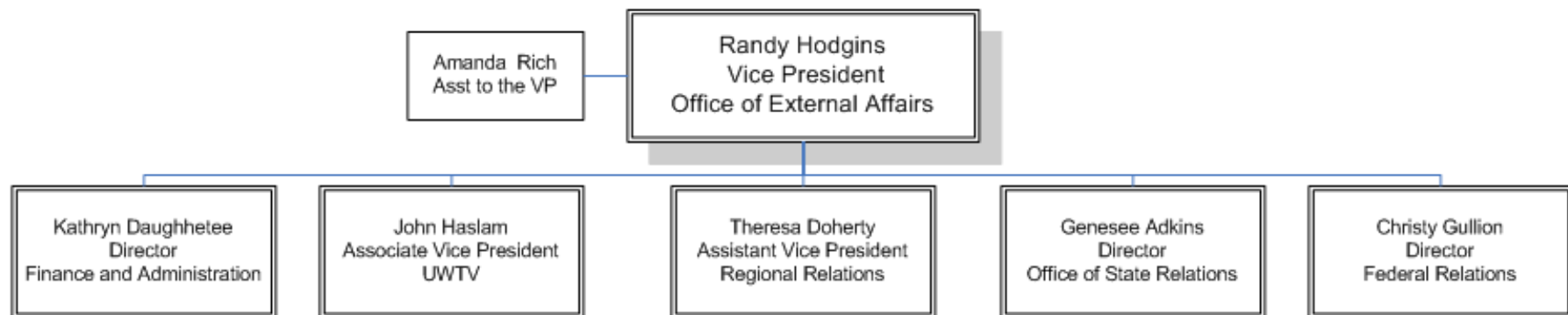


Administrative Unit Name: External Affairs

One goal of the budget development process for administrative units this year is to provide greater understanding of the connection between resource use and the primary, or core function by each part of the administrative structure. To begin, please paste a copy of your organization chart here. Please provide a chart that reflects the diversity of the organization and will serve as a sensible platform to complete the next question.

Because administrative units have a month and a half to complete this work, unit leadership should use their discretion in providing a level of detail that prompts a rich conversation, but is not overly burdensome.



1. In order to provide a snapshot of current activities, the distribution of resources across various functions and how much these activities contribute to the University's mission, please provide information about the functional areas, or departments, of your organization.

At a level of granularity that reflects your organization's chart or if no chart exists, the functional areas of your organization, **please provide the following information for each functional area via the "FY15 Expenditures Worksheet" tab of the "Worksheets and Reference Materials – Administrative" Excel workbook**, available here: [https://opb.washington.edu/sites/default/files/opb/Budget/Worksheets and Reference Materials Administrative.xlsx](https://opb.washington.edu/sites/default/files/opb/Budget/Worksheets_and_Reference_Materials_Administrative.xlsx).

- a) A description *not to exceed 200 words* of how each functional area contributes to the University's research, service and teaching missions and what risks the University would face if this work were no longer funded¹; and,
 - b) Planned expenditures, by functional area, showing how your unit intends to spend *permanent ABB funds*, as well as (if applicable to your unit) funds derived from self-sustaining efforts, grants and contracts, and philanthropy, and other funds during FY15.
-

Please describe any assumptions you are making in your response, such as those related to the availability of state or federal funding or projections based on the first complete month of expenditures in FY15, etc.

Please see the example "Admin Template - Planning & Budgeting Draft" posted at the FY16 Budget Development web page: <http://opb.washington.edu/content/fy16-budget-development>.

¹ Please refer to the FY16 Budget Development web page at <http://opb.washington.edu/content/fy16-budget-development> for more information about the University's Sustainable Academic Business Plan goals and top institutional risks.

2. In less than 200 words, please describe how you envision adapting your unit and its organization to meet changing institutional needs in the coming fiscal year. Please integrate self-sustaining, grant & contract, and philanthropic sources of funding (if applicable to your unit) and describe how these sources are marshalled to subsidize your activities.
-

Each of our three governmental affairs units work closely with other campus stakeholders in a way that evolves along with the way the University's institutional needs change over time. Because of that synchronization, the process of adaptation is organic and ongoing. We do not foresee any particular initiative around adapting to change in the government relations effort.

