



VIRTUAL

★ Student Advocacy Day 2021 ★
A Planning Guide*

COORDINATE WITH OTHER AFFINITY GROUPS

- When possible, use a 'divide and conquer' strategy to manage tasks according to expertise of MCCCASO, MCCADA, and MCCCPO.

PROMOTE STUDENT ADVOCACY DAY WITH STUDENTS

- Generating "buzz" about Student Advocacy Day among students can help to increase social media activity.
- If your college has a college news team, be sure they cover Student Advocacy Day.
- Consider adding a Student Advocacy Day section on your college website.

PREPARE YOUR STUDENT ADVOCACY DAY TEAM

- Recommend that all Advocacy Day team members register to vote. To register, or update an existing voter registration, visit:
<https://voterservices.elections.maryland.gov/OnlineVoterRegistration/InstructionsStep1>
- Do a little 'homework' on your local legislators:
 - Learn which committees they are on, their favorite issues, their social media profiles, and a little bit about their terms in office; this can help during student meetings.
Note: With the new Senate President, many committee assignments have changed from last year. You can check committee membership at the below links.
Senate: <http://mgaleg.maryland.gov/mgaweb/Committees/Index/senate>
House: <http://mgaleg.maryland.gov/mgaweb/Committees/Index/house>
 - Try to link legislators' favorite "causes" with issues your students may be able to speak to from either their personal or college experiences.
- Share *MACC's Student Advocacy Day Tool Kit* with Advocacy Day teams for tips on talking to legislators, social media, etc.
- Suggest team members send notes to thank legislators for their time and efforts supporting community colleges and students.
 - Having template thank you notes available for student team members to personalize can facilitate this important follow-up activity.

* Suggestions from faculty and staff at Maryland's community colleges.

VIRTUAL MEETINGS WITH LEGISLATORS

- Legislators welcome the opportunity to promote their participation in Student Advocacy Day. **To help your legislators and students make the most of their time together:**
 - Be sure your legislators' staffs, esp. **Media/Press Secretaries** (or staff who fill this role) have the Student Advocacy Day date and student team meeting time on their calendars.
 - Be sure your legislators' staffs know that your student team will actively promote their scheduled meetings with legislators on social media.

INCREASING ADVOCACY DAY PUBLICITY OUTSIDE OUR COMMUNITY COLLEGES

- Ensure that a savvy social media person is part of your Advocacy Day team.
- Suggest students write an opinion / essay about Student Advocacy Day - either before or after the event – provide their pieces to local newspapers and other media outlets.
- Seek out photo and video opportunities during Student Advocacy Day and post online.
- Promote Student Advocacy Day on college social media channels.

RESOURCE AVAILABLE:

MACC's Student Advocacy Day Tool Kit at: <https://mdacc.org/advocacy/student-advocacy-day/>