

LEGISLATIVE RELATIONS/PUBLIC RELATIONS SUB-COMMITTEE GUIDELINES

TO: The Legislative Relations/Public Relations Sub-Committee of the Chancellor's Advisory Committee on African-American Recruitment and Retention

FROM: The Chancellor's Advisory Committee on African-American Recruitment and Retention (CAC AARR)

General Commission

The Legislative Relations/Public Relations Sub-Committee is commissioned by and responsible to the CAC AARR for planning and execution of matters relating to communications with public officials about the programs and needs of Missouri S&T and for matters pertaining to public relations and publicity to enhance the internal and external image of the university through the coordination of all related matters.

Appointments and Composition

1. Appointments to the Legislative Relations/Public Relations Sub-Committee are made on an annual basis, at the October meeting, by the CAC AARR Chair.
2. The Chair of this sub-committee is a member of the CAC AARR and is appointed on a biannual basis.
3. This sub-committee shall consist of Missouri residents and other CAC AARR members as deemed necessary to implement the primary responsibilities of the sub-committee.

Responsibilities

1. Study, inform committee membership, and generate grass-roots support for - or opposition to - specific legislation affecting higher education in general, and S&T specifically.
2. Facilitate the involvement of more African-American alumni in the annual University Alliance legislative day activities coordinated by the Public Resource Ambassadors of the University of Missouri.
3. Oversee the efforts of the alumni and friends, specifically those of African-American heritage, who communicate with legislators from their own districts about issues affecting S&T. This group shall become a part of the Public Resource Ambassadors.
4. Study and recommend a program aimed at encouraging S&T supports to inform their employers or the general public of key legislative issues through the S&T Office of Public Relations.
5. Confer with legislators on legislative matters affecting the University.

6. Encourage subcommittee members and friends to arrange visits with governmental officials (state legislators, members of congress, and state executive branch members) to become better acquainted with them and to discuss issues affecting the University and specifically S&T.
7. Study and inform alumni of voting records of state legislators and members of congress.
8. Study and inform committee members of administrative actions or rulings and court decisions affecting S&T.
9. Develop a complete program of public relations, promotion, and publicity for presentation at the October meeting.
10. Establish and maintain a good working relationship with the media.
11. Maintain a liaison with the department of public relations for S&T in developing and instituting long-range public relations programs.