

CGS New Deans Institute: Advocacy 101

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UNC
THE GRADUATE SCHOOL

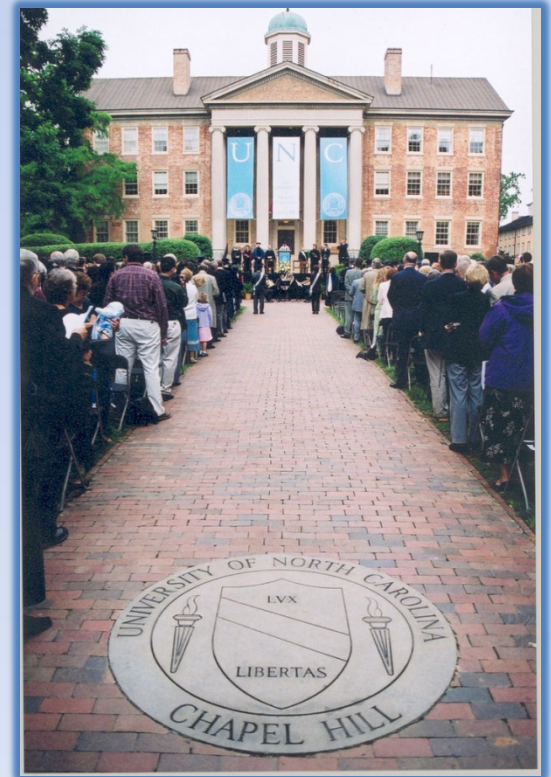
Advocacy – It's part of the job description

- Advocacy = Active and public support
 - YOU are the natural advocate for graduate education on your campus
 - Cannot expect other deans, chairs or directors of graduate study to fill role
- Role/impact of graduate education is not understood



Identifying the audience

- Internal & external audiences
 - Internal individuals/groups
 - Chancellor/President; Provost; Deans
 - Trustees; Administrative cabinet
 - Communications group
 - Students and Alumni
 - External groups
 - Elected officials (local, state and federal)
 - Private industry
 - Public
 - Prospective students



It is all about building relationships

- Attend all receptions/events
 - Opportunity to speak with legislators, trustees, alumni and donors
- Attend trustee meetings
 - Demonstrates your interest
- Get involved in the Political arena
 - Know your legislative liaisons
 - Know your local policy makers



Why is graduate education important?

- Economic value & impact
- Graduate schools are epicenters of innovation
- Contributes to institutional reputation
- Graduate programs enhance undergraduate education
- Social value of graduate education



Strategies at UNC-Chapel Hill

- Visibility with Board of Trustees
- Relationships with legislative liaisons
 - Federal and state
- Strong relationships with cabinet members
- NC Council of Graduate Schools
- Advancement Board
- High profile graduate student-centered campus events



Three takeaways

- 1) Put yourself out there as an advocate for graduate education
- 2) Build relationships across campus
- 3) Arm yourself with data and stories about the value of graduate education

