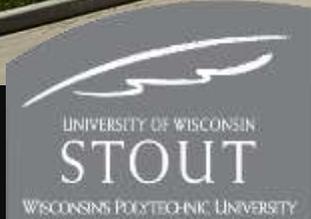


Wearing Two Hats

The good and the bad of sharing
a communications/external relations title.



DOUG MELL

Executive Director of Communications and External Relations, University of Wisconsin-Stout

Setting the stage

- In the University of Wisconsin System, very few positions are devoted entirely to legislative liaison or advocacy.
- Of the 17 offices listed as institutional representatives for legislative contacts, only six institutions had people who did not have some form of communications responsibilities, and two of those offices were at UW-Madison.
- So it is very common at the regional campus level in Wisconsin to wear two or more hats.

Advantages of the dual role

- The most obvious one, coordination of message.
- I know what the communication office is sending out and how that potentially could impact legislative relations.
- I can shape a message that the chancellor sends out to ensure it will not adversely impact legislative relations should it become public.
- I can use my communications staff for external relations tasks.
 - State budget website
 - Advocacy letters
 - Budget impact sheet

State budget website

Home / State Budget Updates / State budget updates and information Print ShareThis

State Budget Updates

- Additional Resources
- Area Legislators
- News Archive
- Communications Archive
- Submit a Question

State budget updates and information

Recent News Coverage

NOVEMBER

- › State projects \$693 million shortfall
Milwaukee Journal Sentinel Nov. 21, 2016
- › DOA: Agency requests exceed expected revenues for '17-19 by \$693 million
WisPolitics.com Nov. 11, 2016

OCTOBER

- › UW System schools' backlog of repairs hits \$2 billion
Eau Claire Leader-Telegram, Oct. 25, 2016
- › UW System wants construction authority
Milwaukee Journal Sentinel, Oct. 23, 2016
- › Editorial: State should grant UW Regents' modest budget request
Wisconsin State Journal, Oct. 12, 2016
- › UW-System proposes tuition increase, freeze to be lifted
WXOW, La Crosse, Oct. 10, 2016
- › Panel highlights effects of UW system budget cuts
Daily Cardinal, Oct. 10, 2016
- › UW System Regents say they want control over tuition back
Capital Times, Oct. 10, 2016
- › Regents vote to freeze, then hike, tuition
Eau Claire Leader-Telegram, Oct. 8, 2016
- › Regents approve plan to raise UW in-state tuition in 2018-19 school year
Wisconsin State Journal, Oct. 8, 2016

State Budget Documents

- › FY 2018-19 Agency Budget Requests and Revenue Estimates [PDF]
- › Overview of Proposed 2017-19 Biennial Budget Request (*brief*) [PDF]
- › Overview of Proposed 2017-19 Biennial Budget Request (*detailed*) [PDF]
- › 2017-19 Capital Budget Request Tables [PDF]
- › 2017-19 Biennial Budget Operational Flexibilities Request [PDF]



Budget impact sheet

Impacts of 2015-17 State Budget on UW-Stout

Good News

- UW-Stout continues to focus on economic development and the needs of employers**
 - Our six-month employment rate increased from 97.1 percent to 97.3 percent for 2014-15 graduates
 - The annual starting salaries just for our 2014-2015 graduates was over \$51 million
 - Our Cooperative Education Program in 2014-15 was 1,032 participating
 - Nearly 800 employers recruited UW-Stout students at two career conferences in 2015-16
 - The Discovery Center posted client-reported impacts of over \$30 million this past year; since 1994, the Discovery Center has engaged in more than 5,000 technology transfer activities resulting in more than \$500 million in client-reported impacts and 4,000 jobs
- UW-Stout continues to implement ways of making our offerings more affordable**
 - Curriculum revamped so that 44 of the 48 undergraduate majors at UW-Stout require 120 credits to graduate. The four remaining programs exceed 120 credits because of accreditation requirements
 - Offer a guaranteed three-year degree program for four undergraduate programs
- Other good news:**
 - Achieved record enrollment of 9,535 despite awarding a record 1,995 degrees in 2014-15
 - Exceeded our enrollment targets for new freshmen, transfer and graduate students
 - Applications are strong for 2016-17, and another enrollment record is possible
 - Newest program, mechanical engineering, has nearly 200 students enrolled for fall 2016
 - Good visit by Higher Learning Commission re-accreditation team and no longer on HLC "watch list" for too-low reserves

Budget Cut/Responses

Program	Salaries	fringe benefits	S&B	Reduction Total	% Reduction	FTE Reduction*
Student Services	(341,397)	(136,680)	(17,493)	(545,545)	-9.1%	(7.63)
Institutional Support	(697,800)	(279,348)	(84,000)	(1,091,148)	-22.0%	(11.34)
Instruction	(263,321)	(226,719)	(30,000)	(590,040)	-3.0%	(9.14)
Academic Support	(559,883)	(266,451)	(29,040)	(895,374)	-14.3%	(9.34)
Physical Plant	(460,000)	(184,138)	(29,560)	(743,738)	-11.3%	(12.90)
Use of Balances	(67,814)			(67,814)		
Total	(2,730,545)	(1,091,282)	(1,601,637)	(5,223,200)		
GPO/No FTE Reduction by 12/31/15				58.75	58.75	
GPO/No FTE Reduction from 1/1/16 to 6/30/16				None	None	
Additional FTE Head Count				0	0	

* FTE Reductions for Workload (10.71) were loaded as instruction

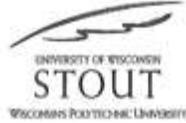
* FTE reductions were merely budgetary reductions - actual reductions may have been different.

