



The Role of an Advisory Board

The “4 P’s”

The role of Advisory Board members is to promote their department’s goals and initiatives through:

Public Relations: Advisory Board members can help by increasing their department’s potential to broaden its funding through contacts for in-kind resources, and for direct financial support. Members can also enhance the impact of their efforts by collaborating with other Departments and Colleges at Cal Poly as well as community and industry leaders.

Program Development: Advisory Board members can provide faculty and staff with a fresh perspective on programmatic issues as they relate to community and industry needs.

Program Sustainability: Advisory Board members can serve as advocates and donors. Representation by an independent body of interested community members is a vital component of program development and sustainability.

Perspective: Each Advisory Board member was invited to join the Board because he/she brings a unique perspective, experience and skill set to the College and its Departments. While not all members are able to take responsibility for specific tasks, Advisory Board members can provide valuable input and connections to the greater community.

Advisory Board Tips for Success

1. Be an active member
2. Work with the Department Chair to determine the greatest needs
3. Work with the Department Chair and CLA Advancement team to identify strategies that will help Departments achieve their goals, such as alumni communications and volunteer recruitment
4. Donate funds to the Department
5. Attend Advisory Board, College and Department events
6. Provide an in-kind good or service
7. Introduce prospective candidates to the Advisory Board
8. Collaborate with other members of the Advisory Board to identify common goals and collective strategies
9. Communicate your ideas
10. Be an advocate

College of Liberal Arts
Advancement

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