

# The Successful Campaign for Connect NC Bonds: University Capital Projects (Including Bathrooms)

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UNIVERSITY of NORTH CAROLINA WILMINGTON

# HB2 (“the bathroom bill”)

- Required bathroom usage consistent with the gender on your birth certificate (and much more)
- UNC was collateral damage (our facilities are covered)
- However, there were no enforcement mechanisms (no bathroom police to check birth certificates)
- It is now in the federal courts, along with cases from elsewhere
- **Please don't let it blind you to the many great things happening in NC** (e.g., we are still top 5 in state support for higher education)

# Background on UNC Capital:

- **2000: \$3.1 Billion, Higher Education General Obligation Bonds**
- **2001-2015: “Pay as you go” for UNC capital (appropriations and COPS, but no GOBs)**
- **Various calls for infrastructure investment during the Great Recession, but no action**

# Timeline for Connect NC Bonds:

- **Early 2015: Governor proposes \$3B bond issue, \$1.5B for transportation and same for various infrastructure, including UNC (~\$600 M)**
- **Aug. 6: House passes Connect NC Bond Act of 2015, with ~\$975M (of \$2.86B total debt) for New UNC buildings; \$2.6B for transportation moved to “pay as you go”**
- **Sept. 30: House concurs with Senate changes; ~\$1.1B for UNC (\$2B total)**
- **Oct. 21: Governor signs HB943 into law**

