



# Advocacy 101 – NDI CGS 2023

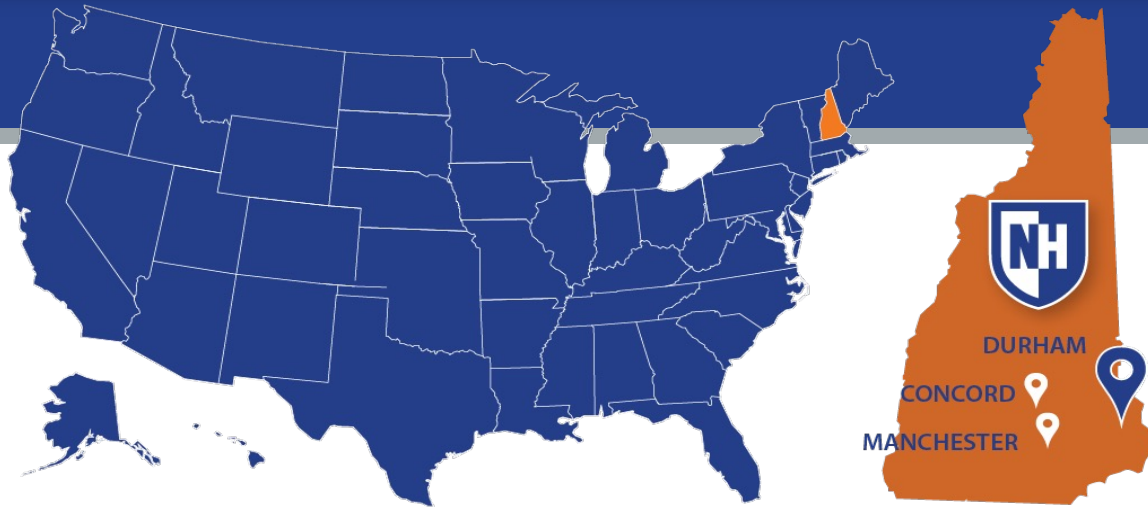
Cari A. Moorhead, PhD

Dean, Graduate School



University of  
New Hampshire

# The University of New Hampshire's Location



A classic college town in a seacoast setting

Durham is an idyllic New England college location with a small-town friendliness and welcoming nature that pairs perfectly with the proximity to big-city opportunities. New Hampshire and Maine's rocky beaches are just moments away. Head north and in an hour you're in New England ski country; take the bus, train or a car one hour south, and you're in the heart of bustling Boston.



Concord Law School



UNH Manchester



Durham (Main Campus)



White Mountains



Boston, MA



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# UNH is New Hampshire's flagship public research university.

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## About UNH

- Founded 1866
- 15,000+ students
- 2,000+ graduate students
- Campuses: Durham, Manchester & Concord (Law)
- Top-tier research “R1” Carnegie designation
- \$190M annual research expenditure
- Land-, Sea-, and Space-grant institution
- Stood up COVID testing lab



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# Tips for Success



- Relationships, relationships, relationships!
- Find ways to slow down the game. Maximizing the work you're already doing to make graduate education more visible.
- Find ways to highlight the strengths of your colleagues.



# 3MT - Engaging Stakeholders on and Beyond Campus as Audience Members and Judges

- Sponsorship – Funds prizes and lunches
- Trainings – Include faculty
- Judges – Trustees, UNH President,
- Invite - Upper administration, program heads, institutional communication office, alumni
- Celebrity (e.g., NHPR)
- Outreach, Advancement, library, coffee shops, etc.



Create themed events with Colleges  
targeted towards alumni



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# The Living Bridge Project at the Music Hall Loft

