

CGS New Deans Institute: Political Engagement

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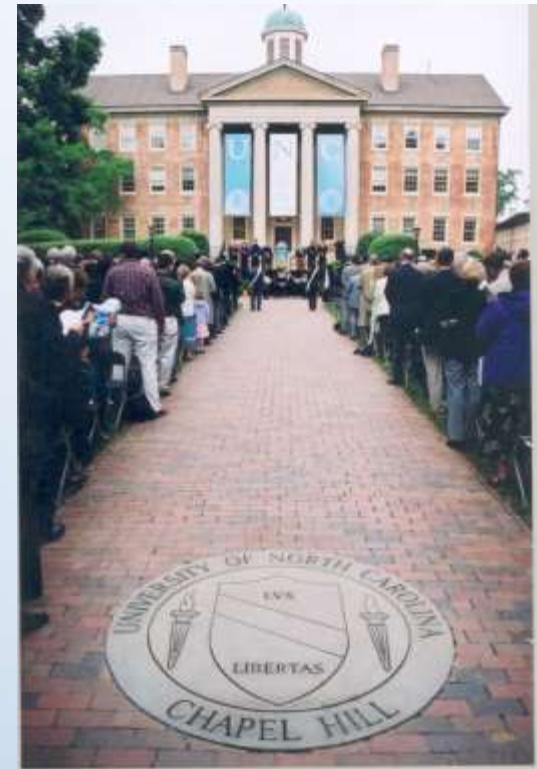
University of North Carolina at Chapel Hill



UNC
THE GRADUATE SCHOOL

Political Engagement: Part of the Job Description

- Role/impact of graduate education is poorly understood
- Internal & external 'political' constituents
 - Internal groups
 - Deans; Chancellor/President; Chancellor's cabinet; Trustees
 - External groups
 - Board of Governors for UNC system; Elected officials (state and federal); private industry; public



Why is Graduate Education Important?

- Economic value & impact of a graduate education
- Importance of graduate education in innovation
- Institutional reputation
- Social value of a graduate education
- Graduate programs enhance undergraduate education



Strategies Employed at UNC-Chapel Hill

- North Carolina Council of Graduate Schools
- Graduate Education Advancement Board
 - Specific for UNC-Chapel Hill
- Relationship with UNC legislative liaisons
 - State level
 - Federal level
- Visibility with the Board of Trustees
- Strong relationships with Chancellor's cabinet
- Networking



Federal and State Legislative Liaisons

- UNC-Chapel Hill state legislative liaison
 - Keep up to date on graduate school priorities
 - Maintain ties with General Assembly
- Federal legislative liaison
 - Local and in Washington, DC
 - Visits to legislative offices in Washington, DC
 - Reciprocal visits when legislative office director is in Chapel Hill



Graduate Education Advancement Board

- Mission
 - The Graduate Education Advancement Board supports The Graduate School by serving as advocates and ambassadors for graduate education in the university, the community, the state, and the nation. In addition, the board helps to generate funds to assist graduate students at the University of North Carolina at Chapel Hill.
- Membership
 - Community/state leaders
 - Significant donors
 - Legislators
 - Alumni in leadership positions



A Positive Political Outcome

- Tuition remission – always on the ‘cut’ list for the General Assembly
 - Members of the GEAB in the General Assembly
 - One in the Senate (R); one in the House (D)
 - An opportunity to educate colleagues regarding role and importance of remission
- Final tuition remission budget preserved across the state

