

Graduate Awareness

Public Advocacy for the Future of
Graduate Education

The Awareness Program

A carefully planned and executed strategic public advocacy program aimed at shaping public perception of and influencing public policy in support of graduate education.

Why Bother?

- Lack of awareness of graduate education among policy makers and the general public
- Graduate education is often undervalued by policy makers and others
- Negative attitudes toward graduate education
- Misconceptions about graduate education

Who Should Be Targeted?

- All levels of state government: governor's office, legislators, agencies, other key decision-makers
- Local and Federal government agencies
- Business and economic development agencies
- Community organizations
- Media
- Prospective Graduate Students/Parents
- University stakeholders (senior administrators, board members, foundation member, etc.)

Best Practice

- Coordinated and Sustained State-wide Efforts
- Media Support
- Cooperative Effort with University Governmental Affairs Staff
- Tied to state needs, challenges, economic development plans, initiatives, etc.
- Have clear goals

Types of Communications

- Meeting presentations
- Interesting newspaper articles and radio spots
- Newsletters
- Personal meetings

Types of Communication (2)

- Phone calls
- Student presentations
- Special events
- Publicity Publicity Publicity

Emphasis on Graduates

- Famous graduates and their contributions to the state
- Current graduates and their stories
- Numbers of graduates living in the state
- National and foreign graduates and their contributions

Emphasis on Research

- Major research initiatives and benefit to state
- Research funds attracted
- Major researchers attracted to the state

Emphasis on Economic Benefits

- Highly skilled workforce
- Attraction of industry and business to state
- R & D economic benefits to state
- Higher pay and prosperity—the rising tide.....

Emphasis on Quality of Life

- Graduate alumni vote and volunteer more than other sectors
- Graduate alumni provide community leadership
- Graduate alumni are healthier and fitter
- Graduate alumni attract and support the arts, sports, media, entertainment industries, etc.

Emphasis on State Initiatives

- P-12 Education
- High Tech industries
- A more educated workforce
- Growing tax revenue and cutting costs
- Attraction of new residents

Emphasis on Statistics

- State rankings
- State comparisons
- Business statistics
- State income statistics

Thanks to:

- Public universities of Virginia
- Public universities of Missouri
- Public universities of Alabama
- Public universities of Kentucky