



ELECTED OFFICIALS VISIT

2017 TOOLKIT



Broward College | Office of Public Policy and Government Affairs
111 East Las Olas, Suite 522, Fort Lauderdale, FL 33301 | 954-201-7409

INVITATION TOOLKIT

Inviting Elected Officials to Visit Our Campuses

Broward College engages Broward College students, faculty, staff, and the Broward County community at-large with local, state, and federal government agency and elected officials. You can help Broward College strengthen its relationships with these officials through a tour, visit, or public speaking event. This toolkit can assist you in strengthening our relationships via any of the aforementioned avenues. While this is not considered an “advocacy toolkit,” it is important to keep in mind that any visit to Broward College will have an impact on the image and credibility of our institution.

The following pages include useful information, such as:

- A Visit Checklist
- Tips for Crafting Invitations
- Sample Invitations
- Identifying Delegation Members and Staff
- Tips for Preparing and Planning the Visit or Campus Tour
- When to Notify the Office of Public Policy and Government Affairs
- What to do After the Visit is Over

Additionally, please be sure to read the Broward College policy on political activity and familiarize yourself with its content (See [6Hx2-3.48 of the Policy and Procedure Manual](#)). If you plan to engage in any political activity and have concerns about violating the policy, or if you have questions concerning the toolkit, please do not hesitate to contact the Office of Public Policy and Government Affairs at (954) 201-7409.

Finally, if you are able to secure a visit, please notify Gregory A. Haile, Esq., General Counsel and Vice President Public Policy and Government Affairs at ghaile@broward.edu.

VISIT CHECKLIST

- ✓ Develop an invitation that is specific, relevant, timely and appealing to the interests of the elected official. If you have a specific date, give the elected official at least 3 to 4 weeks' notice.

- ✓ Email the invitation to the office scheduler or legislative assistant. If you need assistance in determining the scheduler or legislative assistant, contact the Office of Public Policy and Government Affairs at (954) 201-7409. Early communication will yield the best results.

- ✓ Follow up. It's okay to follow-up if you have not heard back from the staff members, but allow at least one week to respond prior to contacting their offices.

- ✓ Notify the Office of Public Policy and Government Affairs. Office personnel meet regularly with local and state officials and may be asked about your invitation.

- ✓ Develop an agenda. Have it ready to go as soon as the visit is confirmed and share with the office scheduler or legislative assistant.

- ✓ Check with the elected official for policies regarding press releases, photo opportunities, or social media communications. Contact the Office of Marketing and Public Relations who will then coordinate with the elected official's staff.

- ✓ Notify campus leadership, provide event information and a list of invited guest(s). It is ideal to have a member of leadership welcome your guest(s).

- ✓ Keep in communication with the elected official's legislative assistant and follow up a few days prior to the event for any last-minutes details. Work with Campus Safety to secure parking passes.

- ✓ Remember, due to their public role, elected officials cannot accept gifts of any kind. If the event includes a meal, you may have to invoice their office. If you are unsure, contact the Office of Public Policy and Government Affairs for clarification.

- ✓ Following the event, we recommend sending a personalized thank-you note or email to the elected official and their staff.

HOW TO CRAFT INVITATIONS

There are many platforms for extending an invitation to an elected official. The below are some of the most popular reasons to invite an elected official to Broward College:

1. PARTICIPATION IN A FORUM OR DEBATE AMONG A FIELD OF CANDIDATES.

If you are inviting candidates to campus, the most important consideration is impartiality. While there is no control over who will accept an invitation for a campus visit, we do have control over invitations and the type of actions taken (See [6Hx2-3.48 of the Policy and Procedure Manual](#)). Regardless of political field (judicial, county commission, state legislator, or US Congress), all candidates for a race, seat, or district must be invited and treated equally.

