

## Advocacy Efficacy Assessment

*This tool was developed in reference to a person's effectiveness getting legislation passed primarily at the local or state level. It has been modified to help college faculty and staff advocate for new ideas at the campus level.*

### Your people score:

- \_\_\_\_\_ Number of offices and departments helped by your idea
- \_\_\_\_\_ Number of faculty Deans and executive or senior level administrative staff supportive of the idea.
- \_\_\_\_\_ Number of department and program heads who quietly support your idea
- \_\_\_\_\_ Number of years you've had lunch (at least once a year) with the chair of faculty senate, and any administrative vice president.
- \_\_\_\_\_ Number of years you've had lunch with the President/ Provost/Chancellor, multiplied by five
- \_\_\_\_\_ Dollars (in \$100k increments) the institution will save by approving your idea (limit: 10)

### Your impact score:

Funding or policy areas your idea will impact; select all that apply and multiply by 3

- \_\_\_\_\_ Financial aid
- \_\_\_\_\_ Counseling and mental health services/student conduct
- \_\_\_\_\_ Workforce development
- \_\_\_\_\_ Faculty governance
- \_\_\_\_\_ Grants
- \_\_\_\_\_ Retention
- \_\_\_\_\_ Journal publications
- \_\_\_\_\_ Campus police–community relations

## Your experience score:

- \_\_\_\_\_ Your experience in public speaking (number of years divided by five)
- \_\_\_\_\_ Number of times you've testified about your proposal
- \_\_\_\_\_ Number of times in the past year you've appeared on TV news shows (limit five)
- \_\_\_\_\_ Number of social media accounts allied with your partners who are posting about this issue (limit five)
- \_\_\_\_\_ Number of local/state/national media you know personally (limit six)
- \_\_\_\_\_ Number of times in the past six months your issue has been covered in an area or campus newspaper
- \_\_\_\_\_ Number of newspaper articles in the past year about you or your partners on this issue
- \_\_\_\_\_ Number of times in the past year you've been in to sit down with the editorial board of an area newspaper
- \_\_\_\_\_ Number of times in the past year you've had an opinion piece, including a letter to the editor, published in an area or campus newspaper
- \_\_\_\_\_ Number of times in the past year you've appeared on a regional radio talk show or were interviewed by a radio news reporter
- \_\_\_\_\_ Number of times in the past five years you've organized on-site meetings with officials
- \_\_\_\_\_ Number of copies of your proposal or briefing handed out (divided by 100; limit 10)
- \_\_\_\_\_ Number of copies of *Bridges Across Every Divide* you've handed out to elected officials (limit 10)

## Your score?

Your people score + impact score + experience score = effectiveness of advocacy: \_\_\_\_\_

>100, you can pass any policy!

75–100, you almost certainly will win.

50–75, see where you might be lacking.

<50, keep working at it.

Pay attention to the data, and use the data to get your ducks in a row before the storm hits.

Adapted from *Bridges Across Every Divide: Policy and Practices to Reduce Poverty and Build Communities* by Philip E. DeVol and Eugene K. Krebs. © DeVol & Associates, LLC, and Eugene K. Krebs. All rights reserved. [www.ahaprocess.com](http://www.ahaprocess.com)