

CGS New Deans Institute: Political Engagement

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UNC
THE GRADUATE SCHOOL

Internal and External 'Political' Constituents

- Public institutions must educate and influence a wide range of stakeholders/constituents
 - Internal groups include:
 - Other Deans
 - Chancellors cabinet
 - Board of Trustees for UNC-Chapel Hill
 - External groups include:
 - Board of Governors for UNC system
 - State General Assembly (Senate and House)
 - Governor
 - Private enterprise
 - Public



Political Issues

- Social value of a graduate education
- Economic value of a graduate education
 - Graduate students make it possible to attract external funding; job creation; economic multiplier
- Institutional reputation is related to quality of graduate programs
- Tuition remission for out-of-state students
 - Funding our doctoral students
- Value of providing graduate education for out of state students
 - Graduate School is not subject to out-of-state enrollment caps



Strategies Employed at UNC-Chapel Hill

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



Graduate Education Advancement Board

- Mission
 - The Graduate Education Advancement Board assists the Graduate School and the University in generating broad support and funding for graduate education at UNC-Chapel Hill
- Membership
 - Community/state leaders with an interest in supporting graduate education
 - Significant donors contributing to graduate education
 - Legislators
 - Alumni in leadership positions



Federal and State Legislative Liaisons

- UNC-Chapel Hill maintains a state legislative liaison
 - The graduate school keeps this individual up to date on graduate school priorities
 - Work directly through this individual to maintain ties with General Assembly
- UNC system maintains a legislative office in Washington, DC
 - Attend annual events in Washington, DC
 - Frequent visits to this office and to legislative offices in Washington, DC
 - Reciprocal visits when legislative office director is in Chapel Hill



Working with the Board of Trustees

- Attend bi-monthly BOT meetings
 - Visibility is important
 - Raise issues of importance for graduate students
- Organize an annual lunch with BOT and faculty focused on graduate education
- Former Trustees appointed to the GEAB
 - Continues their contact with university and graduate education
- Networking at university events
- Invitations to major Graduate School events
 - Graduate student recognition ceremony
 - Hooding ceremony at commencement



A Positive Outcome

- State budget passed in House and Senate had different impacts on the university
 - Contacted by member of House and member of Senate prior to conference committee
 - Both members of GEAB
 - Opportunity to discuss impact of each budget on graduate education
 - Answered specific questions regarding budget impacts on graduate education
- Final budget was a compromise that did not disproportionately disadvantage graduate education