2. HOSTING A PUBLIC SPEAKING ENGAGEMENT FOR THE BENEFIT OF STUDENTS OF A PARTICULAR FIELD OF STUDY.

We recommend conducting research prior to extending an invitation. For example, if you know a certain Representative has a specific interest you can tie the speaking engagement to that subject or you can look for elected officials whose district boundaries cover the campus to which they are invited.

3. INTRODUCTION TO PROGRAMS OF INTEREST.

Broward College offers outstanding programs that often receive local, statewide, or national attention. There are many reasons to share our programs, and the Office of Public Policy and Government Affairs would be happy to help you consider the possibilities. Consider leveraging recognitions, awards, and rankings to demonstrate outstanding programs with elected officials.

4. EDUCATION/INFORMATION ON THE NEEDS OF BROWARD COLLEGE.

If the College has high priority needs which can be satisfied with legislative influence, do not hesitate to educate the officials on these needs by inviting them to our campuses.



The Office of Public Policy and Government Affairs continuously works to improve relationships with members of the Broward Delegation and others within our community. Should you need support or guidance, our office is ready to reach out on your behalf to appropriate representatives with official invitations (see sample invitations attached).

SAMPLE INVITATIONS

On pages 6-8, you will find sample invitations. Depending on the type of event and who will be present, you may wish to submit such a letter to the Office of Public Policy and Government Affairs and have it signed by Gregory A. Haile, Esq., General Counsel and Vice President Public Policy and Government Affairs. Electronic copies are available.

SAMPLE #1

Letter from the Vice President for Public Policy and Government Affairs requesting State Representative Kristin Jacobs from District #96 to be a guest speaker at an event on North Campus which lies within her district.

SAMPLE #2

Letter from President Armstrong to Donna Shalala, then President of the University of Miami, to serve as a Commencement speaker.

SAMPLE #3

Sample letter/email to an assistant or legislative aide requesting assistance in scheduling the elected official to visit and tour one of our campuses.

Please copy Mr. Haile to your invitation so he may support your initiatives while meeting with elected officials in Broward County, Tallahassee or Washington, D.C.: ghaile@broward.edu.



Office of General Counsel and Vice President for
Public Policy and Government Affairs
Willis Holcombe Center
111 East Las Olas Boulevard, Fort Lauderdale, Fl 33301
Phone 954-201-7410 / Fax 954-201-7357

February 10, 2016

Via E-Mail Kristin.jacobs@myfloridahouse.gov

Representative Kristin Jacobs
4800 West Copans Rd
Coconut Creek, FL 33063

Re: Life Sciences South Florida Symposium April 2, 2016

Dear Representative Jacobs,

Each year, Life Sciences South Florida (LSSF) holds a symposium where Florida college science undergraduates have the opportunity to compete in presentations of their research. This year, Broward College has the honor of hosting the LSSF 2016 symposium and competition. On April 2, 2016, from 9:00 a.m. to 3:00 p.m., Broward College's North Campus will serve as the venue. You are cordially invited to be a guest speaker for the event. While you are invited to spend the day with us, your place on the agenda would be at the beginning with an expectation of 10 to 15 minutes for your address. If you are available and interested in participating in this statewide event, please let me know at your earliest convenience. You would be a terrific addition to the agenda.

Note that LSSF is a "consortium of top educational, economic development and research institutions" working together to "promote innovation, investment, entrepreneurship and economic growth." Its members look to promote high-tech jobs and a workforce able to compete. We look forward to the event and your involvement.

Sincerely,

Gregory A. Haile, Esq.
General Counsel and Vice President for Public Policy and Government Affairs
Broward College

c. Isabela Dorneles, Legislative Assistant



Office of the President
Willis Holcombe Center
111 East Las Olas Boulevard, Fort Lauderdale, Fl 33301
Phone 954-201-7401 / Fax 954-201-7357

J. David Armstrong, Jr., President

March 18, 2015

President Donna E. Shalala
c/o Rudy Fernandez
Office of the President
University of Miami
1252 Memorial Drive
Coral Gables, FL 33146

Dear President Shalala:

It is with extreme pleasure that I write to extend an invitation for you to be our keynote speaker at our spring commencement ceremony scheduled for May 5, 2015 at 3:00 p.m. at the BB&T Center, 1 Panther Parkway, Sunrise, Florida.

