COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE
Thursday, April 19, 2012

SUBJECT: COMMITTEE OBJECTIVES

PROPOSED COMMITTEE ACTION
For discussion and information only, no action required. First committee meeting. Discussion will center around purpose and objectives of the committee.

BACKGROUND INFORMATION
This is a new committee of the Board established at the March 2012 Board meeting.

IMPLEMENTATION PLAN/DATE
N/A

FISCAL IMPLICATIONS
TBD

Supporting Documentation: Committee Outline

Presented by: Mr. Robert Rubin, Chair
Phone: 561-297-2137
I. CREATION OF NEW COMMUNITY & GOVERNMENTAL RELATIONS COMMITTEE (CGRC)
   a. Background: Budget actions that have made it necessary for FAU to be a proactive advocate on all levels.
   b. Objective: To improve FAU’s visibility through marketing and branding activities along with traditional grass tops and grassroots advocacy activities.

II. ROLE OF COMMUNITY & GOVERNMENT RELATIONS COMMITTEE (CGRC)
   a. Marketing
   b. Branding
   c. Lobbying
   d. Outreach
      i. External Audiences
      ii. Internal Audiences

III. NEXT STEPS
   a. Strategic Plan: goals, objectives, timeline, assignments, implementation, etc.
   b. Budget & Resources

IV. WORKING GROUP
   a. Naming Committee
   b. Rules governing CGRC working group