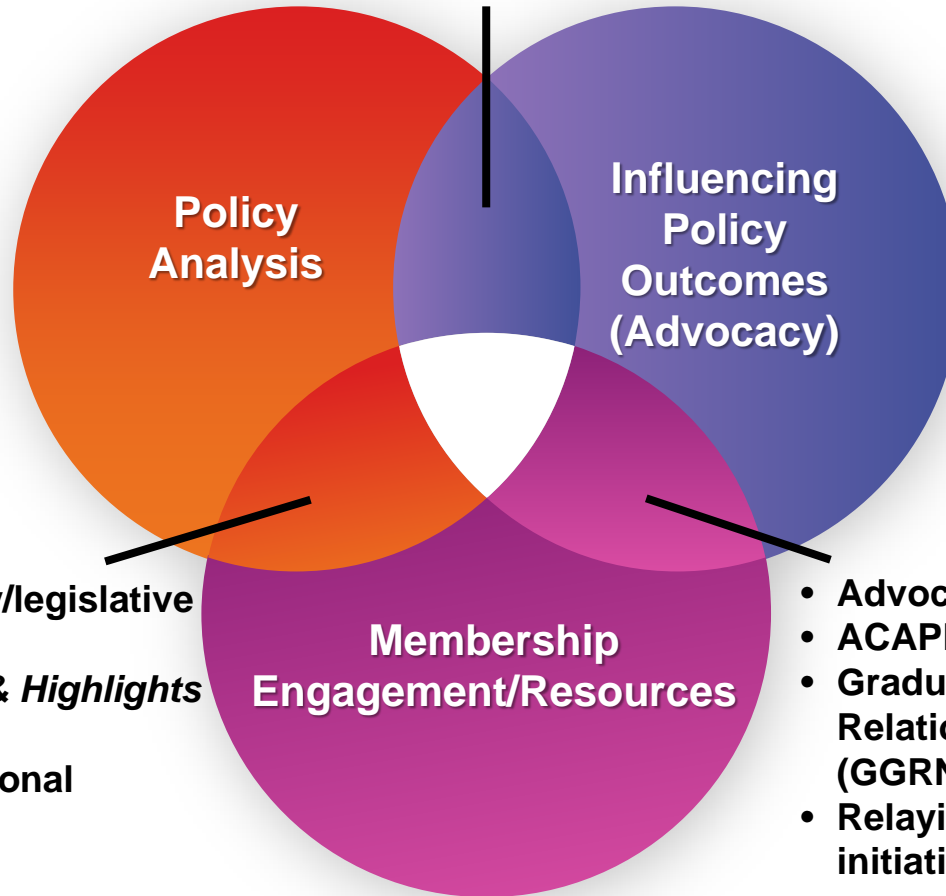


Advocacy 101

New Deans Institute 2019

July 13, 2019

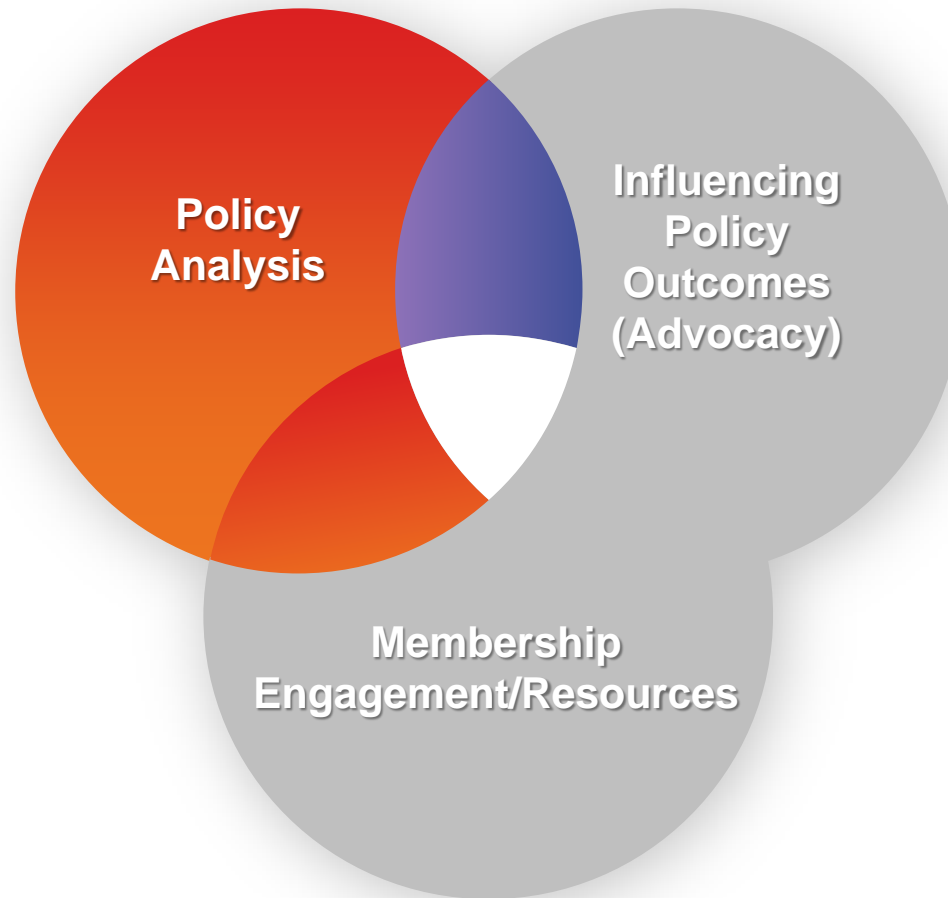
- Lobbying Congress, Administration
- Federal Policy Agenda
- Relationship-building
- Coalition work



- Development of policy/legislative briefs
- *Washington Insights & Highlights* Newsletter
- Relaying CGS institutional research/reports

- Advocacy Hill Day
- ACAPP/AAN
- Graduate Government Relations Network (GGRN)
- Relaying CGS member initiatives like GradImpact

