

**Roadmap to Advocacy:  
Tell Your Story to Campus Audiences  
and Policymakers**

**Maureen Grasso  
Dean of The Graduate School  
NC State University**

**CGS Technical Workshop  
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# Advocacy is...

- Being a champion for *graduate education*
- Building support for an idea or cause
- Promoting an idea
- Campaigning
- Advertising



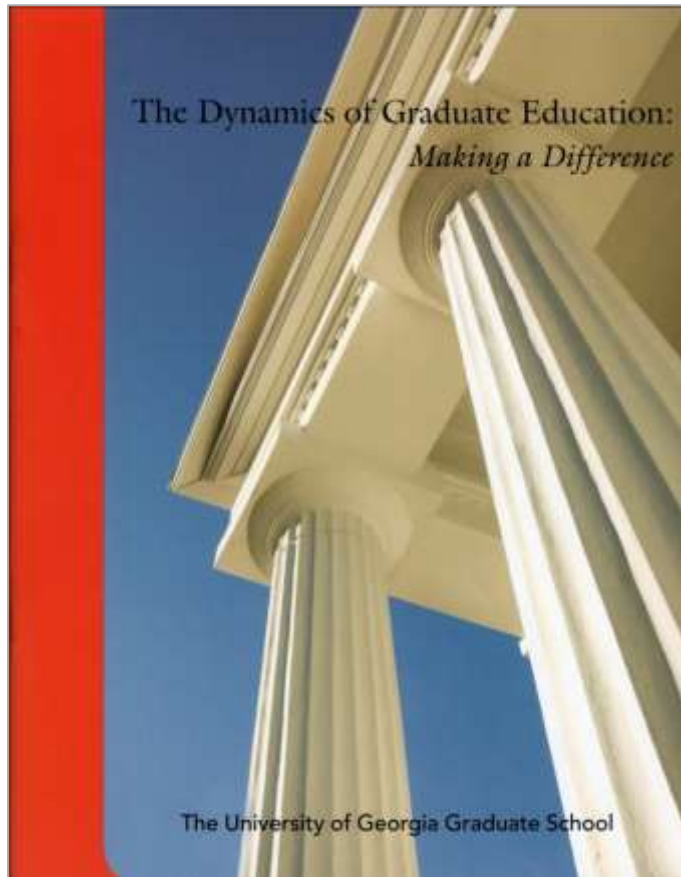
# Getting Your Point Across— Make It *Relevant*



Speaking at a Rotary Club about the value and impact of Graduate Education on “Education Day”

- Use every opportunity.
- Keep students front and center.
- Identify specific areas of interest and *related* research *that affect* individuals and *local communities*.
- Have students participate in programs whenever possible.

# Focus on Success of Graduate Education



- Ask each graduate program to nominate graduate alumni who are “making a difference.”
- Include information about value contributed by graduate degree holders.
- Publish in paper or on web.
- Share with legislators and stakeholders throughout state.

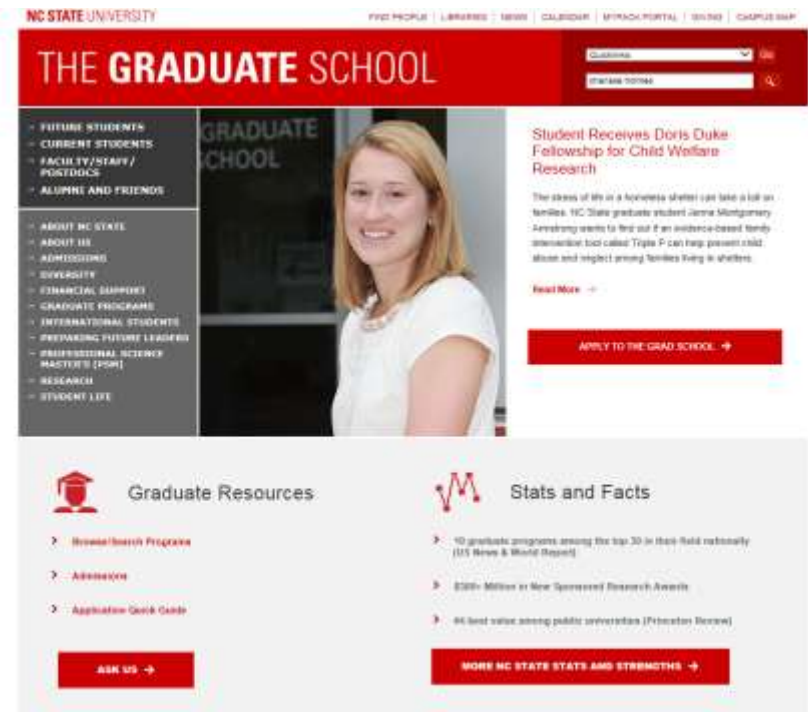
# Engage Others in Student Events To Advocate for You

- Identify events on campus with which you can connect and include other stakeholders.
- Make the experience *relevant* and *worthwhile* so they will take the message to others.



# Connect with the University Community Using Different Avenues

- University Strategic Plan:
  - Enhancing Graduate and Professional Programs
    - *Excellence in graduate and professional education is a critical component in America's global competitiveness, economic growth and quality of life (Council of Graduate Schools, 2006)*
- Graduate Student Association
- Graduate School Website



Graduate School Website

# Use Special Events on Campus to Advocate



NC State graduate alumnus Dr. Antonio Bush, keynote speaker for 2015 Celebration of Graduate Student Success, advocates for value of professional development programs developed and supported by Graduate School.



