Hawkeye Caucus Day 2019

How UI staff can join in the UI’s daylong event of advocacy

Feb. 10, 2019
About Hawkeye Caucus Day

- **Tuesday, April 9** – Iowa State Capitol
- **Day of advocacy**, where UI students, staff, and faculty lobby 150 state legislators
- **Purpose**: Educate Iowa Legislature of the UI’s academic, research, and outreach activity throughout the Hawkeye State
- **Dozens** of UI exhibitors from colleges and departments showcase their daily work
- Eight to 10 UI Staff Council members attend
What are we advocating for?

☑️ Governor Reynolds’ recommendation for funding:

• Additional **$7 million** in funding for need-based undergraduate financial aid in the upcoming year
• **$550,000** for training mental health workforce at UI.
I’m attending. How can I help?

✔️ "Pitch" your UI connection to legislators

✔️ “As a researcher at the UI-based State Hygienic Lab, I work on a team that tests all newborns in Iowa.”

✔️ Meet fellow UI colleagues

✔️ Share on social
We want to **PLEASE** our audience

- **P** – Be patient: There’s plenty of time to meet legislators
- **L** – Listen to their background story
- **E** – Engage: Explain your UI story/connection to Iowa
- **A** – Ask questions: Why did they enter politics? What are they passionate about?
- **S** – Seek common ground: We don’t all agree about the same things. Find what connects you, focus on that!
- **E** – Exit the conversation with the legislator and repeat!
I’m attending. How can I use social media?

✔️ Use the channel(s) you’re most comfortable with

✔️ Short, simple, clever phrases about your work as a Hawkeye are best

✔️ Use #HawkeyeCaucus, #IALegis and #uiowa

✔️ Share Hawkeye Caucus posts

Tip: Take photos with colleagues to show a unified front of Hawkeye Pride
I’m not attending. How can I help?

- Follow the hashtags and engage in your own way
- Use provided graphics and suggested phrasing to help share your story of why the UI is “for Iowa”
- Participate in online advocacy and postcard campaigns
Examples of strong social content

Posts/stories should be authentic, engaging, and fit the institutional brand.
Questions?