



## Advocacy: Getting Beyond Awareness and Taking Actions

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Enhancing your Advocacy  
Efforts at the Federal Level

# Ensuring You Have A Seat At The Table



OR



# Building Your Elevator Speech

- **30 Second Speech.**
- **Your Elevator Speech Should Have:**
  - **Key Messages/Goals**
  - **Information about your Institution/Organization**
  - **Brief outline of your “asks”**
  - **Highlight Your Expertise**



# Enhancing Your Message

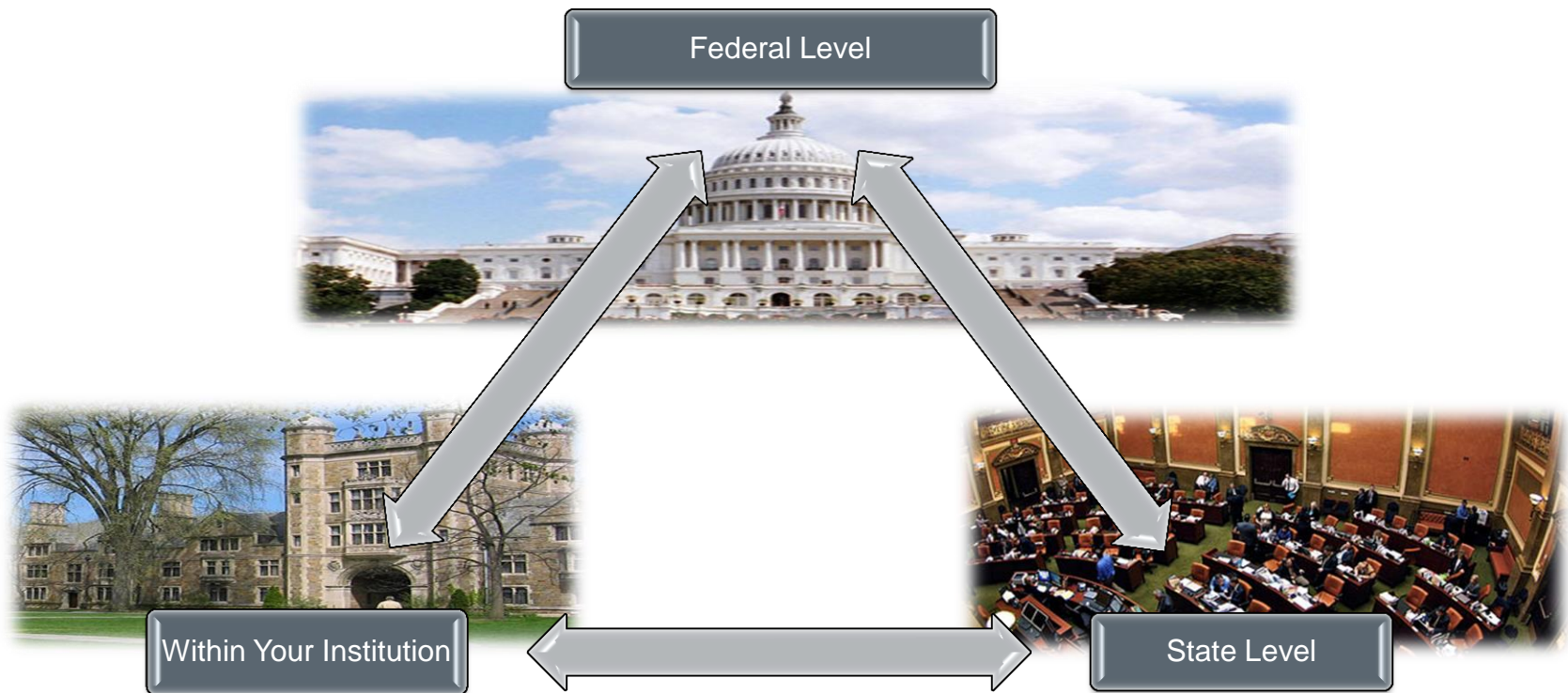
## Prepare Goals and Messaging:

- **Personalize Message**
- **Know the Big Picture and Key Legislative Issues**
- **Be an Honest Broker**
- **Use Data**
- **Avoid Jargon**



# Putting It All Together

**From your Institution to the State Legislature onto the Federal stage: Advocacy for graduate education is an ongoing process and should be a part of the daily work of a graduate dean.**



# Questions and Answers





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