ADVOCACY DECISION-MAKING TOOL
# 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**
**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**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Yes or No</th>
<th>Points</th>
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<tbody>
<tr>
<td>It fits within NACE’s strategic plan or has a connection to association policy or guiding documents.</td>
<td></td>
<td>___ out of 3 max</td>
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| 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 |

**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.