Turning advocacy concepts into practice

2014 Higher Education Government Relations Conference

David Waymire

December 4, 2014
A dark period for Michigan

State higher education support in billions

| FY 2000-01 | FY 01-02 | FY 02-03 | FY 03-04 | FY 04-05 | FY 05-06 | FY 06-07 | FY 07-08 | FY 08-09 | FY 09-10 | FY 10-11 | FY 11-12 | FY 12-13 | FY 13-14 | FY 14-15 |
|------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 1.905      | 1.94     | 1.838    | 1.648    | 1.718    | 1.73     | 1.598    | 1.77     | 1.575    | 1.46     | 1.486    | 1.265    | 1.301    | 1.332    | 1.414    |
Cost education flat; payer shifts

Adjusted to 2001 dollars

<table>
<thead>
<tr>
<th></th>
<th>FY 2001-02</th>
<th>FY 2012-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Appropriation per Student</td>
<td>$6,698</td>
<td>$3,583</td>
</tr>
<tr>
<td>Avg Resident Undergraduate Tuition Rate</td>
<td>$4,945</td>
<td>$8,277</td>
</tr>
<tr>
<td>Total Resources per Undergraduate Student</td>
<td>$11,643</td>
<td>$11,860</td>
</tr>
</tbody>
</table>

*Adjusted to 2001 dollars*
Define your goal; build a realistic plan

PCSUM goal: Reverse a decade of budget cutting

Plan:

• Find partners who would support additional resources
  • Business Leaders for Michigan
  • Local business groups
  • Gov. Rick Snyder
• Link additional dollars to accountability

http://mipublicuniversities.businessleadersformichigan.com/
Leverage your assets: Grassroots, press, political opportunities

• Use students; think about how to use alumni, etc.
  • MSU showing the way right now
• University presidents are good spokespersons
• Use business groups for lobbying
• Academics can provide research/information
  • May need to bolster with consultants
• Create opportunities
  • State of the universities speeches
  • Presidential op-eds on key topics
Leverage your assets: Grassroots, press, political opportunities

North Dakota showing the value of taking the offensive

38% increase in state support per student since 2008

UND Dean of Engineering Hesham El Rewini and several colleagues take a statewide bus tour every summer to promote their programs.

Dean Bresciani, president of North Dakota State, writes op-eds for North Dakota newspapers

“We have a duty to the taxpayers, to the Legislature, to the state, to explain our value. Higher education in general, not only in North Dakota but everywhere in the United States, needs to make a better case for itself.”
Be persistent without being a pest

• PCSUM joined with BLM to coordinate efforts in 2012-13
• Maintain communications
• Does take time…not reached $100 million goal, but higher ed received one of biggest increases for 2014-15
Figure out win/wins

• Be diligent in raising awareness of the problem
• Focus debt stories on legislative cuts
• Put together research to show local impact of universities on legislative districts
THE ECONOMIC FOOTPRINT OF MICHIGAN’S PUBLIC UNIVERSITIES

Brought to you by: Presidents Council of the University of Michigan

Students are coming from
Every county in Michigan

MICHIGAN’S PUBLIC UNIVERSITIES: Supported $24 billion in spending in the state in 2012

<table>
<thead>
<tr>
<th>Spending Type</th>
<th>Direct</th>
<th>Indirect</th>
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</thead>
<tbody>
<tr>
<td>Payroll</td>
<td>$7.0</td>
<td>$3.0</td>
</tr>
<tr>
<td>Non-Payroll</td>
<td>$3.1</td>
<td>$3.5</td>
</tr>
<tr>
<td>Student</td>
<td>$4.3</td>
<td>$3.1</td>
</tr>
</tbody>
</table>

Enroll over 300,000 students

The 6th highest enrollment total of any state

Providing Michigan 121,000 jobs earning more than $12.2 billion

Comparing with 150,000 jobs in automobile manufacturing in Michigan

1.3 MILLION ALUMNI RESIDE IN MICHIGAN AND EARNED $47 BILLION IN SALARIES AND WAGES IN 2012

Representing 62% of the population with 4-year degrees in Michigan

Great Results
Enrollment up 5%
Undergraduate degree completion up 13%

Top 5 Countries
not including U.S.
CHINA, INDIA, SAUDI ARABIA, SOUTH KOREA, CANADA