Policy Analysis



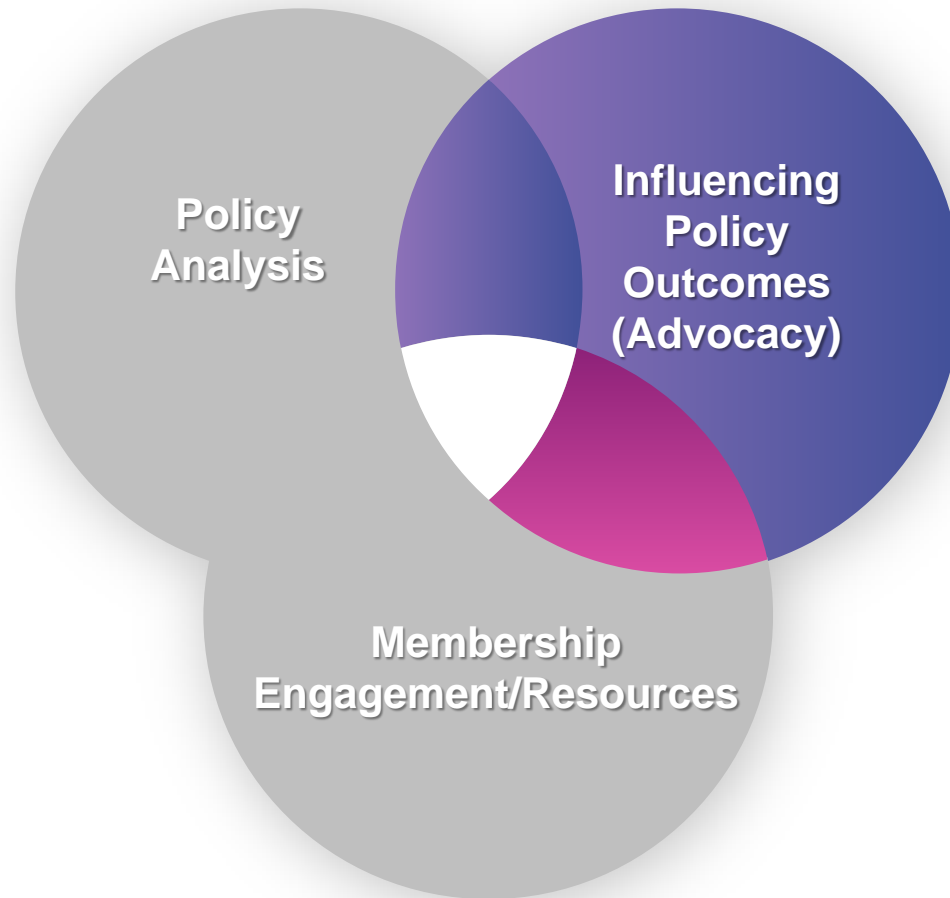
CGS's 2019-2020 Federal Policy Agenda



Priorities:

1. Preparing a 21st Century Workforce by Investing in Graduate Education
2. Improving Tax Policies to Support Graduate Students, Employers, and Employees
3. Strengthening the U.S. Role in the Global Community
4. Advancing Research and Innovation
5. Promoting Diversity, Equity, and Inclusion

Influencing Policy Outcomes (Advocacy)



H.R. 3334: Expanding Access to Graduate Education Act

June 19, 2019

Bill is Introduced

May-June 2019

Interdepartmental Collaboration

- Working with comms team on press release, social media, and website text.
