Drexel University
Office of Government and Community Relations

OGCR Strategic Plan

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Mission Statement

The Office of Government and Community Relations serves Drexel University by administering and maintaining the University's relationships with City, State and Federal elected officials and government agencies, as well as with civic leaders and representatives from community based organizations. In pursuit of our mission, we conduct ourselves in a highly visible and ethical manner.

Executive Summary

OCGR has refined its mission and has established six goals and objectives aligned with the academic priorities identified in the University's strategic plan.

The Office of Government and Community Relations (OGCR) has established a departmental ***Code of Conduct*** to guide our department as a value-added component to the University both internally and externally. This Code serves as a guide to promote good behavior and sound judgment, maintaining individual and institutional integrity.

OGCR Strategic Plan

The Office of Government and Community Relations's strategic business plan comprises the following goals and objectives.

I. Develop and strengthen relationships with City, State and Federal officials, as well as with representatives from governmental, healthcare and community agencies

II. Inform key legislators on issues concerning higher education and health care public policy development and legislation

III. Establish and maintain collaborative efforts between institutions of higher education to influence City, State and Federal legislation impacting Drexel University

IV. Coordinate community service initiatives locally at Drexel's Main Campus, Center City Campus, Queen Lane Campus and their surrounding neighborhoods

V. Align the goals and objectives of the OGCR closely with the University's strategic priorities

VI. Implement on-going ethics and compliance training plans for the OGCR staff, which will include other members of the University where appropriate

Goals and Objectives

I. Strengthen Government Relationships

A. Strengthen government relationships to secure funding for research, academic programs, student aid and general University operating initiatives

B. Coordinate Drexel's State Appropriation Requests and petition government officials, both in the executive and legislative branches, to secure Drexel University's non-preferred state appropriations and other public funds

C. Identify Drexel's federal research priorities and work with government officials to secure these public funds

D. Attend events on Drexel's behalf sponsored by City, State and Federal officials and their government departments and agencies

E. Meet regularly with government agencies to promote Drexel and its faculty as a resource for City, State and Federal officials as well as with representatives from government agencies to develop public policy positions

F. Provide sponsorship and/or support to our City, State and Federal officials for their community outreach initiatives

Goals and Objectives

II. Inform Key Legislators on Issues Concerning Higher Education and Healthcare Legislation

A. Track and monitor higher education and healthcare public policy development and legislation

B. Promote Drexel faculty as noted experts in their specialty by facilitating their rendering of public testimony

C. Petition City, State and Federal legislators on an ongoing basis concerning higher education and healthcare legislation, which impact Drexel University

D. Maintain collaborative relationships with outside organizations and associations to help influence government legislation for the good of the University (See *III* on *Collaborative Relationships)*

Goals and Objectives

III. Establish and Maintain Collaborative Relationships to Influence Legislation

A. Maintain University memberships and develop collaborative efforts with institutions of higher education and politically active associations, such as:

1. The Association of American Medical Colleges (AAMC)
2. National Association of Independent Colleges and Universities (NAICU)
3. The Association of Independent Colleges & Universities of Pennsylvania (AICUP)
4. Pennsylvania Academic Medical Centers Deans
5. Council on Governmental Relations (COGR)

B. Attend meetings of the aforementioned associations on an as needed basis to keep abreast of current trends as well as represent Drexel's interests

Goals and Objectives

IV. Coordinate Community Service Initiatives

A. Collaborate with Drexel's Center for Civic Engagement, the Pennoni Honors College, the LeBow Business Learning Center and other University groups, community organizations and local businesses to enhance Drexel's campus and our surrounding neighborhoods whereby providing Drexel students with additional learning and networking opportunities

B. Work with internal University departments such as Student Life and Administrative Services, namely Public Safety, to improve community relations in Powelton Village, Mantua, East Falls and the 11th Street Corridor, as well as other neighborhoods in West, North and Center City Philadelphia

C. Work with Drexel's local City Council Members, State Representatives, Federal Elected Officials as well as the departments and agencies corresponding to these three levels of government to facilitate community service initiatives

D. Provide the leadership for collaborative projects and partnerships with community and healthcare organizations to improve the health and lifestyle of the communities surrounding our campuses

Goals and Objectives

V. Align the Goals of the OGCR closely with the University's Strategic Priorities

A. Petition for public funds from City, State and Federal government sources in supporting academic research and other programs consistent with the objectives of Drexel University

B. Collaborate with the Steinbright Career Development Center and the Office of the Provost in their efforts to create business opportunities with local, regional, national and international businesses, whereby supporting our unique Cooperative Education Program

C. Engage the Office of the Provost, the deans and the faculty of our colleges and schools, in the OGCR Public Policy Forum and promote Drexel's faculty beyond the University

D. Support the efforts of the Admissions Office by creating educational and business opportunities through special events which involve Drexel's student body and help assist with retention

E. Secure support through funding, legislation and authorization from City, State and Federal governments to promote Drexel's business interests and other initiatives related to higher education, technology, medicine and civic engagement

F. Interface with local economic development groups such as:

1. Greater Philadelphia Chamber of Commerce (GPCC)
2. Philadelphia Industrial Development Corporation (PIDC)
3. Delaware River Port Authority (DRPA)
4. Pennsylvania Economy League (PEL)
5. Pennsylvania Convention Center

Goals and Objectives

VI. Ethics and Compliance

A. Conduct ourselves in a highly visible and ethical manner

B. Attend annual ethics training courses and programs

C. Communicate and implement the University's already in place policies and procedures, as articulated by Human Resources, regarding sexual harassment, racial, ethnic or religious intimidation as well as any other inappropriate behavior within the workplace

D. Establish the OGCR's Vice President as the chief ethics and compliance officer in government affairs and lobbying matters on behalf of the University

E. Continue to file lobbying expenditure reports with the Commonwealth of Pennsylvania, the United States Congress and the United States Internal Revenue Service

OGCR's Code of Conduct

A* Code of Conduct *facilitates an ethical environment within the University and among our external constituencies.

A. Honesty - To speak the truth and to be forthright while conducting University business, both internal and external

B. Integrity - To adhere to laws, rules and regulations, as well as University policies and procedures, to admit error forthrightly and make amends when appropriate

C. Responsibility - To report any workplace violation of law, ethical codes, community standards, sexual harassment, equality, diversity, health, safety and related issues

D. Trust - To recognize our position as stewards for our stakeholders, as well as raise questions and concerns regarding business practices that are not in accord with the ethics principles which the University endorses

E. Respect - To value the differences and the similarities of all our students, customers, co-workers, suppliers and shareholders