Advocacy in Action

SACAC Conference 2019
Atlanta, GA

Advocacy in Action
Presenters

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Co-chair of Government Relations in North Carolina
Why Advocate?

• Make a difference for the profession

• Increase personal awareness in relation to how public policy impacts college advising

• Be the voice for our students and families

• Passionate about a specific piece of legislation

• Sense of empowerment

• Provide information as subject-matter experts.
Three “A’s” of Advocacy

• Awareness
  • By getting involved, you can help advance a movement or effect a policy change

• Advancement
  • Your own friends, family, colleagues, and legislators

• Action
  • Develop relationships, write letters, call or visit your elected officials, support advocacy efforts without our professional organizations at the state, regional, and national level.
I attended a legislative day and completed an action alert.

Now what?
A shift in strategy

• Increase our efforts to engage in an ongoing process of relationship building
  • Result will be a better understanding of colleges and universities are really about
  • They serve students, the community, and the broader society at large

• Collaborative approach to advocacy with like-minded institutions and organizations coming together to speak as one voice
  • Ongoing involvement and exposure

• Embrace being an expert
  • Share your stories
  • Educate legislators and govern mental officials about what we do it, how it affects students, and institutional interest

• Develop partnerships of an educational nature
Use your resources

- Follow @NACACWonk on Twitter
- Receive NACAC’s Legislature Updates and Alerts
- Ask questions
- Utilize the NACAC Legislative Action Center
  - Find your elected officials
  - Complete action alerts
  - Learn more about the status of legislation on a state and federal level
NACAC’s Legislative Pillars

• School Counseling
  • School counselors help students plan and prepare for postsecondary success.

• Rigorous Curriculum
  • Access to a college-preparatory curriculum enables high school students to develop the academic skills they need to succeed when they graduate.

• Need-Based Financial Aid
  • As college costs rise, need-based financial aid is essential to keep postsecondary education attainable for all students.

• Student Protections
  • Lax government oversight and corporate priorities result in student being taken advantage up by unscrupulous institutions. (Gainful employment legislation)

• Undocumented Students
  • Expanding access to affordable higher education for undocumented students benefits individuals as well as the country’s economy.

• Student Mobility
  • Advocating for student mobility through removing barriers to international education promotes educational, cultural, and economic benefits for international and domestic students alike
“Everyday advocacy is instinctive, but somewhere in our maturation process many of us lose the willingness to speak up for ourselves and for the common good.”

- NACAC Member Ian Harkness

NACACNet.org/Journal
Everyday Advocacy

- Connect with other governmental departments
  - Create other allies
- Become a fabric of the community
- Voter registration drives
- Webinars
- Live stream legislative days to encourage more involvement
- Invite governmental officials and political figures to our schools
  - Class speakers
  - Symposia
  - Workshops

LSU Law School regularly invites Senator Cassidy.
Everyday Advocacy

- Develop relationships with the executive department secretary
- Po-boys & policy / pizza and policy days
  - Georgia and Florida
- Attend meetings
  - School board
  - City council
  - Town halls
- Volunteer to serve on local boards or education committees
- State-wide legislative week during a non-session time
- Attend NACAC Day at the Hill
Data versus storytelling

• Which is more comfortable for you?
  • There is power in both.

• TOPS Task Force

• Summarize articles of interest into three brief bullet points
Student-to-counselor ratio by school district
Julie Kirk
NACAC
Government Relations Manager
We would also love to hear your stories.

Questions?