



Advocacy & How It Can Benefit You

Local Engagement Initiative



HACU 30th Annual Conference
30 Years of Championing Hispanic Higher Education Success

OCTOBER 8-10, 2016 | GRAND HYATT SAN ANTONIO | TEXAS

Advocacy & How It Can Benefit You



Panelists

Daniel Mezza
District Director
Office of Rep. Will Hurd

Toni Hernandez-Serna
District Director
Office of Rep. Joaquin Castro

Road Map

- What is HACU's New Local Engagement Initiative (LEI)?
- Goals and Objectives of LEI
- Opportunity for Membership Engagement via HACU's new "*Advocacy Center*"



“New” Local Engagement Initiative

- Designed to work in collaboration with your institutions’ advocacy efforts with federal elected officials in your area
- This initiative will work in tandem with HACU’s advocacy efforts in DC while expanding our combined efforts in our local communities



Local Engagement Initiative

- Goals of the LEI is two-fold:
 - 1) Provide support and encouragement of legislative action on the concerns and issues (i.e. HEA Reauthorization) to HSIs
 - 2) Provide guidance and resources for member institutions on structure, outreach methods, and initiating and sustaining engagement with federal government officials



Advocacy Center

- Developed by the GR team to assist education advocates to make your voices be heard and amplified on public policy issues impacting HSIs and other HACU member institutions.
- This new tool easily allows your voice to be heard in Washington, DC by providing education professionals the necessary resources to communicate with lawmakers and their staffs.



Advocacy Center

HACU
HISPANIC ASSOCIATION OF
COLLEGES AND UNIVERSITIES

Home Policy Agenda Issues 2016 Elections Policy News Our Stories Events Contact Us HACU.net

Become an HSIs Advocate
Hispanics are the largest, youngest, and second fastest-growing ethnic population in the U.S. and as a result Hispanic enrollment in higher education continues to grow. More HSIs are created every year. Lend your voice and engage with Congress to show your support of HSIs and their students.

LEARN MORE:

ADVOCATE FOR HISPANIC-SERVING INSTITUTIONS

HISPANIC ASSOCIATION OF COLLEGES & UNIVERSITIES

Welcome to the HACU Advocacy Center

The Advocacy Center has been developed by the HACU Government Relations team to assist education advocates to make your voices be heard on public policy issues impacting Hispanic-Serving Institutions (HSIs) and other HACU member colleges and universities. The Center easily allows your voice to be heard in Washington, DC by providing education professionals the necessary resources to communicate with lawmakers and their staffs.

The HACU Advocacy Center is designed to easily allow you to:

- Send useful communications via email to your federal elected official's Washington, DC offices;
- Read and respond to timely Calls to Actions as it relates to Hispanic higher education policy issues;
- Find contact information for federal elected officials and their staffs;
- Find election information and candidates for your state;
- Sign up to receive the latest news/updates on federal policies and legislative proposals impacting HSIs and Hispanic students.

Become a HACU Advocate & Receive Policy Updates

Featured Video

About HACU

everyone has a STORY




Advocacy Center

- The new Advocacy Center easily allows you to:
 - Send communications via email to your federal elected official;
 - Read & respond to timely Calls to Actions;
 - Find contact information for federal elected officials and their staff;
 - Find election information and candidates for your state;
 - Sign up to receive the latest news/updates on federal policies and legislative proposals impacting HSIs and Hispanic students.



Advocacy Center – Key Features

- Issue pages
- Policy News & Updates
- Election Center
- Our Stories
 - You can help build the narrative and help shape higher education policy



Impact of HSI Eligibility & Funding

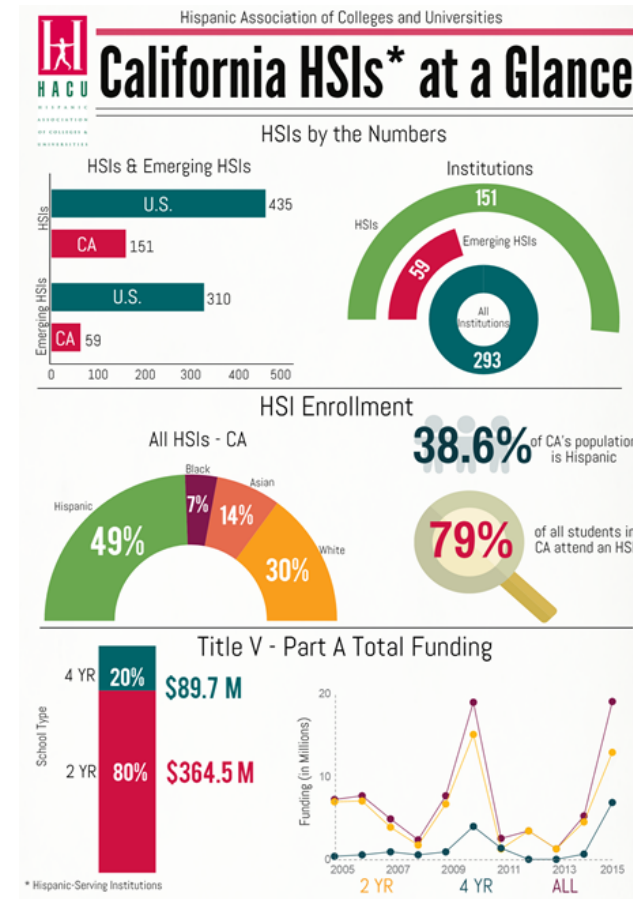
Share your story & the impact in your institutions

