice Presidents
- Academic Affairs Leadership Team – Deans and Associate Vice Presidents
- Chairs and Directors
- Graduate Program Advisors & Staff
- Students
What is the message?

- Institutional Mission
- Graduate School Mission & Vision
- Quality programs - intentionality
- Complementarity between undergraduate & graduate student education
- Public & private good
SJSU-centric perspective

1. Degrees – bachelor, master and professional doctorates
2. Be at the table!
3. Insert a consistent graduate-focused message
4. Be opportunistic – WASC accreditation
Tools for Advocacy
[Ref 1]

- Data
- Narratives
- Networking
- Website Development
- Social Media
- Learning Management Systems
- Internal meetings & retreats
- Student Leadership
Reference


Available at
www.cgsnet.org/publications