

STATEMENT OF STEVEN JACQUES
NOMINEE, HUD ASSISTANT SECRETARY FOR PUBLIC AND AFFAIRS
COMMITTEE ON BANKING, HOUSING AND URBAN AFFAIRS
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Chairman Dodd, Ranking Member Shelby, members of the Senate Committee on Banking, Housing and Urban Affairs, it is an honor to be here today as nominee for the position of Assistant Secretary for Public Affairs for the Department of Housing and Urban Development.

I come to you from the great State of Kansas after a long career in both the public and private sectors. My work in public affairs and communications has taken me throughout the United States, where I have been blessed to become part of communities from the smallest of towns to the biggest of cities. The one constant theme throughout my career is that it has always been an invaluable education. All of you are state-wide elected officials, so you have seen the diversity of communities and people even within your own states. As national figures, you have witnessed first-hand the incredible diversity of our country, as well as the common bonds that make us all so similar in so many ways.

A considerable portion of my career has been spent in politics and government, including many bipartisan endeavors. One of the great honors of my life has been the opportunity to serve as a Senior Fellow and Associate Director of the Robert J. Dole Institute of Politics at the University of Kansas. The primary mission of this wonderful institution is to show students that a career in politics and government is an honorable profession. Former Senator Bob Dole is obviously our prime exemplar, but the concept of "politics as an honorable profession" also includes many of the practitioners from the world of public service who have graced the Institute with their wisdom.

Through my work in government, politics, higher education, and with civic and charitable organizations, non-profits corporations, and businesses, I have been privileged to be able to provide timely, useful information to those who can benefit from it. This is my mission, and the part of my career that provides me with the most satisfaction.

I view the primary mission of the Assistant Secretary for Public Affairs at HUD as ensuring that the people who need our services find out about those services, and ultimately know how to access them. Specific information that comes to mind are the resources that can help Americans avoid foreclosure, refinance their homes, find affordable rental housing, or rebuild their homes after a natural disaster.

My broad spectrum of experience has taught me the difference between simply "releasing" information and truly communicating that information. How do we reach those who

don't have access to the internet or email? How do we inform people who do not get newspapers, or do not have the time to sit down and watch TV news because they are working two jobs and running a household?

I have been honored to serve as Director of Communications and Strategic Communications Planning for the U.S. State Department, where I participated in the successful NATO 50th Anniversary Summit, and the accession to NATO of the first 3 former Eastern Bloc countries, (Poland, Hungary and the Czech Republic). I was also honored to serve at the U.S. Department of Commerce as the Communications Director for the Bureau of Export Administration.

My public sector experience also includes two state universities – the University of Kansas, where I served at the Dole Institute, and the University of Missouri-Kansas City, where I served as Associate Vice Chancellor for Public Affairs. At the University of Missouri, I worked hard to bring new positive media and community attention to the school's good works.

Since 1976, I have served on the national advance staff in nearly every presidential election. I have used the skills I learned in the intense working environment of presidential campaign advance to serve both Republican and Democratic public officials in the conduct of their official duties.

In the private sector, I have worked for numerous non-profit and civic organizations, as well as municipalities. Among those clients I was most proud to serve was the Kansas City, Missouri Police Department, for which I developed and implemented a public affairs campaign to increase the number of minorities and women on the police force. We were successful in dramatically increasing the number of high quality individuals who applied, and eventually became police officers.

I view the role of public affairs in government, academia, civic and non-profit organizations as the nexus between policy and action. Not even the best policies have a hope of being implemented, or of helping people, without effective communication and outreach to those who need to know and can act on the information they receive. You can build the proverbial better mousetrap, but no one will beat a path to your door unless they are aware of it.

I ask for your support, and in return I promise to actively search for every opportunity to provide you and your constituents with the information you need and want regarding the work of the U.S. Department of Housing and Urban Development.