

UNIVERSITY of WASHINGTON

FY2020 Annual Review Narrative Response for: **214 - External Affairs**Programmatic & Academic Vitality Narrative

- 1) Please briefly describe your unit's annual internal budget development process. *Question Type: Free Text, Word Limit: 500, Required For: All Units*

Being a relatively small organization, the Vice President for External Affairs and Director of Finance and Administration work in tandem to develop the unit's budget submission. In recent years items for submission are based on standing needs. However, there are times when External Affairs is selected to lead a campus initiative, such as the periodic Economic Impact Survey that we are proposing to refresh in 2019. The Economic Impact Survey refresh will require one-time off-cycle funding, which is not an entirely unusual situation for External Affairs, given that its business model must be reactive as well as proactive.

- 2) What are 3-5 key elements of your unit's current strategic plan? *Question Type: Free Text, Word Limit: 500, Required For: All Units*

a. The Office of External Affairs brings together units responsible for influencing public policy and opinion, communicating about the university priorities, challenges and achievements and strengthening the university's reputation and the perceptions people hold of it.

b. The four government relations teams advocate for the UW's priorities, provide advice on legislative strategy, build and maintain relationships and raise awareness of emerging issues and opportunities. These efforts result annually in millions of dollars in both state, federal and regional financial support for a variety of UW programs.

c. The Office of External Affairs also engages in vigorous outreach and engagement by hosting elected officials, staff and other key business and civic stakeholders on campus and at other UW locations throughout the state.

- 3) What major obstacles or institutional barriers currently do, or likely will, hinder execution of your strategic plan? What are you doing to address these challenges? *Question Type: Free Text, Word Limit: 500, Required For: All Units*

1) One major concern for the future is that two positions in External Affairs (EA) continue to be supported with temporary funds. This includes one staff member in the UW Spokane Center whose duties include supporting that office's director as she represents the University's interests in Spokane and all of eastern Washington as well as the EA events coordinator who works to support campus visits for elected officials and staff and EA events for all four-government relations units. The Spokane Center position is temporarily funded through an agreement with University Marketing and Communications through FY 19. Centrally provided temporary funding for the events coordinator ends June 30, 2019. External Affairs is a small unit with no opportunities to self-fund these positions. A request for permanent funds is included in the FY 20 budget submission. A secondary concern is that some of our financial support for contract lobbyists is also provided through temporary funding and must be re-requested each year. Having the certainty each year that these funds are available makes planning both session and interim advocacy strategy much easier for our State Relations team.

- 4) Over the next year, could any of your planned strategic activities result in material changes to revenues or expenditures, faculty or staff workload, or the student experience within your unit and/or another unit/campus? *Question Type: Free Text, Word Limit: 500, Required For: All Units*

We do not foresee that at this juncture.

- 5) What is your unit doing to effectively use resources in a way that benefits your unit and/or other units/campuses? *Question Type: Free Text, Word Limit: 500, Required For: UWB, UWT, UWS Administrative Units*
- External Affairs' government relations teams are small but highly effective and strongly committed to the mission of the University of Washington. Our Federal Relations, Regional Relations, and State Relations offices have just three staff members each while our Spokane and Eastern Relations office has just two staff members. Given the financial stakes involved at both the state and federal levels, the University's return on this investment is considerable.



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- Similarly, UW Video has recently eliminated its dependence on central funding to support its operations. UW Video has implemented a number of changes that will significantly reduce annual operating expenses and increase future revenues, as well as developed a plan to gradually pay down its accrued deficit through adjustments to the rate setting process.
- 6) What are you doing to improve the experience and outcomes of students in your unit? What could the University do to support your efforts? *Question Type: Free Text, Word Limit: 500, Required For: UWB, UWT, UWS Academic Units, UAA, Graduate School*

Not Applicable