

# IT'S ABOUT COMMUNITY!



How to Effectively Advocate for  
Your Community College with  
Legislators and Community  
Stakeholders

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# A Grassroots Campaign for Advocacy

**Patty Wood**

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College President

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SFCC Board of Trustees, Vice Chair

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**"Connection is why we're here; it is what gives purpose and meaning to our lives."**

Author/Podcaster/Researcher

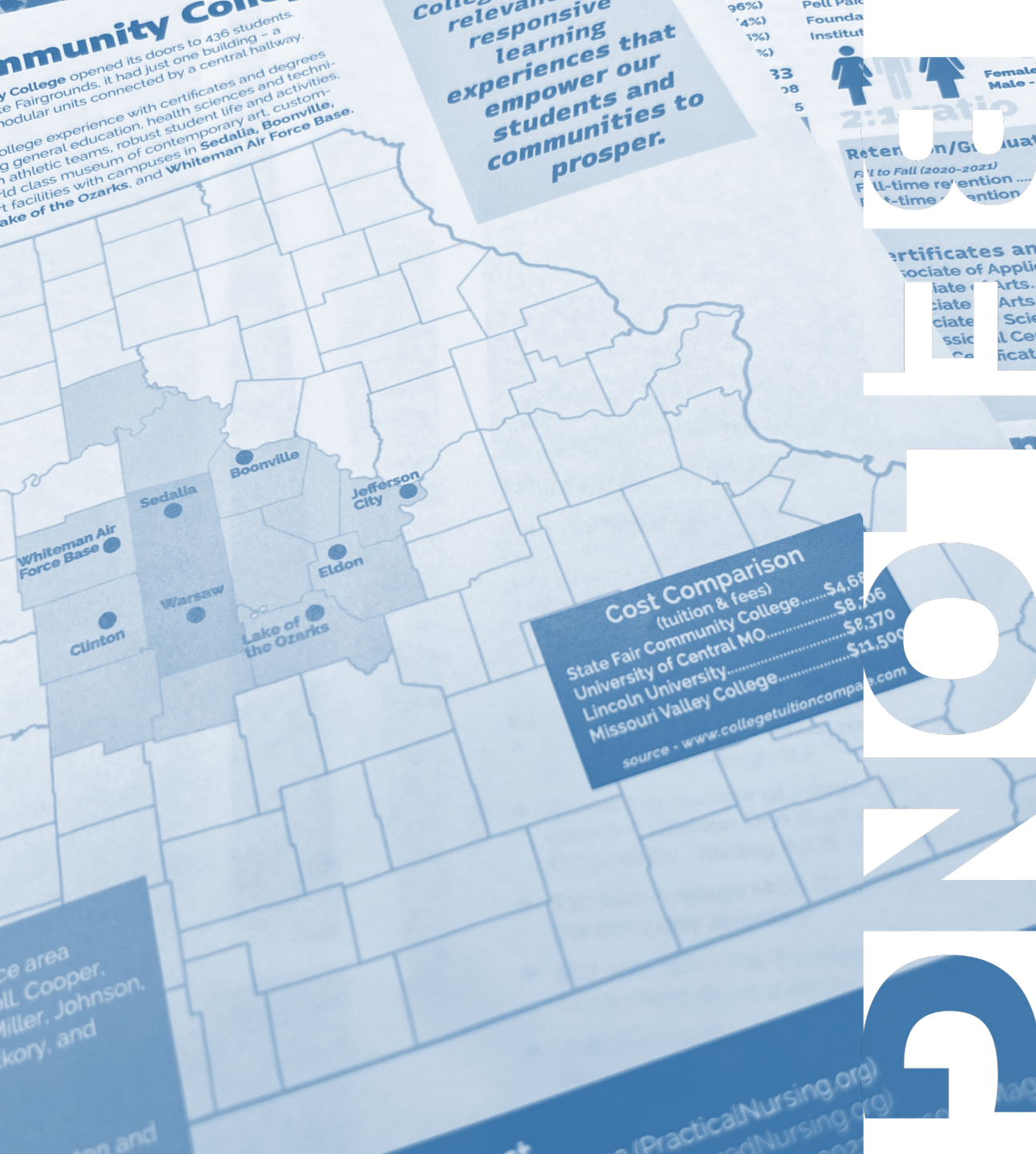
**Brené Brown**

*Dare to Lead*

(#1 Bestseller New York Times and Wall Street Journal)

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## Who We Are

Two-year college with more than 60 certificate and degree programs in Central Missouri serving a 14-county service region with campus locations in Sedalia, Boonville, Clinton, Eldon, Lake of the Ozarks, Whiteman Air Force Base.