HACU needs advocates to share their stories of successes at HSIs and the value of serving the Hispanic higher education community. Tell us how HSI funding has impacted institutional programs and students. Add your voice to advocacy efforts before Congress and the administration.

[SUBMIT YOUR STORY](#)

Advocacy Center – Key Features

- State Fact Sheets
- Developing state one-pagers.
 - # of HSIs and Emerging HSIs
 - HSI enrollment #'s
 - Title V – Part A Funding
- All states with HSIs
- Will be available on advocacy center
- National HSI Fact Sheet



S
A
M
P
L
E

Advocacy Center – Registration

Check to receive policy updates

Prefix

* First Name

* Last Name

Suffix

* Title

* Name of Institution

* Work City

* Work State

* Home Address

Home Address 2

* Home City



Advocacy Center – Policy News



HISpanic ASSOCIATION OF
COLLEGES AND UNIVERSITIES

Home

Policy Agenda

Issues ▾

2016 Elections

Policy News ▾

Our Stories

Events ▾

Contact Us

HACU.net

Latest News

Supreme Court Rejects NCAA Appeal of O'Bannon Case

Diverse

The U.S. Supreme Court will not hear the NCAA's appeal of the Ed O'Bannon case, leaving in place lower court rulings that found amateurism rules for big-time college basketball and football players violated federal antitrust law. The justices on Monday rejected the appeal in a class-action lawsuit originally filed by O'Bannon, a former UCLA basketball [...]

Sen. Ayotte's Campaign Hands Out Condoms at College Campuses

Diverse

CONCORD, N.H. — Republican U.S. Sen. Kelly Ayotte's campaign is highlighting a birth control bill she sponsored by handing out free condoms on college campuses. The campaign recently distributed signs to students promoting her campaign that say "FREE CONDOMS" in bold letters. The signs, which are being set up next to tables where potential voters [...]

Ga. Attorney General Sam Olens Seeking Kennesaw State Presidency

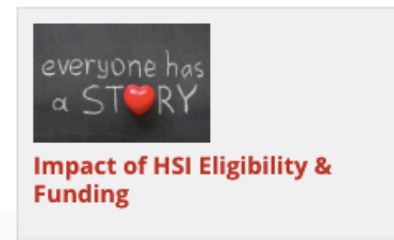
Diverse

ATLANTA — Attorney General Sam Olens will interview this week to become president of Kennesaw State University, according to Georgia's top higher education official. University System of Georgia Chancellor Hank Huckaby said in a letter sent Monday to students and faculty of Georgia's third-largest university that a committee of the university system's governing Board of [...]

University of Missouri's Kappa Alpha Fraternity Temporarily Suspended

Diverse

Featured Video



Advocacy Center

Call to action:

- 1) Sign up to become an HSI advocate
- 2) Share your story
- 3) Encourage others to sign up





HACU 22nd Annual National Capitol Forum on Hispanic Higher Education



April 24-25, 2017 | Washington Marriott at Metro Center | Washington, D.C.

H I S P A N I C A S S O C I A T I O N O F C O L L E G E S A N D U N I V E R S I T I E S

- HEA Reauthorization
 - HSIs specific language
 - Teacher prep
 - Student aid
 - Institutional accountability
- HSIs Caucus
- Federal funding opportunities



HACUAdvocates.net

Remember to vote



**Tuesday
November 8
2016**



HACUAdvocates.net

Government Relations Team



Luis Maldonado
Chief Advocacy Officer
luis.maldonado@hacu.net



Alicia Diaz
Executive Director of Legislative Affairs
alicia.diaz@hacu.net



John Aguilar
Executive Director of Legislative Affairs
john.aguilar@hacu.net





Follow us on Social Media:



@HACUDC

facebook

@HACUnews

Linked in

HACUAdvocates.net

Questions?

