

Governing Boards as Advocates: The Guardian Initiative

Regents and Trustees as Advocates

Regents and Trustees Uniquely Qualified to Serve as Higher Ed Advocates:

- Volunteers not employees
- Credible
- Knowledgeable about higher ed issues
- Trusted citizens and leaders of the state
- Well connected

AGB Guardian Initiative

- Carefully organized support for trustee advocacy
- Developed by a distinguished group of corporate and political leaders
- Elements
 - Toolkit on effective advocacy (Getting organized, talking points)
 - Research briefs (Fiscal model, ROI, etc.)
 - Links to current surveys about the role and value of higher ed
 - Etc.
- **Link** - <https://agb.org/advocacy/the-guardians-initiative-reclaiming-the-public-trust/>

The Guardian Initiative



Regents and Trustees as Advocates

Effective advocacy:

- Coordinated
- Focused
- Informed
- Purposeful
- Concise

Regents and Trustees as Advocates

Possible Regent/Trustee developed agendas:

- Workforce Development
 - Over half of the top 100 occupations identified by Oklahoma Works will require post secondary degree
 - Invest in targeted workforce development
 - Expand critical degree programs
 - Invest in Reach Higher
- Other Ideas???

Board Leadership

Never Has the Need for
Effect Board Leadership and Advocacy
Been Greater!!!