

SSR Public Affairs Committee: Standard Operating Procedures **Updated: 02/2024**

SSR Bylaws, Article XI: Section 4 (f): A Public Affairs Committee (PAC) composed of six or more Members of the Society. The PAC shall review and formulate recommendations on issues of reproductive significance that impact the general public and public policy. The Committee shall be responsible for the preparation and dissemination of public pronouncements and information regarding reproductive biology. The Committee shall also make recommendations to the Board of Directors for the organizational structure and function of the Society's Public Affairs Program.

Responsibilities and Goals:

1. To represent the SSR membership in promoting public awareness of the importance of reproductive biology and the achievement of SSR members.
2. To represent the SSR membership in communicating with government agencies, other scientific societies, and advocacy groups.
3. To inform the SSR memberships on government policies, funding opportunities, and research advancement.

Leadership and Liaisons

The leadership of the PAC:

- Chairperson: Leads the committee, presides over meetings, and ensures effective communication. Translates committee goals into meeting agendas and work plans.
- Vice Chairperson: Supports the chairperson and may step in when needed.
- Board Liaison: Facilitates communication between the board and the committee.

Duties of the Subcommittee

The PAC consists of three subcommittees in order to fulfill the three missions listed above. The duties of these three subcommittees are:

1. **Public and Educational Outreach Subcommittee:** The committee raises public awareness of the importance of reproductive biology. It may develop educational materials, conduct public and educational outreach campaigns, and collaborate with other organizations to promote reproductive research.
2. **Government Relations and Policy Subcommittee:** The committee plays a role in advocating for specific policies, legislation, or regulations that align with the goals and interests of SSR. PAC members represent the SSR membership in the Federation of American Societies for Experimental Biology (FASEB) as voting members and nonvoting advisors in communication with government agencies, policymakers, stakeholders, and other scientific societies and advocacy groups. They contribute to the development of position statements on policy issues of interest to the Federation and member societies.
3. **Information/Social Media Subcommittee:** The committee plays a role in shaping the public narrative about scientific issues in the area of reproductive biology. They may assist the SSR business office in overseeing the society's website, social media presence, and other communication channels to share the scientific achievements of SSR members and address public concerns.

Major Activities:

1. Public and Educational Outreach Sub-committee

- Members will create public awareness strategies and campaigns to communicate with the general and specific educational groups and increase the public's understanding of reproduction.

- Members may facilitate, organize, and participate in outreach efforts to engage with the public or educational institutions and promote reproductive research and knowledge.

2. Government Relations and Policy Sub-committee

- Includes SSR representative who serves on FASEB's SPC and other PAC members serving on various FASEB committees.
- PAC Members serving on FASEB committees will advocate for the Society's interests and monitor legislative developments, public policy topics, federal initiatives, and emerging issues of importance to SSR members.
- Members will inform the PAC of FASEB advocacy efforts, content, and resources of interest to SSR members relating to public awareness of reproductive biology and report new resources by email to the PAC committee chair and SSR business office quarterly. FASEB resources and opportunities will be updated and advertised on the SSR website, available for use without fees for all SSR members.
- Members will be informed of opportunities to contact their federal and state legislators on issues, such as research funding appropriations, animal research, and facility resources.

3. Information/Social Media Sub-committee

- Members will create social media outreach strategies and campaigns to engage with the public and SSR membership on social media platforms to raise awareness of reproductive research and reproductive health.
- Members will assist the SSR business office with implementing social media outreach strategies, including identifying appropriate content and creating novel content about current research findings, policies, and educational resources relating to reproduction.
- Members may actively engage with the Society's audience on social media by reposting content, responding to comments and messages, and mentioning and promoting the Annual Meeting and SSR members' achievements.
- Members will assist the SSR business office in curating the SSR webpage by overseeing frontpage content, FASEB, and other resources and coordinating with other committees to ensure up-to-date content.

Schedule: (if applicable)

The committee meets monthly.

*Directors can serve as ex officio members on committees but should not be members of committees. While they are members of the Board of Directors, they cannot be chairs of committees. Ex officio members and Board Liaisons can participate in all committee communications and discussions, but they cannot vote on committees. Trainee members can serve on committees when invited and participate in all committee communications and discussions. The trainees on the committee can vote.**

**As approved by the SSR Board of Directors at the 2012 Summer Board Meeting.*