

Aggie Students Have An Impact



- ▶ **Students** can be among the **most effective advocates** in advancing critical priorities such as investment in higher education, student aid, and scientific research.
- ▶ **Sharing their personal stories**, students can demonstrate the **real-life impact** of choices policymakers can make.
- ▶ Meetings with policymakers and staff can result in **great outcomes for students** when the right approach is used.
- ▶ Alternatively, the **wrong approach** to advocacy can result in setbacks.
- ▶ **Embrace the opportunity** you have to make a difference and prepare with the right approach to advocacy.

1 PLAN YOUR MESSAGE: Prepare for your meeting in advance. Create a list of talking points to keep the conversation streamlined and relevant. Work closely with the Texas A&M Government Relations team to best prepare. Call 979-458-0282 or email GR@tamu.edu.

2 KNOW YOUR AUDIENCE: Familiarize yourself with the elected official's policy views, committee assignments, and the demographics of their home district. What about your story will speak directly to them?

3 BALANCE YOUR PITCH: The most effective presentations will contain a balance of personal, relevant anecdotes and evidence-based data/examples. Have an appropriate mix of evidence and anecdotes.

4 BEWARE OF TIME CONSTRAINTS: Prepare a succinct version of your presentation in case the meeting is cut short. Know that meeting spaces are often tight and can take place in small offices or even in hallways.

5 REMAIN PROFESSIONAL: Address elected officials with their appropriate title, dress accordingly, and maintain respectful engagement. Although not everyone may agree with your position, you should always aim to leave an opportunity for future agreement on other issues.

6 FOLLOW-UPS ARE KEY: After the meeting, send a follow-up email with additional resources or just to say, "Thank you!" Expressing gratitude publicly via social media and sharing appropriate photos can be effective in the right circumstance.

BE SURE TO CONTACT THE TEXAS A&M GOVERNMENT RELATIONS TEAM:

The Texas A&M Office of Government Relations is Texas A&M's interface with the Texas Legislature, Congress, and senior state and federal executive branch officials. We work diligently to advance university and student priorities with elected officials. **Let us help you with preparation for meeting and keep us in the loop on follow-ups!**