



# HACU Advocacy Panel: Your Voice, Your Moment

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# About The National University System



**CityUniversity**  
of Seattle



SANFORD  
PROGRAMS  
at  
NATIONAL  
UNIVERSITY



- System of non-profit universities & initiatives headquartered on the West Coast (National University, John F. Kennedy University, Northcentral University, City University of Seattle, Sanford Programs, Pre-College Programs)
- Specializing in market-relevant degree programs for adult learners
- 100+ Online & Onsite Degree Programs
- Flagship University: National University



# About Me

- Director of Government Relations of the National University System since 2017
- 12 year think tank analyst
- Civic activist, data geek, policy wonk, politico
- BA in Political Science, University of California - San Diego
- Certificate Program in Legislative Studies at Georgetown University



# Some Questions To Consider

- Why should elected officials/staff/agency officials care about your institution & what you want?
- What do you want out of the political and policy process?
- How is your institution perceived in your community? State? Nationally?
- Who are the ambassadors of your institution? (touch points)
- What assets do you have to get what you want out of the political process?
- What relationships do you have that can help with your advocacy?



# What do I Advocate For?

- Legislative wins & defeats
- Bill proposals
- Letters of support
- Proclamations
- Federal appropriations requests
- Grant awards
- Agency and legislative solutions to institutional problems
- Institutional visibility
- Access
- Participation and support for institutional events and initiatives



# Identify & Recruit Your Coalition Partners

- What associations are you a member of? (Institutional & Individual)
- What value are you getting out of those memberships?
- Which associations will get you to where you want to go?
- Strengthen relationships and familiarity between your associations and your institution
- Support your associations when they need your help



# The Art of Scheduling a Government Meeting

- Know who to meet with & when
- 5-10 minutes max
- One pagers, not packets!
- Identify your asks
- Connect staff with your staff
- Connect electeds with your leadership
- Reach out & schedule meetings regularly & often



# Establish Credibility & Influence

- Use facts & institutional data to tell your story
- Understand what politicians want & react to
- Be relevant & knowledgeable
- Let your third-party validators speak for you
- Use existing relationships to open doors
- Use your prestige and assets!





# Build Your Advocacy Toolbox



- Hire a Director of Government Relations, and/or State or Federal Lobbyist
- Political & Policy Intelligence (State & Federal)
  - Have the information you need to advise internal decision makers on legal, political and legislative action which may impact your institution, students & competitors
  - POLITICO Pro, CQ Roll Call, Capitol Morning Report
- Legislative Monitoring
  - Manage a bill matrix
  - CapitolTrack, TrackBill

# Strengthen Relationships & Institutional Visibility

- Bring your institution to Capitol Hill!
- Campus tour & briefing for elected officials
- Legislative summit for staffers
- Continued passive information: E-newsletters
- Win-win scenarios
- Be opportunistic



Questions?

**Thank you!**

