



Green River
COMMUNITY COLLEGE

GREEN RIVER WELCOMES
PRESIDENT JOE BIDEN

VIPs IN TOWN

How to get the call...and what to do when it happens

Presented by Philip Denman, *Senior Director of College Relations, Green River College*

RELATIONSHIP BUILDING

Lay the Foundation

- ▶ **Define your point person**
 - ▶ At GRC, President Johnson was hands-on, interested and invested
- ▶ **Start local**
 - ▶ College President and Exec Team involved in local community events and efforts
 - ▶ City and Schools Summit
 - ▶ Divvy up memberships to Chamber and Rotary to ensure College presence at all community events
- ▶ **Pool resources**
 - ▶ Partner with Other Institutions
 - ▶ Annual legislative reception
 - ▶ Higher Ed Town Hall with Presidents from GRC, RTC, and Highline



RELATIONSHIP BUILDING

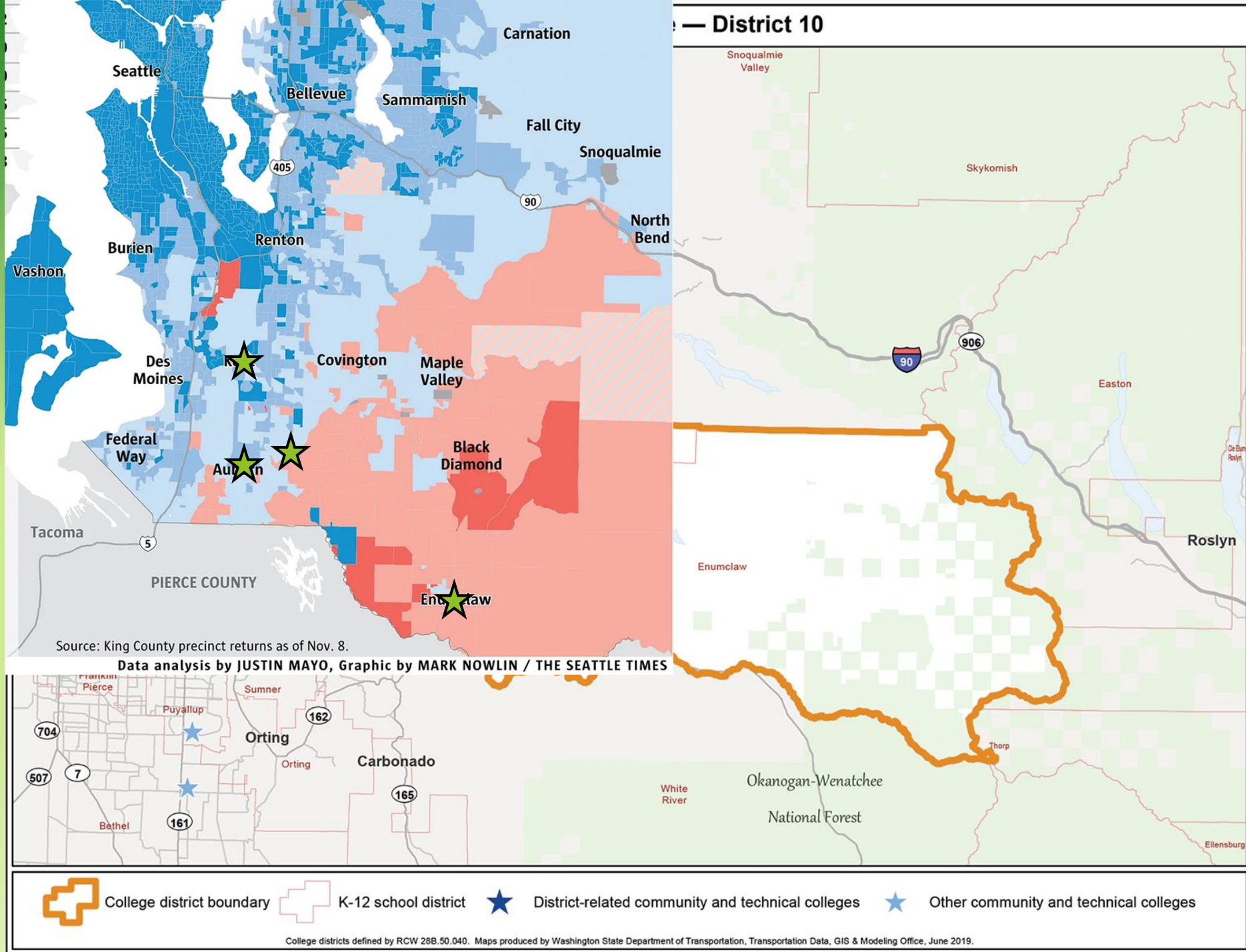
Don't Miss an Opportunity

- ▶ **Expect the unexpected**
 - ▶ Because of relationships, requests often come to leadership first, who often says yes before we can advise no
 - ▶ Have—and trust—a team to execute
- ▶ **Roll out the red carpet**
 - ▶ Treat the smallest visit like it's the most important
- ▶ **Find your way into the room and provide a service**
 - ▶ Anticipate their needs, follow up, thank and share!



