

Advocacy 101

WHAT IS ADVOCACY?

Advocacy is an act or process of supporting a particular cause.

WHAT DOES AN ADVOCATE DO?

Advocates take action to advance issues that they care about to bring about change and desired outcomes by becoming informed about the issues they care about and sharing information with others.

WHY IS ADVOCACY IMPORTANT?

Advocacy ensures that your voice is heard on issues that are important to you, so that your views can be considered when decisions are being made that may affect you or our community.

WHO CAN BE AN ADVOCATE FOR UCALGARY?

Anyone can be an advocate! UCalgary is part of an engaged community of advocates who care deeply about post-secondary education, research and innovation.

HOW CAN I TAKE ACTION AS AN ADVOCATE?

1. **Be informed** – advocates are more effective when they are knowledgeable about the subject they are talking about. Stay up to date with the news, read about university activities, and dig-into issues that matter to you.
2. **Share** – talk to others about the importance of universities and share things you read about university activities and initiatives. This helps to raise broader awareness in the community and will help you practice talking about the issues you care about.
3. **Advocate** – reach out to government to share your ideas and concerns. It is important for government officials, like provincial MLAs, to hear directly from their constituents that post-secondary education, research, and innovation matters.
4. **Get personal** – when talking to government, share personal stories from your lived experience about why you are passionate about the university or its mission (e.g. how the university has impacted your career, family, business, or the sector you work in).
5. **Be specific** – share details about what the government can do to address your concerns.

Advocacy at UCalgary

ucalgary.ca/government-relations