

# Talent Mobility and the Global Economy

## Early Warning Signals: Winners and Losers in the Global Race for Talent

### #globaltalent Toolkit

GMAC believes no talent should go undiscovered. As nationalist rhetoric increases around the world, our Board launched an initiative to draw wider attention to the relationship between student mobility and economic trends. We hope that by providing a deeper understanding of the relationship between immigration and economic development, policy makers will be encouraged to take steps that improve talent flows.

The white paper, open letter, and other assets are available here and we may also flag major media coverage to you. We encourage you to share content through your program channels and from your dean directly.

A few ideas are below:

#### Join the Initiative

This is just the beginning of an effort to build greater awareness of these issues. If you are a dean or CEO who would like to sign on to this effort, send an email to [chairperson@gmac.com](mailto:chairperson@gmac.com) to get involved.

#### University/Program Social Media Channels

One of the simplest ways your school can support this initiative is through a social media post. GMAC will also be sharing on our own social channels:

- Twitter at @GMACupdates
- LinkedIn at Graduate Management Admission Council (GMAC)

You can retweet or engage with our posts, and we encourage you to publish your own as well. Feel free to use one of these starters, or create [your own post](#) in your channel's voice.

#### Press Release

Use the press release and sample language [here](#) to pitch your local or regional newspapers on your school's support of this initiative. If other universities in your region or state have been engaged, you may want to coordinate them on a joint release.

#### Op-Ed/Letter to the Editor

We know individual schools have strong influence in the communities and states in which you're located. You may also want to draft a letter to the editor or op-ed for your local or regional newspapers on behalf of your dean that shares content from the white paper. Once published, this also provides media coverage to share with your stakeholders.

#### LinkedIn Longform Blog or Videos

An op-ed can easily be repurposed as a LinkedIn article that your dean can share on your LinkedIn page. Instructions for how to publish in that format are [here](#). For your alumni or current students with personal stories highlighting the benefits of talent mobility, you could them to record a brief video for LinkedIn, Twitter, or other social channels sharing their successes and providing details about the initiative.

Download our [fact sheet](#) for quick reference.

#### Email Communication

This topic is important to faculty, alumni, students, and industry leaders alike. In an upcoming email communication, share a link to the white paper/blog/op-ed with a personal note from the dean, or information about the initiative.

#### Student Outreach/International Recruitment

Reach out to prospective students and share resources that may help them during their application and transition process. Use our [template outreach letters](#) to direct foreign candidates to the resources they need to apply.

#### Public Affairs/Government Relations

Because the open letter speaks to policy, it may be helpful to brief your institution's government relations team. The proof points and policy suggestions in these documents can be a starting point for conversations with your representatives, or the government relations team could use the content in communications of their own. As you have successful contact with policymakers, share resources with GMAC to help build our support network.

- Record a public service announcement message using our [template](#) and instructions for identifying a key spokesperson to speak on local news outlets.
- Reach out to local congressional [contacts](#).
- Send a [letter](#) to local senators and representatives.