As it relates to UW/Video and UWTV, however, there may be some adaption that grows out of the ongoing effort to achieve self-sufficiency. In particular, our ability to broadcast 24 hours per day and 365 days per year on channels 27 and 72 exists primarily because the University has provided central funding which supports the full cost of this operation that are not fully covered by funds from individual campus units who pay for the various programs that are aired. .Before the end of this fiscal year, a decision will need to be made about whether the University wants this service to continue because the full cost (\$375,000 to \$450,000) is not fully covered by the individual campus units.

3. In one paragraph or less, please assess the functional and financial health of your unit since FY09 (e.g. deficits, workforce capacity, declining grants or gifts).
-

The functional and financial health of External Affairs is no longer as strong as it was before the Great Recession. Approximately one third of our GOF/DOF funding was eliminated during the period of FY 09-12, and realignment of the communications work that took place in various units in the department were transferred to UW Advancement beginning in October 2013, with the transfer of UW Marketing, Trademarks and Licensing, and Sponsorship, and then concluding with the transfer of News and Information, Media Relations, Public Records and KUOW which will be complete by January 31, 2015. With significantly less funding and employees, our ability to be nimble, resilient and flexible has been greatly reduced.

4. In the event that neither state funds nor additional Provost Reinvestment is available for compensation increases, how might your unit cover salary increases for positions budgeted in GOF and DOF budgets? Please refer to the FY16 Budget Development web page at <http://opb.washington.edu/content/fy16-budget-development>.
-

In order to self-fund salary increases, we would have to lay off one staff member which with relatively small size of our organization is not a preferred option.

5. This summer, the UW has been the sole subject of a state-required audit of net operating fee (tuition) and local fund accounts. This audit has revealed the importance of monitoring expenditures against budgets on a biennial basis, ensuring that colleges, schools and administrative units have plans to spend fund balance in a reasonable and mission-driven manner and that these plans are acted upon. As such, we are piloting a new administrative carryover policy for the FY16 budget process, though we will employ draft carryover data in executing this pilot.

In completing this work, please do the following, using the **“Carryover Worksheet – Detail” tab of the “Worksheets and Reference Materials – Administrative” Excel workbook**, which is provided at the following web page:

https://opb.washington.edu/sites/default/files/opb/Budget/Worksheets_and_Reference_Materials_Administrative.xlsx.

1. **Units may reserve up to 10 percent of their permanent ABB base (GOF and DOF ONLY).** Units may hold up to 10 percent of their permanent base as an emergency reserve. This reserve will be calculated annually and derived from the previous June/July’s ABB base budget information to units. These figures are provided on the last two tabs of the **“Worksheets and Reference Materials – Administrative” Excel workbook**.
 2. **Set-aside “central” commitments from the reserve.** For this purpose, central commitments are defined as those allocated or approved by President, Provost, and/or OPB on behalf of the Provost which have not been fully expended. A list of these commitments is available from OPB in the event your unit should need assistance. The list would come from OPB’s commitments database. If additional commitments are not reflected in OPB’s database please send the information to Amy Floit in OPB.
 3. **Explain any remaining temporary carryover balance by providing a list of intended use(s)/purpose(s) (i.e. a spending plan).** These would be differentiated according to intended use along the following lines:
 - a. Permanent expenditures funded with temporary funds;
 - b. Possible multi-year commitments; and,
 - c. Immediate, current year use.
-

6. Though we believe that few, if any, state funds will be available and that any new Provost Funds may be dispatched for mitigating cuts or providing salary increases, please indicate what **Provost Reinvestment Funds are being requested**. Requests for funds should be identified by a unique title, accompanied by the amount requested, the year funding is requested, whether the request is for permanent or temporary funds, the number of years funding is needed in the case of a temporary request and a brief description, not to exceed 500 words. **Successful requests will make meaningful contributions to institutional strategic plans, drive student support and student service missions, and correlate directly to the long-term financial health of the University or its efforts to mitigate institutional risk.**²

Importantly, requests for new funding will be considered alongside carryover spending plans. Administrative units with growing temporary fund balances will be asked to explain why new funding is needed to support mission-critical program enhancements.

