

ADVOCACY 101

25TH ANNUAL NATIONAL CAPITOL FORUM ON HISPANIC HIGHER EDUCATION
April 21-22, 2020
Virtual Event



H I S P A N I C A S S O C I A T I O N O F C O L L E G E S & U N I V E R S I T I E S

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Agenda



- Advocacy vs. Lobbying
- Importance of Getting Involved
- Advocacy in Action
- Issue Questions
- HACU Advocacy Center

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Advocacy Is...

The act or process of supporting a cause or proposal.

Is the work of *affecting* social change at the community, system, or institutional level.

Advocacy is a process, not an event.



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The Three A's Of Advocacy

Awareness

- Identify the issue
- Conduct research
- Use reliable sources
- Credibility is key

Advancement

- Get involved with an organization that focuses on the issue you would like to effect a policy change
- Begin networking

Action

- Support an organization
- Make contacts/ build coalitions
- Write letters
- Call or visit your elected officials at both capitol and district offices
- Take positions
- Call in support/opposition

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Lobbying Is...

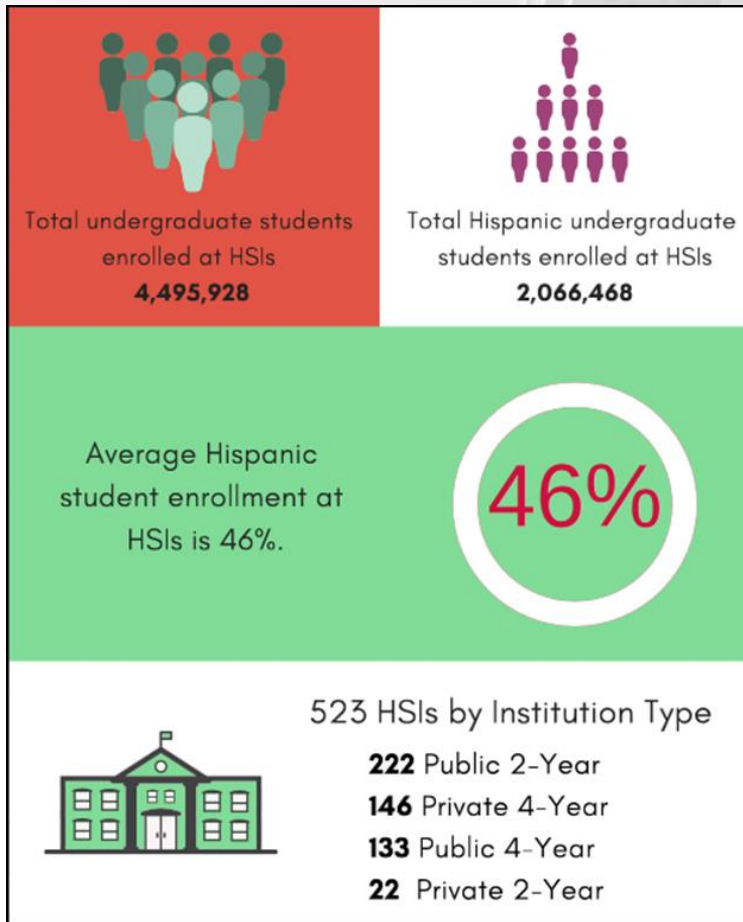
The act of attempting to *influence* decisions made by officials in the government.

- In general, a lobbyist is an individual who is compensated to communicate with public office holders in an attempt to influence government decisions (exact definitions vary by government entity lobbied).



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Why It's Important To Get Involved...



- Per student, HSIs receive 69¢ for every dollar going to all other colleges and universities annually, from all federal funding sources.

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As Advocates We Can...



- Inform and educate community leaders and members
- Take positions on legislation and budget issues through public comment
- Take positions on ballot initiatives (subject to lobbying limitations) such as general obligation bonds and other matters of direct impact to institution.
- Sign petitions
- Call in support/opposition
- Write a Letter
- Participate in an “Advocacy Day”

Note: Governing boards, presidents/chancellors are usually the only entities who can take official positions for an institution or system.

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What To Expect During Your Visit

- Designate a spokesperson and note taker to get the most out of your meeting
 - Introduce everyone and mention you are with HACU
 - Hand business cards to the lead staff person
 - Leave the red folder with the person(s) with whom you are meeting
- Prepare and compile your business cards before the meeting
- Thank the staff at the beginning and end of the meeting
- Be sure to take their business card

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Do's And Don'ts At Meetings

- Be punctual
- Thank them for their time
- Be assertive, polite and respectful
- Provide enough background information
- Make a clear ask of the member, staff, or intern
- Do not use negative, condescending, threatening, or intimidating language
- Do not turn down appointments
- Do not go off topic



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Best Practices in Making Your Case

- Know Your Audience
 - Who are they?
 - How does the issue relate to their district, constituent, voters or communities?
- Anticipate and be prepared to address opposing arguments and questions
- Keep the message simple
- Make a clear ask of the member, staff, or intern
- **Tell Your Story**

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Social Media

- Use professional language
- Avoid slang and profanity
- Stay positive, even if a visit becomes negative
- Take and post photos with short descriptions
- Tag the Legislator
- Use hashtag #HACU2020 or tag @HACUNews in a post

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Issue Questions/ Clear Asks

Three important questions:

Question 1: Will you support and co-sponsor the HERE Act of 2019?