Planting a tree near the location of the first University of Georgia Graduate School

## Use a Chancellor's Annual Visit to Advocate

- Describe the Value-Added and Impact of Graduate Education to the Campus and the State.
- Raise funds for Fellowships.
- Support Chancellor's outreach by providing talking points on graduate education.





# When Asked – Say Yes!

## Assist in Writing the President’s Report to Donors



“Enhancing graduate education will benefit the institution and the state. [The students] are the people equipped to meet the needs and address the challenges that Georgia faces in the 21<sup>st</sup> century. They are the intellectual task force for a better Georgia, and UGA is obligated to produce them.”

# Build Government Relations

- Learn how your institution works with local, state, and federal governments and what are the reporting requirements for you.
- Meet with your government relations representatives to inform them about key issues in graduate education.
- Use these contacts to highlight events and successes in graduate education.
- Contact your Congressional representatives when key federal legislation is pending.

# Get Others to Help Share Your Message



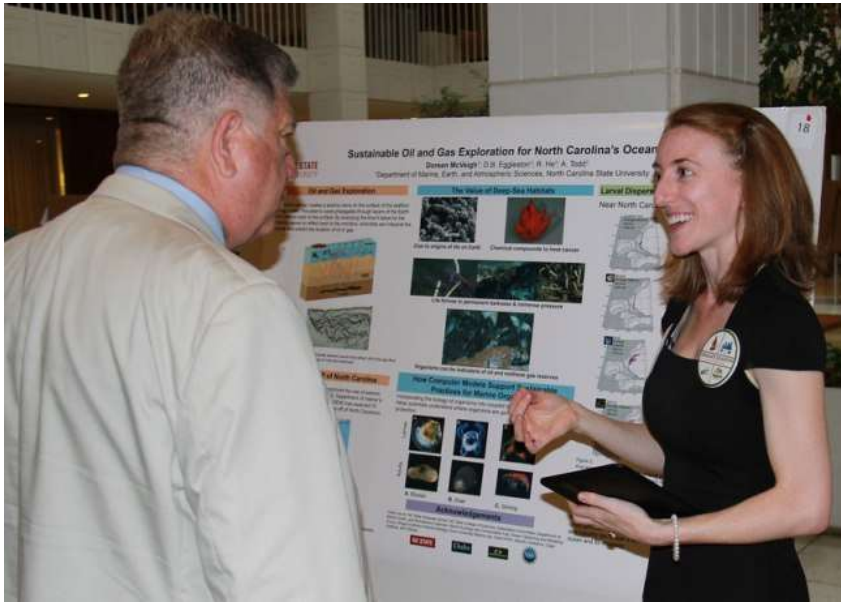
# Use the Power of Numbers: Work with Other Graduate Schools



2015 NC Graduate Education Day

- Engaged legislators with *Relevant* Research.
  - For their constituents and districts (Paper Mill Waste – > New products)
  - That impacts legislation (Ocean, Biosimilars)

# Tell Your Story to Policymakers




- Engage legislators to demonstrate how we are leaving a lasting impact on the State and their constituents.



# Leave an Impression Behind

**NC STATE UNIVERSITY**

**DAVID SUCHOFF**  
MS IN HORTICULTURAL SCIENCE  
DHSUCHOF@NCSTATE.EDU  
RALEIGH, NC





**2013 On-farm Grafted Tomato Trial to Manage Bacterial Wilt**

**About David:**

David grew up in Chapel Hill. After graduating from UNC he served in the Peace Corps as an agricultural extension agent in Paraguay for two years and Costa Rica for a third. Upon his return, David worked as a farm apprentice at the Center for Environmental Farming Systems in Goldsboro, NC. He is currently working towards an MS in Horticultural Science.

**About David's Research:**

David's research focuses on the vigor associated with grafted tomatoes and grafted watermelon. Specifically, he is investigating how efficient the two crops are at utilizing available nitrogen fertilizer in an open field production system. David values the ability to work with North Carolina farmers that his research affords him. In collaboration with a successful NC farmer, he has recently investigated how to best utilize grafted tomatoes for disease resistance and maximum yield.

 [www.ncgradschools.org](http://www.ncgradschools.org) 

- A North Carolina native, David met with legislators from his home district in Chapel Hill and his current district in Raleigh.
- He also shared his crop science research with members of the General Assembly who had made their livelihoods in farming.

# Keys to Communicating Impact

- Explain how graduate programs increase workforce development and attract new businesses.
- Bring policymakers on campus to interface with students and understand our relevance (e.g., Geospatial Institute Builds Predictive Models – climate impact on sea levels and coast line and how this affects our industry).
- Build and nurture relationships throughout the year.
- Have credibility -- never exaggerate.
- Be aware of new “ears and eyes.”
- Ask, “How can we assist you?”

# Lessons Learned

- Don't overlook any opportunity.
- Know your audience: Listen and learn what is important to them.
- Tell stories – They sell.
- Keep students at the forefront.
- Use data to build your case.
- Find others to make the case for you.
- Celebrate students, milestones, and awards!





# **Your Advocacy Roadmap / GPS Is Set**

**You Are Now Ready to Tell Your  
Story to Campus Audiences  
and Policymakers**