† Long term vacancies were given up vs actual people being allocated in some cases.

Challenges

- Number 1 challenge is keeping and retaining faculty and staff**
 - We have exhausted nearly all of the money available to match offers from other institutions
- Ensuring our laboratories remain up to date**
- Maintaining the cleanliness and appearance of campus**
- Reorganizing colleges from four to three to save \$360,000 a year**
- Implementing workload/class size changes (In progress)**

Letter to legislative winners



OFFICE OF THE CHANCELLOR
325 Administration Building
715.232.2441

November 21, 2016

Senator Shiela Harsdorf
PO Box 888
River Falls, WI 54022

Dear Senator Harsdorf:

I wanted to take a minute to congratulate you on your election win on November 8. I also would like to extend the assistance of my office in helping you prepare for the upcoming legislative session. This is a crucial time for UW-Stout and all UW campuses. It is imperative that you have the information necessary when deciding on budget and policy items that affect our campuses.

At UW-Stout, our primary focus is preparing students to become valuable members of the workforce immediately after graduating. Our most recent group of graduates had an amazing 97.3 percent employment rate. We work hard to ensure that our program areas align with the needs of business and industry to ensure we are producing graduates who are ready to work. Our students receive an education that stresses obtaining real-world experiences before they leave campus and that emphasizes an applied-learning approach in the classroom.

However, our ability to maintain our educational quality and continue to produce employment-ready graduates will depend, in large measure, on the outcome of the upcoming 2017-19 budget debate. President Cross and the Board of Regents have submitted a reasonable budget proposal for the UW System that I hope receives your careful consideration.

Please do not hesitate to call on me or my staff for assistance on any issue. For now, though, please accept my hearty congratulations for your victorious campaign.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Meyer".

Bob Meyer
Chancellor

Disadvantages of the dual role

- It often is hard to find dedicated time for advocacy.
- A campus crisis will take precedence over reaching out to elected officials, third-party advocates, others.

Little or no advocacy the last month

People **crime**

Murder of Saudi College Student in Wisconsin Was Not a Hate Crime: Police

BY HARRIET SOKMENSUER · @HGSOKMENSUER
POSTED ON NOVEMBER 21, 2018 AT 5:04PM EST

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EMAIL



Hussain Saad Alnahdi
// HARRIET SOKMENSUER VIA GUMA WIRE

After nearly three weeks of investigating the slaying of a Saudi college student in Wisconsin, authorities have identified a suspect and announced the attack was not a hate crime.

The name of the suspect is being withheld pending a charging decision from the Dunn County District Attorney's Office.

University of Wisconsin-Stout student Hussain Saad Alnahdi was

xoxo, Joanne @ladygaga · Nov 10
I 🙏 @realDonaldTrump @POTUS will put words of kindness out into the country. Tell the US u won't tolerate this. Students need protection.



USA TODAY @USATODAY
Saudi student assaulted in Wisconsin, dies of his injuries
usat.ly/2fpVATY

8.6K 14K

You know it's a big story when Lady Gaga tweets to her 64.4 million Twitter followers.

Advocacy does take over during certain times

- During really busy advocacy times, the communications side doesn't get the attention it deserves.
 - Especially true in the six months leading up to the adoption of the biennial budget.

What can the communications side of the brain teach the advocacy side?

First a word from an academic:

“...lobbying is a communicative process, similar to public relations , that attempts to persuade a target audience, in this case public policy makers, on behalf of a client, oftentimes interest groups. “

Kati Tusinski Berg, Ph.D., Assistant Professor in the Department of Advertising & Public Relations in the J. William and Mary Diederich College of Communication at Marquette University in her 2009 paper “Finding Connections Between Lobbying, Public Relations and Advocacy”

Tell your story with stories

Stories we use to describe the need for higher salaries include:

- A UW-Stout faculty member making \$78,000 a year received an offer from Dunwoody Institute of \$90,000. UW-Stout was able to retain the professor after elevating his salary by, \$5,000.
- A faculty member left UW-Stout for a position in private industry with a raise of approximately \$35,000.
- A faculty member received an offer with a raise of approximately \$50,000.
- In hiring for an associate professor in one discipline, six job candidates declined offers for the position or offers for a campus visit and all declined due to more money elsewhere or other opportunities. The position was offered to the seventh candidate.
- A professional academic staff person left UW-Stout for a position at a community college for a raise of \$10,000.

Keep your message short and digestible

- Elected officials are busy and don't have time to wade through reams and reams of fancy words, data, etc.
- A good communicator knows the key is to make your point effectively and concisely and then stop.

Our current budget talking points:

- State aid for the UW system cannot be reduced any further.
 - The UW System has experienced a decline of \$362 million in state funding from 2012-17, while neighboring states have made steady investments in public higher education. When adjusted for inflation, the revenue coming to the UW System today from the state is the lowest in the System's history.
 - The UW System has submitted a very reasonable 2017-19 budget request for a \$42.5 million increase in state aid that should be supported.
- The state must provide an adequate pay plan for our employees.
 - Salaries for UW-Stout faculty are at 79 percent of our peer group.
 - A record number of faculty and staff are leaving the university for other positions. In 2014-15, we had over 9 percent of our faculty leave, compared to a UW System average of 6 percent.

Our current budget talking points:

- The state must allow the UW System to control building projects that don't involve taxpayer dollars
 - All UW-campuses have projects for residence hall remodeling, dining hall upgrades, etc., that are languishing because the state doesn't want to use its overall bonding authority for the projects. These projects are funded entirely by fees the students themselves approve.
 - The Board of Regents in its 2017-19 budget request is seeking authority to manage these projects outside of the current state building process.

Always end with Dilbert