Title “Deepening Engagement with Elected Officials and Key Staff”

Funding \$90,000

Fiscal Year FY16

Funding Type Permanent

DOF Requested N

One of the most impactful ways to connect elected officials and their key staff with the important and critical work happening at the UW is to get state, federal and locally elected members and staff physically on campus. Whether it’s touring a research lab, observing a “flipped” classroom, discussing the progress of the Innovation District or attending an athletic event, there is simply no substitute for engaging elected officials during a personal visit to campus. President Young and numerous prominent alums and donors have expressed repeated interest in seeing the University conduct more tours for elected officials and staff. They are right to encourage this. Personal visits to campus deepen elected official’s understanding and appreciation of the education and research being conducted at the UW which in turn will ultimately translate into greater interest in providing financial support for the University’s mission.

Unfortunately, given the year-round demands on elected official and staff schedules, it takes considerable time, effort and energy to coordinate the logistics surrounding on-campus visits. Support staff in the government relations area are currently stretched and their ability to coordinate the complicated logistics of lining up external and internal parties is extremely limited. Other than our home football games, only two tours were conducted during the 2014 interim (U District and Clean Energy Institute), and that is considerably below our and the President’s expectations.

In addition, given the demands on faculty, staff and student’s time during the academic year, we want to do everything we can to try and combine visits by state, federal and local elected officials and senior staff in order to both minimize the number of tours conducted during the year while maximizing the experience for all. To insure that multiple tours can be conducted during the year by the Office of External Affairs, a single point of contact in the office is needed to work with all three government relations units to accomplish this important task. This position would also be

² Please refer to the FY16 Budget Development web page at <http://opb.washington.edu/content/fy16-budget-development> for more information about the University’s Sustainable Academic Business Plan goals and top institutional risks.

responsible for coordinating and scheduling visits and events requested by government leaders, help manage cross government relations unit information requests, and handle invitations and scheduling of external affairs guests at athletic events including home football games.

Permanent Resources Requested -- \$90,000

- \$90,000 for salary and benefits for a new government relations specialist reporting to the Vice President for External Affairs to coordinate and conduct state, federal and local elected official visits to campus; handle requests for events that come from the political community; help manage and facilitate government relations internal and external communications; and coordinate invitations to campus events such as football games, lectures, etc. Engagement with key elected officials on many University-related issues is not occurring with the frequency needed to be successful in Olympia, Washington D.C. and Seattle. Because of the overwhelming amount of time required to deal with other pressing political issues (including ongoing work in Spokane), only two federal, state or local elected official tours were scheduled in 2014 and requests from member offices for visits and events are not being responded to in a timely manner.

FY15 Administrative Expenditures by Functional Area

At a level of granularity that reflects your organization's chart or, if no chart exists, the functional areas of your organization, please provide the following information for each functional area using the template(s) below:

- a) A description not to exceed 200 words of how each functional area contributes to the University's research, service and teaching missions and what risks the University would face if this work were no longer funded[1].
- b) Planned expenditures, by functional area, of how your unit intends to spend permanent ABB funds, as well as (if applicable to your unit) funds derived from self-sustaining efforts, grants and contracts, and philanthropy, and other funds during FY15.

