

EFFECTIVE ADVOCACY:



**Understanding Florida's State Government
and How to Best Represent Your Interests**

Making Waves

Division of Community Engagement Office of University Relations

Our mission is to promote and reinforce FAU as a valued and trusted partner; to advocate for the university at all government jurisdictional levels; and to facilitate partnerships with business, economic development and nonprofit organizations.

Pamela Landi
Assistant Vice President
for University Relations

plandi@fau.edu
561.297.2003

Ryan Britton
Director of State
Relations

rbritto2@fau.edu
561.297.2583

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THE CONSTITUTION OF THE STATE OF FLORIDA

Originally Drafted in 1838

Most Recently Revised in 1968

Created Our State Government

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THREE BRANCHES OF GOVERNMENT

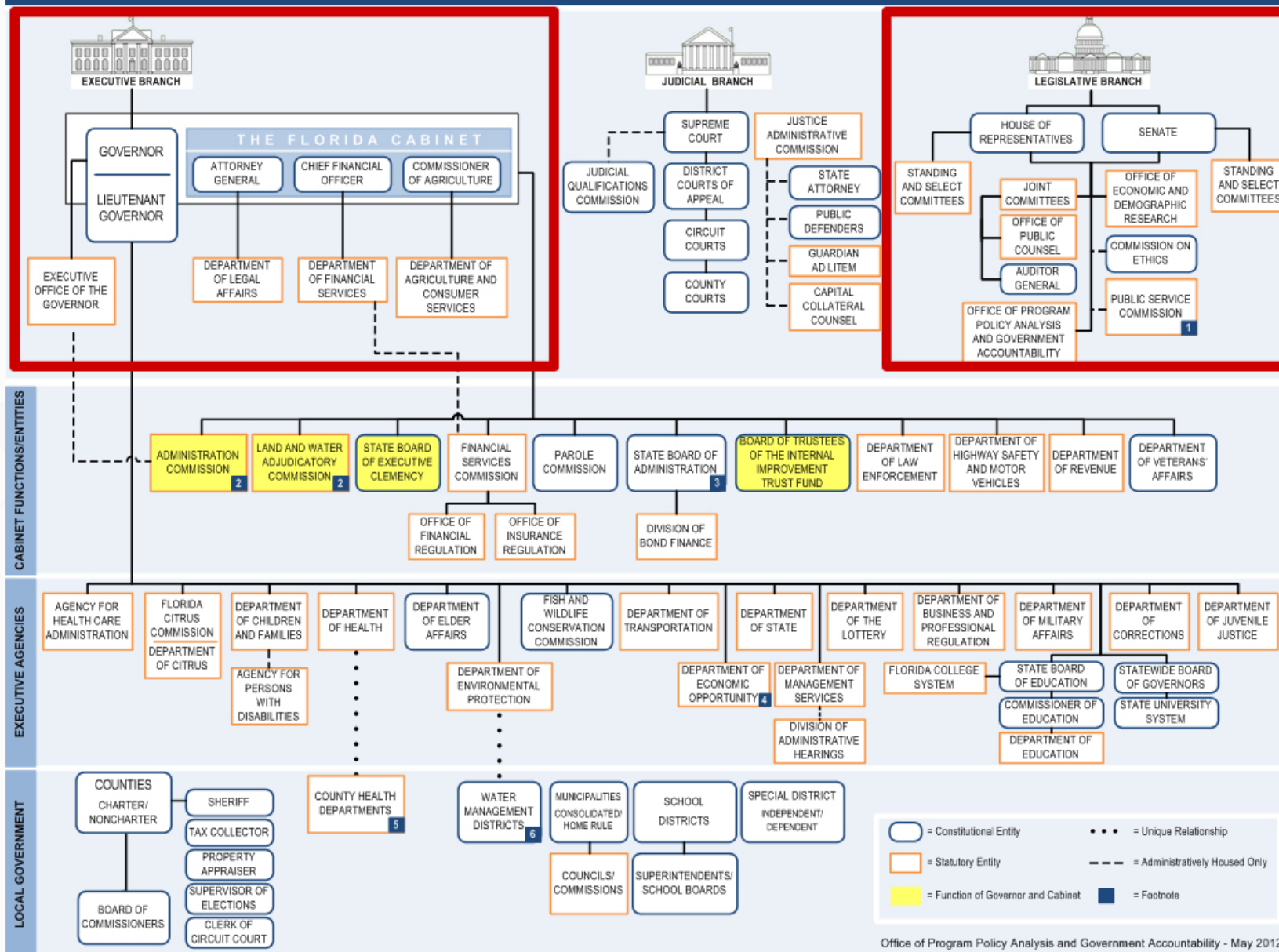
Legislature

Executive

Judicial