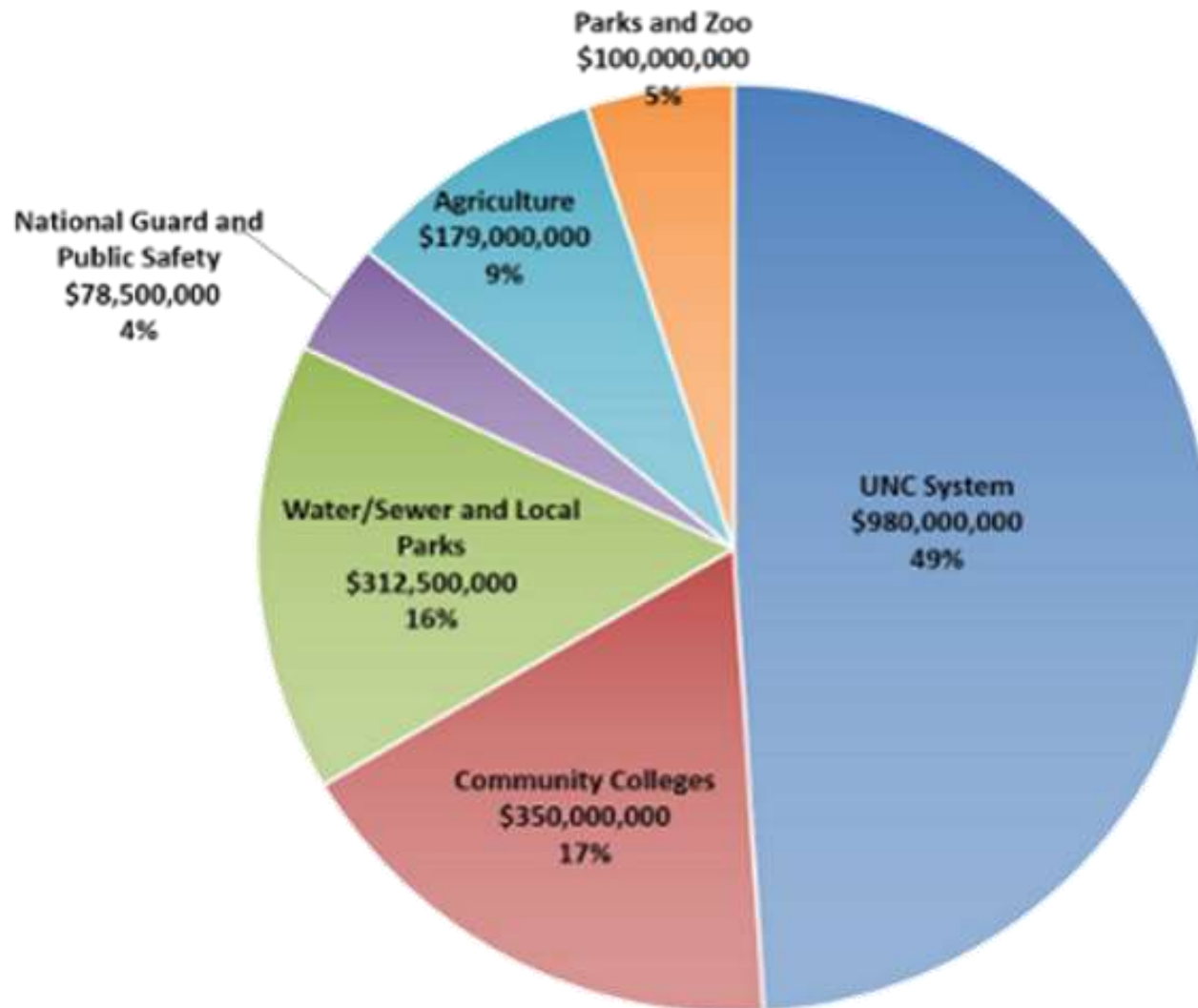


# Keys to Legislative Success:

- ✓ Laying the foundation early (starting in 2013-14)
- ✓ Private sector support and partners, including the architectural/engineering/construction sector
- ✓ Inclusion of community colleges, parks, water and sewer, public safety, National Guard, etc.
- ✓ Statewide benefits (78 of 100 counties)
- ✓ Legislative champions who took ownership
- ✓ Finances/debt capacity made sense (“no tax increases needed”)
- ✓ System-level and campus-specific advocacy



# Uses of Connect NC:



# The Campaign Plan (Statewide and Regional)

- Connect NC Committee, formed for this purpose, worked statewide plan; using consultants (Rep & Dem), regional coordinators, polling, focus groups, websites, social media, purchased and earned media, yard signs, print materials; consistent messaging
- Fundraising, both centralized and decentralized
- Regional work with community colleges/other partners (e.g., regional rallies, visits to editorial boards, etc.)
- Media/collateral (17 campus websites; postcards; etc.)

- ✓ **November through March: wherever two people met, from the barbershop to the boardroom, from the bar to the bathroom, it was a bond rally**
- ✓ **On March 15, 2016, in the primary election, 66% voted for the bonds**
- ✓ **Over 1.4 million “yes” to 745k “no”)**





# Keys to Success of the Campaign

- **Bipartisan support**
- **Breadth of beneficiaries and advocacy efforts**
- **Projects well selected to meet regional needs**
- **Great teams, statewide and at the campus level**
- **Little organized opposition**
- **Followed the “rules of engagement” (legal input)**
- **Great messaging**
- **Time since last bond issue**

Statewide messaging:

“Invest in Our Future”

“Vote Yes to Invest”



- State population has **grown by 2 million since the last UNC bonds were passed in 2000, the equivalent of adding Nebraska or West Virginia to NC**
- Key infrastructure and improvements are needed now, will cost more later, and will not increase taxes

From a presentation used with civic groups by a key legislator:

**CONNECT NC**  
Investing in our future.

*A proactive, fiscally conservative plan to invest in North Carolina's future.*

**HB 943 – Connect NC Bond Act of 2015**



UNIVERSITY of NORTH CAROLINA WILMINGTON

# UNCW Allied Health/Human Sciences Building

- ❖ \$66 million in the Connect NC Bonds
- ❖ Space for growing enrollment in health programs
- ❖ Addresses regional health care workforce needs



Vote Yes to Invest

# OFFICE of UNIVERSITY RELATIONS

The screenshot shows a web browser window displaying the 'About CONNECT NC' page. The browser's address bar shows 'www.uncc.edu/uncw'. The page header includes the UNCW logo and the text 'UNIVERSITY of NORTH CAROLINA WILMINGTON'. Below the header is a large banner image of a university campus with a central walkway and trees. The main content area features a 'Welcome' section with a letter from the Chancellor, Jose V. Bartelli. The letter discusses the state's need for health care professionals and the impact of the CONNECT NC bond referendum. Below the letter is a signature of Jose V. Bartelli and his name. To the left of the letter is a sidebar with links: 'REGISTER TO VOTE', 'UNCW Board of Trustees' Resolution (PDF)', 'In the News', and 'Draft Reminders'. Below the letter and sidebar is a grid of six thumbnail images with captions: 'Chancellor's Perspective', 'Bond Overview', 'Economic Impact', 'FAQs', 'A Student's Perspective', and 'The Dean's Perspective'.

