TAP NO. 35: FUND RAISING/PUBLIC AFFAIRS/ALUMNI RELATIONS/UNIVERSITY EVENTS/GOVERNMENT RELATIONS

A. FUND RAISING

The Office of Development and Special Gifts is responsible for coordinating all of the University’s efforts in securing financial support primarily from foundations, corporations, institutions and individuals; for keeping the University administration, at all levels, informed of the requests for outside support; for eliminating the possibility of dual solicitation of a donor by the University; and for making certain that the most effective and professional approaches are made to all potential donors for support of the University.

B. PUBLIC AFFAIRS

The Office of Public Affairs is responsible for ensuring that all official University communications, including publications, advertising, Web sites, and other external marketing materials appropriately enhance Duquesne’s image. Coordination of all external marketing and advertising assures that the University projects a consistent identity, image and message across its programs and units, leveraging the efforts of schools and departments to benefit the entire institution and vice versa. To ensure this consistency, all marketing and advertising must be coordinated through the Office of Public Affairs in the Division of University Advancement.

The Office of Public Affairs is the official “voice” of Duquesne in response to media, coordinates proactive media outreach, and facilitates media inquiries. The Office should be involved in all major campus events to assure such events are promoted in a way that benefits the University.

C. ALUMNI RELATIONS

The Alumni Relations Office is responsible for insuring that all University alumni programs and activities are conducted according to the highest professional standards and are consistent with the overall goals of the University. As the primary liaison between the University and the Alumni Association, the Alumni Relations Office assists all authorized alumni organizations of the University in the planning and conducting of activities and programs; fosters an ongoing relationship of goodwill and cooperation between the University and its alumni; and seeks to involve responsible alumni volunteers in programs and activities which serve the University and aid it in the fulfillment of its overall educational goals and mission.

D. UNIVERSITY EVENTS

Any event held on campus which attracts attendees from the community has an impact on how the University is viewed. The Office of University Events must be involved in the coordination of all campus events so that contact with the community remains positive.

E. GOVERNMENT RELATIONS

The Office of Government Relations is responsible for leading the University’s governmental relations activities. The following policies and procedures are designed to help ensure adherence to regulated lobbying requirements, ensure proper communication and coordination within the University and to maximize the effectiveness of all government relations activities and the University’s overall government affairs strategy.

Policy on Contact with Federal Officials

Duquesne University is registered as a lobbying organization in accordance with federal guidelines and is now required to submit a detailed quarterly report, which documents specific federal lobbying activities, and contacts with federal elected and appointed officials, including all elected members of Congress, all congressional staff, and all federal Schedule C employees (civil service leadership and support positions). In this regard, the Office of Government Relations is held accountable for the preparation and submission of the required federal reports associated with lobbying activities for Duquesne University.

Due to the legal requirements incumbent upon all federal lobbying registrants, University employees must contact the Office of Government Relations prior to any written or verbal communications to elected officials relative to university-based interests. Only individuals approved in accordance with the University’s policy on contact with federal elected officials are authorized to lobby or represent the University’s interests with these officials.

Policy on Contact with State and Local Officials

Duquesne University is registered as a lobbying organization in accordance with state guidelines and is now required to submit a detailed quarterly report, which documents specific state-level lobbying activities, and contacts with elected and appointed officials, including staff. In this regard, the Office of Government
Relations is held accountable for the preparation and submission of the required state reports associated with lobbying activities for Duquesne University.

Due to the legal requirements incumbent upon all entities engaging in lobbying activities, University employees must contact the Office of Government Relations prior to any written or verbal communications to elected officials relative to university-based interests. Only individuals approved in accordance with the University’s policy on contact with state elected officials are authorized to lobby or represent the University’s interests.

Other Considerations

Expressing personal viewpoints: Duquesne employees must clearly distinguish personal views from the positions established by the University. Under no circumstances are University employees permitted to offer their personal opinions as a position taken by the University. University letterhead and e-mail sent through University electronic servers should not be used to offer personal positions on issues.

Individual or group meetings with executives and legislated officials and staff: If such meetings are for the purpose of representing the interests of Duquesne University, including specific funding requests or grant proposals, they must be coordinated with and approved by the Office of Government Relations.

Appearances before executive and legislative bodies including committees, boards and commissions: If such appearances are for the purpose of representing the interests of Duquesne University, the Office of Government Relations must be notified and must grant approval for such representation.

Written materials and/or electronic transmissions: It is useful for government officials to receive official University publications, brochures and periodicals; however, it is important to coordinate such distributions to avoid duplication and other problems that may result from overloading officials with such material. Therefore, the distribution of materials to officials should be coordinated with the University’s Office of Government Relations.

Invitations to visit campus: The University welcomes visits by elected officials and staff. Invitations to elected officials to visit the University are to be approved in advance by the respective Vice President, who will then inform the Office of Government Relations.

Refer to TAP #27 for more information on Political Activity at Duquesne University and/or TAP #47 for more information on honorary degrees and speakers for commencements, convocations and other University events.

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