



Special Committee on University Relations

October 2023

October 13, 2023

8:30 a.m.

West Committee Room, McNamara Alumni Center

CUR - OCT 2023

1. 2023-24 Committee Work Plan

Docket Item Summary - 3

2023-24 Committee Work Plan - 4

2. Vision for Government and Community Relations at the University

Docket Item Summary - 6

Presentation Materials - 8

3. Legislative Process for Supplemental FY 2025 State Budget and 2024 State Capital Requests

Docket Item Summary - 22

Presentation Materials - 24



BOARD OF REGENTS DOCKET ITEM SUMMARY

Special Committee on University Relations

October 13, 2023

AGENDA ITEM: 2023-24 Special Committee Work Plan

Review

Review + Action

Action

Discussion

This is a report required by Board policy.

PRESENTERS:

Regent Bo Thao-Urabe
Chuck Tombarge, Chief Public Relations Officer

PURPOSE & KEY POINTS

The purpose of this item is to review and discuss the 2023-24 special committee work plan.

BACKGROUND INFORMATION

The Special Committee on University Relations was established in July 2023 by Board Chair Mayeron. The special committee's charge is as follows:

The Special Committee on University Relations will advance the critical work of building strong relationships within communities vital to the University's success. The special committee has oversight of the University's government relations function at the local, state, and federal levels, as well as efforts to build stronger neighborhood relations in communities where the University is located. The special committee will provide the administration with input on the University's public relations efforts including areas like marketing and brand development.

**Special Committee on University Relations
2023–24 Work Plan**

Date	Topics
2023	
September 7-8	<ul style="list-style-type: none"> • Review of Special Committee Charge and Priorities for the Year • New Systemwide Marketing Campaign • Introduction of Executive Director for Government and Community Relations
October 12-13	<ul style="list-style-type: none"> • 2023–24 Special Committee Work Plan • Vision for Government and Community Relations at the University The special committee will hear about the vision for government and community relations at the University and will engage with the University’s new executive director of government and community relations to provide input on the new vision. • Legislative Process for Supplemental FY 2025 State Budget and 2024 State Capital Requests This item will provide an overview of the legislative process for the University’s supplemental FY 2025 state budget request and the 2024 state capital request. Included with the item will be discussion about how the Board can engage with and support these requests during the legislative session.
December 7-8	<ul style="list-style-type: none"> • Fall Legislative Higher Education Hearings This item will provide an update on hearings involving the University that are anticipated for this fall 2023. • Board Engagement During the 2024 Legislative Session In advance of the legislative session, the special committee will engage with University leaders on best practices, the University’s approach, and ways to advance the University’s goals throughout the legislative session. • Marketing Efforts: Recruitment and Enrollment This item will provide context to the special committee on the University’s past and current marketing efforts regarding student recruitment—efforts conducted locally at each campus, through direct marketing firms, and at a systemwide level. The special committee will discuss goals and future plans for recruitment marketing and what is needed to achieve those goals.

2024	
February 8-9	<ul style="list-style-type: none"> <p>• Federal Relations Update The special committee will hear an update on the University’s efforts to expand its relationships in support of federal research funding and to reshape its approach to federal government relations efforts.</p> <p>• Structure of Communications (public relations and internal communications) at the University The special committee will receive a primer on how communications function across the University system. The overview will include examples of how different units of the University communicate, how those units coordinate communications, and the opportunities and risks that result from this structure.</p> <p>• Public Relations and Internal Communications Best Practices in Higher Education This item will help the special committee to better understand opportunities, challenges, and best practices related to communication at a public university. Included in the discussion will be an outline of the University’s approach to issues and crisis management communications, communicating in a decentralized organization, highlighting communications challenges unique to large public universities, and tools that help leaders and communicators through communication challenges.</p>
June 13-14	<ul style="list-style-type: none"> <p>• Local Government Relations Throughout the System The special committee will hear about the University’s approach to local government relations in the communities in which the University is located. The item will provide an opportunity for the special committee to hear about how each campus is building those relations.</p> <p>• Outreach Across the State This item will explore the University’s footprint for outreach and engagement across Minnesota. This will include examples from Extension and the Office for Public Engagement, an update about the University’s presence at the Minnesota State Fair, and engagement by other University programs such as the Research and Outreach Centers.</p> <p>• Systemwide Marketing Campaign Results The special committee will receive an update on the results of the Dear Minnesota systemwide reputation marketing campaign, as well as efforts to integrate public relations and internal communications to amplify the campaign themes.</p>



