Advocating with Policy Makers: Getting Beyond Awareness and Taking Action

CGS Technical Workshop

Maureen Grasso

Dean of the Graduate School

NC State University

July 16, 2014

Getting Your Point Across— Make It Relevant



Speaking at a Rotary Club in south Georgia on "Education Day"

- Don't overlook any 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.

Engage Others in Student Events

- 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.





Focus on Impact of Graduate Education

- Ask departments to identify students whose research has an impact within your state.
- Prepare print and online versions to distribute to legislators.





Leverage Your Institution's Message



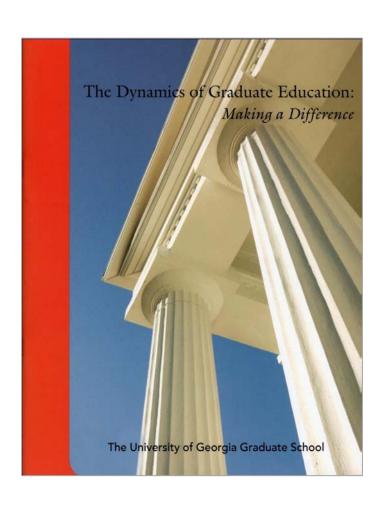
- Use strategic plans, presidential reports, alumni association events to promote your message about graduate education.
- Include data to make to strong case.

Take the Message from Campus to a Larger Audience



- The Pathway to the Future
 North Carolina State University
 Strategic Plan 2011-2012
 - "To the extent that we allow our enrollment to grow, our priority will be the expansion of professional and graduate education...
 Graduate students and postdoctoral scholars provide the intellectual input and activities essential to advance research."

Focus on Success of Graduate Education



- Ask each graduate program to nominate their 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.

Build Government Relations

- Learn how your institution works with local, state, and federal governments.
- 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 them when key legislation is pending.
- Be a resource for them.

Keys to Success

- Build and nurture relationships throughout the year.
- Have credibility by never exaggerating.
- New "ears and eyes"
- Ask, "How can we help them?"
- Build our case to let them to let them know we are important.

Work with Other Graduate Schools



Participants in the 2014 North Carolina Graduate **Education Day** event shared research relevant to state legislators in individual meetings and a poster session.

Get Others to Help You Share Your Message



State of North Carolina

PAT McCRORY

GOVERNOR

GRADUATE EDUCATION WEEK

2014

BY THE GOVERNOR OF THE STATE OF NORTH CAROLINA

A PROCLAMATION

WHEREAS, graduate education is vital to the scientific, cultural and economic needs of local, state and global communities and is critical to discovery and creativity; and

WHEREAS, graduate education draws more than 44 thousand students from North Carolina, as well as from across our nation and the world, to our prestigious colleges and universities; and

WHEREAS, our 21st Century economy will depend upon the skills of a highly educated workforce, with many careers requiring an education level of a master's degree or beyond; and

WHEREAS, according to the Council of Graduate Schools, by the end of the decade it is expected that there will be a 22 percent increase in jobs requiring a master's degree and about 20 percent for jobs that require a dectorate or professional degree; and

WHEREAS, graduate students help mentor undergraduate students, act as teaching assistants, and support the efforts and research of faculty while becoming experts in their chosen fields of study; and

WHEREAS, a graduate education provides a higher level of expertise that prepares students to become highly skilled professionals; and

WHEREAS, the State of North Carolina is proud to be home to numerous graduate programs in diverse disciplines, offering scholars a wide array of opportunities to advance their education;

NOW, THEREFORE, I, PAT McCRORY, Governor of the State of North Carolina, do hereby proclaim May 19-23, 2014, as "GRADUATE EDUCATION WEEK" in North Carolina, and

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of North Carolina at the Capitol in Raleigh this sixth day of March in the year of our Lord two thousand and fourteen, and of the Independence of the United States of America the two hundred and distinguished the Carolina of the Independence of the United States of America the two hundred and distinguished the Carolina of the Independence of the United States of America the two hundred and distinguished the Carolina of the Independence of the United States of America the two hundred and distinguished the Carolina of the Independence of the United States of America the Independence of I



PAT McCRORY
Governor



Leave Behind Pieces

NC STATE UNIVERSITY

DAVID SUCHOFF

MS IN HORTICULTURAL SCIEN DHSUCHOF@NCSU.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



- 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.

On the Hill

