EXTERNAL RELATIONS POLICY

POLICY
The Athens State University Board of Trustees and the University will develop productive and continuing external relationships with those entities which are essential to healthy functioning, including systems for dealing with those entities.

PURPOSE AND SCOPE
The purpose of this policy is to delineate the external relationships which represent the University’s context, including investors and donors, customers, competitors, vendors, and strategic partners, and the systems which communicate key messages about the University to the world outside and which collect information affecting our purpose, opportunities to advance the university both internally and externally, strategies, goals, and objectives.