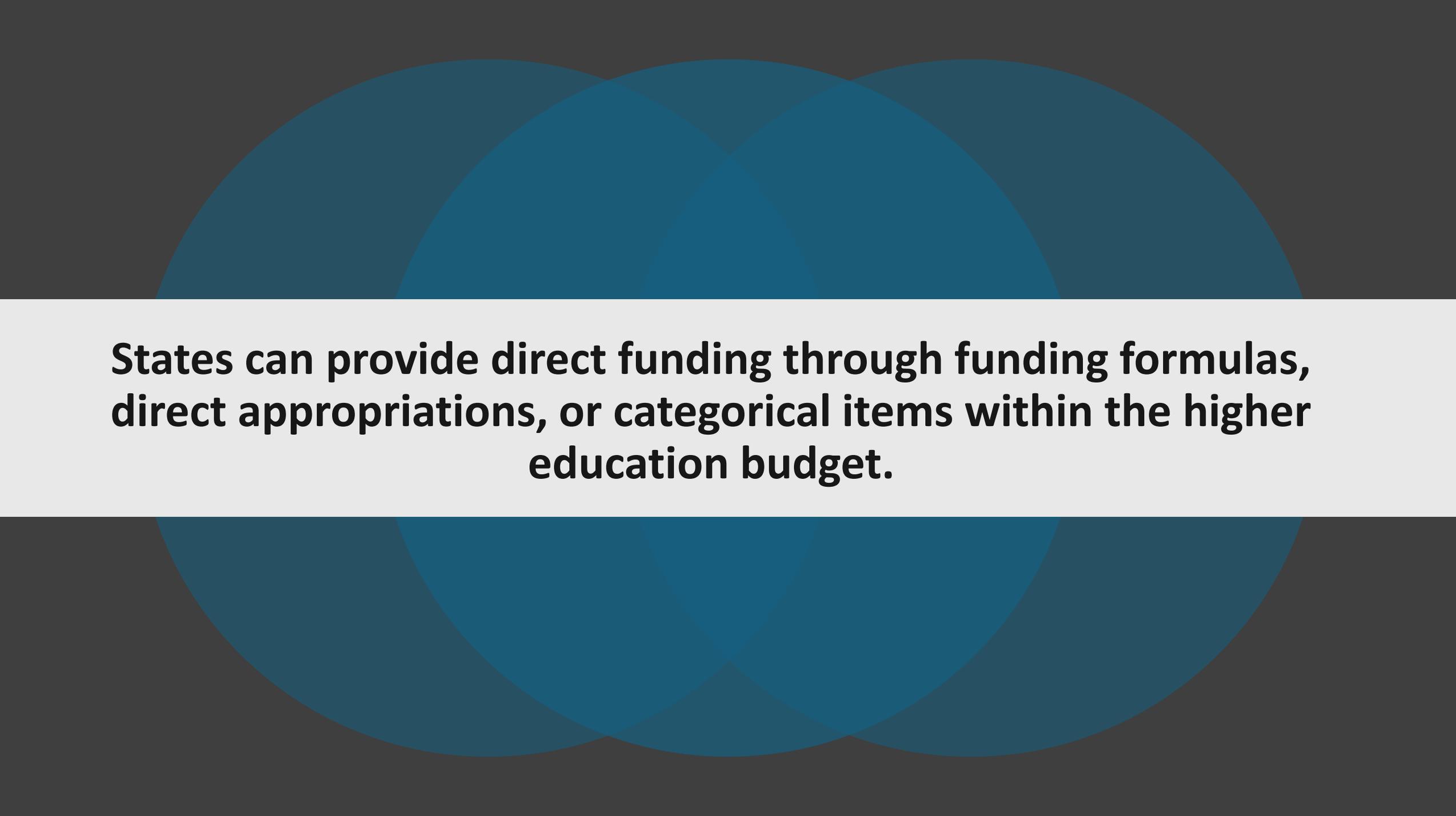


# **Improving Your Advocacy**

**Presented by Hunter R. Boylan, Ph.D.**

**Professor and Director Emeritus**

**National Center for Developmental Education**



**States can provide direct funding through funding formulas, direct appropriations, or categorical items within the higher education budget.**

**As of 2021...**

- **85% of direct spending on higher education came from state budgets.**
- **22 states provided 100% of direct funding.**

