

Advocating with Policy Makers: Getting Beyond Awareness and Taking Action

CGS Technical Workshop

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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.

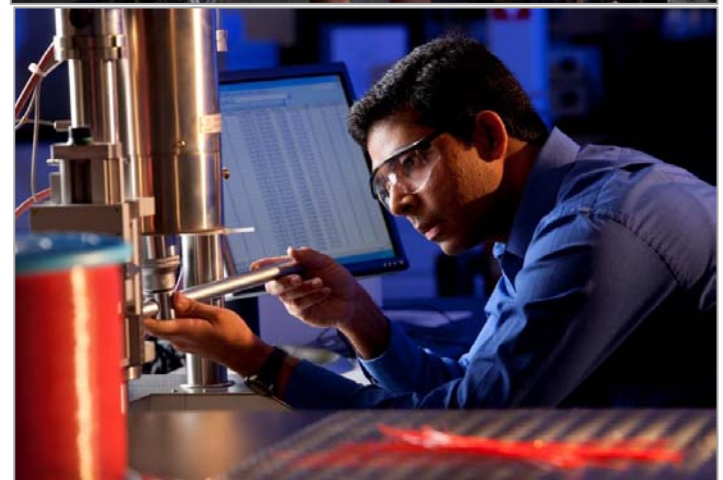
Engage Others in Student Events

- 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



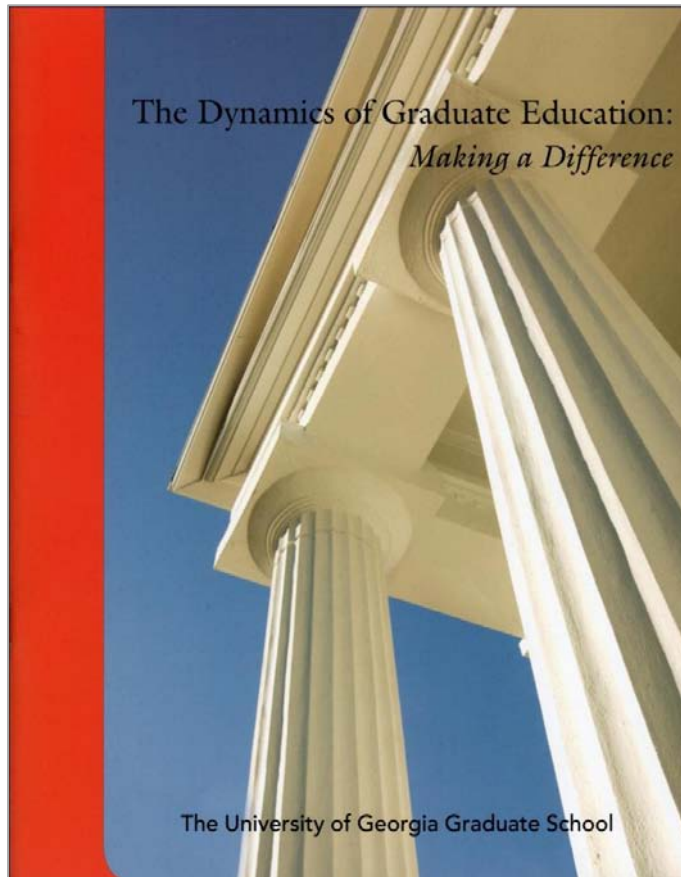
- Use strategic plans, presidential reports, alumni association events to promote your message about graduate education.
- Include data to make to strong case.

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

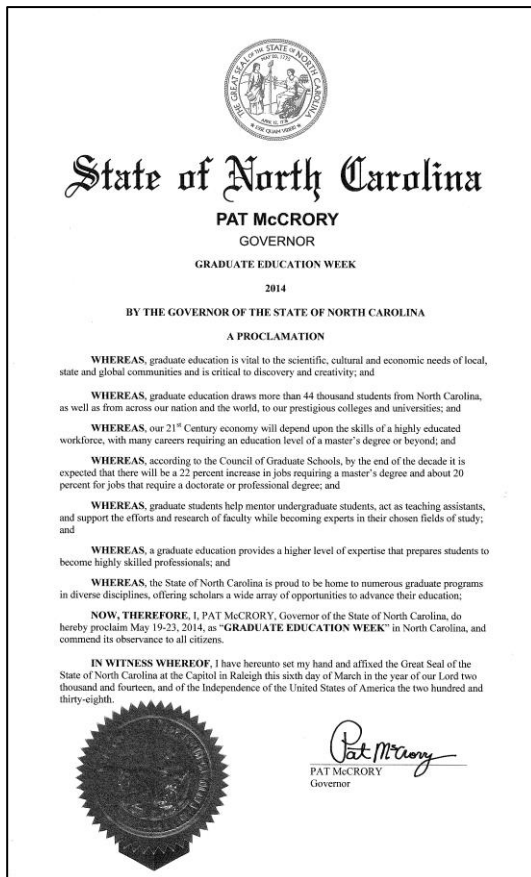
- Build and nurture relationships throughout the year.
- Have credibility by never exaggerating.
- New “ears and eyes”
- Ask, “How can we help them?”
- Build our case to let them to let them know we are important.

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



Leave Behind Pieces

NC STATE UNIVERSITY

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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

