## *Administrative Unit Name:     External Affairs*

1. In spring 2015, Provost Baldasty initiated the Transforming Administration Program (TAP), which encompasses all central administrative units and focuses on fulfilling the need for greater collaboration, clear priorities, increased accountabilities, and elimination of unnecessary bureaucracy and redundancies.

   Within a **500 word bulleted list**, please answer both of the following questions**:**

   • **List 3-5 things your unit is doing to align with the** <u>TAP principles for central administrative units</u> **and to create and enhance a culture of service. Please be specific.**

   • In what ways (if any) could your unit **leverage activities of other central administrative units to increase efficiency within your unit and/or to streamline activities across the UW?** Are there areas of overlap between your unit and another that **prompt closer collaboration?**

1. *This past summer, the State Relations office worked closely with the President and Board of Regents to develop a new multi-year legislative engagement plan to strengthen the University's relationships with state elected officials and improve the opinions they hold of their flagship campus.  Executing this plan requires collaboration with faculty, students, alumni, business and civic groups and administrators from all three UW campuses.*
2. *The creation of a position to coordinate campus tours and events for state, federal and local government officials will allow EA to develop standard protocols for organizing and implementing visits and establish a single point of contact for these efforts.  This new position will allow our office to significantly increase the frequency of tours, the number of government officials who attend the tours and expand the breadth of university programs which can be showcased.  All of this should lead to deepening connections between government officials and the University leading to even greater success in our government relations advocacy efforts.*
3. *The Office of Federal Relations has designed a new process for developing the University's annual federal agenda which serves as the roadmap and foundation for the UW's communications with Congress and the federal establishment.  The new process will help ensure that the priority setting process is well-informed and comprehensive and will also help manage campus expectations for federal engagement.*

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1. *UW Video can collaborate with other units to provide enhanced services to campus.  For example, we have recently begun providing support for national/international network "live shots" in cooperation with UW News & Information.  We can also collaborate with UMAC's design team to assist in development of national Public Service Announcements for television and for updated graphics on the UW's news magazine program UW360.*
2. *UW Video is also collaborating with UMAC, Athletics, Advancement and Medicine on shared digital asset storage.  A shared digital media depository would have meaningful impact on the cost of locating and utilizing stock moving and still images.  These collaborations could ultimately save hundreds of thousands of dollars when you consider the duplication of effort that currently exists.*
3. *UW Video will also collaborate more closely with UMAC for centralized support of the University's online platforms and curation of video content.  UMAC should take lead responsibility for managing these platforms and user features.  UW Video can serve as an ingest and archive point as well as curator of UW video content. This leverages the relative strengths of each organization.*

4. *As the campus tours and events program grows, External Affairs will be developing closer working relationships with UWAA, UMAC Events, Advancement, Medicine and many academic units to plan and implement a variety of campus experiences for our government relations guests.*

2. In 200 words or fewer, please **identify plans to adapt functions and services to support changing institutional needs in FY17.**

1. *UW Video will wind down the linear television operation sometime after mid-FY17 but before mid FY18 after consultation with campus partners.  This will generate savings of approximately $200,000 annually while continuing to serve the campus by distributing video content via YouTube, Roku and Amazon Fire.*

2. *UW Video will implement a new project management system next year called Studio Suite.  This system will create internal efficiencies for managing video projects and ensure accurate and timely billing.  In addition, UW Video plans to move off of the Final Cut platform for editing video and migrate to Adobe Premiere.  This will result in cost savings as the new platform requires less hardware investment but allows editors to work more quickly, increasing output.*

3. *EA government relations units continue to adapt the Advancement Constituent Relations Model (CRM) to track interactions with elected officials.  Over the past two years, we have customized CRM from a sales platform to a contact management cloud-based platform which is valuable to units working remotely. We are able to add general contact information, biographical information and other data fields to ensure continuity of institutional knowledge about individual elected officials and more easily create profile snapshots for senior leadership briefings.  In FY17 we plan to build out the Events section to add more content, develop capacity to send emails from within CRM and add more than one elected official contact at a time.*

3. **Please identify any significant obstacle(s) or challenge(s)** that your unit faces other than resource constraints. **Please plan to discuss these with the Provost.** If applicable, please summarize any operational risks that, from your perspective, the UW must work to mitigate over time.

1. *There are many units on campus that advocate on behalf of the UW in Olympia besides the Office of State Relations.  This includes ASUW, GPSS, Faculty Senate, UW Medicine, UW Bothell, UW Tacoma and the Partners for Our Children program in the College of Social Work.  There are also a number of faculty members who have established relationships with elected officials that they use from time to time to advance the interests of their respective departments.  Trying to coordinate messages and stay abreast of what each group is saying often presents an ongoing challenge for the Office of State Relations, particularly when interests are not well-aligned.*

2. *The Office of Federal Relations officially represents the UW with the federal establishment and facilitates interactions between the campus community and the federal establishment. Faculty and staff frequently participate in these advocacy efforts coordinated by Federal Relations or through their professional societies. However, sometimes faculty and staff participate in advocacy efforts without notifying and coordinating with the Office, which leads to confusion and mixed messages to our congressional delegation. We need to work harder to maintain a unified voice in DC in order to achieve our goals and advance the agenda.*

