Advocating On Your Campus: Outside In, Inside Out

R. William Ayres
Associate Dean, Graduate School
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Wright State University

• 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?
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
• 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