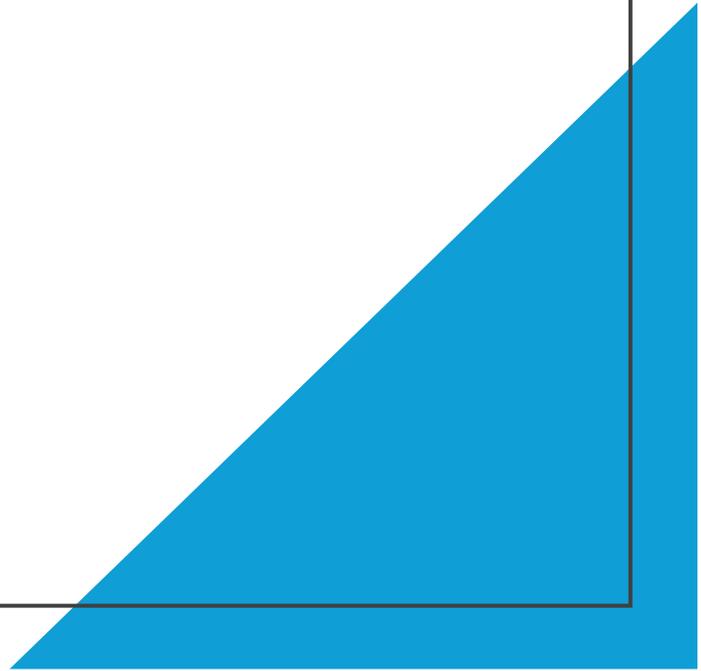
# Legislatures

- **All states except for Nebraska have Bicameral Legislatures**
- **In other words, states have both a senate and a house representatives.**



# **Your best bet is to...**

**Lobby State Legislature and  
other state officials.**



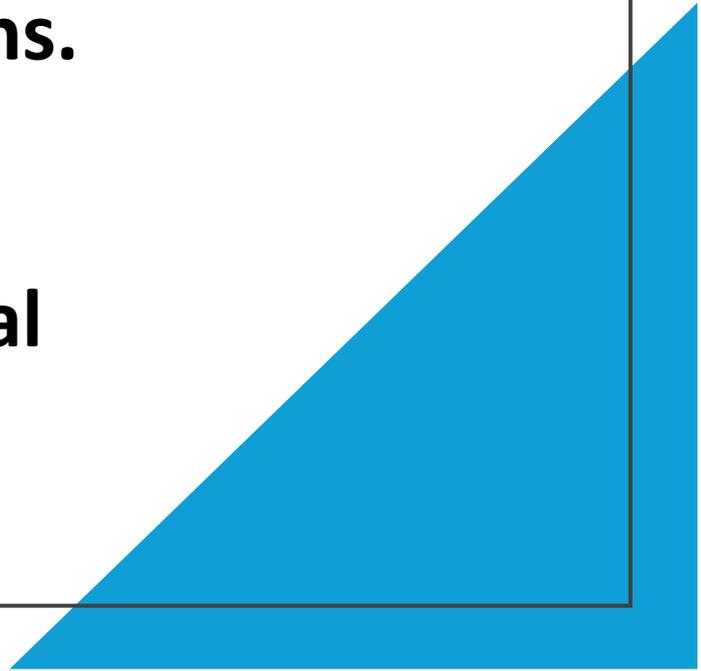
# Lobbying is..

**A form of advocacy where individuals or groups share information with legislators and other policy-makers to make decisions favoring their interests.**