- Working with data/research team on cost projections for expanding Pell under different scenarios

Spring 2019

External Stakeholders

- “Checks and balances” with other WHES and higher education organizations. Ex- APLU, NASFAA, NAGPS

Winter-Spring 2019

Internal CGS Stakeholders

- ACAPP/AAN
- Graduate Government Relations Network (GGRN)
- April Advocacy Hill Day- both Republican cosponsors met with CGS members who discussed this issue

Fall 2018-Spring 2019

Relationships with Federal Policymakers

- Meetings with bipartisan Congressional offices to pitch this bill.
- CGS actively lobbies in accordance to the Lobbying Disclosure Act of 1995.

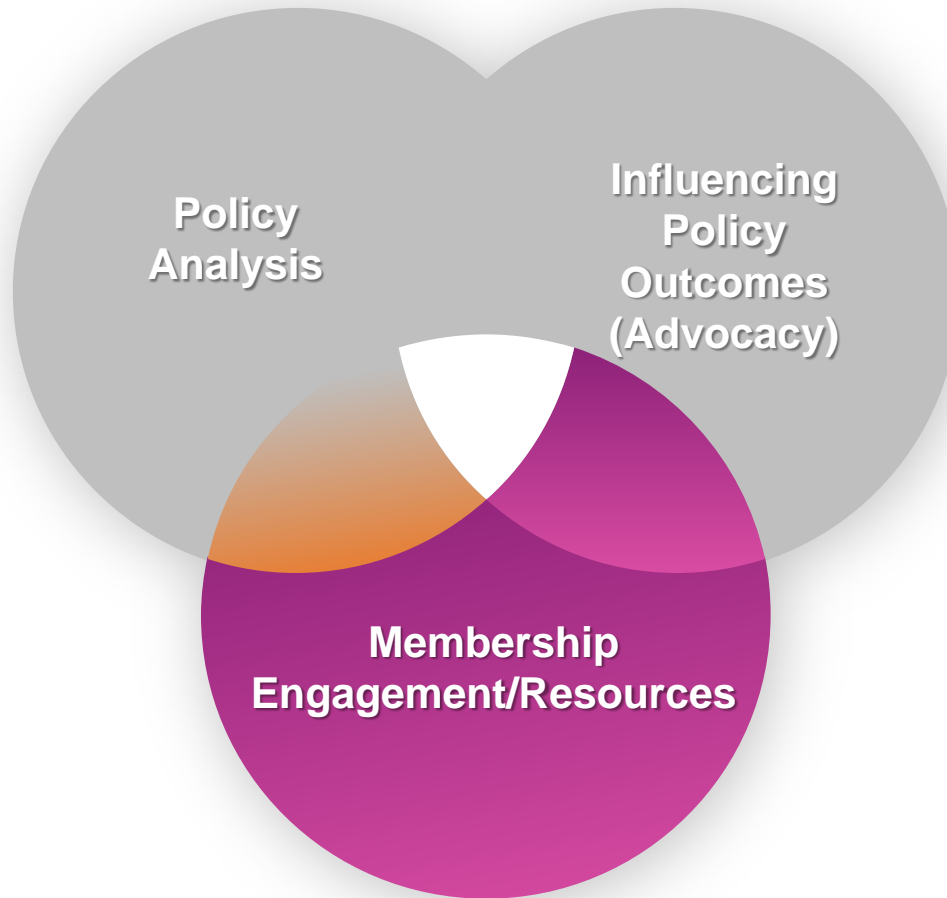
Federal Policy Agenda finalized early 2019

