



# ADVOCACY DECISION- MAKING TOOL



# TRIGGERS

## Common Advocacy Triggers

- » Request to sign-on to letters and statements
- » A national and/or global event occurs
- » Member brings forward a request
- » Our research creates the opportunity to write and publish a position statement
- » Need arises to refine long-term policy priorities

## Corresponding Decision-makers

- Advocacy Action Team: CEO, Board Chair, and Advocacy Chair
- Urgent: CEO and Board Chair
- Non-urgent: Executive Committee, Advocacy Committee, and/or Board
- Advocacy Committee
- Advocacy Committee and Board
- Advocacy Committee and Board

# STEPS

**1****Step 1: Determine if the request is a NACE policy priority.**

- If it is a policy priority, this is an automatic yes to support the advocacy request. This completes the process.
- If **no**, then continue the decision making by using the Advocacy Decision-Making Tool. *(Move to Step 2.)*

**2****Step 2: Determine if the request is aligned to NACE's policy priorities.**

- If **yes**, sign on/make statement. This completes the process.
- If **no**, consider if this should become a priority. Each member of the Advocacy Action Team completes the tool. *(Move to Step 3.)*

**3****Step 3: Total the points.**

- If two out of three votes are “yes,” the issue is referred to the Advocacy Committee for consideration as a policy priority. A “yes” vote means an issue has garnered at least nine out of 13 total points available.
- When an issue is referred to the Advocacy Committee, discussion/research are required before committing to a new policy priority.



# CRITERIA

**Is it a NACE policy priority?**

([priorities list](#))

If **yes**, sign on.

If **no**, proceed with the tool.

## Advocacy Decision-Making Tool

It is not a NACE policy priority, but is it aligned with or germane to those priorities?

*Assess if the values and spirit of the request are similar to/in agreement with NACE’s policy priorities.*

If **yes**, sign on/make statement.

If **no**, consider if this should become a priority. The Advocacy Action Team completes the tool; if there are two “yes” votes out of three, the issue goes to Advocacy Committee to consider for inclusion as a NACE policy priority.

### Criteria

### Yes or No

### Points

It fits within NACE’s strategic plan or has a connection to association policy or guiding documents.		__ out of 3 max
It is an equity issue. <i>The issue addresses systemic forms of oppression, presents possible solutions that can mitigate forms of inequality.</i>		__ out of 3 max
Related to career services or university recruiting		__ out of 3 max
National level issue—federal rule, legislation, agency, etc. AND/OR State level issue that has the potential for national impact.		__ out of 2 max
Silence or speaking out/action would send a negative message. <i>(There would be a significant risk to membership, reputation, or financial stability if NACE is silent OR speaks out.)</i>		__ out of 1 max
Topic is an opportunity to lead or collaborate.		__ out of 1 max