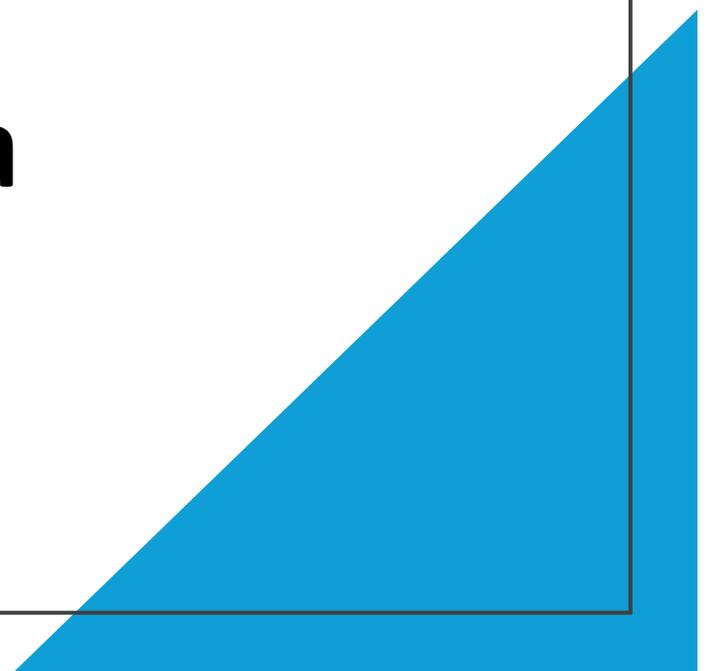


# Grassroots Lobbying

- 1. Writing a letter, sending an email, or making a phone call to legislators or policy makers is a constitutional right of citizens.**
- 2. Offering to exchange something or threatening someone are not constitutional rights.**



**Check the rules of your state to determine your legislators definition of a “lobbyist.”**

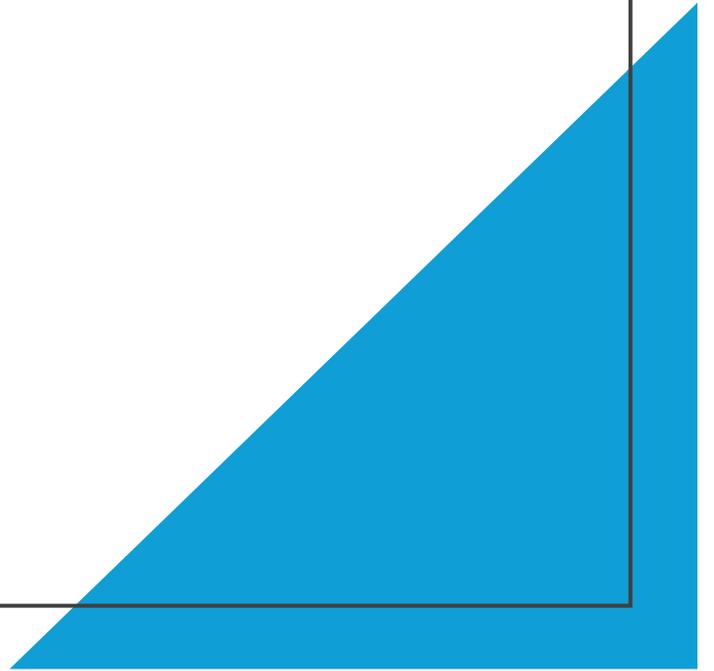


# **Before going to a legislators' office or inviting him/her to campus...**

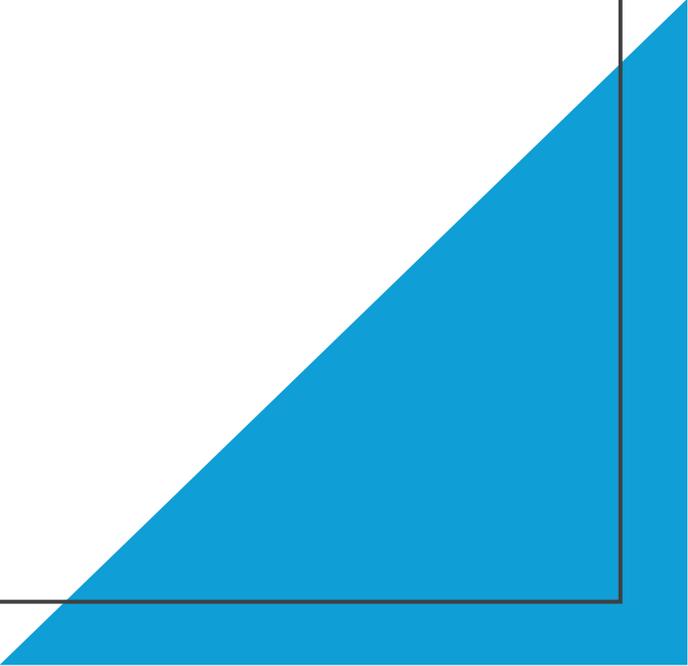
- 1. Check with your President's Office to insure that he/she is supportive of the visit.**
- 2. Check with your Grants Planning Office to insure that you are not conflicting with other priorities of which you may not be aware.**

