



EMORY

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Reflections on the Importance of Internal and External Political Engagement

*CGS New Deans Institute
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Importance and Value of Your Voice

- Enlivens university vision
- Defines and represents mission
- Generates innovation and competitiveness



Purpose and Principles for Your Message

- Information
- Renew commitments
- Seek new commitments
- Emphasize connections
 - Town-grown relationships
 - Public-private partnerships



Know Your Audience

- ❖ Local and national legislators
- ❖ Trustees, alumni, friends of the university

interests, alignments, history, pathways, politics



Message Impact and Your Story

- Demonstrate reach beyond the university
- Emphasize solving “problems of this day”
 - change priorities
 - influence critical decisions
 - create new policies or program directions
- Share your journey as a global-citizen
 - student-citizen
 - scholar-citizen
 - academic leader-citizen



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Inspiration and Guidance

The Path Forward Report
The Future of Graduate Education in the United
States

<http://www.fgereport.org/>