



EASTERN OREGON
UNIVERSITY

EOU Board of Trustees Governance Committee

Discussion Document: Board Advocacy and Engagement

Nov. 4, 2015/11 a.m./Alumni Room–Ackerman 208

▪ **Board Culture discussion**

- What engagement role does the board envision for itself?
- How should Trustees connect with internal and external constituents?
- When should the board be inclusive? When should it be exclusive?
- Should we consider a statement on culture and engagement?

▪ **Outline of levels for board engagement**

- Casual
 - Attendance at campus events already underway (athletics, theatre, etc.)
- Informal
 - Invitations to participate (meeting with student groups, regional advisory committees, preview days)
- Semi-formal
 - Key events and/or activities where board engagement is planned and needed (Homecoming, Commencement, Foundation Gala, writing targeted editorials, meetings with legislators, alumni, donors or families).
- Formal
 - Official board and committee meetings (utilize these events to engage with students, faculty, staff, alumni and others before, during and after board meetings). Consider having a staff coffee time in the morning or a faculty presentation at each meeting or inviting students to join the trustees for lunch.

▪ **Advocacy management points to consider**

- Coordination is key: have unified talking points and activities.
- Role of the trustee vs. president or EOU staff
- Trustees as day-to-day and “high level” advocates
- Avoid over-planning and board exhaustion—consider targeted engagement of one formal or semi-formal event or activity per month to allow staff to adequately plan.

Questions and discussion?