



# Political Engagement: Government Relations and Development Work Go Hand in Hand

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# It Is Important to Define Your Constituents and Know How They Influence What You Do

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- Internal
  - Vertical up and down
    - President, Provost, Vice Presidents
    - Faculty
    - Students (prospective, current, undergraduates)
    - Graduate School Staff
    - Auxiliary Staff (housekeeping, parking, health services)
  - Horizontal
    - Other Deans
- External
  - Legislators
  - Alumni
  - Community Leaders
  - Donors and Friends



# Effective Use of “Tools” Are Important For Government Relations and Development Work

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- Listen with your eyes and ears
  - Constituents
  - Issues
  - *Getting Past No*
- Respect and Trust are essential tools
- Ok to admit you made a mistake
- Know when you are setting a precedent



# Communication Skills Are Vital For Effective Political Engagement

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- Communication skills
  - Constituents need to know that you understand
  - Choose your words carefully and be aware of tone
  - Know when you should communicate in person, by telephone or by email
  - Examples or real life stories can be very effective as well as pictures or graphs to make a lasting impression
  - Avoid : “At X University we did it this way”
- Understand the culture and climate of your institution
- Understand the culture and climate of other institutions



# It Is Important To Develop Clear Messages

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- Messages come in different forms
  - Sound bites
    - “We do not develop a policy for one person or one program”
    - Quality and excellence
  - Written – message from the dean
- Need consistency in your message and actions
- Use of quantitative and qualitative data can make the difference



# Timing /s Everything

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- The "24 Hour Rule"
- Sometimes No response is a response
- Some issues require ***SPEED***
- Some issues require more time: "Send me an email, I want to fully understand your perspective"



## Outside “Voices” Can *Influence* What You Do and Assist You In Being Effective

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- Graduate Council
- Student Voices
- Media in all forms



# How Do You Engage In The Process to Enhance Graduate Education?

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- “Room with a View”
- Seize the Opportunities
- Understand and Use the Power of
  - The Position
  - Relationship Building
  - The Graduate Council behind you
  - Using student voices to help carry the message
  - Having faculty buy-in



# Effective Government Relations Uses A Special Type of Communication

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- Legislators have limited time
  - Developing 2 minute message can be effective
  - Remember You are the expert
  - Let the know what have “we” have done for the State, Nation
  - “Make your Ask” – What do you want them to do?



# Government Relations And Development Work Are About Making Connections

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- between ideas
- between people
- between people and ideas



# Engaging In The Political Process Is About Being A *Catalyst* for Change

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It is About Making a Difference in the  
lives of the next generation of scholars  
and leaders!