



# Advocacy, Where Do I Begin?

## PRESENTERS

### **Eunice Jeffries**

Oakland Community College  
Executive Director of Government and Community Relations

### **Toni Glasscoe**

Lansing Community College  
Associate Vice President of External Affairs

# Agenda

- Practical strategies and tools for engaging in advocacy work.
- Your role if you are not the lobbyist for the institution.
- The significance of philanthropy.
- Community engagement.

# Where Do We Begin?

Use Slido to respond to the questions below. Your answers will help ground the discussion before we move into tools and examples.

## SLIDO QUESTIONS

- Who are the representatives and senators who represent the State of Michigan in Washington D.C?
- What is advocacy?
- What is lobbying?



Scan to respond

## Table Talk

Using the discussion prompts discuss advocacy on your campuses.

### DISCUSSION PROMPTS

- What issue or opportunity needs more attention?
- Who are the internal partners you would involve?
- What story, data, or campus artifact would help make the case?

# Myriad of Governmental Relations Activities

Advocacy work can begin through many entry points. These activities help institutions build relationships, tell their story, and connect campus needs to public priorities.

- Legislative visits, tours, and meetings
- National Legislative Summit
- Michigan Community College Association supports
- Institution-specific artifacts, including a Federal Agenda and Governmental Relations Community Engagement Guide

# The Intersection Between Community Engagement, Philanthropy, and Government Relations

- Community Engagement
- Philanthropy
- How can community engagement and philanthropy fuel governmental Relations

## Table Talk

How do you navigate an election year as a private citizen and public (or not so public) employee?

### DISCUSSION PROMPTS

- What are the types of things that employees might do that tend to be problematic during an election
- What if I want to host a political candidate or elected official on campus?
- Can I make any college/university resources available to political campaigns or political candidates?
- What about voter education or voter registration drives?"

## Resources

- Federal Agenda (LCC)
- Governmental relations and community (LCC)

# Questions???

# Contact Information

Eunice Jeffries  
[emjeffri@oaklandcc.edu](mailto:emjeffri@oaklandcc.edu)  
(248) 522-3557

Toni Glasscoe  
[glassct@star.lcc.edu](mailto:glassct@star.lcc.edu)  
517-483-9909