

OFFICIAL MINUTES

Approved at the meeting of the Board on February 13, 2020.

MINUTES

**UNIVERSITY OF WASHINGTON
BOARD OF REGENTS**

**Wednesday, December 11, 2019
Gerberding Hall, Room 142**

CALL TO ORDER

Board Chair Regent Benoliel called the meeting to order at 5:30 p.m.

ROLL CALL

The Secretary recorded the roll.

Present were the Regents: Regent Benoliel (chairing), Regents Harrell, MacPhee, Rice, Riojas, Suarez, Tamaki, Zeeck; President Cauce, Provost Richards, the Secretary.

Absent: Regents Ayer, Jaech.

CONFIRM AGENDA

Regent Benoliel confirmed the agenda.

PUBLIC COMMENT PERIOD

The opportunity to provide public comment was provided to those who had signed up before the start of the meeting. The Board heard from Dr. Zoe Sansted. Dr. Sansted is a member of the UW Housestaff Association. She asserted that there is a serious crisis of recruitment to medical residencies and wellness among residents. They believe their stipends to be well below those of peers, and the University's support for housing and childcare to be inadequate, particularly for those residents not supported by a higher-earning partner. She asserted that the University of California's medical schools at Los Angeles, San Diego, and San Francisco are more attractive to trainees and their families because they can offer more substantial housing assistance.

BOARD ITEMS

Economic Impact Report (Agenda No. B-1) (Information only)

Randy Hodgins, Vice President, External Affairs, introduced the item. Joe Dacca, Director, State Relations, and Ian Goodhew, Director, Government Relations, UW Medicine, described the University's 2020 legislative agenda. Mr. Dacca noted that the University had intentionally kept the attached agenda light for two reasons: because this is a short, sixty-day legislative session and because the University had such success during the prior legislative session. Mr. Goodhew reported that the sole capital request is for predesign funds toward replacing the Magnuson Health Sciences Building's aging T-Wing. He looks forward to the publication of the Governor's budget next week.

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Concerning the Economic Impact Report, Mr. Hodgins observed that the University first commissioned a study of this kind in 2009, repeating the commission in 2014 with the same firm, Tripp Umbach. This time the commission was put out to competitive, public bid. Of ten proposals, Parker Philips was successful. He then introduced Nichole Parker and Kate Philips, President and CEO of Parker Philips, Inc., who presented the Fiscal Year (FY) 2019 Economic Impact Report. Ms. Parker formerly worked for Tripp Umbach, so she knows the UW well. Ms. Philips began by stating that the UW's values are clearly shared across campus and felt deeply. Ms. Parker then presented the methods of the report and its results. The report is specific to Washington state and based on the Implan input-output methodology. The UW generates \$15.7 billion for the state's economy, of which \$7.8 billion are direct spending. \$7.9 billion are indirect and induced spending by vendors and household members, for instance. In other words, \$1 of every \$37 in Washington's economy results from the UW. Similarly, the UW generates 1 of every 37 jobs in Washington state. There has been a 55-percent increase in the UW's economic impact since 2009, which cannot be said for all universities. The UW pays \$752.7 million in state and local taxes, and its faculty, staff, and students contribute \$61.9 million in charitable giving and services. UW Medicine provides approximately half of the University's economic impact. 363,000 alumni live and work in the state. Over thirty-five years of working, these alumni will earn a premium of \$328.1 billion as a result of their UW degrees over what they would have earned with their previous educational qualifications. The national economic impact of the UW is approximately \$24 billion. Ms. Parker concluded by reiterating that the UW has a clearly defined brand.

Asked about the University's impact across the state, Ms. Philips stated that the report measures activity in the Spokane Valley, but not in Eastern Washington as a region. If the University collects adequate data, the 2024 report can provide that figure.

Asked how these results might be calibrated by comparison to the results of other universities, Ms. Parker stated that she will research comparisons and return with an answer. She suspects that the UW may be outperforming peers, but needs to examine comparative trends to be more certain.

Asked for two or three favorite soundbites, given that the UW is one of the most poorly supported public, flagship universities in the United States, with an economic impact multiplying state support by a factor of fifty, Ms. Parker stated that she would emphasize 1) that \$1 in every \$37 in Washington's economy comes from the UW, 2) that 1 in every 37 jobs in Washington's economy comes from the UW, and 3) that 60 percent of students graduate with no student debt, mainly through generous Husky Promise scholarships. Ms. Philips stated that the UW's identity is clear: it is public and elite, but not elitist. There is global demand to study at the UW at the same time as the UW is accessible to Washington-state residents, with a 60-percent admissions rate for in-state, undergraduate applicants. This identity must be communicated. She noted that last year's legislative coalition-building was exemplary, when the UW successfully aligned itself with other state institutions of higher education to secure greater investment. The UW has demonstrated that it is committed to solving major public challenges, such as behavioral health through the planned Behavioral Health Teaching Facility on the Northwest campus of UW Medical Center or data and media literacy through the joint Center for an Informed Public with the Washington State University. The impact of the UW, and the state's investment in it, make Washington attractive nationally.

