Campus-based advocacy for an economy that works for all

NC Campus Compact Civic Engagement Institute
February 4, 2014
Overview

• Introductions
• Advocacy definitions & examples
• Advocacy stages
• The Issue: An economy that works for all
• Bringing it all together
Definitions of Advocacy

• “the act of directly representing, defending, intervening, supporting or recommending a course of action on behalf of one or more individuals, groups or communities”

• What many definitions of advocacy share: an action orientation that is systematic & purposeful & is undertaken to change some condition

• Usual targets of advocacy are decision-makers who create & legitimize laws, regulations, rules OR who apply the policies others have created, can be legislators, nonprofit or business leaders, etc.
Examples of Advocacy

• Advocacy Day – visit your state legislature
• Write an Op Ed or Letter to the Editor
• Respond to or produce an “action alert”
• Collect and share stories about the issue
• Contact the target “decision-maker”
• Host an event in your community
• Educate others about the issue (share materials, conversations, social media, etc.)
• Other examples?
Stages of Advocacy

- Unified Model of Advocacy Practice (from Richard Hoefer, 2012)

1. Getting Involved
2. Understanding the Issue
3. Planning
4. Advocating
5. Evaluating
6. Ongoing Monitoring
The Issue: An economy that works for all

• JOBS JOBS JOBS
  • Industry expansion & business attraction
  • Good wages
  • Build career pathways
  • Help struggling communities
• Higher education that is well funded to provide high quality, affordable, accessible education to all
Bringing it all together: issue + advocacy + CE field = ?

- So what does advocacy look like in your work on the issue of an economy that works for all?
- Stakeholders: students, faculty, staff, community at large
- Targets: leadership on your campus, local community officials, state leaders/lawmakers
- Bringing your resources to bear
• Bolder Advocacy, a project of Alliance for Justice: http://bolderadvocacy.org/

• Community Toolbox, a service of the Work Group for Community Health and Development at the University of Kansas: http://ctb.ku.edu/en

• Advocacy Practice for Social Justice (2012), Richard Hoefer, 2nd Edition


• Together NC Budget Toolkit: http://togethernc.org/budget-toolkit/

• NC Budget and Tax Center: http://www.ncjustice.org/?q=budget-and-tax
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