Thoughts on Advocacy

In General
- Anticipate, be ready and able to build and state your case and be informed on the issues
  - Know your data to make a compelling argument, i.e. fact book
  - Latest information on pending legislation
- Build on-going relationships with key people/organizations, not just when you need them
  - People of influence in the community
  - Media
  - Legislators
  - Businesses
- Be able to explain clearly the desired outcome
  - You may need to educate your supporters on your views and help them come to the right conclusion
  - Be clear on what I needed and to be accomplished, have a uniform message
- Have other make your case for you
  - Foster these relationships to speak on your behalf
- Thank people and keep them involved
  - Maintain relationships
  - Success can only come from within a collaborative supportive effort

At COC
- On-going data analysis that can be used to substantiate our needs
- Communication internally and externally to local community and legislators all the time, keep them aware of us
  - Keep all relationships informed, i.e. Bottom Line, Breaking News, President’s Circle Newsletter, Monday Report
- Bring legislators and influential people to campus to develop and maintain the connection with the institution:
  - Foundation events
  - Social/Special events
  - Ribbon cuttings

How can you be an advocate?
- Keep other informed of what is going on in your area, so that we can influence policy and advocacy
- Keep in contact with your network, within the college, colleagues at other colleges and through your professional organizations
- Work to build these relationships
  - Advisory groups
Events/
ceremonies
Show
appreciation

- Pay attention to calls for action
  - Use your voice – send letters and emails
- Pay attention to pending legislation and how it will affect your area and the college
- Share our student’s compelling stories, they help make the case
- Advocacy is everybody’s business – it provides jobs, flexibility and resources!

*Source: Dr. Van Hook 2008*