

Thursday, March 12, 2009

Legislative advocacy program engages alumni

This spring Oakland University's Alumni Association and Oakland's Office of Government Relations will launch a first-ever alumni advocacy program. Named the *Grassroots Grizzlies Advocacy Network*, the initiative is expected to make an important impact on state appropriations for Oakland University.

Participating alumni will be provided with valuable tools for writing letters of support, contacting legislators and communicating with legislative staff to build personal relationships.

A new Web site, www.ciclt.net/oakland, has been launched to provide alumni an opportunity to become engaged advocates for OU. "The purpose of the program is to allow alumni to communicate with the legislative branches of state government, convey issues of importance and better understand the legislative activities in and around the state," says Adrienne Bass, Alumni Relations director.

A networking breakfast for OU alumni involved in public affairs and government relations will be held May 18, 2009. The breakfast will launch the alumni advocacy program and help connect alumni to the university and to each other.

"There is great potential with this new program for Oakland to have an even stronger voice in Lansing" says Rochelle Black, vice president for Government Relations. "With the severe budget challenges facing the state, it's beneficial to have our alumni by our side in developing favorable policies and relationships with legislators, and in mitigating current and future cuts to higher education. This effort will help protect the future for Oakland University and preserve the reputation of the degrees we have awarded to our more than 85,000 alumni base."

Those interested in joining the advocacy network can establish a login and password at the Web site mentioned above. For more information, contact Brad Barrett, assistant to the vice president for Government Relations at (248) 370-3683 or e-mail barret2@oakland.edu.

SUMMARY

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