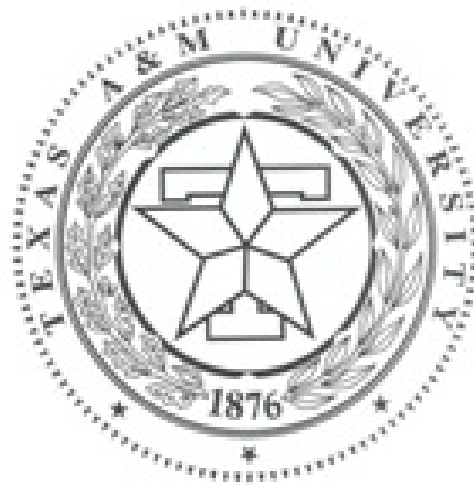


Corps Public Relations

Standard Operating Procedures



Headquarters, Corps of Cadets

Texas A&M University

Purpose

- Public Relations' purpose is to promote a general knowledge among students, administration, faculty, and the general public of the Corps' purpose, benefits, legacy, and role within Texas A&M while promoting cadet leadership and involvement outside of the Corps.

Vision

The public relations chain vision for the Corps of Cadets.

- A Corps that has a well-known and respected reputation for producing quality leaders of mind, body, and soul that are sought-after for campus organizations.
- A Corps in which every member takes pride in and reflects the traditions of A&M, the Corps, and acts to keep the spirit and traditions alive.
- A Corps that constantly, no matter the situation nor setting, conducts themselves as "Soldier, Statesman, and Knightly Gentlemen."
- A Corps whose beliefs and actions promote the Corps in a positive manner on campus, in the Bryan/College Station Community, the Great State of Texas, and the Nation.

Values

The core values of Public Relations in the Corps of Cadets are:

- Respect
- Open Communication
- Operational Excellence
- Quality Involvement

Operational Duties

Public Relations will be conducting many services to the University, the community, and the state this year which include (in no particular order).

- Outfit meeting escorts
- Promotion of extracurricular involvement within student organization
- Maintenance of spirit/traditions participation
- Corps "open house" for campus leaders
- Be the connection between your outfit and the University
- Voting accountability for student body general elections

March to the Brazos (MTTB)

- Each outfit's Public Relations Chain will have a representative actively involved in the oversight of fundraising for MTTB.
- A general meeting will be held at the beginning of the year to discuss in detail the duties, rules, and guide lines of MTTB.

THE STANDARD

The Public Relations Chain should be fully knowledgeable in Chapters 12.2 and 21 of the Standard.

Chapter 12.2:

- Conduct in campus buildings, on campus grounds, conduct off campus and when in public gatherings, yell practice, football games, basketball games, Corps trips, and in the Corps dorm area.

Chapter 21:

- Contact information in off-quad activities

Cadet Leadership Council (CLC)

The Cadet Leadership Council is a council of Corps members that hold positions within Off Quad Organizations. The Commanding Officer is Ryan Reiger '09. The CLC has the primary responsibility of selecting cadets to run for general election position. The PR can assist as needed but the CLC members are the primary source for Cadets actively involved in Off Campus Leadership positions.

Respectfully,

Kyle Bryson '09
c/LCOL
Corps Public Relations Officer
Headquarters, Corps of Cadets

Jordan Reid '09
c/COL of the Corps
Corps of Cadets Commander
Headquarters, Corps of Cadets