Please describe any assumptions you are making in your response, such as those related to the availability of state or federal funding or projections based on the first complete month of expenditures in FY15, etc. Please see the example "Admin Template - Planning & Budgeting Draft," which is provided at:

<http://opb.washington.edu/content/fy16-budget-development>

[1] Please refer to the webpage above for more information about the Sustainable Academic Business Plan goals and top institutional risks

Government Relations			
<p><i>The Department of External Affairs' Government Relations effort consists of three units focussed on building and maintaining strong relationships for UW at the federal, state and local/regional level. At the state and federal level, strong relationships yield returns by means of major funding for the UW at all levels of operation, and at amounts that are integral to the ongoing success of the institution as a whole. The funding investment in the units is miniscule when compared to billions of dollars in government funding. The Regional Relations office continues to be a seat at the table in all local and regional government initiatives and ongoing operational issues where the UW District is impacted, ensuring the best outcome possible for the university. The risk of negative impacts to the funding and operations of the UW is substantial and impossible to calculate should funding for these important functions be withdrawn.</i></p>			
Fund Source	FY15 FTE	FY15 Planned Annual Expenditures (in \$)	
		Salaries/Benefits	Other
ABB Funds (GOF, DOF-ICR, DOF-LFA)	9.00	\$ 1,141,292	\$ 357,035
Self-Sustaining Funds (BT 10, 11)			
Grants & Contracts (BT 05)			
Philanthropy, or Gifts & Discretionary (BT 06)			
Total	9.00	\$ 1,141,292	\$ 357,035

BT = Budget Type

Name of area:			
<p><i>External Affairs Executive Office provides oversight and leadership as well as administrative functions for the department as a whole.</i></p>			
Fund Source	FY15 FTE	FY15 Planned Annual Expenditures (in \$)	
		Salaries/Benefits	Other
ABB Funds (GOF, DOF-ICR, DOF-LFA)	3.75	\$ 623,214	\$ 69,612
Self-Sustaining Funds (BT 10, 11)			
Grants & Contracts (BT 05)			
Philanthropy, or Gifts & Discretionary (BT 06)			
Total	3.75	\$ 623,214	\$ 69,612

BT = Budget Type

Name of area:			
<i>UW Video provides services to campus in the creation of multimedia assets that assist both in teaching and learning and telling the University's stories.</i>			
Fund Source	FY15 FTE	FY15 Planned Annual Expenditures (in \$)	
		Salaries/Benefits	Other
ABB Funds (GOF, DOF-ICR, DOF-LFA)	7.00	\$ 688,027	\$ 345,973
Self-Sustaining Funds (BT 10, 11)	20.00	\$ 1,200,378	\$ 802,122
Grants & Contracts (BT 05)			
Philanthropy, or Gifts & Discretionary (BT 06)			
Total	27.00	\$ 1,888,405	\$ 1,148,095

BT = Budget Type

Name of area:			
<i>Description of area's contributions to University missions and institutional risks mitigated (200 word maximum).</i>			
Fund Source	FY15 FTE	FY15 Planned Annual Expenditures (in \$)	
		Salaries/Benefits	Other
ABB Funds (GOF, DOF-ICR, DOF-LFA)			
Self-Sustaining Funds (BT 10, 11)			
Grants & Contracts (BT 05)			
Philanthropy, or Gifts & Discretionary (BT 06)			
Total	0.00	\$ -	\$ -

BT = Budget Type

Name of area:			
<i>Description of area's contributions to University missions and institutional risks mitigated (200 word maximum).</i>			
Fund Source	FY15 FTE	FY15 Planned Annual Expenditures (in \$)	
		Salaries/Benefits	Other
ABB Funds (GOF, DOF-ICR, DOF-LFA)			
Self-Sustaining Funds (BT 10, 11)			
Grants & Contracts (BT 05)			
Philanthropy, or Gifts & Discretionary (BT 06)			
Total	0.00	\$ -	\$ -

BT = Budget Type

Administrative Unit Carryover Usage Plan SUMMARY

This table will self-populate via the "Carryover Worksheet - Detail" tab

Administrative Unit Name:	External Affairs	
Estimate of Carryover Balance at "Close" of FY14:		766,724
Usage Category	Amount	%
Unit's Reserve	340,918	44.40%
Central Commitments	0	0.00%
Permanent Costs & Other Projects	427,000	55.60%
Total	767,918	100.00%

Proposal for Additional Government Relations Resources “Deepening Engagement with Elected Officials and Key Staff”

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