



NYSFAAA
Annual Conference

**Introduction to Government
Relations – 101**
October 17, 2013

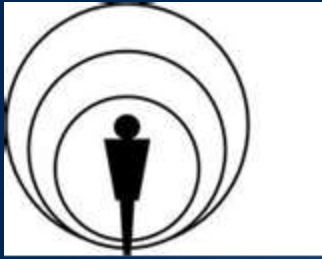
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Government Relations - 101

Goal of Session:

- Introductory fundamentals
- Resources
- Roadmap



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DEFINITION

*“Government relations are your systematic efforts to influence the actions and policies of government to help achieve particular objectives or protect particular interests ... in public and in a way that reflects well on **you** and the **decision-makers involved.**”*



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Government Relations are

- Becoming acquainted with government officials so that you can **help them** conduct their business of formulating and executing public policy.



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Government Relations are

human nature



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Government Relations Audience:

- Representatives
- Congressional staff (AAs and LAs)
- Congressional Committee staff
- Regulators



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Financial Aid Rules

- How they're made
- Where to find them



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How rules are made

- Idea
- Sponsor
- Congressional committee
- Bill
- Law
- Regulation



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Resources -finding the rules:

- **Congressional Federal Register (CFR)**
- **Notice of Proposed Rulemaking (NPRM)**
- **Dear Colleague Letter (DCL)**
- **Program Participation Agreement (PPA)**
- **Federal Student Aid Handbook (FSA)**
- **Institutional Policy & Procedures (P&P)**



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➤ **Institutional needs**

➤ **FAO/FAA needs**



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FAO/FAA Goals:

- **Customer Experiences & Business Practices**
- **Compliance & Audit**
- **Professional Growth**



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Starting a Government Relations program:

- Identify issues
- Set priorities
- Identify policymakers
- Set agendas/mapping strategy
- Select actions and resources



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Developing the message

- Focus
- Goal
- Substance
- Style



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Q & A