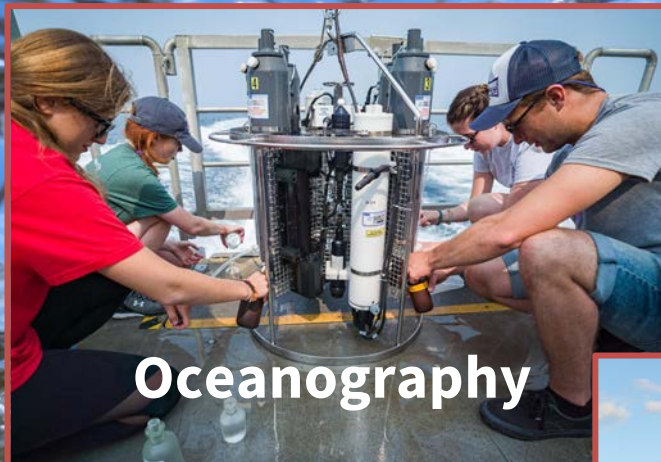
SEACOAST ALUMNI NETWORK



**Making Waves With UNH And The Seacoast**



**University of  
New Hampshire**  
*Marine School*



**Oceanography**



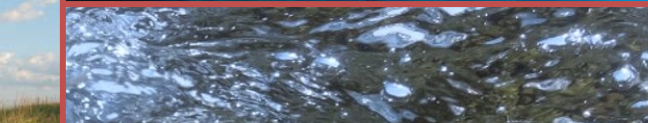
**Marine Biology**



**Natural Resources and Earth System Science**



**Ocean Engineering**



**Ocean Mapping**



**New Hampshire**



# Our Marine Calls to Action



Sustainable  
Seafood



Coastal  
Resiliency



Ocean  
Renewable  
Energy



Marine  
Sensing



Ocean  
Exploration

Engaged Scholarship



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# COASTAL RESILIENCE AND RESTORATION ECOLOGY LAB



Jenny Gibson (Lab Tech)



Creightanya Brewley (MS)



Alex Sangermano (MS)



Kailey Little (UG)



Hanna Mogensen (MS)



Ayden Jacobs (UG)



Emily Dutton (MS)



Marjorie Mednikova (PhD)



Nia Jeffers (MS)



Gabrielle Jarret (UG)



Mike Routhier (PhD)

# NEW HAMPSHIRE – BASED RESEARCH FOCUS



# Seacoast Sips of Science

## Purpose:

- Host UNH grad students, faculty and staff at local breweries to communicate cutting-edge research to the public in a relaxed + accessible atmosphere

## Outcomes:

- Initiated in 2022; 13 events to date, featuring talks from 40 speakers and 500+ audience members at 7 local sites

## Co-Benefits:

- Large community demand (at capacity for multiple events)
- UNH visibility and reputation
- Relationship-building for researchers, audience members, etc.
- Research communications practice



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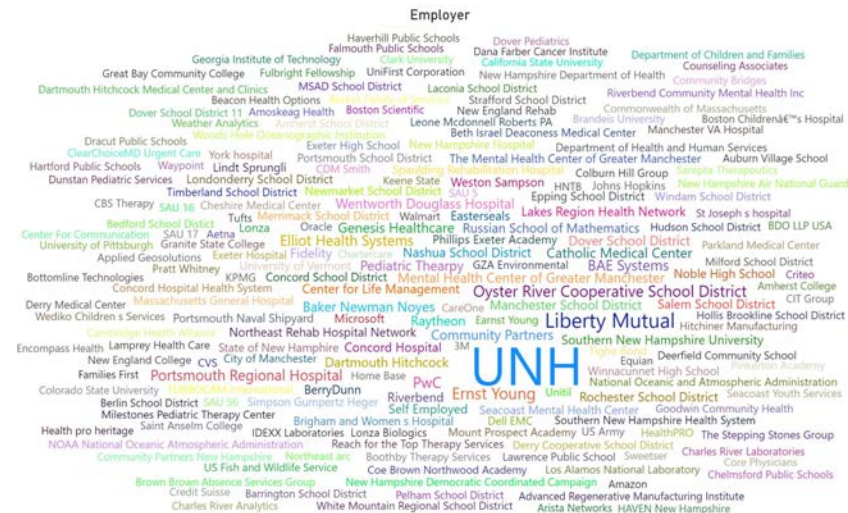
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# Student Success – Alumni Tracking

## First Destination Survey



- 68% response + knowledge
- 96% employed/education
- 92% UNH graduate degree helped meet career goals
- **Use in recruitment**
- **Work with Career Services to focus on employers who recruit graduate students**
- **Share college breakdowns with Deans**



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