



# Weathering the longest State budget crisis in history

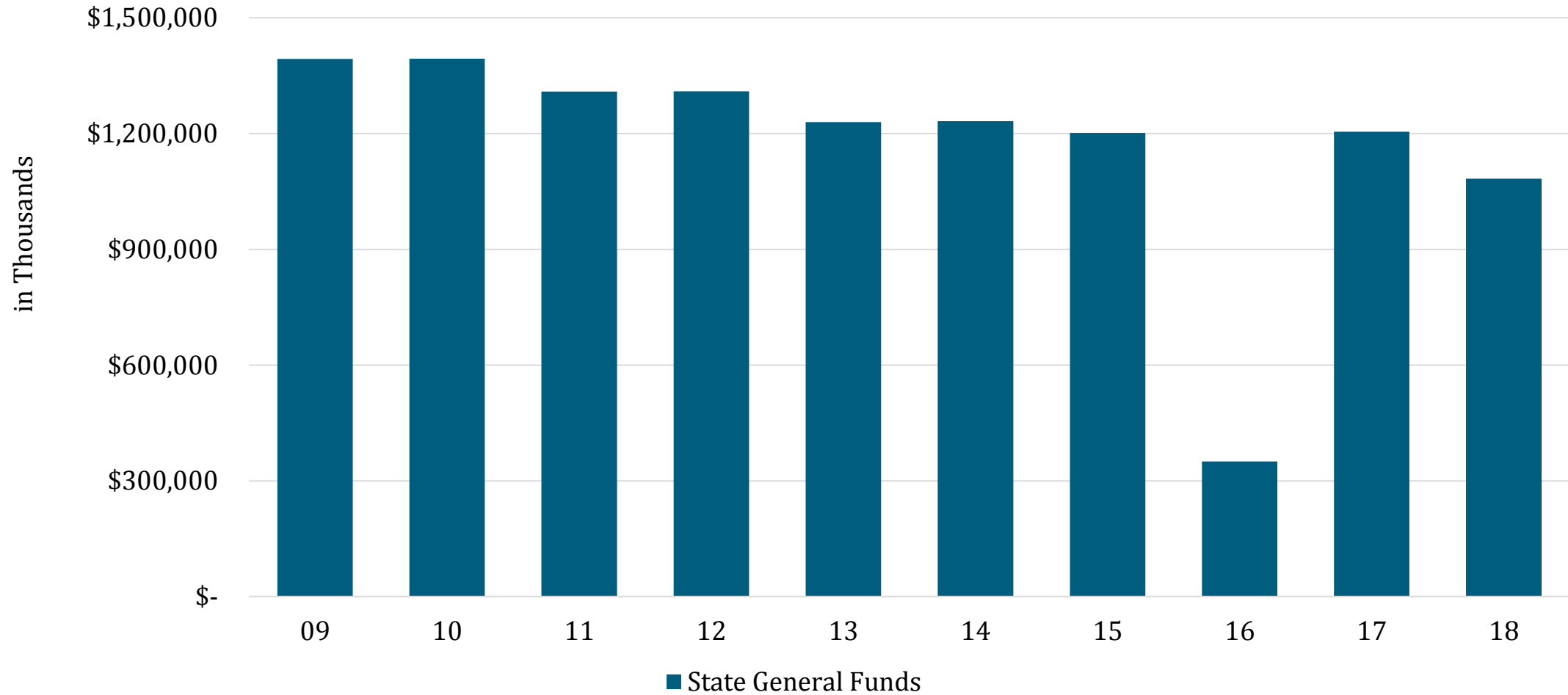
*What we learned and how we utilized grassroots*

