

Effective Communication & Advocacy

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Policy and Budget Structure

Legislative Branch

- Florida House of Representatives (120 members);
The Florida Senate (40 members)
- Legislative Committees, staff and aides



Policy and Budget Structure

Executive Branch

- Office of the Governor
 - District Boards of Trustees
 - State Board of Education (K-12)
 - Florida College System Council of Presidents



Effective Communication & Advocacy

Guiding Principles

- The game you are watching is not the game being played
 - Monitor what is occurring around you
 - Strategize
 - Act and react



Effective Communication & Advocacy

Guiding Principles

- Know when to hold 'em, know when to fold 'em
 - Develop priorities and calculate risk
 - Be flexible
 - Don't take on issues that you don't need to
 - Reshape priorities to achieve best outcome



Effective Communication & Advocacy

Guiding Principles

- Make your friends before you need them
 - Relationships count (Connectivity)
 - Cultivate for both long-term and short-term
 - Trust = access and influence



Effective Communication & Advocacy

Guiding Principles

- Protect the Brand
 - Represent the institution; represent yourself
 - Only one chance to lose trust
 - Say THANK YOU

