

Administrative Unit Name: External Affairs

Please complete this Word document and the accompanying Excel workbook (both of which were provided to your unit via email), and submit them to the Office of Planning & Budgeting (OPB) on or before **Thursday, February 1, 2018**.

Please email your materials to [Jason Campbell](mailto:Jason.Campbell@washington.edu).

Please note that the responses you provide in this Word document **will** be posted to the OPB website.

1. What is the programmatic vitality of your unit?

Please provide both quantitative and qualitative information, leveraging published materials and [previous submissions](#) where possible. In your response to this question, you may wish to include responses to some or all of the following prompts. Please note that these are suggestions, not requirements.

- **What are the top 3-5 strategic goals of your unit? Could any of these goals increase expenditures or decrease revenue for other units?**

Below are the top three goals for the Office of External Affairs. The Office's ability to build and maintain strong relations with constituencies and effectively lobby for the University of Washington's agenda directly impacts the University's ability to continue to receive appropriations of state and federal funding that are critical to the institution as a whole.

- 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.
- 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.
- 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.

- **What is your unit doing to effectively use resources in a way that benefits your unit and/or other units outside of our own?**

- 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.
- Similarly, UW Video continues to reduce its dependence on central funding to support its operations. After a thorough review by a team from Finance and Facilities – Creative Communications, UW Video is implementing a number of additional changes that will significantly reduce annual operating expenses and increase future revenues through positive adjustments in the FY 19 rate setting process. External

Affairs is confident that no additional central subsidy will be needed beyond the \$318k allocated for FY 18 and that zero central subsidy will be required beginning in FY 19.

- Please describe your unit's emerging or changing personnel needs—prompted by changes that either your unit or the institution is facing—and what your unit will do to meet these needs *without* creating new FTE positions (e.g. redeploying FTE among other functional areas).
 - One major concern for the future is that two positions in External Affairs 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, 2018. External Affairs will need to request permanent funding for these key positions in future budget cycles if no other funding alternatives are available.
 - See External Affairs Annual Review Workbook for other emerging needs that have related costs.