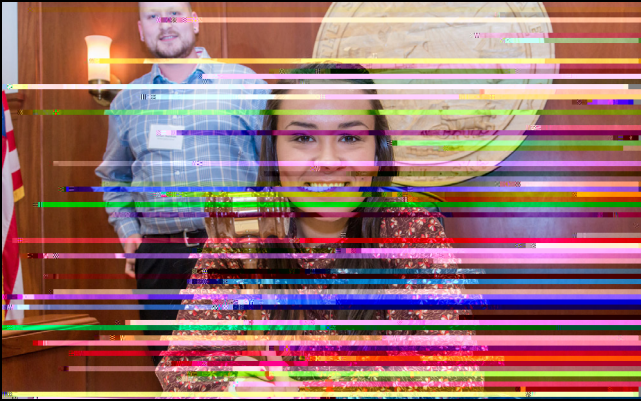


Tips For University of Alaska Advocates



Veronica Becerra, Alaska Legislative Affairs Director, and a representative of the University of Alaska.

Advocates should be clear and concise in their communication. Use the University of Alaska's official website and social media channels to stay informed and engaged.

What are the key advocacy goals?

- A. Increase transparency and accountability.
- B. Support the University of Alaska's mission and vision.
- C. Promote the University of Alaska's economic and social impact.
- D. Enhance the University of Alaska's reputation and brand.

Effective advocacy strategies

1. Build relationships with key stakeholders and decision-makers.

2. Develop a clear and concise message that highlights the benefits of your advocacy.

3. Use a variety of communication channels, including social media, email, and in-person meetings.

4. Monitor and evaluate the impact of your advocacy efforts.

The University of Alaska is a public institution that serves the state of Alaska. It is a leader in research, education, and public service. As an advocate, you play a vital role in supporting the University's mission and vision. This document provides tips for effective advocacy strategies.

What are the key advocacy goals? The University of Alaska has several key goals that you should focus on. These include increasing transparency and accountability, supporting the University's mission and vision, promoting its economic and social impact, and enhancing its reputation and brand.

Identify the key stakeholders and decision-makers who influence the University's operations. This includes the Board of Regents, the President, and various university departments. Building relationships with these individuals is essential for effective advocacy.

Develop a clear and concise message that highlights the benefits of your advocacy. This message should be tailored to the interests of the stakeholders you are targeting. Use data and evidence to support your claims.

Identify the communication channels that are most effective for reaching your target audience. This may include social media, email, and in-person meetings. Use a variety of channels to ensure your message is heard.

Monitor and evaluate the impact of your advocacy efforts. This involves tracking key performance indicators and gathering feedback from stakeholders. Use this information to refine your strategy and improve your effectiveness.

Support the University of Alaska's mission and vision. The University's mission is to provide high-quality education and research that benefits the state of Alaska and the world. Your advocacy efforts should align with this mission and vision.

Promote the University of Alaska's economic and social impact. The University is a major economic and social driver in Alaska. Your advocacy efforts should highlight the University's contributions to the state and the community.

Enhance the University of Alaska's reputation and brand. The University's reputation and brand are essential for its success. Your advocacy efforts should help to build and maintain the University's reputation and brand.

UA's Board of Regents is the governing body of the University. It is responsible for setting the University's policies and overseeing its operations. Advocates should focus on building relationships with the Board of Regents and its members.

Effective advocacy strategies include:

- Developing a clear and concise message that highlights the benefits of your advocacy.
- Using a variety of communication channels, including social media, email, and in-person meetings.
- Monitoring and evaluating the impact of your advocacy efforts.

Research and data are essential for effective advocacy. Use data to support your claims and demonstrate the benefits of your advocacy. Research the interests and concerns of your target audience to tailor your message.

Regular communication is key to building relationships and staying informed. Stay up-to-date on the University's news and events. Reach out to key stakeholders regularly to discuss your advocacy efforts.