3. *UW Video has been operating for more than six years in a permanent deficit status with a goal of becoming self-sufficient.  While the staff has embraced this challenge and continue to make progress towards the goal, the*

*creation of a new three-year business plan at the request of the Provost's office this past summer and fall has made it clear that with some commitment of permanent resources to the unit, some services provided by UW Video could be free to campus partners. Making a final decision about a subsidy level would also help provide a sense of stability and permanence for UW Video staff.*

4. Though the Provost will soon be laying out requirements for FY17 merit increases, administrative units should begin to plan for a merit allocation equivalent to 90-95 percent of GOF/DOF merit pool. In other words, units should plan to receive less funding than may be necessary for a full merit increase, on average, for all GOF- and DOF-funded positions. **Please tell us how your unit plans to deploy funds for merit increases in FY17.**

*If External Affairs did not have some attrition that would result in a 90-95 percent merit pool being sufficient to fully fund a merit increase, it would need to award a lower level of merit increase either across the board, or strategically. Eliminating a position in this small organization in order to fund the merit increase would not be a viable option.*

5. As you may recall, in the summer of 2014, the UW was the sole subject of a state-required audit of net operating fee (tuition) and local fund accounts. The audit reinforced 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 ask that you update the carryover usage plan you submitted as part of last year's budget development process**. To do so, please **fill out the "Carryover Worksheet - Detail" tab** of the "FY17 Administrative Budget Worksheets & References" [Excel workbook](#) using:

- **The carryover plan you submitted last year, as a starting point, modified as needed**. If you need a copy of the plan you submitted last year, please email [Amy Floit](#) or [Becka Johnson Poppe](#).
- **New reserve figures**, as provided in the "Reserve Figures" tab of the aforementioned spreadsheet.
- **New carryover totals,** as provided in the "Carryover into FY16" tab of the aforementioned spreadsheet.

In the space below, please describe and explain any major change(s) to your carryover usage plan.

*We have no major changes to our carryover usage plan.*

6. The Provost will be making the decision to deploy *permanent* Provost Reinvestment Funds **primarily, if not exclusively, to cover for compensation increases. The only possible exceptions for permanent funds will be for critical compliance issues.** However, requests for temporary funds will only be entertained in areas of high institutional priority and in consultation with faculty, staff and students.

If you have a Provost Reinvestment Fund request that fits within these strict parameters, please describe it using the framework below.

*The Office of External Affairs has no requests for Provost Reinvestment Funding in FY 17.*

# Administrative Unit Carryover Usage Plan DETAIL

*Please use this template to <u>update</u> the carryover usage plan you submitted last year. If you need a copy of your plan from last year, please email Amy Floit (afloit@uw.edu) or Becka Johnson Poppe (jbecka@uw.edu). New reserve figures are provided in the "Reserve Figures" tab; new carryover totals are provided in the "Carryover into FY16" tab.*

| Administrative Unit Name: | External Affairs | | | |
|---|---|---|---|---|
| Carryover Balance going into FY16: | $ | | | 612,314 |

| Usage Categories and Descriptions | Committed Year(s) | # of Years | Annual $ Amount | Totals |
|---|---|---|---|---|
| **Unit's Reserve (10%)** | | | | |
| | FY17 | 1 | 294,322 | $ 294,322 |
| | | | Total Unit's Reserve: | $ 294,322 |

| Central Commitments | e.g. FY17, FY18 | e.g. 2 | | |
|---|---|---|---|---|
| 1. HR/P Modernization | FY 16, 17 | 2 | $ 33,284 | $ 66,568 |
| 2. (description) | | | $ - | $ - |
| 3. (description) | | | $ - | $ - |
| 4. (description) | | | $ - | $ - |
| 5. (description) | | | $ - | $ - |
| *Add more lines as needed* | | | $ - | $ - |
| | | Total Central Commitments: | | $ 66,568 |

| "Spending Plan" Permanent Costs & Other Projects | e.g. FY17, FY18 | e.g. 2 | | |
|---|---|---|---|---|
| *A. Permanent expenditures funded with temporary funds* | | | | |
| 1. Lobbying Contracts - Various but ongoing | FY 16, FY 17 | 2 | $ 68,000 | $ 136,000 |
| 2. Columns Magazine | FY 16, FY 17 | 2 | $ 10,000 | $ 20,000 |
| *B. Possible multi-year commitments* | | | | |
| 1. PAC 12 Video | FY 16, FY 17 | 2 | $ 25,000 | $ 50,000 |
| 2. (description) | | | $ - | $ - |
| *C. Immediate, current year use* | | | | |
| 1. DC Office remodel | | 1 | $ 15,000 | $ 15,000 |
| 2.Gerberding Move expenses/space improvement | | 1 | $ 10,000 | $ 10,000 |
| 3. UW Street Medicine 1/2 of 1 year funding for organization member | | 1 | $ 19,000 | $ 19,000 |
| *Add more lines as needed* | | | | |
| | | Total Permanent Costs & Other Projects: | | $ 250,000 |

| | | | TOTAL CARRYOVER USAGE PLAN | $ 610,890 |
|---|---|---|---|---|