

ON YOUR CAMPUS

Developmental Educators need to contribute to campus-wide conversations regarding educational opportunity, retention, and teaching and learning. Be prepared with current data that validates the contributions that your programs make at your institutions.

Familiarize yourself with the Key Messages on the reverse of this brochure. Practice telling the story of Developmental Education, so you will be well-prepared when opportunities arise.

IN YOUR COMMUNITY

Few stories can be as inspirational as those of students who overcome great odds to make great achievements. Share human interest stories and newsworthy elements of your program with your local media. Connect Developmental Education issues to education, the economy and the entire community.

Keep in mind that Developmental Education is not just serving under-prepared students. We are also helping the prepared students to advance and the advanced students to excel.

IN THE LEGISLATURE

Without YOUR help, legislation will probably be made by people who have never worked with an underprepared student, never taken a developmental course, or never set foot in a learning center.

You can aid legislators in making informed decisions. They need and want your help to know how legislation would affect people in their district.

Provide reliable, honest information based on your experience and knowledge as an educator. Legislators are often more willing to hear from individual constituents than from organization officials, so it is beneficial to contact your legislator as an individual constituent.



Advocate for your
programs and
your students
on your campus,
in your community
and with your
legislature

Increasingly, Developmental Education is being challenged by those who do not know the facts. Often those individuals make decisions that affect our programs.

This guide will help you get started in learning how YOU can tell the story of Developmental Education.

For more information and full citations on the Key Messages, visit the Political Advocacy page at

www.nade.net

> ESSENTIAL

Investing in Developmental Education is not paying for the same services twice. While **54%** of high school students take college prep courses, **65%** of high school students enroll in college. Many others are returning to education after a number of years for entry into or retraining for the workforce.

> SUCCESSFUL

Research indicates that success in developmental courses is related to higher academic achievement, as well as improved student retention and graduation rates. Approximately **75%** of students successfully complete the developmental courses in which they are enrolled.

> PROFESSIONAL

Developmental Education is founded on research-based best practices which are constantly improved through scholarly work, scholarly journals, thorough assessment, national benchmarking, and national certification of programs and practitioners.

> ECONOMICAL

The cost of Developmental Education is less than **2%** of all higher education spending. Developmental Education helps nearly two million under-prepared students gain access to education. The economic benefits of educating these students more than compensate for the investment made.

A Guide for the NADE Advocacy Project

“All politics is local.”

- Tip O’Neill



**National Association for
Developmental Education**