Utah Board of Higher Education
Advocacy Training
Voice of the System

- The voice & official spokesperson of the System is the Commissioner of Higher Education unless otherwise delegated.

Voice of the Board

- The voice & official spokesperson of the Board of Higher Education is the Chair unless otherwise delegated.
Advocacy by Board members, with their contacts & positions on other boards, is crucial to helping further the cause of higher education & making college accessible to every Utah citizen.
Board Advocacy

• As corporate and community leaders, Board members are uniquely positioned to
  • Communicate the value of the higher ed
  • Advocate higher ed within professional, social, and personal networks
  • Advance the System’s interests with policymakers at the state and federal levels.
Board Advocacy

• Partnership and respect of System policies and procedures is essential.

**Board members should not develop their own agendas and engage audiences, including elected officials, without notice to the Commissioner or his or her designee.
Board Advocacy

Considerations:

- Engage with colleagues, organizations, and stakeholders
- Do you have a social following, or could you gain one, that could help you to advance the Board’s priorities?
- What sway do you hold regionally within your local community?

The Utah Board of Higher Education remains focused on providing quality, accessible, innovative, and affordable postsecondary education for students to enhance their overall quality of life and to meet Utah’s current and future workforce needs, and on accurate data collection and synthesis to support ongoing efforts.
Advocate more publicly through writing, signing, or cosigning an op-ed or letter.

- If interested, run the idea by the Chair or Commissioner so that they may coordinate ongoing efforts.
Help Tell the USHE Story

Follow us on Twitter:
- @higheredutah
- @USHECommr
- Follow all colleges & universities in Utah
- Follow legislators & other education accounts

What to Post:
- Board of Higher Education Initiatives
- Reposts from @higheredutah, @USHECommr, and institutions
- Trending topics in higher ed
Help Tell the USHE Story

Consider:

• Tagging @higheredutah & @USHECommr

• Add the hashtags #USHE, #UThighered & #uted
  • For legislative updates use the hashtags #utpol & #utleg

• Avoid negativity and responding to negative comments
Legislative Considerations

• Build relationships with legislators in your community
• Consider participation of legislators at key Board meetings.
• Need talking points? Contact the USHE Communications Team
What to do if a member of the public contacts you

1. A member of the public reaches out with a concern to a Board member
2. Board member alerts both the Board Chair and the Commissioner
3. The Board Chair and Commissioner will decide if official Board action is needed.
4. If yes, the issue will be sent to the Board and its committees.
5. If no, the Commissioner’s staff will work with the member of the public.
6. The Commissioner will keep the Board member updated on the status of the concern.
7. **Note:** Remember to check your new Board member email. More information coming soon.
Questions

Contact:
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