Establishing Policy Priorities

This proposal aligns with the following Federal Policy Agenda 2019-2020 Priorities:

- “Preparing a 21st Century Workforce by Investing in Graduate Education”
- “Promoting Diversity, Equity, and Inclusion”

Membership Engagement/Resources



Advisory Committee on Public Policy and Advocacy (ACAPP)



Jerome Kukor
Chair



Roberta Brooke



Ernest Brothers



Jennifer Hart



David Jackson Jr.



Elizabeth Kenney



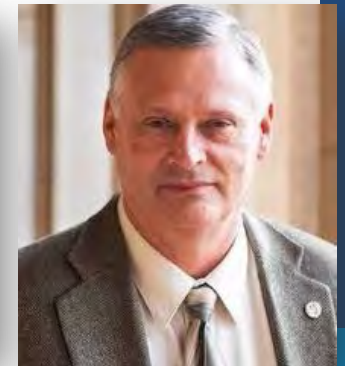
Carole Genetti



Brian Kloepfel

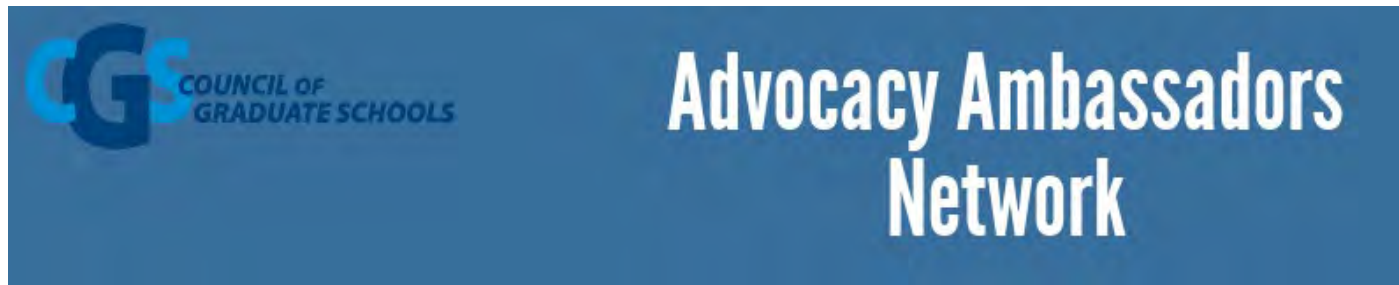


Michelle Penn-Marshall



Mark Sheridan

Internal Stakeholders



Sign Up Today! Voluntary network of CGS members who receive regular updates and invitations to webinars, calls, and other resources.



Sign Up Your University's Gov Affairs Staff! Convenes gov relations professionals for regular updates, calls.

