



Tips For University of Alaska 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 - tell others what the University of Alaska means to you as a student, alumni, business owner, or donor.

Who are our most effective advocates?

- Alumni
- Business leaders
- Industries/sectors who hire UA graduates
- Constituents
- UA students
- Donors

Every day advocacy

Telling your UA story is important 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 preferable 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 alumna who is involved in 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 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 Associate Vice President Miles Baker (miles.baker@alaska.edu) to make sure a particular legislator gets his or her question addressed.

Review advocacy materials

Review materials on the Government relations website to ensure you have a good understanding of key issues.