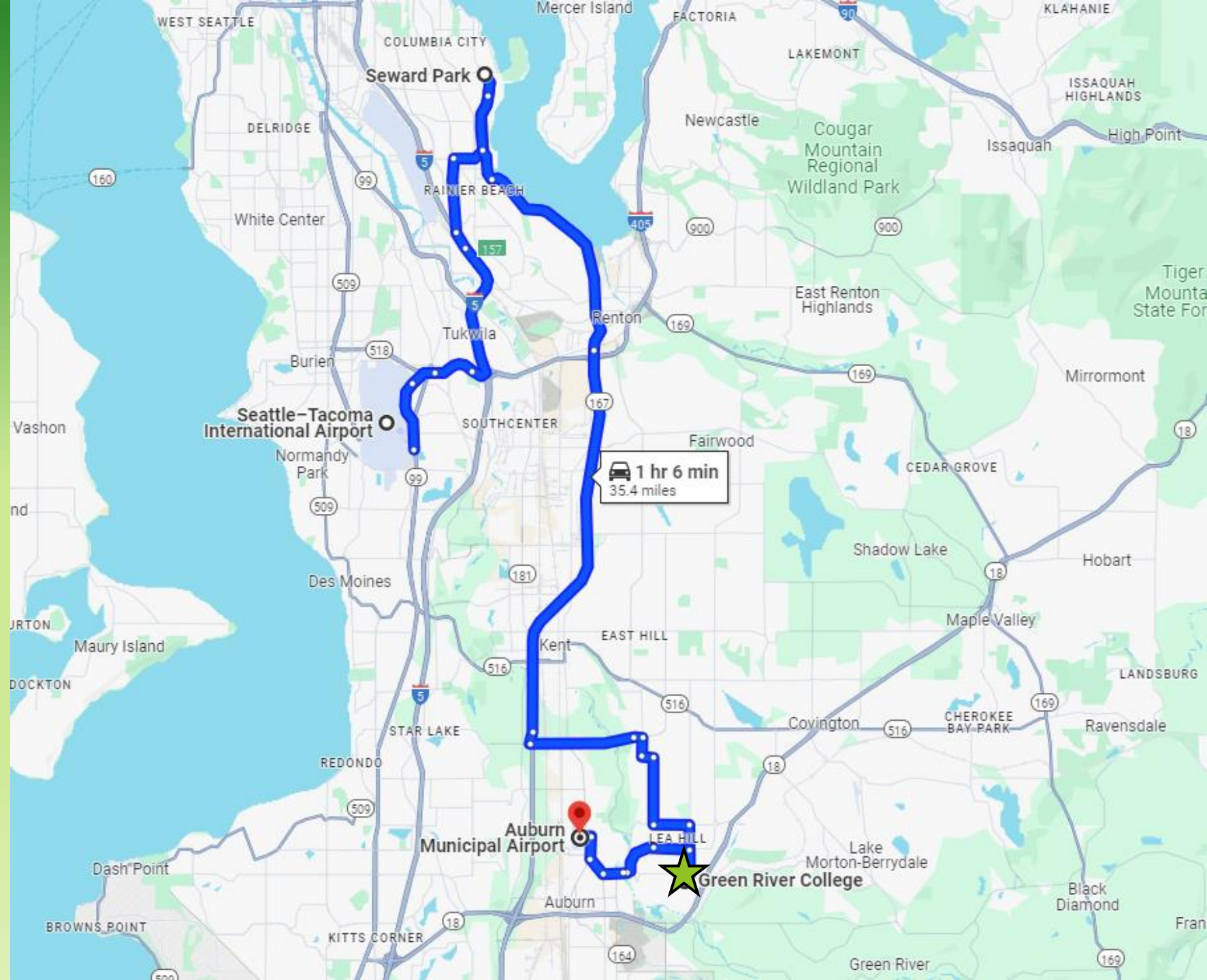
THE POLITICS OF LOCATION

- ▶ SE King County is one of the few contested areas of the state
- ▶ Green River College straddles the rural-urban divide
 - ▶ Auburn: Historically working class, railroad and agriculture
 - ▶ Kent: Named (alongside Renton) among the most ethnically diverse cities in the U.S.; home of Blue Origins
 - ▶ Enumclaw: Rural, agriculture



THE LOGISTICS OF LOCATION

- ▶ Green River College is next to two major highways with direct routes to/from campus for minimal impact
- ▶ GRC's Auburn Center is adjacent to the Auburn Municipal Airport and a straight shot to SeaTac International Airport



MAKING IT HAPPEN

► Know no goals align

- The political side has a manufactured message in mind
- The College seeks to further their mission, raise brand awareness, and justify impacts



