

COLLEGE of CHARLESTON

66 George Street, Charleston SC, 29412

(843) 805-5507

www.cofc.edu

MEMO

To: President George Benson

From: Jeff Locke, Director of Communications and Governmental Affairs

Date: September 11, 2011

Re: How we can avoid budget cuts

As most everyone is aware, the College of Charleston is once again facing possible budget cuts. **It is clearly in our best interest to find ways to persuade the state legislature and the taxpaying public not to make school budget cuts.**

There are many ways we can effectively persuade our audience:

- **Drama** – Finding ways to tell a good story helps to humanize an issue by adding perspective to the argument. Hundreds of students who may face a loss of assisted funding might not be able to pay for their continuing education.
- **Statistics** – Cold hard numbers are precise and help illustrate important issues. If budgets get cut, jobs get cut; 16 teaching jobs, 5 maintenance jobs, and 12 desk jobs.
- **Surveys and polls** – These are used as good persuasion techniques to get the public to go along with ‘popular demand.’ If a large group thinks the budget creates many positive outcomes with its current plan, it will be much easier to persuade them of the same perspective.
- **Examples** - Examples are a good way to clarify and reinforce the main point, such as specific areas on campus that will physically suffer from budget cuts.
- **Testimonials and endorsements** - Great ways to reach the audience’s *ethos*, or credibility. It would be good to find a graduate who really benefitted from state assisted funding. Finding an endorser such as a state Senator to support the current budget can add credibility, as well.
- **Emotional appeals** – *Pathos* is known as appealing to the audience’s emotions. This is an inner route to persuasion and can be highly effective. Possibly making a campus video of testimonials from students and faculty, adding in a bit from everything above may be a very positive emotional appeal to gain the audience’s favor.