# Lobbying State Officials

- *Email*
- *Telephone*
- *Letter*
- *In person*



# Email

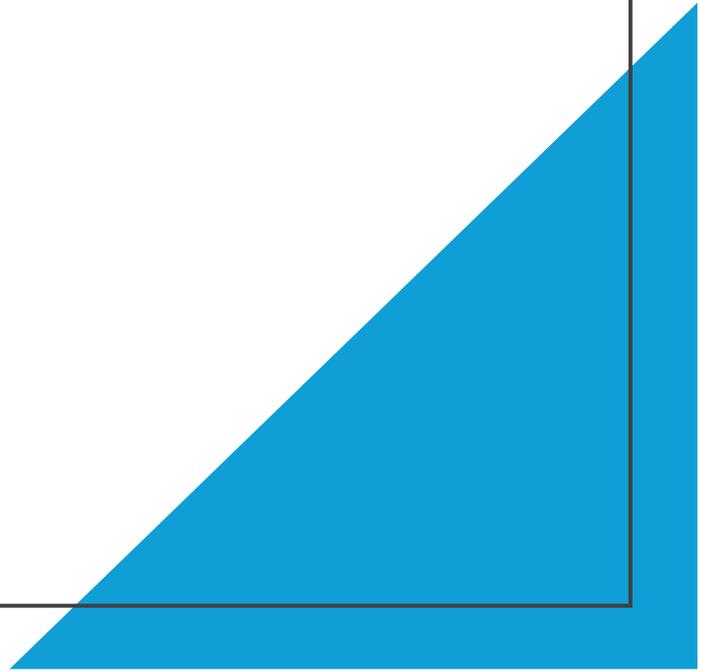
- Find the legislator's email address and the district they represent on the state government web site,
  - Refer to a specific bill by number or to an issue under consideration,
  - Be succinct.
- 

# Telephone

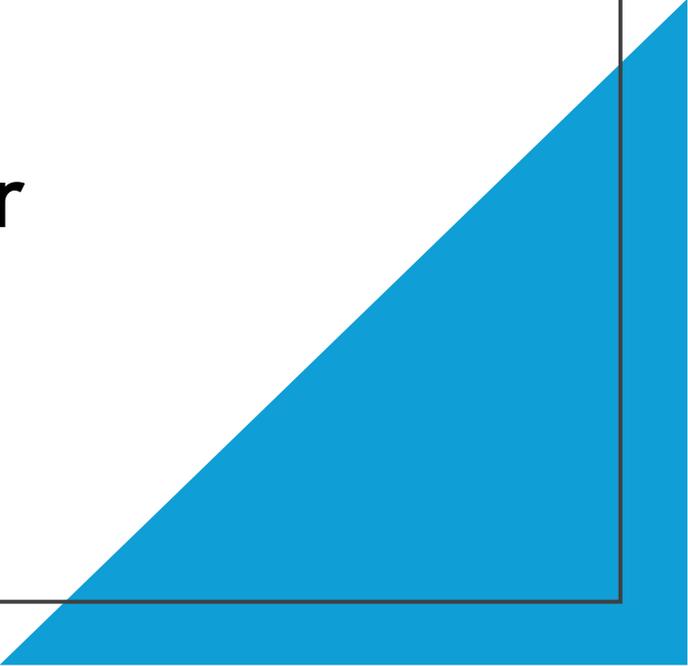
- Identify yourself as a constituent,
  - Prepare a brief but informed message,
  - Explain why your are calling and what you would like legislator to do,
  - Be polite.
- 

# Letter

- **Identify bill number, your name, and your concern first,**
- **Explain your concern in brief format,**
- **Hit your 3 most important points, and**
- **Avoid threatening language.**

