

# Learning to Lead: Admissions in the 21<sup>st</sup> Century

**Be an Education Advocate**



# Learning to Lead Webinar Series

*Learning to Lead will offer insight, information and resources to enable admissions, enrollment, financial aid, and counseling professionals to improve their understanding and professional development on the issues impacting the school-to-college transition.*

# Advocacy & Policy Center

Mission:

To increase the number of students who earn a college degree and who are prepared to succeed in the 21st century.

Approach:



# Advocacy & Education: Learn More. Do More.



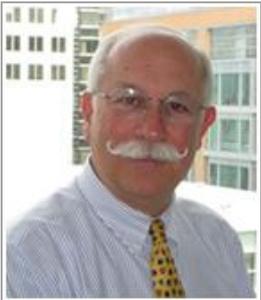
**Michael Heintze, Ph.D.**

Associate Vice President, Enrollment and Marketing, Texas State University – San Marcos



**Christen Pollock**

Vice President, Advocacy & Policy Center, College Board



**Bradley Quin (moderator)**

Executive Director, Higher Education Advocacy, College Board

# Education Comes First



U.S. ranks 12th in 18-34 year olds with associate degree or higher.



Goal: 55 percent of Americans hold a postsecondary degree by 2025.



# What is Advocacy?

- **Advocacy** is the act of speaking on the behalf of or in support of another person, place, or thing. Advocacy is arguing in favor of something, such as a cause, idea, or policy.
- **Advocacy campaign** is an organized effort to educate people about your issue and to mobilize them to support your position in the appropriate way.



# The Role of Effective Advocacy

- Builds the capacity, effectiveness and impact of your organization.
- Enables you to achieve your mission with systemic, lasting reforms.
- Enables you to achieve the greatest good for the greatest number of people you serve.

# Examples of Advocacy Campaigns

LIVESTRONG



The Climate  
Reality Project

AMNESTY  
INTERNATIONAL



# Who can be an Advocate?

A young Black woman with dark, curly dreadlocks is speaking to an older woman. She is wearing a grey cardigan over a black and white striped top and a gold chain necklace. She has a determined expression and is gesturing with her hands. The older woman, with short grey hair and a white top, is looking down and listening. The background is a blurred office or meeting room.

We must all be change agents.  
We can all be advocates.

# What Makes Effective Advocacy?

- Focus on the issue, provide clear recommendations and goals
- Identify your target audience
- Use policy research and data effectively to frame issue and support position
- Build strong coalitions
- Craft clear and concise messages
- Identify credible spokespeople
- Link to legislation and action



# Identify Issues and Determine Goals

## What do you want?

Identify an issue that requires policy action

- Define the Problem
- Identify the Solution or Recommendation
- Determine Your Goals

# Identify Target Audiences

**Who holds a stake in the issue and whether or how it is resolved?**

**Primary target** is the decision-maker—the person, organization or institution that decides on the issue. This to whom you will advocate.

**Secondary targets** may not have the power or authority to give you what you want, but have the power to influence the primary target.

- How much do you know about your decision-makers?
- How much do your targets know about you?



# Build Coalitions and Collaborations

Who shares your mission and vision?

Who wins if you win?

Coalitions:

- Exceed the power and ability to act alone
- Provide greater credibility
- Add to resources
- Engage more people and entities
- Expand your voice
- Are based on motivated self interest



# Develop Your Message

Concise and persuasive statement that captures what you want to achieve, why and how.  
Simple, convincing reason for decision makers to accept your recommendations.

## Five Elements to the Message:

- **Content/Ideas:**  
What ideas do you want to convey? What arguments will persuade?
- **Language:**  
What words will get your message across clearly and effectively? No jargon.
- **Messenger:**  
Spokespeople the audience respond to and find credible?
- **Format:**  
How will you deliver your message for most impact?
- **Time and Place:**  
When is the best time to deliver the message?  
Is there a place that will enhance its credibility and impact?



# Link to Legislation and Action

All of the benefits we enjoy in the United States depend in significant ways on education.



Advocacy is democracy in action and everyone's right as a citizen.



# CollegeBoard

## Advocacy & Policy Center

**Advocacy** is at the core of the College Board mission. It is central to work that we do and to who we are.

Working with members, policymakers, and the education community, we promote programs, policies, and practices that increase college access and success for all students.

In a world of growing complexity and competing demands, we advocate to ensure that education comes first.

