American Association of Community Colleges

Effective Advocacy -
Using the Advocacy Toolkit
Welcome

ALEX JOHNSON
President, Cuyahoga Community College
Chair-Elect, AACC Board of Directors
Alex.Johnson@tri-c.edu

Claire Rosasco
Vice President, Government Relations & Community Outreach
Cuyahoga Community College
Claire.Rosacco@tri-c.edu
AACC ADVOCACY TOOLKIT

- Meetings on Capitol Hill
- Letters to Congress
- Hosting a Campus Visit
- Media Outreach
- Using Social Media
- Working with Federal Agencies
MEETINGS ON CAPITOL HILL:

- Familiarize yourself with your Congressional Member’s background, policy priorities, committee assignments, interests and staff
- Gather relevant data about the impact of programs and proposed legislation on your college and students
- Know your message
- Follow up and cultivate your relationship
MAKE IT PERSONAL

- Bring examples how proposed legislation could benefit/harm students in your community
- Consider including faculty, students, and industry/community partners in meetings
- Ask questions and follow up
HOSTING A CAMPUS VISIT

- Planning and hosting successful visits
  - Know the goals of visit
  - Develop a draft agenda
  - Timing is important
  - Consider inviting local press
MEDIA OUTREACH

- WORKING WITH MEDIA:
  - Be proactive
  - Coordinate with college’s press office to develop a media kit
  - Engage the community
  - Use social media
AACC ADVOCACY RESOURCES

- AACC ADVOCACY TOOLKIT
- COMMUNITY COLLEGE PRIORITIES BROCHURE
- SAMPLE LETTERS
- SAMPLE EDITORIALS/OPINION PIECES
- SAMPLE POLICY DATA WORKSHEETS
- https://www.aacc.nche.edu/advocacy/advocacy-resources/#/
Make your campus a community home base

Federal, State, Local & Community Partners
Congressional Field Hearing on Voting Rights at Tri-C
One of only five held in the country
Amazing opportunity for students & community

House Administration Subcommittee on Elections
Engage & Welcome Your Elected Officials

Tri-C Hosted Ohio Governor Mike DeWine and Ohio Lt. Governor Jon Husted’s meeting with Cleveland business leaders
Give visitors something fun and memorable to do related to your mission.
Layer your events ... Celebrate with Students, Staff, Faculty, Trustees, Community Leaders & Elected Officials
Let your partners share your stories

Ohio Chancellor of Higher Ed
with workforce partner
the Oatey Company - In Demand Jobs Week
Let Students Share Your Successes

Give Community Partners & Elected Officials first-hand accounts of the impact of their work on your students’ behalf
Find CC champions & Advocate on behalf of one another and the AACC

Reverse Transfer Legislation
Time to Completion Legislation
Introduction of the Jobs Bill in the House
QUESTIONS