

Commitment to Teaching.” This rating was done by peer assessment surveys and identified College of Charleston as one of the “schools where the faculty has an unusually strong commitment to undergraduate teaching.” We should also conduct polls and surveys on campus as well about how students feel about the budget cuts to bring with us to the talk with the legislature.

- Testimonials

Bringing along students or alumni to talk to the legislature may also be a good idea. I would suggest those students we have featured on the College of Charleston website. We also have many alumni in the state of South Carolina that have done very well that could testify about the level of education they received at the College and how it has helped them succeed in society. Faculty could also testify to the level of commitment that they have given to College of Charleston.

- Endorsements

I highly recommend that you bring up what has been said about the College. For instance, *U.S. News and World Report* recently ranked College of Charleston fourth among public universities in the South in the 2012 edition of Best Colleges. *The Princeton Review* has named us as one of the country’s best undergraduate institutions in the country. *The Journal of Hospitality and Tourism Research* cited the College of Charleston School of Business as “the most prolific institution based on the individual productivity of each faculty member.” These third-party opinions of the College are very important.

- Emotional Appeals

This appeal needs to get the legislature’s attention and show them that this is hurting the College of Charleston in other areas other than financially. Tell them a story about a student who cannot come to the College because of lack of funding. Give an example about a group that was eliminated and how it has hurt their experiences at the College of Charleston.

I hope you have found these suggestions to be helpful in forming the campaign against budget cuts. If you would like to speak more about this matter, I would be glad to meet with you to go over the options available.

Thank you,

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