BOARD OF REGENTS DOCKET ITEM SUMMARY

Special Committee on University Relations

October 13, 2023

AGENDA ITEM: Vision for Government and Community Relations at the University

Review **Review + Action** **Action** **Discussion**

This is a report required by Board policy.

PRESENTERS: Melisa López Franzen, Executive Director of Government and Community Relations

PURPOSE & KEY POINTS

The purpose of this item is for the special committee to receive an update on the vision for Government and Community Relations at the University. The discussion will also provide the special committee with the opportunity to provide input to the University’s new systemwide executive director regarding the proposed vision. This item will lay a foundation for future special committee consideration about how Regents may engage effectively in the University’s outreach to elected officials.

BACKGROUND INFORMATION

Government and Community Relations advances the interests of the entire University of Minnesota system at the capitol in Saint Paul, in Washington, D.C., and among our community partners and neighbors. The department, led by the Executive Director of Government and Community Relations, Melisa López Franzen, reports to the Interim President. It is currently focused on the following areas:

State Relations promotes the interests of all five University campuses with elected officials in Saint Paul and with other organizations across the state. The team also manages information sharing with the legislature and state officials, as required by various statutes.

Federal Relations advances the University’s interests at the federal level. The team monitors the federal budget and major spending bills, as well as agencies that provide significant funding for research.

Community and Local Government Relations works to strengthen the University’s relationships with local units of government and other partners to enhance opportunities for collaboration that advance the University’s mission. In recent years, this work has included significant efforts to address the University’s safety concerns in areas and neighborhoods adjacent to the Twin Cities campus.

Advocacy advances federal, state, and community priorities by engaging University supporters (students, faculty, alumni, staff, and community members) through education and advocacy opportunities with elected officials. The team collaborates closely with student leadership, faculty legislative liaisons, the University of Minnesota Alumni Association, and the University of Minnesota Foundation.

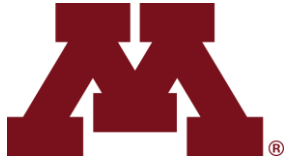
The team is currently in a rebuilding phase. The previous Chief Government Relations Officer, as well as the Vice President of University Relations — to whom the Chief Government Relations Officer reported — left their positions early in 2023. Other positions on the team have also been vacant over the past year, with work being covered by two existing members of the team, help from contractors, and oversight by the Senior Vice President for Finance and Operations. Executive Director López Franzen began her position in August 2023. The position now reports to the Interim President, and Executive Director López Franzen is a member of the Interim President’s Cabinet and Senior Leadership Team.



Vision for Government and Community Relations at the University



UNIVERSITY OF MINNESOTA
Driven to DiscoverSM



Government and Community Relations (Gov Rel) Mission

Government and Community Relations advances the interests of the entire University of Minnesota System at the Capitol in Saint Paul, in Washington, D.C., and among our community partners and neighbors.



State Relations

State Relations promotes the interests of all five U of M System campuses with our elected officials in St. Paul and with other organizations around the state.



Federal Relations

Federal Relations advances the University's interests at the federal level. We monitor the federal budget and major spending bills, as well as agencies that provide significant funding for research.



Local Government and Community Relations

Local Government and Community Relations works to strengthen the University's relationships with local units of government and other partners to increase opportunities for collaboration that advance the University's mission.

Advocacy

Advances federal, state, and community priorities by engaging University supporters (students, faculty, alumni, staff, and community members) through education and advocacy opportunities with elected officials. The team collaborates closely with student leadership, faculty legislative liaisons, the University of Minnesota Alumni Association and the University of Minnesota Foundation.



