

MEMORANDUM

June 1, 2014

TO: Members of the Executive Committee

FROM: Lori Mould, President

SUBJECT: Appointment of Marc Cohen as Senior Director of External Affairs

Action Requested

The proposed resolution appoints Marc Cohen as Senior Director of External Affairs.

Resolution

I recommend that the Executive Committee adopt the following resolution:

Resolved that Marc Cohen be, and hereby is appointed Senior Director of External Affairs; effective immediately. This appointment shall continue from the date of appointment until May 31, 2015.

Background

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

The President's Senior Director of External Affairs will be an advisor to the Executive Board, the Executive Committee, and the Student Assembly on matters related to the external affairs of the organization.

The Senior Director of External Affairs will be responsible to:

- Provide strategic leadership to the development of and be responsible for the process of establishing the legislative agenda by the fall semester for the Student Assembly.
- Oversee the coordination of efforts regarding legislative advocacy for the Student Assembly.

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- Ensure that the Student Assembly's message, agenda, and image are effectively and creatively projected to both external audiences.
- Make recommendations to the Executive Committee on issues related to the usage of the logo, intellectual property, or representations of the Student Assembly to external organizations or individuals.
- Make recommendations on policies regarding external legislative matters.
- 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.
- Assist the President as directed.

Mr. Cohen is a rising Junior in the Honors College at the University at Albany majoring in Political Science. He previously served the Student Assembly as a Representative to the Executive Committee, representing the University at Albany and University of Buffalo as a Doctoral Granting Undergraduate Representative. He has served the University at Albany Student Association as a Senator, Assistant Director of Legislative Affairs, Director of a Legislative Affairs, and Chief of Staff to the President, and was most recently elected Vice President.

Mr. Cohen serves on a number of boards and committees throughout the University, and Capitol Region community, including the University Auxiliary Services Board of Directors, the University Senate, and the Student Health Advisory Committee. In addition, he also interns with Lieutenant Governor Robert Duffy

His resume is attached.