



2022 STARS LEADERSHIP & UNIVERSITY ADVOCATES CONFERENCE

Celebrating



years of
unity, advocacy, and leadership

WEDNESDAY, AUGUST 3

- 1:30 p.m. Welcome and Conference Overview
- 1:45 p.m. A Shared Language
- 2:30 p.m. Interactive Resource Guide Activity
- 3:15 p.m. Leadership through Information and Communication
with STARS Alumni Todd Stacy
- 4:00 p.m. Hotel Check In
- 6:00 p.m. 25th Anniversary Beach Reception

THURSDAY, AUGUST 4

- 7:00 a.m. Hot Breakfast Buffet for conference attendees
Alumni Task Force Meeting (Breakfast area)
- 8:00 a.m. Leadership Lab I: Communicating Effectively
- 8:30 a.m. Leadership Breakout Session
STARS Coordinators – Planning and Leading Your Advocacy Agenda
SGA Presidents / Student Advocates – Leading Leaders
Communications Task Force
Alumni Directors Task Force
- 9:30 a.m. Legislative Leaders Panel
- 10:30 a.m. Interest Sessions
Education – Pre-K to Ph.D.
Innovation in Alabama
Budget Breakdown and Economic Outlook
- 11:15 a.m. Leadership Lab II: Defining Your ‘Right’ Message
- 12:00 a.m. Keynote Luncheon
- 1:10 p.m. Talking Points Activity with Legislators
Attendees will be paired with colleagues from other universities to visit in a small group setting with legislators. They will share their talking points, have an opportunity to ask questions, and build connections.



FRIDAY, AUGUST 5

6:30 a.m. Hot Breakfast Buffet for conference attendees

8:00 a.m. Welcome and Recap

8:15 a.m. Leadership Lab III – Your Vision, Your Mission



8:30 a.m. Campus Work Session

8:45 a.m. Advocacy Plans - Final Student Presentations

9:15 a.m. Legislative Leaders Panel II

10:15 a.m. Your Challenge for Today and Tomorrow
With Tom Walker



11:00 a.m. Board Meeting of the Higher Education Partnership



SLUAC 2022

NOTES GUIDE



WELCOME

KEY VOCAB:

Leadership –

Public Policy

Advocacy –

Grassroots –

Problem vs. Issue –

STARS –

CUGAR -

WEDNESDAY OPENING SPEAKERS

Council Of University Governmental Affairs Representatives (CUGAR)

- *CUGAR is a coalition of governmental affairs representatives from each campus. They work together to identify and address key legislative issues that affect all of our universities.* Nick Lawkis, Executive Director of Governmental Affairs at the University of South Alabama serves as CUGAR Chair.

Higher Education Partnership Leadership

- Gordon Stone has served as the Executive Director of the Higher Education Partnership for 25 years.
- Bill Wallace serves as the Chair of the Board of Directors of the Higher Education Partnership. He is the CEO Emeritus for Goodwyn Mills Cawood, one of the largest architecture and engineering firms in the Southeast,
- Dr. Ken Tucker serves as the chair of the University Presidents' Council. He has been the President of the University of West Alabama since 2015.

State Leadership

- Kenneth Boswell serves in Governor Kay Ivey's cabinet as the Director of the Alabama Department of Economic and Community Affairs. He served as the mayor of Enterprise, AL for 14 years before being appointed to oversee ADECA.

Questions

Key Takeaways

FACTS AND FIGURES

Understanding Alabama

- _____ % of Alabamians live in poverty.
- Alabama ranks _____ in per capita income.
- _____ % of Alabamians have a college degree, compared to _____ % nationally.

These stats matter because:

Higher Ed Facts to Know

- In AL, funding for universities comes from the _____ (_____).
- Funding for universities is _____ it was before the 2008 recession, but trending _____
- The average Alabama family must spend more than _____ of their annual income to send a child to college.
- Every \$1 invested in Higher Ed returns _____ to the economy.
- Our universities have a _____ impact on the Alabama economy.
- The College Degree Premium means -

Questions/Misc. Notes

LEADERSHIP THROUGH INFORMATION AND COMMUNICATION

Speaker Todd Stacy: “With his Alabama Daily News website, aldailynews.com, Prattville native Todd Stacy has created a platform that not only aggregates the top stories from local, state and national media outlets, but also provides strong original reporting on statewide issues. Since its launch in January 2018, his morning email digests have become must-reads for legislators, elected officials, journalists and anyone interested in Alabama politics. He took time out after a week in Washington, D.C., interviewing Alabama’s congressional delegation to answer questions for Alabama Living. – Allison Law”

LEADERSHIP LAB I

Communication has two key players: a _____ and a _____

There are three primary methods of persuasion:

- _____ -
- _____ -
- _____ -

LEADERSHIP LAB III

Your Personal Mission Statement:

A –

D –

D –

W –

H -

A -

T -

EXPANDING THE MESSAGE

Working with the group, define a message every Alabamian should understand about the value of higher education and your University.

Craft a Strategic Plan Based on Your Message

Objectives:

1. Statewide Objective –
2. Campus Objective –

Strategies:

Develop strategies that engage your strengths and take advantage of opportunities (think – what are strengths of students on your campus, what structures are in place to help you accomplish the goal).

Tactics:

What steps do you need to take to reach your goal? What barriers might you face and how can you overcome them?

