



**Michigan State University**  
*Spartan Advocate*

**Social@MSU**

**&**

**Advocacy**



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# Social Engagement Is Advocacy



- Public Awareness
- Return on Investment
- Land-grant Mission
- Research
- Innovation
- Economic Growth
- Academic Achievement
- Global Reach

# Social Engagement Is Advocacy

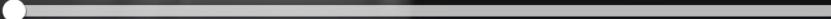
## Public awareness is the basis of advocacy

 WKAR - Public Media from Michigan State University · [Follow](#) ...  
July 10 at 9:00 AM · 🌐

How Well Do Masks Work to Stop COVID-19? (Schlieren Imaging in SLOW MOTION)  
Wearing a face mask is a cheap and easy way to slow the spread of airborne diseases li... [See More](#)



 PBS

▶  -8:00   

 Like  Comment  Share    82 · 10 Comments

# Social Engagement Is Advocacy

Public awareness is the basis of advocacy



msuvets • Follow

MSU College of Veterinary Medicine and V...



msuvets "As a BLACK veterinary medical professional student, I too have *still* experienced racism. I was with a client taking a history when her pet began to bark at me. She proceeded to explain that her dog had never seen or been around black people before and that I was probably making him uncomfortable/scared and he would do better with one of my colleagues.

Sadly, I've had to grow up knowing how to handle these situations & it's been more than just this one. Sadly, even as an educated professional, I can *still* be seen as someone to fear just because of the color of my skin. But, I could and did handle that



938 likes

# Spartan Advocate

## How you can support MSU as an individual

Spartan Advocate is an initiative of MSU's Office of Government Relations, powered with a website that has the facts, resources, and opportunities to help people communicate the importance of supporting **Michigan State University** and **higher education** to state of Michigan elected officials, the media, and **more**.

Currently, we have over **2,200 Spartans** actively engaged and ready to advocate for higher education funding, MSU Extension and AgBio Research, and many other issues.

### Goals:

1. Recruit MSU alumni, students and partners across the state of MI to become Spartan Advocates
2. Connect influential Spartan Advocates with state legislators to build relationships, advocate and share their personal MSU stories
3. Influence dialogue about MSU to include our economic impact and value to the State of Michigan and its families



# Personal Engagement

## How you can support MSU as an individual

- Stay on top of MSU's issues
- Become a Spartan Advocate
- Contact your elected officials
- Increase awareness to MSU's reach into personal lives around you
- Make it personal
- Engage others as potential advocates
  - Staff, Faculty, Alumni and Partners

# Recent Advocacy Efforts

- Michigan Competitive Scholarship
- Ticket Scalping
- CARES Act Higher Education Funding
- MSU CARES4Students



# University Priorities

## Standing Priorities and Emerging Priorities (State)

- **Annual Appropriations**
  - \$287m General Operations
  - \$67m MSUE and AgBioResearch
- **Supplementary Funding**
  - Capital Outlay
  - Individual Projects
- **Campus Free Speech**
- **Others**

# State Budget Update

- FY 2020 shortfall \$2.3 Billion; revenues reduced by \$3.2 Billion
- FY 2021 shortfall \$4.2 Billion; anticipated revenue reductions of \$3 Billion
- MSU, all 4-year public universities and community colleges held harmless in FY 2020
  - Agreement on FY 20 state budget with governor & legislature
  - Enough flexibility provided in federal COVID relief funds to use some of the \$3.9 Billion (to MI) towards FY 20 budget shortfall
  - MSUE/AgBioResearch will also be spared from FY 20 cuts
  - FY 20 budget deal technically reduces higher education funding by 11% (\$200m) with federal COVID funds helping the shortfall
  - BSF (30% of \$1.2B), savings from layoffs/furloughs, work project delays, etc., have contributed to filling in revenue shortfalls

# State Budget Update

- FY 2021 Budget
  - Normal approval timeline is July 1 (budget remains unresolved) – Budget goes into effect on Oct. 1, 2021
  - Special Revenue Estimating Conference (REC) is set for mid-August to review/revise revenues based on new and additional economic data
  - Delay in FY 21 budget allows time for additional congressional action to provide flexible state aid
  - Discussions will continue in the Legislature in Aug. on FY 21 framework (after FY 20 is finalized) so FY 21 budget can be adopted ASAP after REC
  - Level of cuts in FY 21? Unknown. MSU BOT has approved a budget based on a 15% cut

# University Priorities

## Standing Priorities and Emerging Priorities (Federal)

- **CARES Act & Future COVID-19 Response**
  - General Operations
  - Student Financial Aid
  - Support to states
- **Annual Appropriations**
  - FRIB Project
  - Research Funding
- **International Students**

# How to Stay Up to Date

## Where are the best resources for current information

- MiSpartanImpact Website
- Government Relations Website
  - New website coming in August 2020
- President's Communications
- Sign up to be a Spartan Advocate
  - Action alerts
  - Monthly Updates
  - Engage more Spartans

# Government Relations

## Social Media Channels

- **Twitter**

- @msugovrelations
- @mispartanimpact

- **Facebook**

- MSU Government Relations
- MiSpartanImpact

- **Instagram**

- MiSpartanImpact

# Let's Collaborate

## How can we partner with Government Relations

- MiSpartanImpact Content
- "Social Garden" elected officials
- Looking to amplify existing messaging efforts
- Develop targeted campaigns
- Reinforce the ROI and Impact in Michigan
- Legislative hearings
- State and National news stories

# Let's Collaborate

 **MSU Government Relations**  
@MSUGovRelations

Dr. @MonaHannaA spent the day on Capitol Hill to provide an update on the broad and long-term work to help heal residents of the Flint community. She shared the latest data from the @MSUMD @FlintRegistry with Members of the MI Congressional Delegation and their key policy aides.



 Rep. Dan Kildee and 3 others

9:26 AM · Feb 7, 2020 · [Twitter Web App](#)

 View Tweet activity

13 Retweets and comments 32 Likes

 **MSU Extension**  
@MSUExtension

Thank you, @SenStabenow's Senate Ag Committee staff, the offices of @SenGaryPeters, @RepMoolenaar, & @RepSlotkin for spending time with institute director Ron Bates & your interest in Farm Stress, financial management and other services we provide to Michigan residents.



 You

3:52 PM · Feb 25, 2020 · [Twitter Web App](#)

2 Retweets and comments 15 Likes

# Let's Collaborate


**Ronald Hendrick**  
 @Ron\_Hendrick

Well, it's here at long last! The [@CANRatMSU](#) mobile food processing lab! A game changer for our Inst of Agricultural Technology's new Food Processing, Technology and Safety certificate program, and our partnering institutions.



 You and 5 others

8:38 PM · Jul 22, 2020 · [Twitter for iPhone](#)

4 Retweets and comments    44 Likes

# When to Take Temperature

## Social monitoring and engagement

- Smaller political engagement
- Highly partisan issues
- Election season
- Education Vs. Advocacy Vs. Lobbying
- Always consider overarching context



# When to Engage

## Engaging in issues from University accounts

- University led messaging efforts
- University led advocacy efforts
- President's Communications
  - George Floyd
  - Black Lives Matter
  - International Students

# Questions ?

