



Item: CG: I-1

**COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE**  
**Thursday, April 19, 2012**

**SUBJECT: COMMITTEE OBJECTIVES**

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**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 INFORMATON**

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

**IMPLEMENTATION PLAN/DATE**

N/A

**FISCAL IMPLICATIONS**

TBD

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**Supporting Documentation:** Committee Outline

**Presented by:** Mr. Robert Rubin, Chair

**Phone:** 561-297-2137

## **FAU BOARD AGENDA OUTLINE**

- 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