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THE FLORIDA ELECTORATE





THE JUDICIAL BRANCH

The judicial power shall be vested in a supreme court, district courts of appeal, circuit courts and county courts.

THE EXECUTIVE BRANCH

- Governor – **Rick Scott**
 - Lt. Governor **Jennifer Carroll**
- Chief Financial Officer – **Jeff Atwater**
- Commissioner of Agriculture – **Adam Putnam**
- Attorney General – **Pam Bondi**

The Cabinet



GOVERNOR RICK SCOTT

- Vested with the supreme executive power;
- Commander-in-chief of all military forces of the state not in active service of the United States;
- Ensures that laws are faithfully executed;
- Commissions all officers of the state and counties;
- Transacts all necessary business with the officers of government;
- Has veto power over legislation; and
- Elected by popular vote every 4 years.



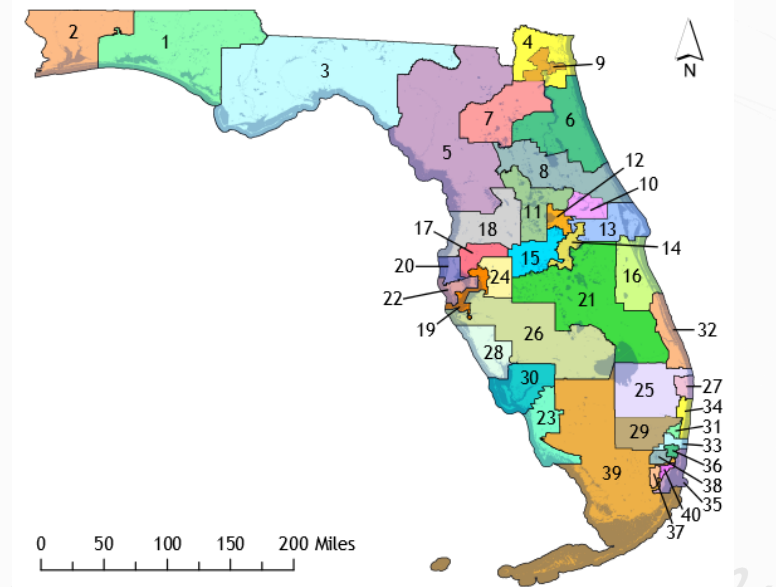
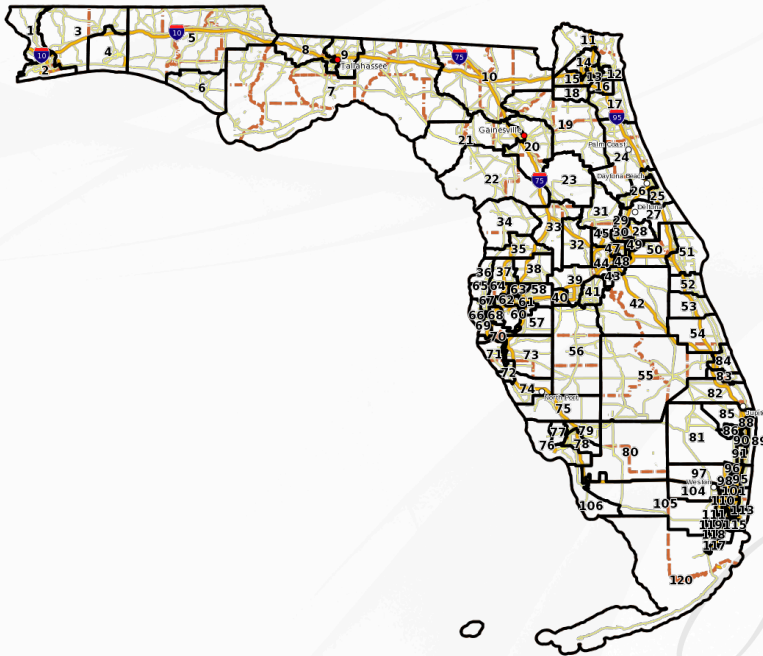
THE FLORIDA CABINET

