Advocacy: Getting Beyond Awareness and Taking Actions

Julie Shroyer
Senior Policy Advisor

Enhancing your Advocacy Efforts at the Federal Level
Ensuring You Have A Seat At The Table

YOUR TOP ISSUE

OR

real challenges. real answers.
Building Your Elevator Speech

- 30 Second Speech.
- Your Elevator Speech Should Have:
  - Key Messages/Goals
  - Information about your Institution/Organization
  - Brief outline of your “asks”
  - Highlight Your Expertise
Enhancing Your Message

Prepare Goals and Messaging:

• Personalize Message
• Know the Big Picture and Key Legislative Issues
• Be an Honest Broker
• Use Data
• Avoid Jargon
Putting It All Together

From your Institution to the State Legislature onto the Federal stage: Advocacy for graduate education is an ongoing process and should be a part of the daily work of a graduate dean.
Questions and Answers
Polsinelli provides this material for informational purposes only. The material provided herein is general and is not intended to be legal advice. Nothing herein should be relied upon or used without consulting a lawyer to consider your specific circumstances, possible changes to applicable laws, rules and regulations and other legal issues. Receipt of this material does not establish an attorney-client relationship.

Polsinelli is very proud of the results we obtain for our clients, but you should know that past results do not guarantee future results; that every case is different and must be judged on its own merits; and that the choice of a lawyer is an important decision and should not be based solely upon advertisements.

© 2014 Polsinelli PC. In California, Polsinelli LLP. Polsinelli is a registered mark of Polsinelli PC