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## The Role of the Trustee

- Governs through policy
- Employs chief executive officer
- Liaison to the community
- Creates climate for success
- Defines standards (legal/ethical)
- Assures fiscal viability
- Monitors performance
- Advocate for all stakeholders

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## Our Advocacy Story

### **Roles**

President

Trustees

Other Stakeholders (Business and Industry Leaders)

### **Framing our story and priorities**

Missouri Community College Association

Institutional Priorities

Accountability: What are you getting for your investment?







# Building a Contact Database

## **Federal**

Senators, House Representatives,  
Legislative Assistants, Field Reps

## **State**

Governor, Lt. Governor, Senators  
House Representatives, Chiefs of Staff and  
Directors, Legislative Assistants

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## Build a Contact Database

### County

Commissioners, Clerks

### City

Mayor, Council/Alders, Administrator, Manager, Clerk

***Remember*** - be mindful of elections, appointments, changes and other updates

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## Build Relationships

### Engagement

Office Visits, Invitations to Campus, Town Halls (live and virtual), Community Outreach, Contact Staff

### Events

Sponsor Legislative Forums, Campus Tours, Provide Facilities, Attend Their Events, Organize Trips for Stakeholders to meet Elected Officials

**Tip** – *know the schedules of elected officials*

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## Online Calendars

### U.S. Senate

[www.senate.gov/legislative/resources/pdf/2023\\_calendar.pdf](http://www.senate.gov/legislative/resources/pdf/2023_calendar.pdf)

### U.S. House of Representatives

<https://www.house.gov/legislative-activity> or  
[www.majorityleader.gov/uploadedfiles/118th\\_house\\_calendar\\_-\\_monthly\\_-\\_revised.pdf](http://www.majorityleader.gov/uploadedfiles/118th_house_calendar_-_monthly_-_revised.pdf)

**Note** – Check your State's official website(s) for House and Senate schedules.







## Leave an Impression

### **Flexible Handouts / Booklets**

Designed for single-page prints

Four-page incremental booklets

Multiple Audiences (Industry/Educators/Officials)

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## Show Community Footprint

County  
Service Region  
State  
Federal

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## Pool Resources

### **Institutional**

Business and Finance

Continuing Education

Academics

Athletics

Institutional Effectiveness / Research

Financial Aid

### **State / Federal**

Graduation

Tuition

Programs

Budget

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## Humanize Your Content

Demographics

Gender

Financial Aid

First Generation

Graduates

Areas of Study

Degrees and Certificates

Modalities

Economic Impact

Testimonials

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## Be the Storyteller

"You are the best kept secret in town"

Ignorance of our story is not the fault of external constituencies

Ignorance of our story belongs to us

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## Know Thyself

State Fair Community College will be the communities' **preferred choice**, where students, faculty, and staff realize their confidence, passion, skills, and potential.

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## Be the Advocate

Effective advocacy is telling your institution's story to build relationship and influence a targeted constituency to become the preferred choice.

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## Keys to Effective Advocacy

Trustees must make advocacy a priority and cultivate a culture of advocacy through commitment of resources and modeling of advocacy practices.

Advocacy needs to be a performance standard for the college president or chief executive.

Build relationships with decision makers so that they are open to listening to your story.





## More Keys to Effective Advocacy

Learn your story and practice telling the story as you will tell it to your intended audience.

Prioritize your goal with each constituency. Know your "ask".

Contextualize your presentation. Be relevant and speak to your audience's sensibility.





## Resources

***Trusteeship In Community Colleges***, Edited  
Jacqueline King, Association Of Community College  
Trustees, Washington D.C., 2020.

***The Trustees Role In Effective Advocacy***, Association  
Of Community College Trustees, Washington D.C.,  
2019.

***Community College National Legislative Summit***

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