**Session VIII – Breakout Sessions: “Tables Turned: Alumni Association & Gov’t Relations**

1. How would Government Relations describe your role? How would you describe theirs?  
     
   GR Role
   1. Build and maintain relationship with elected officials and staff
   2. Work with Agency officials
   3. Connect the Capital and its impacts to the campus
   4. Coordinate with other Associations, K-12 entities and other lobbyist groups
   5. Cultivate the State’s single largest donor (Legislature)
   6. Perform damage control (sometimes silently)
   7. Mentor and work with Students (Student Government)
   8. Work with Presidents, their Cabinets, Trustees and Boards

Alumni Role

1. Connect Alumni to campus
2. Train your Alumni
3. Encourage Alumni to be donors
4. Educate Alumni
5. Build and maintain Stakeholder management
6. Work with Chapters and Boards
7. Work with Presidents, their Cabinets, Trustees, Boards and Elected Officials

1. What are some frustrations have you experienced with the partnership? What are areas where you have had success with the partnership?

GR Frustrations

* 1. Feel disconnected or alone
  2. Confused over who controls advocacy
  3. Lack of Communication-Silos
  4. Lack of coordination of institution branding

1. What are your area’s goals and how do they overlap or compliment Government Relations/Alumni Association?
   1. Capitol Day
   2. Coordination of other mutually beneficial events
   3. Overlap in relationships
   4. Engagement Goals

1. How can you improve the partnership with Government Relations/Alumni Association?
   1. Meet frequently and coordinate
   2. Determine strategic integration
   3. Open Communication
2. How can Government Relations/Alumni Association establish their roles collaboratively in legislative advocacy and convey them to Administration?
   1. Review overlap and compliments and develop a strategic integration
   2. Share with Administration jointly the meetings and outcomes