

## Making Data Count: Marketing to Key Stakeholders

### Dilemma

What do you do when some of the key stakeholders remain unswayed by your data?

- What pressures are your administrative stakeholders dealing with?
  - Budget issues -actual or potential?
  - Staffing and personnel problems
  - Retention and institutionally-shared mission or goals
  - Retaining budgetary flexibility (keep \$\$ in reserve for the unforeseen)
- Also, sometimes other voices have more influence...
- Sometimes competing needs are perceived as having higher priority...
- Sometimes there really isn't any available money...
- Sometimes your key superiors are sympathetic but not effective advocates...
- Sometimes maybe they're just not all that interested

### Alternative strategies

Finding other ways of framing and presenting data

- Not the numbers served, but the numbers of students waiting (*speaks to retention fears*)
- The #students or referred out (*what happens to them?*)
- The #students turned away or who don't come back after having to wait between intake and treatment (*also speaks to retention fears*)
- The #students who present at dangerously high stress/need levels (*speaks to the administrative need to reduce liability exposure, rather than serve students*)

Community organizing approach

- Which campus constituencies have vested interests and are currently active?
- Which campus constituencies might have political clout (*and thus influence*) you don't have? There's always somebody who has the key people's attention, at any point in time.
- Organize students (*student government leaders, students running for election to student offices*) who might push for additional services.
- Students at satellite campuses who receive fewer services but still pay the same fees

Guerilla or Stealth promotion

- Be helpful to other people's sponsors (*think of them as alternative stakeholders*)
- Normal allies: Public Safety, Dean of Students, Health Service, Student Life
- Alternate allies:
  - Public Relations/Media people  
(*they don't want to have to deal with bad things happening on campus*)
  - Administration and Finance people  
(*assist with HR issues, referral for employees, mental health awareness for employees, reducing liability risks, etc... doing things for them help to enlist their support when you need to do things for your students*)
- Use policy work to built connections with others you might not think of as stakeholders, but who can be valuable (Emergency Management Team members, Legal counsel, etc.)

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