

Public Relations Committee Meeting Minutes: 5/28/2015

- Shifting focus toward the Philadelphia area down the road.
 - As the merger between Rutgers Newark and Camden continues to become established, we want to focus on generating ideas for establishing better Public Relations within the Philadelphia area.
 - This could be accomplished by encouraging our colleagues in Camden to adopt their own Public Relations Committee, and collaborating with them.
 - These efforts would likely be implemented AFTER we become better established within the New York City area.
- Reaching out to Rutgers - Newark main campus
 - Many undergrads at the main campus have interest in possibly attaining a legal education post undergrad.
 - An idea would be to set up information sessions throughout the school year for any of those individuals interested in attending law school.
- Prioritizing what goals should be implemented first: A Community Service Day
 - Reaching out to Goodwill, The Salvation Army, YMCA, Big Brothers Big Sisters, and other philanthropic organizations to coordinate official service days.
 - It would be the job of the Public Relations Committee to initiate, or build a foundation for these Community Service events, however we will be collaborating alongside other student organizations within the law school to gain support and participation.
- Allocating specific projects to one-two people on the committee depending on its magnitude.
 - This will ensure that each project is completed with quality.
- Recruiting at the MSP and regular 1L orientation
 - Encourage incoming students to participate. Most students are required to complete a certain amount of public service hours.
- Keeping 3Ls involved
 - Making sure the class of 2016 will also be motivated to take part in these events.
- Making sure official statements released on behalf of the student body represents the student body as accurately as possible
 - In the event of an event that directly or indirectly affects the student body, or the reputation of our law school, making sure that statements released are representative of the thoughts, concerns, and feedback of the general student body.
 - Each member of the PR committee will spend large amounts of time reaching out to classmates to get their thoughts on whatever situation at hand.

- Drafts will be constantly revised/modified that it accurately reflects the feelings of the student body.
- We are aware that we will be unable to speak on every student's behalf, but we do hope that we can represent the majority.

- THESE EVENTS WILL REPRESENT THE LAW SCHOOL AS A WHOLE. NO SPECIFIC ORGANIZATION WILL BE IN THE FOREFRONT. THE PURPOSE OF THIS COMMITTEE IS TO BUILD THE BRAND OF RUTGERS LAW SCHOOL.