

Introduction to Advocacy

Sharing The Impact of Your Programs
and Services

Advocacy is important.

For sustaining public funding...

and...

for institutionalizing
best practices and policies

Advocacy at its core...

...is about relationships.

Engage

Persuade

Empower



sustainability

Who do we need to engage?

Students

Community leaders

Elected officials

Faith-based leaders

Policymakers

Parents

County officials

School administrators

Business leaders

Influencers

What does advocacy look like?



We often think of this.

But, more often, it looks like this.

Charleston
Gazette-Mail
A Pulitzer Prize-Winning Newspaper

Mostly Cloudy 83.0 °F

HOME NEWS BUSINESS OPINION SPORTS LIFE A&E OUTDOORS BLOGS OBITUARIES MULTIMEDIA WEATHER

CLICK NOW TO LEARN ABOUT SCHOOL CLOSINGS OR DELAYS.

Bruce Vandal: WV a leader in college completion strategies (Daily Mail)

 **CONCORDIA UNIVERSITY**
PORTLAND • OREGON

Let's Go! 



Bruce Vandal

Last week, faculty and staff from West Virginia's public colleges and universities set forth on a bold path to dramatically improve college completion rates in the state.

The work occurred as part of the West Virginia Higher Education Policy Commission's Corequisite Academy, a two-day conference held in partnership with Complete College America to help campuses implement a new model for college students deemed to be "underprepared."

Developmental, or remedial, education has long been recognized as a major barrier to student success. For too many students, placement in these classes represents a dead end in their educational journey.

Students are placed in developmental classes due to low scores on college entrance exams or low high school grade point averages. The traditional theory assumes these students are not yet ready to complete college-level coursework, so they are placed in courses intended to help them catch

STORY SHARE

   





TRENDING NOW

1

What you need about the water settlement

2

More details be public in WV water settlement

WV GEAR UP Retweeted

 **Derek Oldfield** @Mr_Oldfield · Apr 24

Beginning our tour of the DEP in Charleston today. @WVGearUP @jenn_mccall3 #wvedchat



1

1

2

1

And this...

What do you want to tell our staff, partners, and legislators about your experience with GEAR UP?

Please know, GEAR UP may use your comments in our reports and publications in order to help explain or describe our work.

I've experienced many things in the gear up program, but one of my favorites was the camp. It taught me how to be myself, and to not care what others think. It also taught me how I'll be living at college. I also learned to be a leader and not a lot of fun at camp and cannot wait for the next one.

West Virginia GEAR UP is funded by the U.S. Department of Education, GEAR UP Grant funds.



Or this...



Advocacy

vs.

Lobbying

What is the difference between advocacy and lobbying?

(If in doubt, ask your legal counsel.)

Advocacy

Focus:

- Education
- Engagement

Primary space:

- Public dialogue

Approach:

- Educate, help fellow advocates find their voices

Lobbying

Focus:

- Influencing specific legislation

Primary space:

- Personal communication

Approach:

- Specific calls to action to network or membership group

Advocacy

Focus:

- Education
- Engagement

Example:

“West Virginia GEAR UP helped 200 students at our school complete college applications. We appreciate your support of the program.”

Lobbying

Focus:

- Influencing specific legislation

Example:

“West Virginia GEAR UP helped 200 students at our school complete college applications, so you should vote to fund the effort at \$300 million next year.”

Advocacy

Primary space:

- Public dialogue

Examples:

- Letters to the editor
- Tweets
- Public events

Lobbying

Primary space:

- Personal communication

Examples:

- Closed meetings with legislators or staff



But tactics overlap

Advocacy

Approach:

- Educate, help fellow advocates find their voices

Example:

“Some budget proposals in Congress suggest cuts to GEAR UP funding. If you want to share your opinion on this issue, here are some ways to speak up...”

Lobbying

Approach:

- Specific calls to action to network

Example:

“Call your congressman now and tell him to preserve funding for GEAR UP.”

Reflect

- What are some examples of advocacy work “in action” that you’ve noticed at the state, federal, or local level?
- Describe the strategies you’ve seen at play.
 - What aspects do you think are effective?
 - Are there ways these efforts could be improved?