

VICE PRESIDENT FOR PUBLIC AFFAIRS

TERM OF OFFICE

Elected in even years; the term of office is two years.

QUALIFICATIONS PREFERRED

1. Join the NEAFCS Public Affairs Task Force annually to enable continuous flow of information.
2. Attended a National or State Public Issues or Public Policy Conference Experience in legislative/public affairs.

DUTIES OF THE VICE-PRESIDENT FOR PUBLIC AFFAIRS

1. Perform all the duties of the office of President in the event of absence, disability, or at the request of the President and President-Elect.
2. Chair and serve as the liaison between the Public Affairs Committee and the Executive Board.
3. Coordinate the committee to develop and implement an action plan, which addresses issues, related to external communications, coalition building, public affairs education, and funding opportunities, as defined by the Executive Board.
4. Communicate with committee members within 30 days of receipt of receiving committee list from President.
5. With assistance of coalitions task force chair coordinate publicity materials, outreach efforts.

ADDITIONAL RESPONSIBILITIES INCLUDE

1. Coordinate Task Forces through meetings during Annual Session and regular, timely communications, using electronic methods when possible.
2. Secure, review and submit public affairs articles for VEAFCs official publications.
3. Send one (1) copy of an accurate list of committee members to the historian. Send electronic list of committee members and task force chairs to webmaster.
4. Encourage the membership to report significant research/program findings to key decisions makers.
5. File a copy of all correspondence.
6. Submit budget request to the Finance Committee Chair by the designated deadline.
7. Submit "Report To Membership" by the designated deadline.
8. Work with Public Affairs Committee to develop annual impact statements.
9. Send electronic version of public affairs program materials to VEAFCs webmaster.

PUBLIC AFFAIRS COMMITTEE

The Public Affairs Committee shall be structured into task forces to achieve the goals of the Strategic Plan and focus on priorities of the Executive Board and the membership. Task forces may include (but are not limited to):

- ❖ Education
- ❖ Coalitions
- ❖ Building Stakeholder Support
- ❖ External Marketing

Task force responsibilities may include but are not limited to:

Education

1. Encourage participation in the JCEP Public Issues Leadership Development Conference
2. Secure one or more members to attend the Public Issues Leadership Development Conference
3. Work with the Vice President for Awards and Recognition to seek financial support for a Public Affairs Award
4. Identify and recommend speakers who address Public Affairs Issues and process for participation at Annual Session

Coalitions

1. Network with other organizations addressing public affairs issues
2. Develop and maintain coalitions with other organizations
3. Offer public affairs workshops at Annual Session
4. Assist with liaison work of District Contacts
5. Communicate with other Extension associations regarding public affairs

Building Stakeholders Support

1. Maintain and explore electronic network for communication of legislative affairs
2. Develop a process for identifying key issues and prepare impact statements
3. Develop a legislative agenda to promote Extension programming
4. Prioritize and communicate legislative issues in a timely manner to members via internet, fax and mail
5. Educate members to share impacts with decision makers

External marketing

1. Develop strategies for publicizing issues and impacts
2. Communicate issues through fact sheets, newsletters and the NEAFCS official publication

3. Communicate impact information yearly to Extension Directors, legislators and media
4. Communicate mission and goal statements. Speak with one voice to decision makers at local and state levels
5. Plan, implement and evaluate a VEAFCs marketing program based on the goals and objectives
6. Secure, review and submit articles for VEAFCs official publications

Job description 2004