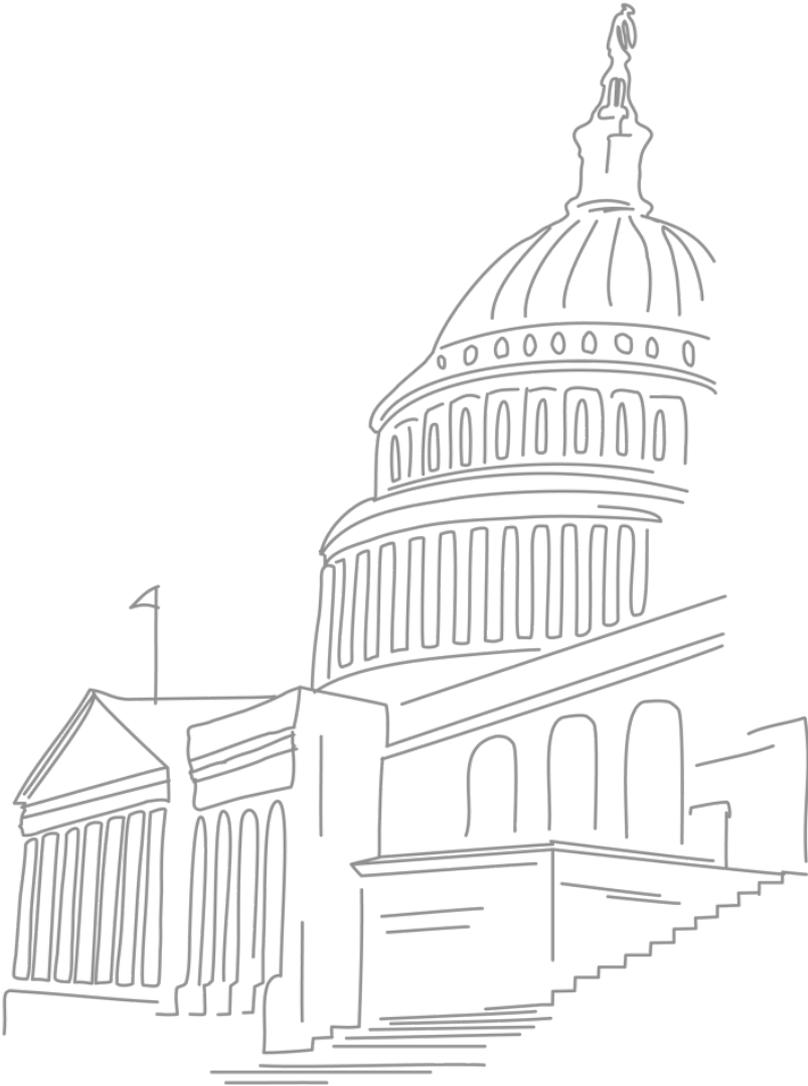




# Advocacy & Issues Update



# History

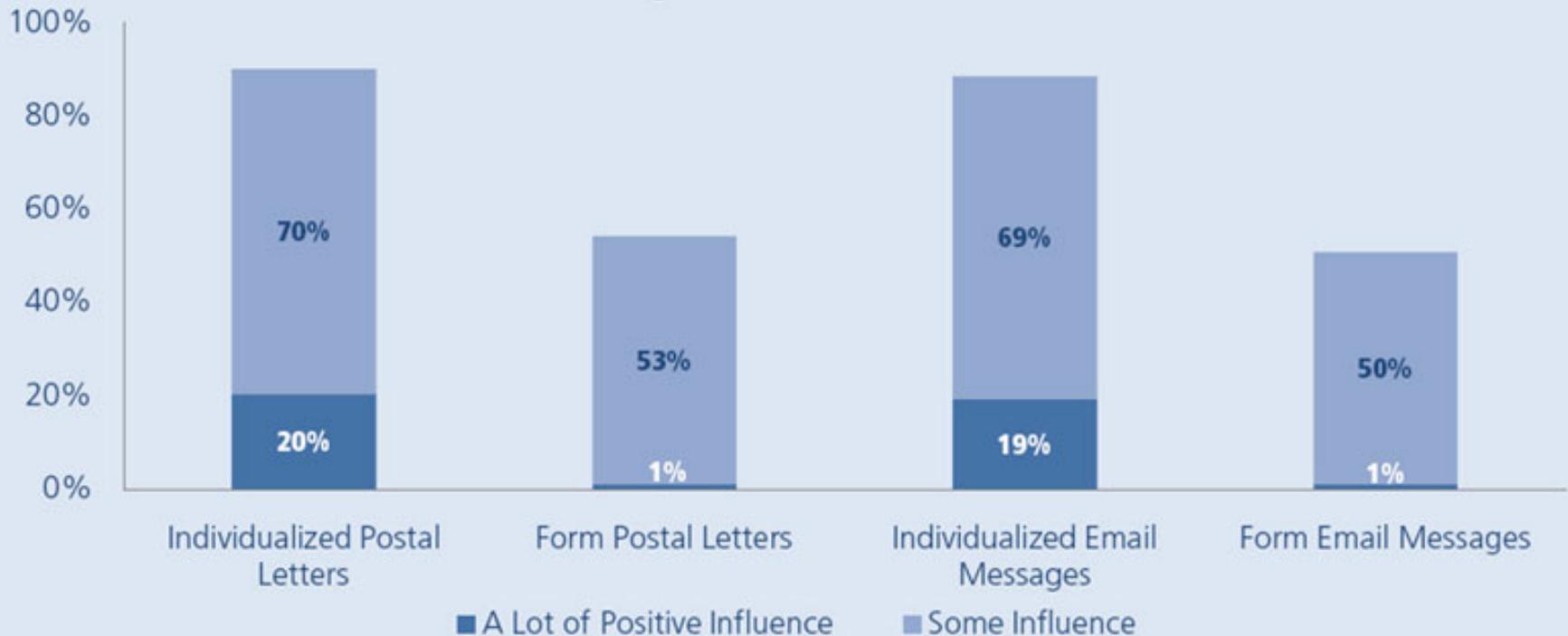
- Launched in 2011
- Hired staff in 2012
- Growing ever since... almost 3,000 *informed, passionate* advocates today
- Higher education generally slow to catch on to use of organized, modern grassroots advocacy organizations.
- UT has been a trailblazer in this area
  - AASCU (2014)
  - PHELAP (2015)

# The Need

- “Fill the void or someone else will.”
- Without advocacy, causes tend to get left behind in the conversation. Your voice can shape policy.
- There are easy ways to participate through UT Advocacy:
  - Online tools: Blog, social media, e-Action Center
  - *The Weekly Watch*
  - Advocacy 101 Program

# Does advocacy work?

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the Washington office have on his/her decision?\*



# 2015

- Legislative update: Where are we now?
- All kinds of issues on the horizon:
  - Higher education funding
  - Educational standards
  - Micromanagement
  - (Shameless plug: join UT Advocacy to get more information!)

# 2015 Budget Priorities



**\$155 estimated funding gap over next decade if corrective action isn't taken.**

# Resources

- **Blog:** <http://advocacy.tennessee.edu>
- **Twitter:** @utadvocator
- **Facebook:** “UT Advocacy”
- **Instagram:** utadvocator
- **Email:** utadvocator@tennessee.edu