As you know, Broward College is committed to helping its students successfully complete their degrees. It is with great pride that I report to you that in December 2014, we awarded approximately 4,000 degrees and certificates, including 2,489 associate's degrees and 197 bachelor's degrees to students who represent more than 100 countries. The youngest graduate was 17, the oldest was 69, and 128 graduates were over the age of 50. In fact, our diverse student body of approximately 68,000 students represents more than 150 countries of origin and combined, speak over 45 languages. Our diversity buttresses our urgency, which we know you share, in pushing for immigration reform and maintaining a quality and affordable higher education.

In addition to our student success rate, we are also very pleased to report our impact on our local economy. After commissioning an economic impact study to see just how deep our footprint is within Broward County, we learned that Broward College produces an economic impact of \$1 billion annually. We provide a sound investment for taxpayers, a robust addition to the local tax base, and a reduction in the demand for government-funded social services.

As we celebrate the accomplishments of our graduating class and continue to cherish our tradition of inclusion, it would be an honor and a privilege to have you join us on this special day. If you have any questions, please call my assistant, Avis McCoy, at 954-201-7401. I look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script that reads "J. David Armstrong, Jr.".

J. David Armstrong, Jr.
President

First name, Last name
Legislative Assistant to Senator _____
11 District Office Blvd.
Fort Lauderdale, FL 33333

Re: Scheduling Request – Tour of Broward College - North Campus

Dear Mr./Mrs. _____:

I am writing to invite the Senator to visit our College’s North Campus to learn more about _____ program within the coming month. Each year, this program graduates more than _____ students, and we have been extremely successful in placing them in jobs within this high-demand high wage field. We would like to showcase this program because we believe it would be of interest to the Senator and relevant to his work on the _____ Committee.

The visit should take no more than one hour. We will be visiting with students in the program, providing an overview of the program, and conducting a brief question and answer session. Members of the President’s leadership team and the director of the program will also be present.

We can be flexible regarding a date, but have identified a few possible weeks for your consideration. If this is something that is amenable to the Senator, we have availability the weeks of _____, _____ and _____. If none of these dates work, please call us at 954-201-xxxx or email xxx@broward.edu, and we can determine a date that will work best for you.

Of course, we could also coordinate with our marketing department to promote the tour. We are excited by the prospect of the Senator’s visit to see our North Campus’s innovative new program and meet our students first hand. We look forward to hearing from you.

Sincerely,

Name
Title

c. Gregory A. Haile, Esq., General Counsel and Vice President of Public Policy and Government Affairs, Broward College

IDENTIFYING DELEGATION MEMBERS AND STAFF

The Office of Public Policy and Government Affairs can help you determine the right person to whom you should address your invitation. It is recommended you send (via email) a signed letter when addressing the invitation to a member of the Delegation or other elected official. An email invitation may be appropriate when directing your correspondence to legislative staff.

The Broward Legislative Delegation Office maintains a list of delegation members and their staff (see www.broward.org/Legislative/Documents/LDDirectory.pdf).

The chart below identifies the elected officials(s) for each of the Broward Campuses.

