

MEMORANDUM

June 22, 2013

TO: Members of the Executive Committee

FROM: Tremayne T. Price, President

SUBJECT: Appointment of Matthew Marrotta as Senior Director of External Relations

Action Requested

The proposed resolution appoints Matthew Marrotta as Senior Director of External Relations.

Resolution

I recommend that the Executive Committee adopt the following resolution:

Resolved that Matthew Marrotta be, and hereby is appointed Senior Director of External Relations, effective immediately. This appointment shall continue from the date of appointment until May 31, 2014.

Background

Appointed by the Executive Committee, the Senior Director of External Relations will report to the President, be an advisor to the Executive Board and a part of the President's cabinet.

The Senior Director of External Relations will be an advisor to the Executive Board, the Executive Committee, and the Student Assembly on matters related to government relations, strategic communications, and inter-campus communications.

The Senior Director of External Relations will be responsible to:

- Oversee the coordination of efforts regarding legislative advocacy and lobbying for the Student Assembly.
- Provide strategic leadership to the development of the legislative agenda for the Student Assembly subject to guidance and review by the President and Executive Committee.

- Ensure that SUNYSA's message, agenda, and image are effectively and creatively projected to both external audiences.
- Provide assistance to the Executive Committee in dealing with the media; publication needs, both online and print; interaction with government at all levels; and outreach to the community.
- Oversee the administration and design of the image and marketing strategy of the Student Assembly with the consent of the President.
- Provide, in January, a mid-year update on the state of the legislative agenda and other external affairs priorities.
- Be expected to attend appropriate legislative meetings and/or hearings, as needed.
- Serve as an advisor to the Executive Board.

Mr. Marrotta previously served as the President of the Student Government Association and a Voting Delegate to the Student Assembly at Herkimer County Community College.

Mr. Marrotta received his AS in Criminal Justice from Herkimer County Community College and is currently working on his BS in Criminal Justice from the College at Oneonta.

His resume is attached.