ROUNDTABLE NOTES

BUDGET BREAKDOWN

Last year's (FY 2023) ETF budget totaled _____ billion.

In the upcoming budget year, the total expected amount of available resources for the ETF is _____.

What are potential threats to revenue for education?

What are possibilities for revenue growth?

How does the ETF affect you as a student/faculty member/university advocate?

How does funding universities impact the career opportunities of tomorrow?

Additional Notes:

Your Follow-Up Questions

PRE-K TO PH.D.

Speaker: Jessica Sanders began serving as an Associate General Counsel and Government Relations Director for the State Department of Education in September 2018. Prior to joining the ALSDE, Jessica served as a Legislative Attorney, an Assistant Attorney General with the Alabama Law Enforcement Agency, and an Assistant District Attorney in Prattville, Alabama. Jessica handles government relations for State Superintendent Eric Mackey and is very excited to be here to discuss K-12 and higher education partnerships.

Your Notes:

Reflection Suggestions:

How can universities contribute to issues facing young students?

What programs already existing on campus help to address these issues?

Why should the average Alabamian be concerned about the state of education?

Why should college students be concerned about education?

Background:

In 2021, PARCA found that 44 percent of Alabamians ranked education as the most important service in the state. In addressing critical issues in education, the State understands the critical nature of literacy in educational and life outcomes. The Alabama Literacy Act, originally passed in 2019, aims to increase literacy through careful evaluation and teaching standards at the 1st – 3rd grade levels.

Universities are strong partners in this mission – our schools graduate expert teachers, provide tutoring services to local communities, and overall raise educational awareness and ability. The Pew Research Center suggests that educational attainment starts before a child even reaches preschool – it starts with the parents. By making higher education attainable for more Alabamians, we move towards the goal of increasing our children's literacy rates over the long-term.

INNOVATION IN ALABAMA

Speaker: Neal Wade has more than 25 years of experience in economic development at the private, state and local levels. Neal served as the Director of the Alabama Department of Commerce for more than 7 years and was the first President/CEO of the private Economic Development Partnership of Alabama (EDPA), before moving to direct the Economic Development Academy at the University of Alabama. Now, he oversees the Advanced Economic Development Leadership program and continues to be one of Alabama's foremost experts on Economic Development.

Your Notes:

Reflection Suggestions;

Why is innovation a significant and timely issue in the State of Alabama?

What's one way your campus contributes to innovation?

What's one innovative practice you learned about from another university?

How can universities continue to encourage innovation?

What types of jobs do you associate with innovation?

Background:

In the recent Alabama legislative sessions, multiple bills addressed innovation. As we enter the next decade, we see more eyes turning toward the value of continuing to elevate our economy through innovative ideas, concepts, and businesses.

Our universities are hubs for world class research and innovation. From student run businesses, to local incubators, to ground breaking research, they provide key services to develop creative energies. Georgetown University's Center on Education and the Workforce recently reported that investing in higher education was also investing in building the skills and knowledge demanded for an innovative workforce. A study out of Dartmouth University confirmed that firms run by CEOs with a college degree were more innovative (they spent more on R&D, received more patents, and scored higher on all measures of innovative success) than those companies run by CEOs with lower levels of education.

DEVELOPING KEY TALKING POINTS

Work with the group from your campus to share ideas, collaborate over stories, and develop the key talking points. You should integrate ideas you've learned throughout the conference and your own experiences as students on campus.

This afternoon, you'll be split up and paired with students from other universities to present these talking points in discussions with legislators.

1. Define Your Key Issue(s) with a statement, including your reason and expected result.

2. List a minimum of 3 data points you'll use to define your issue:
 - a.
 - b.
 - c.

3. How does your university help the state overcome these issues?

4. What story (or stories) can you tell to make your point?

LEGISLATIVE LEADERS PANEL

HOUSE OF REPRESENTATIVES	SENATE
<p>QUESTION</p>	<p>QUESTION</p>
<p>KEY TAKEAWAYS</p>	<p>KEY TAKEAWAYS</p>

GOING FORTH: YOUR CHALLENGE FOR TODAY AND TOMORROW

Speaker: Tom Walker is the Founder and President of the American Village Citizenship Trust, chartered in 1995.

Walker conceived the idea of the American Village in the late 1980s as an American history and civics educational campus to inspire and prepare young people for their roles as good citizens and leaders. He led efforts to build the 188-acre campus just south of Birmingham, Alabama, in Montevallo, and to design and implement its widely-acclaimed and engaging history and civics programs. The campus consists of almost 20 historically inspired buildings. More than 650,000 students from throughout the southeastern states have participated in immersive experiences since the Village opened, in addition to thousands of public visitors each year as well.

For that work, Walker received the American Bar Association's highest national award for excellence in K-12 law-related education. He has received numerous state, regional and national awards, and a few years ago, he was named "Birmingham Citizen of the Year" by The Women's Committee of Birmingham.

Tom earned his B.A. with Honors in history and political science at the University of Montevallo and his M.A. in political science at Mississippi State University. He is a former city manager and local government specialist. Prior to founding the American Village, he served as Special Assistant to the President at the University of Montevallo. Later he served as vice chair of the Board of Trustees of the University of Montevallo and chair of its finance committee. He was the founding chair of the Alabama Higher Education Partnership, a consortium of Alabama's public colleges and universities.