



## Tips for University Advocates



*Visiting the State Capitol can be exciting. Always remember to thank legislators for their service and for taking time to meet with you.*

The most effective message is **your own** - share what the University means to you!

### Who are our most effective advocates?

- Alumni & students
- Business Leaders
- Industry Employers & Business Partners
- Donors

### Every Day Advocacy

Sharing your UA story is crucial for the success of your university. Whether you are in a public meeting or in line at the grocery store, share why the university matters to you! When contacting legislators remember to make your communication personal to your own views, and avoid using university email or other resources.

### Tell Your Personal Story

While it's good to be aware of the University of Alaska budget, it's best to talk to legislators about what you know best.

If you're a student and you've had a professor who really made a difference in your educational path—share that story. Perhaps you're an alumnus whose time at UA led to a successful venture—talk about that. Maybe you're a business owner who regularly hires UA graduates—that's a great story to share.

If you live in a particular legislative district—speak to your representatives as a voter and constituent; tell them specific ways you'd like to see them support UA.

### Thank Your Legislator

Serving in public office is a tough and sometimes thankless job. No matter where on the political spectrum you find yourself, thank the legislators and staff with whom you meet—they are sacrificing time away from their families, businesses and jobs to serve Alaskans. If there is a bill, law or initiative you support, and you know the legislator has supported it, thank them specifically.

### UA's Budget Request

Encourage policymakers to support UA's budget request, but if you don't know the answer to a particular question, be honest. Commit to finding an answer and follow-up with our Government Relations Team ([clhutchison@alaska.edu](mailto:clhutchison@alaska.edu), [weiler@alaska.edu](mailto:weiler@alaska.edu)) to make sure a particular legislator gets his or her question addressed.

### Review Advocacy Materials

Review materials on the UA Government Relations website to help understand key state issues.