President Cauce observed that growth is not always without its challenges or its opponents, to which Ms. Philips noted that the UW has demonstrated that it is a partner and a resource in facilitating intelligent, intentional, inclusive growth.

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Mr. Hodgins stated that the marketing and communications team is preparing materials to disseminate the report's findings over the next four years.

Asked about the figure of 1,800 undergraduate courses offered each year, Provost Richards replied that the figure seems accurate, given that the UW is on the quarter system. President Cauce added that the UW delivers access to excellence at scale. Stanford University may offer full financial aid at a higher income level than the UW can afford to, but the UW guarantees full financial aid to 10,000 students each year, more than the number of undergraduates enrolled at Stanford. She also noted that the UW, unlike, for instance, a technology company, provides jobs up and down the income scale, employing pipe-fitters and computational biologists who are paid living, family wages.

Ms. Philips and Ms. Parker concluded by praising the UW's data for its considerable integrity.

See Attachment B-1.

UW Impact Alumni Advocacy and Impact Report (Agenda No. B-2) (Information only)

Paul Rucker, Vice President for Alumni and Stakeholder Engagement, and Executive Director, UW Alumni Association (UWAA), introduced the item with a comparison: in 2009, then Speaker of the Washington State House of Representatives Frank Chopp told him that he had not received one communication from a UW alumnus after cutting half of the University's funding; in contrast, during the 2019 legislative session, the UW's alumni had a decisive impact, leading one legislator to say: 'call off your dawgs!' The UWAA has returned to its original purpose, focusing less on football and more on advocacy for higher education in Washington state. It does this through UW Impact, a separate organization that does not report to him, use public funds, or make use of state employees.

Courtney Acitelli, Director, UW Impact, stated that UW Impact provides an authentic alumni voice. Sarah Reyneveld, UWAA Assistant Secretary and Chair, Legislative Advocacy Committee, explained that the UWAA's legislative priorities are set in consultation with alumni across the state, most recently through state-wide polls in 2016 and 2018. These yielded a focus on access and affordability, academic quality and excellence, and delivering more high-demand degrees. These priorities are aligned with and reflective of the University's priorities.

Christine Newman, Assistant Director, UW Impact, holds events across the state, from Spokane, to Bremerton, Yakima, and Vancouver, where she partners with UWAA and UW Advancement to engage alumni in the activities of the University. UW Impact makes targeted outreach efforts in the districts of key legislators. In 2019 alumni advocates were active in 48 of 49 legislative districts.

Ms. Acitelli stated that UW Impact collaborates with advocates for the state's five other public institutions of higher education, with the community and technical colleges, and with the College Promise Coalition. She looks forward to welcoming Regents and others to the January legislative preview event. The President's blog is a useful resource for her, because it demonstrates to alumni that the University is responding to issues of general concern, such as freedom of speech on campus.

Aggie Clark, UWAA President, reported that 400 alumni advocates contacted legislators during the last session and sent more than 2,500 emails in support of state higher education. Washington's historic investment has been publicized and recognized in the national press, and UW Impact's efforts have been in trade magazines for alumni relations and advancement professionals. This year,

following last year's success, alumni advocates will turn the tables on legislators by saying: 'thanks, what can we do *for you?*'

Asked about partnerships with the UW Retirement Association (UWRA), Ms. Acitelli replied that UWAA and UWRA are structurally similar. Many retirees are retired faculty members with particular interests, who nevertheless support the general priorities of UW Impact.

Asked how UW Impact is engaging younger alumni, Ms. Acitelli stated that is hard work being done to engage younger alumni in advocacy efforts.

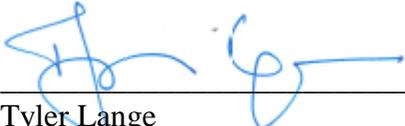
See Attachment B-2.

ADJOURN

Regent Benoliel noted that the evening's items had provided a marvellous insight into two distinct types of the UW's impact, both on the state's economy and on legislation and policy. Advocates must use the former to justify legislative and policy support.

Regent Benoliel announced that the Board would hold its next regular meeting on Thursday, December 12, 2019, in the Petersen Room. Committee meetings begin at 8:30 a.m.

Regent Benoliel adjourned the meeting at 6:55 p.m.



Tyler Lange
Secretary of the Board of Regents

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