



## HIGHER EDUCATION PARTNERSHIP 20 YEARS OF ADVOCACY

# An Exciting Month of Events

December 2018 HEP Newsletter

### Supporters of Higher Education,

Happy New Year! On behalf of the Higher Education Partnership, I would like to thank you for all your support in our organization. We are so thankful for each and every one of you.

We have a lot of exciting events in 2019 that we hope will bring advocacy and awareness of higher education across the state. In January, we kick off the year with our Freshman Leadership Conference, an event that is targeted towards the freshman groups on each campus. We will also have a “bucket filled” with advocacy opportunities like Small Group Discussions, Advocacy Days, Alumni Banquets, etc. Then, we have our annual Higher Education Day in April, followed by our summer conference in August. We hope to see you at these events!

Finally, thank you to the Montgomery Kiwanis Club and the Opelika Kiwanis Club for letting us come and share with you the importance of higher education and how you can get involved in your communities. It has been great traveling the state sharing the story of higher education.

We wish you a joyous new year!

**Gordon Stone**  
Executive Director

## HEP Events Around the State



*Gordon visits the Montgomery Kiwanis Club*



*Gordon visits the Opelika Kiwanis Club*

## Issue in Focus

*Let Your Voice Be Heard!*

**By Gordon Stone**

Higher education gets a high rating for its difference-making capacity. However, when the average person is asked to share his or her perspective, the impact of higher education gets a less enthusiastic response. The distance between what happens on a university campus on a daily basis and what the typical person understands is one reason advocacy is important. Clearly the “misunderstanding gap” is what the Higher Education Partnership is striving to overcome. It is the mission of the Partnership to generate a better understanding of the importance of higher education in changing the lives of the average Alabama citizen.

The stories of higher education are the best illustrations of the life-changing impact of Alabama’s four-year universities. The stories are also most effectively told when the person sharing the story is the individual with the experience. To show the added value of the universities, the Partnership and our friends at the Capstone Agency are creating Voices of Higher Education. This initiative will allow for multiple layers of media to be utilized as the people of the universities share their stories.

To participate as a Voice of Higher Education, simply email the Partnership ([partners@higheredpartners.org](mailto:partners@higheredpartners.org)) and express your desire. The Capstone Agency will follow-up and you will be given the chance to share. It is the personal touch that has great impact.

Statistically, it is clear that universities are important. Three key indicators are shown below:

1. Universities have a \$20 billion economic impact annually in Alabama. This is a frequently repeated number but it is also an important feature. The fact is that every

Alabamian ultimately benefits when the economic needle is moved at a \$20 billion level.

2. Alabama is a state with a ranking in personal income between 45<sup>th</sup> and 48<sup>th</sup> nationally over the past 5 years. This is a real challenge for public education. In Alabama, over 80 percent of the revenue in the Education Trust Fund is provided by Sales and Income Tax. Therefore, lower levels of income leads to less revenue. To improve income statistics, Alabama must recruit employers that are paying higher wages. To grow the wage-earning potential of the citizens, the state will need to recruit jobs that require higher levels of education. To achieve the goal of creating jobs where knowledge is valued, the state must be committed to creating an environment where university graduates are motivated to stay in Alabama.

3. Alabama has enthusiastically celebrated the accomplishments of many of its people. Consider the astronauts, engineers, business leaders, medical professionals, etc. who have been leaders in their professions. In Alabama, most of these accomplished leaders have the common denominator of attending a state university. Each story is different but they all have a similar characteristic, they valued higher education.

The Partnership will continue to provide the message of the value of universities to the state's decision makers and policy setters. Public universities are critical to the future of the state and the nation. Job growth and income value are tied together. Alabama can generate more jobs without promoting higher education. However, greater numbers of university graduates will lead to more high paying jobs. The state must increase its university funding and improve accessibility in order to build a knowledge-based economic future!

## News From Around University Campuses

[AL.com](#): Gas tax for roads top priority for Alabama's GOP-led Legislature

[Shelby County Reporter](#): UM students' art to grace Florida city

[Decatur Daily](#): Faculty groups respond to censure issue

[Auburn University Montgomery](#): Auburn Montgomery's accreditation reaffirmed for decade

[The Crimson White](#): No. 1 Alabama to play in College Football National Championship

[University of Alabama at Birmingham](#): UAB earns its first-ever bowl win in program history, capping off an incredible 2018 season

[University of Alabama at Huntsville](#): UAH joins nationwide effort to increase college access, equity, and post-secondary attainment

[Times Daily](#): 80-year-old UNA graduate never lost sight of her dream

[Montgomery Advertiser](#): Mighty Marching Hornets to perform in Rose Parade for the first time

[Auburn University](#): Auburn sets record with 63-14 win in Music City Bowl

[Jacksonville State University](#): Marching Southerners Headed to Italy to Perform for Pope

[WKRG.com](#): Troy University wins 2018 Dollar General Bowl, 42 - 32

## Calling All Cooks

To celebrate the 10th anniversary of the Higher Education Partnership, a cookbook was

published to celebrate the history and success of Alabama's public universities. We have copies of the cookbook still available, so we are making them available once again.



*Wonder What. . .*

## **Alabama's Serving for Dinner?**

The *Scholarly Gourmet* was published in celebration of the Higher Education Partnership's 10th anniversary. The cookbook was a joint effort of the 14 public universities in the state of Alabama and is filled with recipes, stories and photographs of well-known alumni along with over 250 recipes from faculty, staff and alumni of each university. The *Scholarly Gourmet* will provide for hours of great reading, cooking and eating.

Your purchase of *The Scholarly Gourmet* directly supports the Higher Education Partnership Foundation funding leadership and educational programs for university students.

Supply is limited so order your book today.

### *The Scholarly Gourmet:*

*A Collection of Recipes from Alabama's Public Universities*



Visit our website at [www.higheredpartners.org](http://www.higheredpartners.org) to order your copy on-line. Payments can be made through Paypal. Or send in the order form with payment to Higher Education Partnership, 2 North Jackson Street, Montgomery, AL 36104.

For more information, call 334-832-9911

Request Your Cookbook Here!

## **Questions? Thoughts? Concerns?**

*Connect with Us!*

Do you have a story idea or issue in focus we should include in an upcoming newsletter? Email [partners@higheredpartners.org](mailto:partners@higheredpartners.org) and let us know!

