

# Reflections on the Importance of Internal and External Political Engagement

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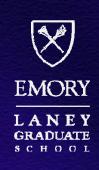
# Importance and Value of Your Voice

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



### Purpose and Principles for Your Message

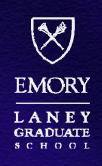
- Information
- Renew commitments
- Seek new commitments
- Emphasize connections
  - Town-grown relationships
  - Public-private partnerships



#### **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



## **Inspiration and Guidance**

The Path Forward Report

The Future of Graduate Education in the United

States

http://www.fgereport.org/