# UNIVERSITY OF ILLINOIS

URBANA-CHAMPAIGN • CHICAGO • SPRINGFIELD



# State Appropriations for Public Universities



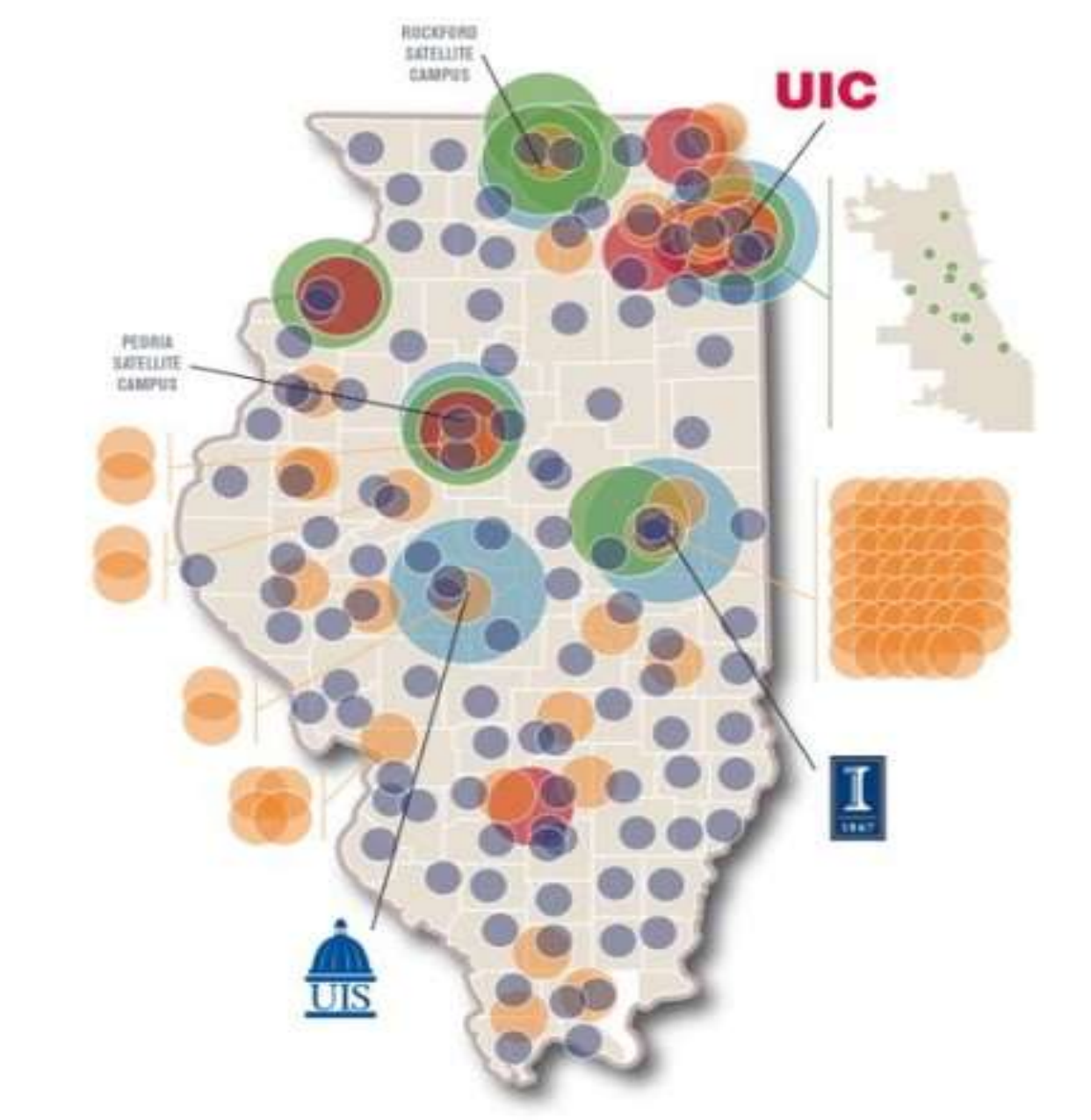
*Data courtesy of Illinois IBHE.*

## Telling Our Story

- Impact
- Legislation
- Advocacy
- Coalitions



# Impacts





# The Commitment

# IPAC

**Investment, Performance, and  
Accountability Commitment**



Affordability



Illinois Residents



Ill Financial Aid  
Program



Retention and  
Graduation



Performance  
Reporting

# IPAC: Overview

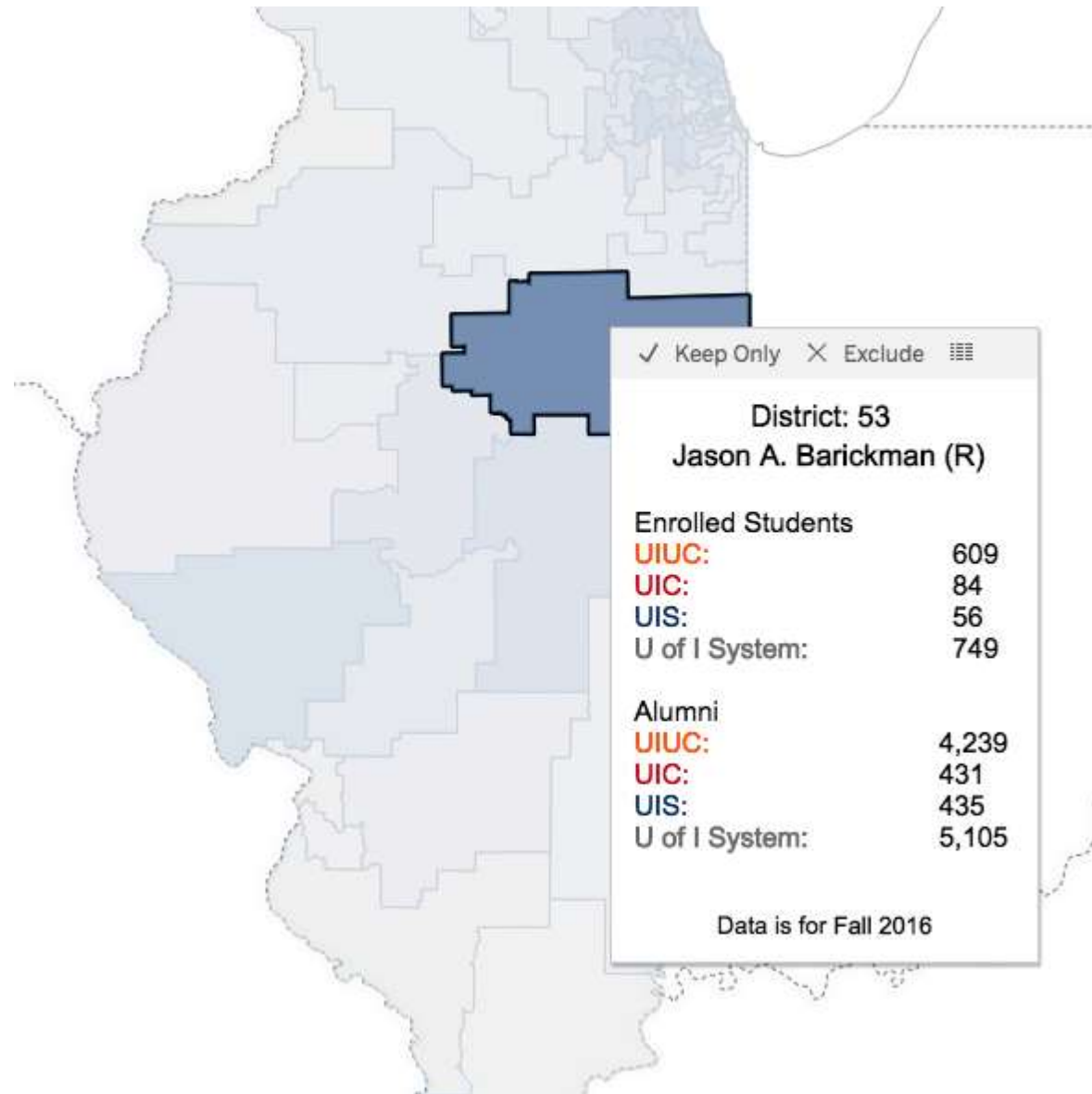


- ✓ Stable Budget
- ✓ Regulatory Reform



- ✓ Admissions
- ✓ Diversity
- ✓ Affordability
- ✓ Retention & Success
- ✓ Accountability

# Advocacy





# Advocacy

- Call to actions
- U of I caucus events
- Lobby days
- Alumni and government
- Engagement events
- Legislative receptions
- In district meetings
- Legislator tours
- Tele town hall
- Student organizations
- Social media campaign



ILLINOIS  
CONNECTION  
UNIVERSITY OF ILLINOIS  
ADVOCACY NETWORK

# Coalitions

- Public University Presidents & Chancellors
- Alumni Association Advocacy Consortium
- Illinois Coalition to Invest in Higher Education



# Lessons Learned

- Need to tell our story and impact through pro active communications, marketing and story telling
- Need others to advocate for support grow advocacy programs and coalitions
- Need champions



# What is next?

- Change rhetoric
- Strategic planning
- Relationship building
- Empower advocates
- Illustrate impacts





Jennifer Creasey  
Office of Government Relations  
[jcreasey@uillinois.edu](mailto:jcreasey@uillinois.edu)