

Maxime Perrey
Local Affairs Director, Office of External Affairs
161 Marlin Ave.
Mill Valley, CA
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To Whom It May Concern:,

Since being hired in November 2013 as the Local Affairs Director, I have been able to successfully arrange meetings and outreach to local political and government officials on behalf of the Student Union Assembly. Below you will find a list of our key accomplishments thus far, along with some of the areas that I believe we can improve upon and prioritize in the coming months.

Accomplishments:

❖ **Local Affairs Forum**

- Coordinated panellists, reaching out to members of the Santa Cruz County Board of Supervisors and the Santa Cruz City Council
- Worked with the Office of External Affairs for SUA along with the Government Affairs Office at UCSC to coordinate the forum
- Worked with Legal Studies Professor Ryan Coonerty to hold the panel in his Law of Democracy class
- Did outreach to campus organizations, SUA leaders and other students and community members to make the event a success

❖ **Meeting with Local Officials**

- Met with Mayor Lynn Robinson, discussing city priorities for the coming year and how SUA can be involved in influencing outcomes
- Did outreach to city council members, County Public Works Director, City Police Chief to coordinate future meetings

❖ **Strategize for Future Events**

- Met with Tony Mailgram to discuss future events on campus, including a Public Safety Fair

Future Goals:

❖ **Build off of forum**

- Take survey to college senates
- Move forward on ideas generated at forum
- Follow up with panellists on working together going forward

❖ **Outreach to city and county staff**

- Meet with city staff, not only council
- Introduce SUA to county staff

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❖ **Successful Transition**

- Work with the elected Vice Chair for External Affairs and any interns that he/she appoints to introduce them to local leaders
- Pass along lessons learned from this year
- Ensure position is retained if at all possible—local affairs is important!

Room for Improvement:

❖ **Frequent Communication**

- Ensure that weekly check-ins happen weekly!
- Follow up with phone calls to local leaders if emails are not returned

❖ **Local Affairs Forum**

- If an annual event, plan to hold within a class from the beginning- easy to book a space and more attendees!
- Outreach to campus organizations ahead of time to ensure heavy publicizing occurs.

It's been an absolute pleasure to serve in this role since November 2013, and I look forward to more successes during winter and spring quarters. I hope to share my experience and the lessons I have learned this past few months with the person taking this role on for next year.

If you have any questions, please do not hesitate to contact me for any reason.

Sincerely,

Maxime V. Perrey
Local Affairs Director