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?

**Bar Chart:**

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?*

- **Individualized Postal Letters:**
  - A Lot of Positive Influence: 20%
  - Some Influence: 70%

- **Form Postal Letters:**
  - A Lot of Positive Influence: 1%
  - Some Influence: 53%

- **Individualized Email Messages:**
  - A Lot of Positive Influence: 19%
  - Some Influence: 69%

- **Form Email Messages:**
  - A Lot of Positive Influence: 1%
  - Some Influence: 50%

*Congressional Management Foundation: “Communicating with Congress” 2011
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](http://advocacy.tennessee.edu)
- **Twitter:** @utadvocator
- **Facebook:** “UT Advocacy”
- **Instagram:** utadvocator
- **Email:** utadvocator@tennessee.edu