



## Governing Board's Enrollment and External Relations Committee Charter

### Purpose

The purpose of the External Relations Committee ("the Committee") is to assist the Pima County Community College District (PCCCD) Governing Board with oversight and monitoring of external outreach, including:

- Marketing the College to prospective students;
- Overall brand awareness of the College and its programs;
- Outreach to new and traditional media;
- Community engagement;
- Outreach to federal, state and locally elected officials on behalf of the College;
- Organizing internal and external special events on behalf of the College.

### Composition

The Committee will consist of no fewer than seven but no greater than ten members, independent of the staff of the College and free of any relationships that would interfere with their abilities to exercise independent judgment as Committee members. The Vice Chancellor for External Relations of the College will serve on the Committee as an *ex officio*, non-voting member and will be responsible for providing staff support to the Committee.

The composition of Committee shall be as follows:

- PCCCD Governing Board Members (2)
- Community Representatives (5-8)
- Vice Chancellor for External Relations (*ex officio*, non-voting)

The two PCCCD Governing Board Members shall be appointed by a vote by the Governing Board.

The community representatives shall be professionally knowledgeable about marketing, public relations, media relations, community engagement, government relations and/or stakeholder engagement and will be recommended by the Committee and appointed by the PCCCD Governing Board.

The Committee shall elect a chair and chair-elect, which will be community representatives. One of the College's Governing Board members will serve on the Committee as the co-chair. Length of service will be expected to be at least one full fiscal year and will be a maximum of two three-year terms, with each year being a fiscal year. In the event a Committee member begins service part way through a fiscal year, the remaining portion of that fiscal year shall not count towards the term limit, but rather the first complete fiscal year served will count towards the term limit.

## Meetings

The Committee will meet no fewer than four times per year and more often as needed. All Committee members are expected to attend each meeting, in-person or via tele- or video-conference. Meeting agendas will be prepared and provided in advance to members, along with appropriate briefing materials. Minutes will be prepared and approved at a subsequent Committee meeting.

The Committee may hold executive sessions when deemed necessary, such as to seek legal advice. State of Arizona open meeting statutes A.R.S. §§ 38-431 to 431.09 will be applicable.

## Responsibilities

The College's Vice Chancellor for External Relations and other College employees are responsible for, among other things: marketing, communications, community relations, government relations, internal communications and special events. The responsibility of the External Relations Committee is to assist the Governing Board and College administration by monitoring and making recommendations concerning:

### I. Marketing and student recruitment

1. Review with College strategy, plans and budgets for outreach to traditional and non-traditional students and learners
2. Review business processes for student recruitment and customer service for new and prospective students.
3. Provide oversight for the College's overall strategy and execution of brand awareness with prospective students, partners and stakeholders to advance the College's academic mission and drive broader awareness of PCC programs and services

### II. Media outreach

1. Review College outreach to both new and traditional media highlighting positive stories and mitigating negative coverage
2. Provide oversight for the College in the management of policy and guidelines for public information
3. Review metrics for earned media compared to industry benchmarks

### III. Government Relations

1. Provide oversight for local, state and federal government outreach objectives and goals
2. Ensure government relations activities are in keeping with philosophical and operational initiatives of the College

### IV. Stakeholder engagement

1. Review efforts to increase overall engagement with community groups, educational partners, businesses and other stakeholders.
2. Review metrics for community outreach and engagement
3. In partnership with Pima Foundation, collaborate on opportunities and initiatives for alumni engagement and donor cultivation