Question 2: Do you support increased appropriations funding for HSIs in FY 2021?

Question 3: Will you join the Congressional HSI Caucus in the House of Representatives?

- Encourage them to pass the Dream & Promise Act (H.R. 6)



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Keep In Touch



Send a follow-up email within a week after your meeting.

Email

- State your purpose for writing in the first sentence of the email
- If your email pertains to a specific piece of legislation, identify it in the subject line of the email
- Make sure you are referencing the correct legislation to the correct legislative body, i.e. AB xx, S xx, etc.
- Express your appreciation

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Keep In Touch



Phone Calls

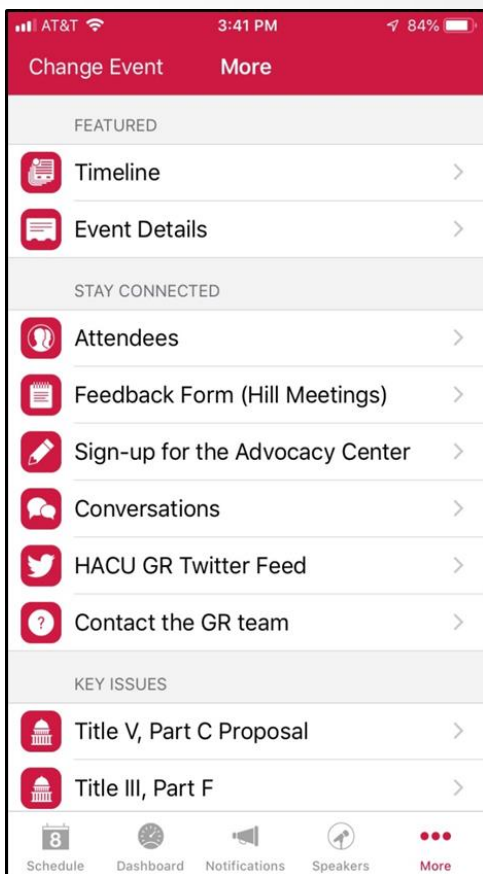
- Offices keep a tally of support/oppose phone calls on legislation. Even if your call is brief, it is an important way for members of Congress to gauge constituent response to bills

Schedule a meeting with the district office

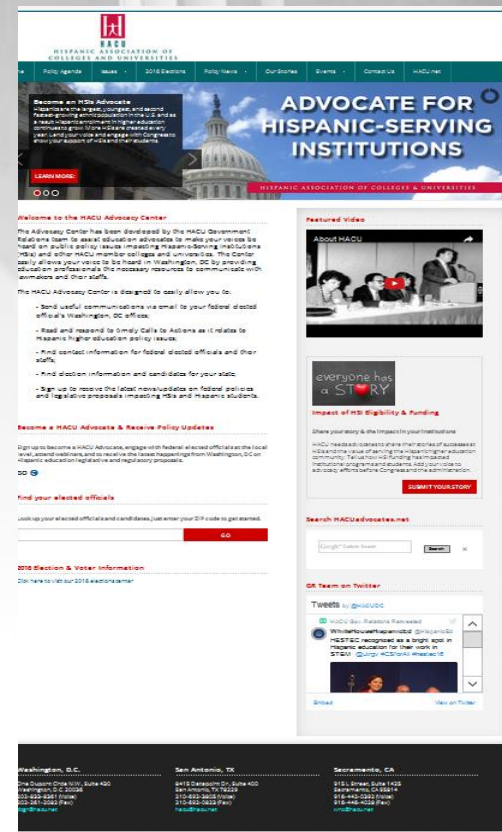
- Meet with the district to inform them about visit to DC and inquire about potential interests

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HACU Advocacy Center



- Visit: www.hacuadvocates.net
- Download the “Coverage Advocacy” app and search for “Hispanic Association of Colleges and Universities”
- Sign up to become a HACU advocate & stay connected
- Share stories of the value/impact of HSIs funding
- Connect with elected officials
- Receive timely, succinct, specific information on higher education policy issues impacting:
 - HSIs funding
 - Appropriations
 - Student aid
 - Teacher diversity/teacher prep
 - HEA reauthorization



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HACU Opportunities & Resources

- **HACU National Internship Program** (includes both federal and corporate opportunities)
 - Online applications for Spring, Summer, and Fall
 - <https://www.hacu.net/hacu/HNIP.asp>
- **Scholarships** (must be attending a HACU member institution)
 - Online applications are open; due dates vary
 - <http://www.hacu.net/hacu/scholarships.asp>
- **HACU ¡Adelante! Leadership Institute (Student Track)**
Applications for this year's student track are open
 - http://www.hacu.net/hacu/Conference_Student_Scholarship1.asp
- **Travel abroad opportunities**
 - HACU-AIFS Scholarship Program
 - HACU-IES Scholarship Program
 - http://www.hacu.net/hacu/Study_Abroad.asp

See www.hacu.net for more details about all programs

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**ANY
QUESTIONS?**

Thank You!

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