

POLICY ADVOCACY CERTIFICATE

Program Description

Policy advocacy is a powerful tool for driving change. In this certificate program, you'll gain the knowledge and skills needed to promote your causes effectively and create a lasting impact.

Throughout the program, you'll build a comprehensive toolkit for community engagement, including crafting compelling mission statements, conducting in-depth research, and developing actionable advocacy plans. You'll explore how to analyze stakeholders, tailor messages for various audiences, and navigate the legislative process — from drafting impactful legislation to creating concise fact sheets. You'll also harness the power of narrative and storytelling to engage with the media and amplify your message. In the final course, you'll discover the essentials for running a successful political campaign, exploring practical strategies for planning and execution.

By the end of this program, you will emerge with the strategic insights and hands-on experience to champion your cause and influence policy at local, state, and national levels.

The courses in this certificate program are required to be completed in the order that they appear.

Key Takeaways

- Research and select an advocacy issue to develop a targeted community organizing action plan and communication strategy
- Identify key places to influence the legislative process across various levels of government
- Understand the workings of the administrative state and engage strategically as an advocate
- Leverage the media effectively to enhance advocacy efforts
- Prepare and gain the confidence to run for public office

What You'll Earn

- Policy Advocacy Certificate from Cornell Jeb E. Brooks School of Public Policy
- 50 Professional Development Hours (5 CEUs)

Who Should Enroll

- Nonprofit leaders and professionals
- Government agency leaders and professionals
- Professionals working in NGOs, U.S. advocacy, community, and civic organizations
- Public office candidates
- Students in law, social work, and social sciences
- Union representatives
- Private sector professionals working in human services, healthcare, and environmental-related roles
- Academics and researchers
- Elected local government officials
- Individuals interested in policy advocacy

How To Enroll

For more information on how to enroll, please visit Policy Advocacy Certificate (<https://ecornell.cornell.edu/certificates/environmental-social-governance/policy-advocacy/>).

Courses

Code	Title	Hours
eCornell BRKS131	Community Organizing	0
eCornell BRKS132	Legislative Advocacy	0
eCornell BRKS133	Administrative Advocacy	0
eCornell BRKS134	Media Advocacy and Storytelling	0
eCornell BRKS135	Electoral Advocacy and Campaigns	0