[advocacy.collegeboard.org](https://advocacy.collegeboard.org)

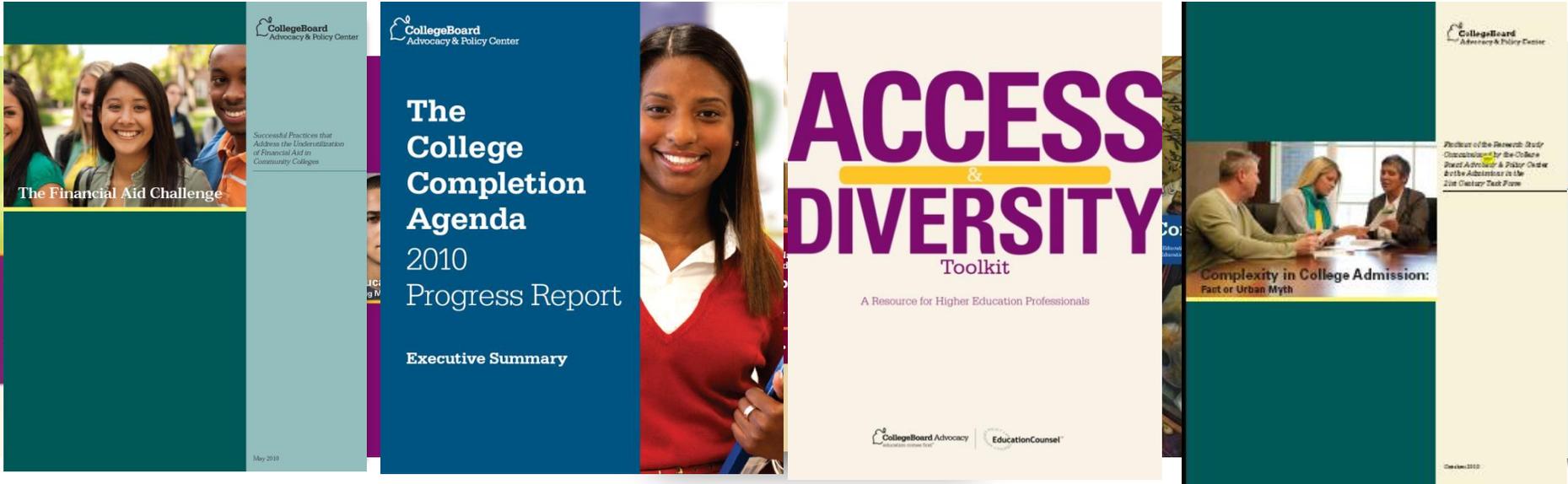
# The Power of College Board Advocacy Derives from Members



## College Board Advocacy & Policy Center:

- Convenes thousands of members, thought leaders, researchers serving on commissions, task forces, advisory groups
- Collaborates with leading education, policy, business, and community associations and organizations
- Engages members to deliver advocacy messages to communities, policymakers, leaders, and colleagues
- Offers opportunities to get involved in the issues and initiatives that matter most to you

# College Preparation & Access



[advocacy.collegeboard.org](http://advocacy.collegeboard.org)

# Educational Goals of Minority Male of Color



# Ways You Can Become An Advocate

- **Sign up** to be an advocate and learn about opportunities to improve college access and success. <http://advocacy.collegeboard.org/get-involved>
- **Participate** in Congressional briefings and activities such as press conferences and policy roundtables which rely heavily on membership experience and expertise. Attend and add your voice.
- **Lead** the informational sessions and advocacy presentations at the National Forum and at regional meetings.
- **Contribute** to communications and media outreach. It is the voice of our membership that matters most.
- **Be Active** in your professional associations and civic groups, and speak up for the educational needs of our students.

# New Online Advocacy Toolkits

## Initiatives

College Completion Agenda  
Young Men of Color  
Trends in Financial Aid  
School Counselor Advocacy  
Teacher Advocacy  
Arts at the Core  
CollegeKeys Compact  
Community College Success

## Advocacy Kit Contents

- Issue
- Goal
- Facts
- Call to action
- Ways to get involved
- Tools

# Join Us. Advocate.



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# Challenges and Opportunities

Q & A

# For More Information...

To learn more about the work of **Admissions in the 21<sup>st</sup> Century** and to download this webinar and presentation, visit <http://admissions21.collegeboard.org>.

## **Upcoming Learning to Lead webinars:**

- March 2012: School Counselors and College and Career Readiness

To get involved with the **Advocacy & Policy Center**, register for free resources, news and information at <http://advocacy.collegeboard.org/get-involved>.



**CollegeBoard**

**Advocacy & Policy Center**

**Connecting Education Policy with Experience**

[advocacy.collegeboard.org](https://advocacy.collegeboard.org)