Broward College Campus	2016 - 2018 State and U.S. Representatives		
	FL Senate	FL Representative	U.S. Congress
A. Hugh Adams Central Campus	District 32 Lauren Book	District 98 Katie Edwards	District 23 Debbie Wasserman Schultz
Coral Springs Academic Center	District 32 Lauren Book	District 97 Jared Evan Moskowitz	District 21 Lois J. Frankel
Cypress Creek Administrative Center	District 33 Perry E. Thurston	District 92 Patricia Hawkins-Williams	District 20 Alcee L. Hastings
Judson A. Samuels South Campus	District 35 Oscar Braynon, II	District 101 Shevrin Jones	District 23 Debbie Wasserman Schultz
Miramar Town Center	District 35 Oscar Braynon, II	District 102 - Sharon Pritchett District 105 - Carlos Trujillo*	District 20 - Alcee L. Hastings District 24 - Frederica Wilson*
Miramar West Center	District 35 Oscar Braynon, II	District 102 - Manny Diaz District 105 - Carlos Trujillo*	District 20 - Alcee L. Hastings District 24 - Frederica Wilson*
AutoNation Center for Excellence in Automotive Science & Technology/ Marine Center of Excellence	District 35 Oscar Braynon, II	District 101 Shevrin Jones	District 20 Alcee L. Hastings
Pines Center	District 32 Lauren Book	District 104 Richard Stark	District 23 Debbie Wasserman Schultz
Tigertail Lake Center	District 34 Gary Farmer	District 99 Evan Jenne	District 23 Debbie Wasserman Schultz
North Campus	District 29 Kevin Rader	District 96 - Kristin Jacobs District 93 - Gearoge Moraitis*	District 21 Lois J. Frankel
Willis Holcombe Center	District 34 Gary Farmer	District 94 - Bobby Dubose District 93 - George Moraitis*	District 22 Ted Deutch
Weston Center	District 32 Lauren Book	District 104 Richard Stark	District 23 Debbie Wasserman Schultz

*Campus designation identified by closest district geographic boundaries.

PLAN AND PREPARE A VISIT OR CAMPUS TOUR

KNOW BROWARD COLLEGE

You should be able to talk about Broward College with the elected official. You should prepare to speak about wide-ranging topics including the mission, key programs, student population demographics, the business community served by the College, and the economic impact of programs.

If you are visiting a particular site on campus, for example the Health Sciences Simulation Center, consider researching information such as if the building received financial support, what programs are housed within the building, and major partners or contributors to the programs.

KNOW THE COMMUNITY

While Broward College is one institution, each campus has its own unique personality. Campuses vary in size, program concentrations, and student population. It is important to be able to discuss the needs of the local community and how the College is responding to these needs and challenges.

KNOW THE LEGISLATORS

Broward County covers a large geographic area with different State legislators, County Commissions, and School Board members. Even the districts for US Congress members differ from campus to campus. It is recommended to understand and know the district boundaries for the legislators you are inviting to campus. As a general rule, you should look to legislators whose district boundaries cover your campus or have a vested interest in the success of the College.

KNOW YOUR AGENDA

A draft of the agenda should be available for the elected official as soon as possible. Their placement in the schedule will be important as he or she may only visit for a portion of the event. See below for helpful tips on preparing an agenda:

- Develop a plan of action and stick to a timetable.
- Plan to formally welcome and introduce the elected official. The Office of Public Policy and Government Affairs can help you target the best person.
- Notify the appropriate Campus President and provide a schedule and timeline.
- Share why this event/program is so important to the community.
- Make sure you incorporate your talking points and legislative priorities, if appropriate and ask about the elected official's priorities.

WHAT TO DO WHEN THE VISIT IS OVER

SEND THANK YOU NOTES OR EMAILS

A thank-you note is not only polite, but also offers a platform to continue important conversations or provide research, an opportunity to follow up on key topics discussed during the meeting, or the chance to honor commitments made during your meeting. It is recommended to send a note to the elected official and their staff.

PROMOTE THE VISIT

If approved and appropriate, use social media or request a press release to publicize information and photos from the visit. For support from official Broward College social media accounts and the media relations team, please contact the Office of Marketing and Public Relations. You may be asked to share contact information so they can secure photo releases and approved quotes.

KEEP THE OFFICE OF PUBLIC POLICY AND GOVERNMENT AFFAIRS IN THE KNOW

Gregory A. Haile, Esq., General Counsel and Vice President Public Policy and Government Affairs meets regularly with members of the Delegation. Please keep the Office of Public Policy and Government Affairs informed so we can work together to promote your issue.