- Each Cabinet Member is independently elected
- In regard to issues under the Cabinet's jurisdiction – each Member has one vote, including the Governor
- Florida vests significant power in its Cabinet Members
- **CFO Atwater** – In charge of monitoring state finances and fiscal well being
- **Commissioner Putnam** - leads the Florida Department of Agriculture and Consumer Services (Ag, Energy, Env, Consumers)
- **Attorney General Bondi** – Chief legal officer for the state

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THE FLORIDA LEGISLATURE

The legislative power of the state shall be vested in a legislature of the State of Florida, consisting of a senate composed of one senator elected from each senatorial district and a house of representatives composed of one member elected from each representative district.



THE FLORIDA LEGISLATURE



- **HOUSE**

- 120 Members
- Elected to 2 year terms
- Current Speaker: Will Weatherford (R- Wesley Chapel)

- **SENATE**

- 40 Senators
- Elected to 4 year terms
- Current President: Don Gaetz (R- Niceville)

HOW TO BE AN EFFECTIVE ADVOCATE

- Know Who Represents You
 - House
 - Senate
- Know Your Audience
 - What branch of government are you advocating before?
 - Who are you speaking with and where are they from?
 - What issues are important to your audience?
 - Committee assignments
 - Bills that they have sponsored
 - Issues they have personally championed
- Tailor Your Message
 - How can you connect with your audience?
 - Anecdotes / Stories
 - What are the salient points you want your audience to remember?
 - Leave Behinds
- Pay Attention
 - Verbal and nonverbal cues

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BE PREPARED

- Know Your Audience
- Know Your Issues
- Know What You are Going to Say
 - Talking Points
- Anticipate Questions
- Ask Questions
- Always remember:
 - Ask if you can help them
 - Say Thank You
- Be Prepared to Interact with Different Personality Types
 - Talkative
 - Soft Spoken
 - Assertive
 - Inquisitive
 - Know-it-all
- Practice
- Role Play

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BE PROUD TO BE AN OWL!

- 30,000 students throughout a 5 county service region
- FAU has an annual economic impact of \$6.3 billion
- Most diverse university in the State University System (SUS)
- Ranked 2nd among state universities in keeping graduates in the state of Florida
- 3 Signature Research Themes:
 - Marine & Coastal
 - Bioscience
 - Contemporary Societal Issues (Healthy Aging)

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THE FAU LEGISLATIVE DELEGATION

- FAU has over 40 Senators and Representatives within the 5 county service area
 - Broward, Palm Beach, Martin, St. Lucie, Indian River
- Members with Key Committee Assignments
 - Sen. Negron – Chair Appropriations
 - Sen. Abruzzo – Education Appropriations
 - Sen. Sachs – Education and Education Appropriations
 - Rep. Powell – Higher Education and Workforce Committee
 - Rep. Thurston – Higher Education and Workforce



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NONVERBAL COMMUNICATION

**You Have Begun Communicating
Before You Even Begin to Speak**

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THE MAJORITY OF COMMUNICATION IS NONVERBAL

- Hygiene / Grooming
- No Gum or Mints
- Dress – Professional & Coordinated
- Smile
- Posture and Handshake
- Eye Contact



IN THE MEETING

- Legislators are busy people
 - Respect their schedules and never be late
 - Sometimes you will have to meet with staff instead of the Member, do not take offense – staff are very knowledgeable and influential
- Be brief
 - Appointments are typically scheduled in 15 minute increments, you should only need 5 – 10 minutes to convey your message
- Convey your message clearly and concisely
- Ask if the Member or staff have any questions
- Leave behinds
- Thank the Member or staff for their time

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THE LEAVE BEHINDS & FOLLOW UP

- Identify the salient points of your message
 - No more than 3 items
- Create a “one-pager” that highlights and reinforces these key points
- Explain the document to the Member or staff and leave it with them as a reference
- Follow up the meeting with a thank you note and any additional information that was requested

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**REMEMBER TO HAVE
FUN!**

Questions?

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