Advocacy on Campus: Getting Beyond Awareness and Taking Action

CGS Technical Workshop
Maureen Grasso
Dean of the Graduate School
NC State University
July 16, 2014
Advocacy Begins the First Day

- Graduate School team meeting
- Administrative Committee
- Provost and President
- Government relations liaison
- Deans
- Students
University Community

- University Strategic Plan
  Enhancing Graduate and Professional Programs
  - Excellence in graduate and professional education is a critical component in America’s global competitiveness, economic growth and quality of life (Council of Graduate Schools, 2006).

- Graduate Student Association

- Graduate School Website
Special Events on Campus

NC State graduate student professional development staff preparing to recognize participants from the 2013-2014 academic year.

Planting a tree near the location of the first University of Georgia Graduate School.
President’s Report to Donors

- Enhancing graduate education will benefit the institution and the state. [The students] are the people equipped to meet the needs and address the challenges that Georgia faces in the 21st century. They are the intellectual task force for a better Georgia and UGA is obligated to produce them.
NC State University Federal Relations

- **Mission of Federal Relations:**
  - to increase understanding and support for NC State’s federal agenda, primarily focusing on NC State’s federal research initiatives;
  - to communicate to NC State stakeholders the federal policy changes that are contemplated; and
  - to affect change on those policies when they would adversely impact the operations of NC State.
Mission of Federal Relations

- University External Affairs are our “connector.”
- Begin building a relationship
- Bring talking points
  - Value of graduate education
  - Student debt issues
- We are the connectors to faculty and graduate student expertise.
  - Example: Dr. Sheppard and climate change

Kevin D. Howell, Assistant to the Chancellor for External Affairs
A Roadmap to Take Action

**Chancellor’s Innovation Fund**
The Chancellor’s Innovation Fund (CIF) has awarded seven NC State research teams with funding to bring their inventions to the marketplace.

**Award Winning Faculty**
From National Academy Members to Fulbright Scholars, from AAAS Fellows to National Science Foundation CAREER winners, NC State faculty are highly regarded.

**REACH NC**
Locate research collaborators or experts to help you succeed using REACH NC, the Research, Engagement and Capabilities Hub of North Carolina.

**Next Generation Power Electronics Manufacturing Innovation Institute**
President Obama announced NC State will lead the Energy Department’s new innovation institute working to build America’s manufacturing leadership in wide bandgap semiconductor power electronics.
Lessons Learned

- Don’t overlook any opportunity
- Know your audience—listen and learn what is important to them
- Tell stories—they sell
- Keep students at the forefront
- Use data
- Find others to make the case for you
- Celebrate students, milestones, and awards