UNCW UNIVERSITY of NORTH CAROLINA WILMINGTON

## About CONNECT NC

**Welcome**

Dear Voters,

UNCW has a long history of producing highly qualified health care professionals whose skills are in demand across North Carolina. As our state's population continues to grow, our need for nurses, nurse practitioners, social workers, recreational therapists, clinical researchers, athletic trainers and other allied health professionals will also expand. UNCW's College of Health and Human Services is committed to enhancing the health and well-being of individuals, families and communities around the state.

The Connect NC bond referendum, on the March 16 ballot for your consideration, includes \$60 million for a new Allied Health/Human Sciences Building at UNCW. This state-of-the-art facility will include technology-equipped classrooms, laboratories, faculty and student support spaces, and other infrastructure to empower 21st century health education.

Overall, the \$2 billion bond includes funding for statewide investments in education, parks, safety, recreation and water and sewer infrastructure. I hope you to learn more about Connect NC's potential impact on our campus and in communities across North Carolina.

Sincerely,

Chancellor Jose V. Bartelli

**REGISTER TO VOTE**

[UNCW Board of Trustees' Resolution \(PDF\)](#)

[In the News](#)

[Draft Reminders](#)

**Chancellor's Perspective**

**Bond Overview**

**Economic Impact**

**FAQs**

**A Student's Perspective**

**The Dean's Perspective**





# Intersections in the East

EDUCATION - JOBS ••• UNIVERSITY - INDUSTRY ••• INNOVATION - ECONOMIC DEVELOPMENT

East Carolina University's proposed 150,000-square-foot Life Sciences and Biotechnology Building, with a focus on teaching and research, will be eastern North Carolina's newest major intersection—of education and jobs, of the university and industry, of innovation and economic development.

This building addresses two commitments in ECU's strategic plan, maximizing student success and leading regional transformation, and will include the following:

- the Pharmaceutical Development and Manufacturing Center of Excellence
- bioprocess and biomedical engineering
- a new home for the ECU Department of Biology, where researchers and students will focus on molecular and cell biology, microbiology, biochemistry, genetics and evolutionary biology, and environmental biology

Open research spaces will allow scientists and students from various fields to work together to make discoveries in crop research, agricultural technology and agricultural products. They will seek answers to questions about North Carolina's environment, the ecological impacts of development, water quality and more. They will explore new and more efficient ways to manufacture pharmaceuticals and biological products such as vaccines. They will connect with researchers across ECU and beyond.

## The Connect NC Bond Act

Funded by \$90 million from the Connect NC bond act, to be voted on in March, ECU's Life Sciences and Biotechnology Building will increase research development funding in eastern North Carolina, help recruit and retain innovative researchers and students, and increase production of science, technology, engineering, arts and mathematics (STEAM) graduates. These graduates will have opportunities to earn higher-than-average starting salaries, to work for industrial, government and military partners who will be attracted to the region, and to boost the industrial and entrepreneurial investment in the region.

### In the 2014-2015 academic year:

**39 percent** of degrees and certificates awarded were in STEM and health-related areas.

ECU's Department of Biology instructed more than **17,000** students.

Approximately **650** undergraduate and graduate students majored in biology.

Approximately **650** students majored in engineering.

ECU instructed more than **7,000** students in biology labs.

Record total enrollment for ECU in 2015: **28,289\***

*\*Record enrollment overall and for undergraduates (23,039)*

**THANK YOU!**



UNIVERSITY *of* NORTH CAROLINA WILMINGTON

# Rules of Engagement

- Restrictions related to advocacy (beyond education)
- All can say “vote,” but only some can say “vote yes”
- University staff and resources for education only
- Associated entities have some leeway
- BOT and Chancellor can advocate: talk it up in your circle of friends; write an op-ed or letter to the editor; suggest media and speaking engagement opportunities; promote it on social media
- Stay in touch/sign up, through the UNCW website and at <https://www.voteyestoinvest.com/>



# Total State Tax-Supported Debt: Recent History & Projections

Billions of Current-Year Dollars, by Fiscal Year, 2010-2021