- Secret Service has the final say and will redline any activity and adjust the timeline with little notice or regard for operational impact
 - They will also keep an extremely close eye on you at all times, especially if you are carrying a camera*

**Mean mugging is an essential tool in their very particular set of skills*

MAKING IT HAPPEN

Controlling the Narrative (*or not*)

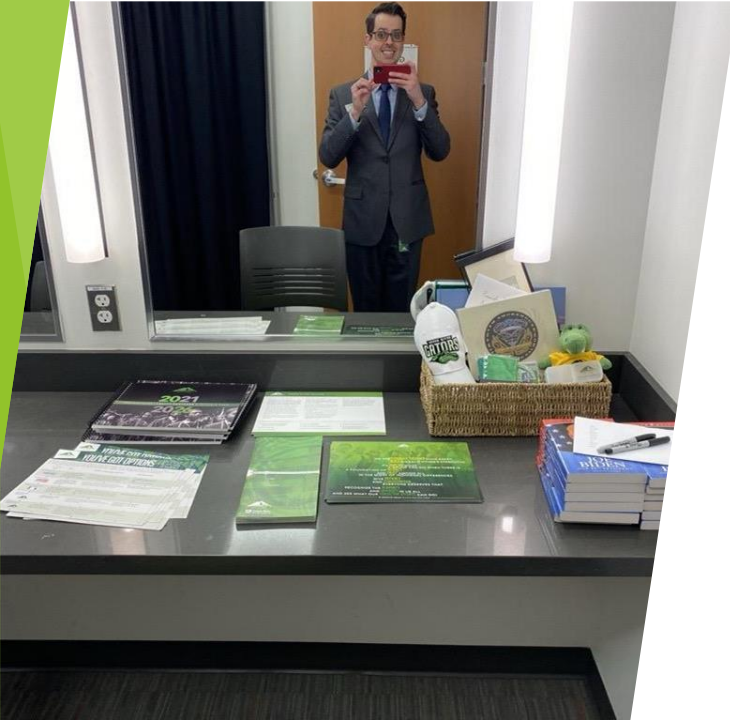
- ▶ Don't ask for permission unless you have specified
 - ▶ The White House comms staff was bemused our president wanted approval on all campus and community communications
 - ▶ Slowed things down significantly
 - ▶ Only concern from WH comms was limiting POTUS' timeline and itinerary
 - ▶ Make sure to include student news and campus marketing in your approved media list



MAKING IT HAPPEN

Elevate your brand

- ▶ Take (reasonable) advantage of a captive audience
 - ▶ GRC brand elements visible and available in all areas NOT on camera
 - ▶ Fast facts for media
 - ▶ College swag for VIPs
 - ▶ Not just fun (Slater the Gator plush)
 - ▶ Educational bits to take away, strategic plan summaries, pens & notebooks
- ▶ Make sure **EVERYONE** is prepared to be a brand ambassador
 - ▶ Individual with the longest, (and only) solo conversation with POTUS? Our junior A/V Tech assigned to wiring the President's microphone



BE PREPARED FOR THE NAYSAYERS



Traffic & security headaches for neighboring communities and for students



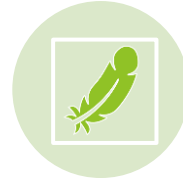
Counter-protests will occur; not all images or messages from the event will be positive



BE PREPARED FOR THE NAYSAYERS



Be aware of campus climate and concerns surrounding law enforcement



Not your event = Not your tickets = ruffled feathers of campus and community partners





LIVE News updates, traffic impacts as President Joe Biden visits Seattle Friday

April 22, 2022 at 7:00 am | Updated April 22, 2022 at 12:02 pm



BE PREPARED for the unprepared

- ▶ Timeline delays
- ▶ RSVP and ticketing from Hell
- ▶ Mass campus and community FOMO
- ▶ Crowd fillers on hand
- ▶ Increased staffing for phone lines and social media

greenriverc



Liked by allisonwarner9222 and 84 others

greenriverc Thanks to @senmarkolias for visiting #GreenRiverCollege to discuss affordable child care and ways to increase the availability of #openeducationalresources (OER) with members of our @asgrcgreenriver student government.

From left to right: Amanda Knott, ASGRC Vice President for Finance; Tygerr Recchia, ASGRC Vice President for Governance; Washington State @senmarkolias; and Shah Asraff Khan S/o Mohamed-bakhash, ASGRC President

November 4, 2022



Green River College

May 23, 2019 · 🌐

Thank you to [Governor Jay Inslee](#), Representative Drew Hansen, and all of the state representatives who worked to make higher education opportunities available to so many in Washington! The Workforce Education Investment Act, signed into law this week, guarantees financial aid for more than 110,000 qualified students in Washington.

(Photo: Governor Inslee speaks with members of the press after hosting a town hall at Green River College in 2017)



THANK THEM





LOWERING AMERICAN

AUBURN, W



LOWERING COSTS FOR AMERICAN FAMILIES
AUBURN, WASHINGTON

THANK YOU

