

# Advocating On Your Campus: Outside In, Inside Out

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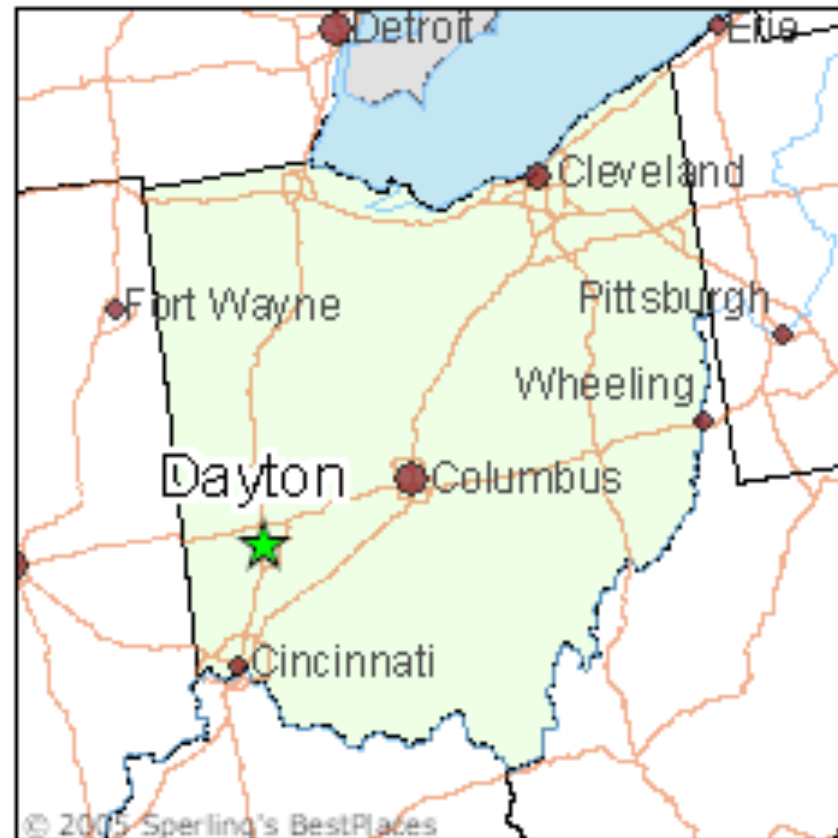


- Regional Comprehensive Research University
- 75+ graduate programs: 8 doctorates, ~20 graduate certificates, ~50 master's degrees
- ~4000 graduate students
- Access-Mission institution serving the Dayton/  
Miami Valley region



# Where is Dayton?

## Ohio



# Two Ways to Do Advocacy



- Outside In: Using External Constituents to influence the conversation on campus
- Inside Out: Working with Internal Constituents to advance the cause of Graduate Education

# Outside In

- Graduate School External Advisory Board
  - CEOs, Media, Public Officials, Education
  - Active Board: Get them Engaged & Working
    - Sell Them on the Vision with Concrete Examples
  - Assistance with Visibility in the Community
  - Well-Chosen Board Members can say things to the administration that we can't
    - Meeting with President to pose key questions

# Inside Out

- Constituent Mapping: Know who the key players are
- Track Communication w/ Colleges & others
- Partnering: Mapping Your Interests w/ Others'
  - “Strategic Vision” Tour: Ask what everyone wants
  - Listen first, find points of intersection
  - Ex: 4+1 Programs in Engineering; Advancement GA
- Be Helpful, Say Yes a Lot: What’s your Internal Brand?
  - You’re more likely to get invited if you’re seen as a positive contributor
  - Ex: Winning Over the Tough Critics