Enrollment & Degree

Total Enrollment
Total Degrees Conferred

Total Master's Enrollment 108,762
Conferred 48,306

Federal Research by Select Age

National Science

\$833,178,000

Total NSF Funding

National Institutes of Health FY18¹

\$3,077,240,566

Total NIH Funding

Workforce

Among the fastest growing

MASTER'S DEGREE REQUIRE

Phys Occup

DOCTORAL OR PROFESSIONAL

Health Specialties Phys

Washington

Volume 8, Number 21 | July 12, 2018

IN THIS ISSUE:

CGS's legislative brief offers a new resource for Congress, an overview of the legislative affordability of, graduate of this bill on your graduation include this as part of your

International Graduate Students: Innovators, Researchers, and Entrepreneurs

Policy Brief
March 2019

The strength of our nation's graduate education enterprise depends upon both domestic and international scholarship. International students bring a rich array of ideas and experiences that promote diversity within today's graduate student population and tomorrow's workforce. U.S. domestic and international students who learn and interact with their peers foster cross-cultural understanding and diplomacy, which are necessary for our increasingly globalized economy. For U.S. graduate education to remain the gold standard, policies should support the ability for American institutions to attract top international talent as well as allow graduates to apply their education and training as part of the U.S. workforce.

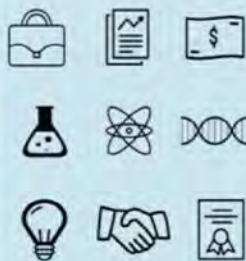
First-Time International Graduate Enrollment In U.S. Institutions*



According to data from the Council of Graduate Schools (CGS), there are over 339,000 international students pursuing master's and doctoral education at CGS member institutions and regional affiliates. International graduate students constituted 18.5% of total enrollment in master's and doctoral programs in Fall 2017. First-time graduate enrollment of international students decreased (-3.7%) between Fall 2016 and Fall 2017. This is the second consecutive decrease since 2003.**

As of Fall 2018, CGS member institutions saw a 6% decrease in applications and a 2% decrease in first-time enrollment to master's and certificate programs. This is particularly notable as first-time international graduate enrollment in these programs constitutes 77% of total first-time international graduate enrollment. China and India remain the two largest countries of origin for international graduate students.***

Economic Impact and Innovation



According to NAFSA, in Academic Year 2017-2018, undergraduate and graduate international students contributed \$39 billion to the economy and supported over 450,000 jobs.^

- Since 2000, immigrants have won 39% of the Nobel Prizes received by Americans in Chemistry, Medicine and Physics.
- In 2016, all 6 American winners of the Nobel Prize in economics and scientific fields were immigrants.
- In 2017, the sole American winner of the Nobel Prize in Chemistry was an immigrant. ^^

Immigrants generate a significant portion (28%) of high-quality patents. Presence of foreign-born graduate students can also have positive impacts on innovation and patenting by native-born students. ^^

Opportunities that allow international students to gain experience and employment in their field of study, such as the Optional Practical Training program, provide valuable enrichment and immersion in the U.S. workforce. Extending dual intent so that these highly-educated and trained individuals can become employed long-term is one solution to strengthening the U.S. economy and its global competitiveness.

Quick Start Guide: Advocacy Basics



Is it an advocacy opportunity?



How does your issue fit into the larger context?



Understand your campus protocol and loop in government relations staff.



Executing an effective conversation.



Following up and maintaining a working relationship.

Graduate deans are the natural advocates for graduate education.

Their stakeholders include:

- local, state, and federal policymakers
- campus administrators, faculty
- donors, boards of trustees,
- employers, alumni
- and community organizations

Advocacy 101 Panel Discussion

- **Ernest Brothers**, Associate Dean, Graduate School,
The University of Tennessee, Knoxville
- **Jerry Kukor**, Dean, School of Graduate Studies,
Rutgers University
- **Joanne Romagni**, Vice Chancellor, Research and
Dean, Graduate School,
The University of Tennessee, Chattanooga