Register for the facilitated discussion and live Q&A session at tac.nacs.org.

Before the scheduled event date, watch the video interview online, use this outline to follow along, and jot down notes and/or responses to the reflection questions.

Join the discussion (Tuesday, June 30, 2020 at 1:35 p.m. EST) and participate in the two-hour event by asking questions, sharing your reflection responses, and collaborating with colleagues.

For the best TAC virtual experience, we recommend three simple steps:

**STEP #1**

Register for the facilitated discussion and live Q&A session at tac.nacs.org.

**STEP #2**

Before the scheduled event date, watch the video interview online, use this outline to follow along, and jot down notes and/or responses to the reflection questions.

**STEP #3**

Join the discussion (Tuesday, June 30, 2020 at 1:35 p.m. EST) and participate in the two-hour event by asking questions, sharing your reflection responses, and collaborating with colleagues.

**OUTLINE**

The Student Voice
The Advocacy Process
Impact Opportunities
Defining Success & Motivation
Tips for an Affordability Task Force

**Reflection questions:**

First Steps Research

- What student advocacy groups exist on your campus?
- Are there any causes or movements that have garnered significant support among students?
- Who are the leaders of these groups or movements? What are their goals and how can you offer them support?

Young Invincibles (YI) hosts meetings at times and places convenient to their student advocates, offers childcare stipends, and provides meals to create community and show solidarity with them. The success of YI’s advocacy programs stems, in part, from letting the students lead, changing the power dynamic and thereby helping them to find their voice and tell their authentic, lived experience.

- What are ways you can demonstrate to students that their priorities and life challenges matter to you?
- What are specific steps you (or your department/store/organization) can take to provide a space for students to speak up, take charge, and be empowered to advocate for themselves and others?
An important part of the YI internship program is helping student advocates find their cause, define the change, and identify methods they will use in their advocacy. YI has a policy team of experts that identify opportunities in an ecosystem of issues, and they let the students determine the priorities.

- What will you use as your criteria to develop an ecosystem of issues from which student advocates may choose?

- How will you determine where you can best make a unique impact?

- In what ways will you ensure the students are driving the conversation and decisions?

Rachel explains that policy change is a long-term process, and progress should be measured incrementally, recognizing that small wins build to become larger ones. Success is gained when students become confident advocates, even if the policy work doesn’t result in the desired outcome.

- How will your program measure success and recognize the value in individual and progressive accomplishments?

- What is your roadmap for where to start making change and where that will lead to next?

- One strategy YI deploys is to encourage healthy competition. Are there departments, faculty, administrators, or others on campus whose competitive instincts could be engaged for good?

A challenge for YI—and any advocacy group—is how to keep an internal audience of advocates and an external audience of supporters and funders motivated and engaged.

- What is your plan for telling your group’s story to on-campus supporters?

- When faced with challenges, how will you help your advocates stay enthusiastic and hopeful?

Rachel’s advice to campus leaders hoping to start or support student advocacy groups:

**Listen & Learn.**

It’s hard at first, when we want to teach or share our experiences, but it ensures you will build a program based on students’ needs and expectations. Create the space for them to share their stories and practice active listening.

**Identify & Empower.**

Identify and empower student leaders (or potential leaders). If you give them the authority to be the face and voice of the organization, this lends credibility to the cause and brings in more students who will trust their peers. Work toward changing the power dynamic so the “experts” stand aside and make way for students to shine.