ADVOCACY DECISION-MAKING TOOL

NACE

TRIGGERS

Common Advocacy Triggers

» Request to sign-on to letters and statements

» A national and/or global event occurs

» Member brings forward a request

» Our research creates the opportunity to write and publish a position statement

» Need arises to refine long-term policy priorities

Corresponding Decision-makers

- Advocacy Action Team: CEO, Board Chair, and Advocacy Chair

- Urgent: CEO and Board Chair
- Non-urgent: Executive Committee, Advocacy Committee, and/or Board

- Advocacy Committee

- Advocacy Committee and Board

- Advocacy Committee and Board

STEPS

1 **Step 1: Determine if the request is a NACE policy priority.**

- If it is a policy priority, this is an automatic yes to support the advocacy request. This completes the process.
- If **no**, then continue the decision making by using the Advocacy Decision-Making Tool. *(Move to Step 2.)*

2 **Step 2: Determine if the request is aligned to NACE's policy priorities.**

- If **yes**, sign on/make statement. This completes the process.
- If **no**, consider if this should become a priority. Each member of the Advocacy Action Team completes the tool. *(Move to Step 3.)*

3 **Step 3: Total the points.**

- If two out of three votes are "yes," the issue is referred to the Advocacy Committee for consideration as a policy priority. A "yes" vote means an issue has garnered at least nine out of 13 total points available.
- When an issue is referred to the Advocacy Committee, discussion/research are required before committing to a new policy priority.

CRITERIA

Is it a NACE policy priority?
(priorities list)
If **yes**, sign on.
If **no**, proceed with the tool.

Advocacy Decision-Making Tool

It is not a NACE policy priority, but is it aligned with or germane to those priorities?

Assess if the values and spirit of the request are similar to/in agreement with NACE's policy priorities.

If **yes**, sign on/make statement.

If **no**, consider if this should become a priority. The Advocacy Action Team completes the tool; if there are two "yes" votes out of three, the issue goes to Advocacy Committee to consider for inclusion as a NACE policy priority.

Criteria	Yes or No	Points
It fits within NACE's strategic plan or has a connection to association policy or guiding documents.		__ out of 3 max
It is an equity issue. *The issue addresses systemic forms of oppression, presents possible solutions that can mitigate forms of inequality.*		__ out of 3 max
Related to career services or university recruiting		__ out of 3 max
National level issue—federal rule, legislation, agency, etc. AND/OR State level issue that has the potential for national impact.		__ out of 2 max
Silence or speaking out/action would send a negative message. *(There would be a significant risk to membership, reputation, or financial stability if NACE is silent OR speaks out.)*		__ out of 1 max
Topic is an opportunity to lead or collaborate.		__ out of 1 max