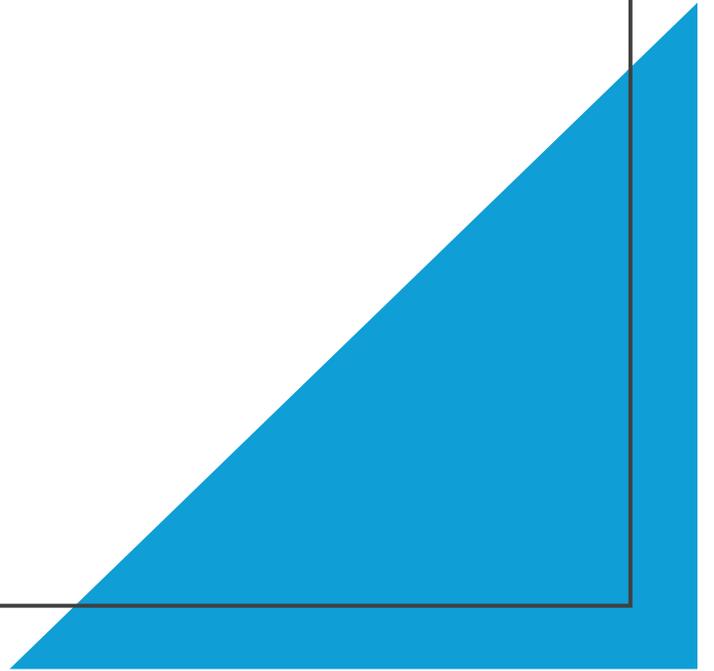


# **In person**

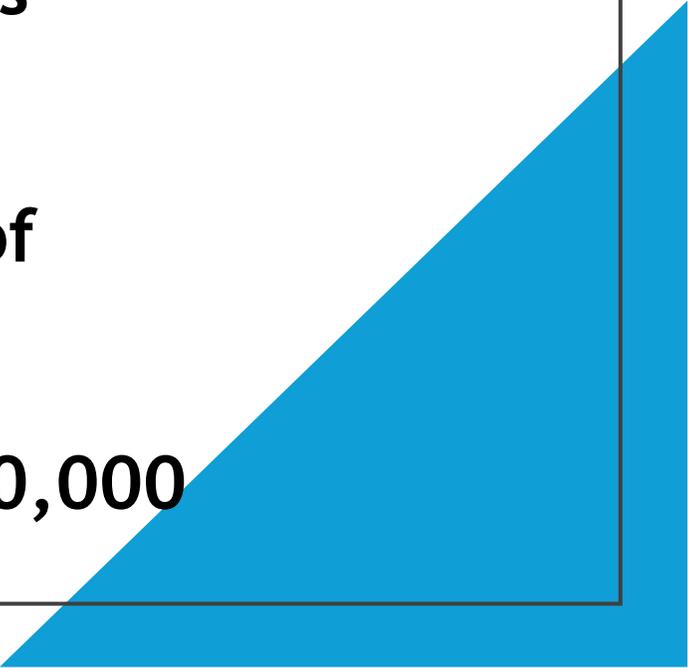
- 1. Make an appointment**
  - 2. Show up on time**
  - 3. Introduce yourself (selves) and your issue**
  - 4. Stay on track**
- 

# **In General...**

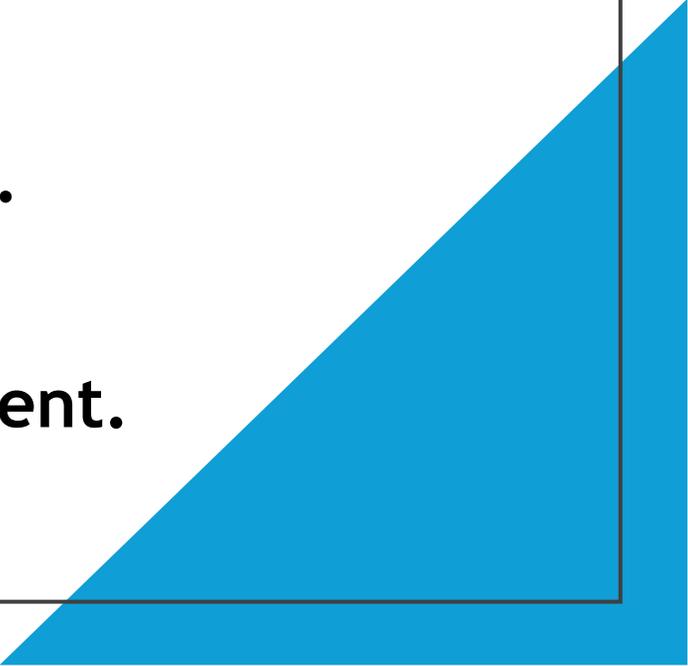
- **Stay on a positive note**
- **Limit yourself to one or two issues**
- **Remember who you are representing**
- **Follow up**



# Community Foundations

- There are approximately 900 community foundations throughout the country, that's about 18 per state
  - These tend to focus on geographic areas of interest
  - They provide small grants -- \$1,000 to \$20,000
- 

# Contacting Community Foundations

- Research the foundation to make sure it gives grants to colleges and universities.
  - Send a letter of inquiry or arrange a meeting.
  - In your letter or meeting stipulate how your goals and those of the foundation are consistent.
- 

# **Community foundations...**

**Have fewer formal rules than legislatures,**

**Deal with funding for specific projects,**

**Have a city-wide or regional interest.**

