

Advocating on Behalf of Graduate Education to Internal Audiences

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UNIVERSITY



Internal Audiences

- President & Provost
- Vice Presidents
- Academic Affairs Leadership Team –
Deans and Associate Vice Presidents
- Chairs and Directors
- Graduate Program Advisors & Staff
- Students



What is the message?

- Institutional Mission
- Graduate School Mission & Vision
- Quality programs - intentionality
- Complementarity between undergraduate & graduate student education
- Public & private good



SJSU-centric perspective

1. Degrees – bachelor, master and professional doctorates
2. Be at the table!
3. Insert a consistent graduate-focused message
4. Be opportunistic – WASC accreditation



Tools for Advocacy

[Ref 1]

- Data
- Narratives
- Networking
- Website Development
- Social Media
- Learning Management Systems
- Internal meetings & retreats
- Student Leadership



Reference

1. CGS Guide to Advocacy for Graduate Education Leaders, (2013)

Available at
www.cgsnet.org/publications