

**2021
COLLEGE CHANGES EVERYTHING[®]
CONFERENCE**

Advocacy in Action

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Introduction

- Please introduce yourself in the chat: name, institution/organization, title, what interested you about this session
- Bonus question: have you ever met with your elected officials before?



Agenda

- What is Advocacy in Action (with sample lesson)
- Why teach advocacy?
- Discussion: using this tool in your work
- Q & A



Who we are & What we do

- **Women Employed (WE) www.womenemployed.org**
 - Mission to improve the economic status of women and remove barriers to economic equity.
 - Work includes advocacy, policy, practice, research
 - Mobilize our constituencies through action alerts and public education
- **Young Invincibles (YI)**
younginvincibles.org/location/illinois
 - National nonprofit advocacy organization based in D.C. with five regional offices
 - Focus on young adults ages 18-34 in higher education, workforce development, and health care
 - Elevate young adults' voices in the policymaking process



Background & Context

- In 2019, WE and YI developed an online advocacy workshop.
- Goal: engaging more students in advocacy for the Monetary Award Program (MAP).
- The resulting free, online workshop is conducive to students' busy schedules.



What is Advocacy in Action?

- An online training workshop to teach basic advocacy skills to college students.
- There are 3 lessons, about 15 min each, with worksheets to apply lessons:
 - Defining advocacy
 - Storytelling
 - Meetings with decision makers
- The workshop is **free**, accessible via Google Classroom
- It can be completed in one sitting or across days.



Why teach advocacy?

- **Goal: Ensure students feel confident in their ability to influence decision makers**
 - Particularly important for minoritized communities
 - Students realize they have agency
 - Transferable skills
- Young Advocates Program
 - 85% of our last cohort Strongly Agreed the program improved their leadership and advocacy skills
- The power of a story: Cree and funding for campus mental health services
- Many ways to participate: Lakrista's participation as a busy student parent



Sample Lesson: Agents of Change

As you watch, consider:

- How do you think students will react to this?
- In what ways might you be able to use this tool in your work and encourage student advocacy?
- Who else on your campus could benefit from learning about this workshop?



Jamboard Sharing 1/Discussion

Reactions/Questions

- What did you think of the lesson?
- How can this help you in your work; what potential does it have?
- Any other thoughts or questions?



How can you use the workshop?

- Instructors
 - Integrate into coursework and teach during class
 - Offer as extra credit
 - Reference as a resource
- Student organizations
 - Student government activity
 - Leadership training for other student organizations
- Students
 - Individual skill-building
 - Host an in-person training for their networks
- Office of Legislative Affairs
 - Opportunity to engage students in your work



Jamboard Sharing 2/Discussion

- What challenges or obstacles might your students face in accessing and/or completing this workshop?
- How might we address those challenges?



After the workshop, what's next?

- Encourage participants to connect with advocacy groups and organizations
 - YI Young Advocates Program
 - Illinois Higher Education Network (IHEN) Student Advocacy Board
- Follow organizations, causes, campaigns, activists on social media
- Encourage students to join student orgs
- Provide a concrete advocacy opportunity following the workshop



Questions?

Analyst, Women Employed

[we.org](#)

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Regional Director, YI

[yis.org](#)

Education/Illinois

[https://www.yis.org/om/c/MTIyNDU2NzQ4NDM5](#)

