

Talk, Teach, Touch:

Easy Steps to
Relationship-Building
With Legislators
For Students



YOU DO INFLUENCE PUBLIC OPINION

YOUR NAME HERE:

You can personally influence through an email, a phone call, a letter, or a face to face contact.

The number of people I reasonably encounter in a typical week.

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<input type="text"/>	<input type="text"/>	<input type="text"/>

People I work and go to class with...

Students, staff, parents, community representatives, etc.

People who ask how work or classes are going...

Friends, family church, softball teammates, etc.

People I know who make \$ decisions...

Board members, Legislators, other elected officials

I *am* an opinion leader about Western Iowa Tech Community College.

The next time one of these people asks me "How's work?" instead of answering "Fine.... How are you?" I will say:

"I am so proud of the work I am doing at Western Iowa Tech Community College and how I am getting the "Best Start". Do you have 30 seconds for a quick story?"

After all, if you don't advocate for what you believe in, how can you expect others to believe in what you do?



Over time, it is the little things that make a difference in a relationship.

Handwritten notes - short!

Writing about personal experiences-i.e. Student success stories, graduate success stories, community impact of program, business support for program, etc.

A clipping with a Post-It Note.

A photo sent with a thank you.

A voice mail saying "good job."

An invitation to attend a class or lab.

An invitation to attend an advisory committee meeting.

An invitation to participate in a program event.

Volunteer to help with a campaign.

"Do you have a minute to help?"

Asking, "What do you think?" and then actually listening and asking questions.

Saying "Good question, glad you asked" (even when maybe you aren't sure you are).

Asking "What can I do for you?"

Maintaining optimism, not being cynical, adversarial and defensive.

An email with pertinent information.

A contribution with a personal note.

A vote cast on Election Day.