Top 5 States
not including Michigan
ILLINOIS, OHIO, CALIFORNIA, NEW YORK, NEW JERSEY

Almost 160 countries worldwide

Martin Waymire
Be honest and straightforward—play the long game

- University presidents and CEOs have lots of credibility
- Provide lawmakers with data
  - What’s happened
  - Mi vs. nation
  - Positive upsides
  - Econ Data
# The data talks

<table>
<thead>
<tr>
<th>State</th>
<th>Rank income</th>
<th>Rank ed attainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connecticut</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>North Dakota</td>
<td>2</td>
<td>27</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>3</td>
<td>1</td>
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<td>New York</td>
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<td>8</td>
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<td>Wyoming</td>
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<td>Illinois</td>
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<tr>
<td>Michigan</td>
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<td>36</td>
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</table>
INFOGRAPHICS FOR BUSY POLICY MAKERS

COST CONTROL MEASURES AT MICHIGAN’S PUBLIC UNIVERSITIES

Total Claimed Savings 2008 - 2012

- $45,000,000 Health Care Savings
- $3,500,000 Retirement Plan Savings
- $3,600,000 Early Retirement
- $4,500,000 Freezing or Reducing Salary Increases
- $11,200,000 Administrative Staff
- $14,400,000 Overall Staff
- $540,000 Reorganizing Staff
- $3,600,000 Delaying Filling Positions
- $43,726,574 Energy Conservation
- $5,566,000 Facilities and Maintenance
- $826,000 Technology
- $2,000,000 Curriculum Changes
- $100,000 Shared Programs
- $9,339,390 Revived Purchasing Agreements
- $3,889,632 Financial Operations
- $72,205,118 Other Unidentified Reductions

TOTAL SAVINGS $223,992,714

INVESTING IN HIGHER EDUCATION
Good for parents and students, smart for Michigan

The cost of providing a college degree hasn't changed much in the last decade.

But the state's support for college students has dropped dramatically

COLLEGE IS VITAL TO MICHIGAN
Disparity among millennials ages 25-32 by education level

- Annual Earnings
- Unemployment Rate
- Share Living in Poverty

Source: American Community Survey
Where possible, get personal. Stories work.

- Students, business can help
  - Can tell their stories…
  - And have parents help tell stories
- Work with state student government groups
- Schools work closely with student governments
- In general, has worked
  - Raised understanding that cuts, not tuition hikes, the real issue
  - Focus on quality
Pay attention to external events

- Debt stories
- Tea Party anti-intellectual effect
- “Technical education” issues
“Follow Up is the Chariot of Genius”

• Working with some board members
  • Others leery of that activity

• Need to coordinate focus better
  • Not just approps and committee chairs
  • Vital to get local involved
  • Track alumni
  • Bring them on campus…for more than sports!

• Particularly vital in term limit states
Follow up....

Work closely with allies when possible

- Just did a joint BLM ad
Starting to see some results

State and federal higher ed funding
in billions
Additional steps needed

• Sell value of higher ed
  • Into teeth of arguments that “technical” education more useful today than debt for liberal arts
• Need to use modern marketing tools
  • Survey, focus group research to hone messages/messengers
  • Expand market, not fight for share of existing market
  • Value for state as well as institutions
• Consider using political tools
  • Boards of directors with political ties
  • Boards with business ties
  • Political Action Committees
Additional steps needed

• Look for collaborators
  • BLM
  • Michigan Future
• Get out of the office; get out of the Legislature
  • Battle must be fought for hearts and minds of voters
• Not a big deal…only future of nation at stake!
  • Future of the world belongs to those with highly educated workforces
  • America is falling behind
America’s next generation…
Turning advocacy concepts into practice

2014 Higher Education Government Relations Conference

David Waymire
December 4, 2014