The Vision for Gov Rel in the Future



- A respected and trusted Gov Rel team
- Strong partnerships with our local, state, and federal elected officials
- Responsive communication systems that keep our legislative leaders informed and up to date on the University
- Proactive engagement with stakeholders
- An effective Gov Rel team that tells the University story and helps Minnesotans understand the value of education, research, and outreach



Gov Rel Approach: Immediate Steps

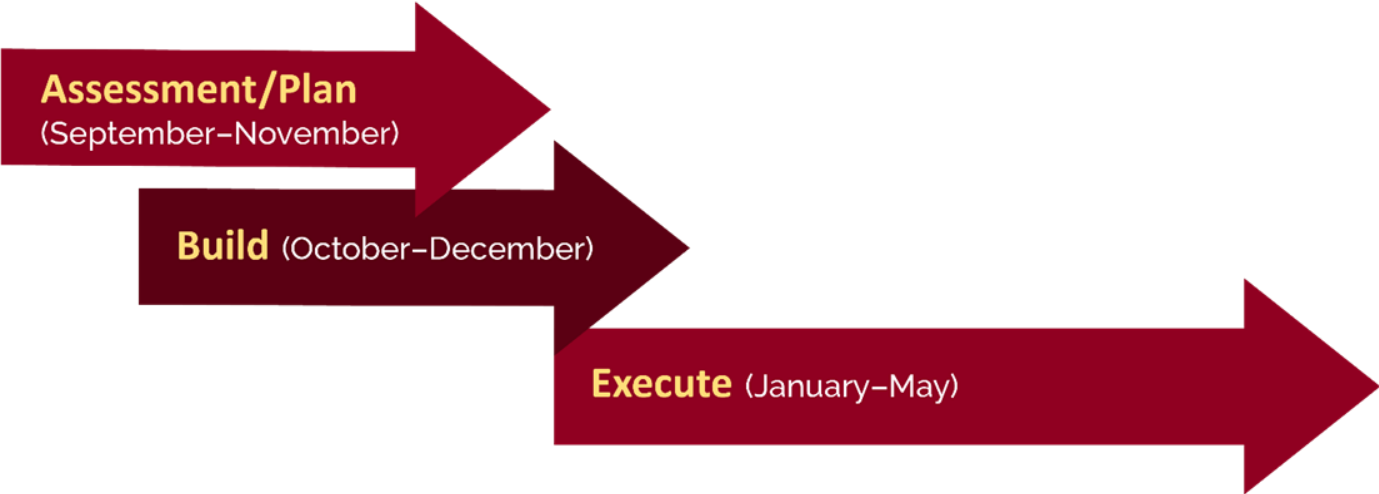
- Prioritize proactive engagement with our local, state, and federal elected officials
- Develop and maintain relationships
- Strengthen communication systems
- Rebuild expertise and trust for Gov Rel with stakeholders
- Promote Gov Rel through strategic communications and events

Gov Rel Future: Long-Term Approach

Below are steps that will be taken to assess the work within Gov Rel.

- Review all current job descriptions and contracts
- Review current structure
- Review workload and Gov Rel planning and process documents
- Review other institutions' Gov Rel structures as benchmark
- Conduct one-on-one interviews with the following categories of people:
 - Regents
 - Faculty
 - Senior leaders, deans, and chancellors
 - Students
 - Alumni
 - Gov Rel staff
 - Staff from all campuses
 - Former Gov Rel staff
 - State legislative leadership and committee chairs
 - Congressional delegation and staff
 - Partner organizations
 - Governor's administration

Current Gov Rel Timeline



Current Gov Rel Timeline



Assessment/Plan (September–November)

- Conduct assessment of Gov Rel
- Review plans, contracts, and documents
- Interview stakeholders
- One-on-one meetings with legislators and University leadership
- Develop restructure plan
- Develop FY 2025 federal budget and appropriations process

Current Gov Rel Timeline



Build (October-December)

- Develop 2024 state legislative and local government strategy
- Finalize FY 2025 federal budget and appropriations priorities
- Build legislative plans
- Hire and train team
- Communicate priorities to elected officials

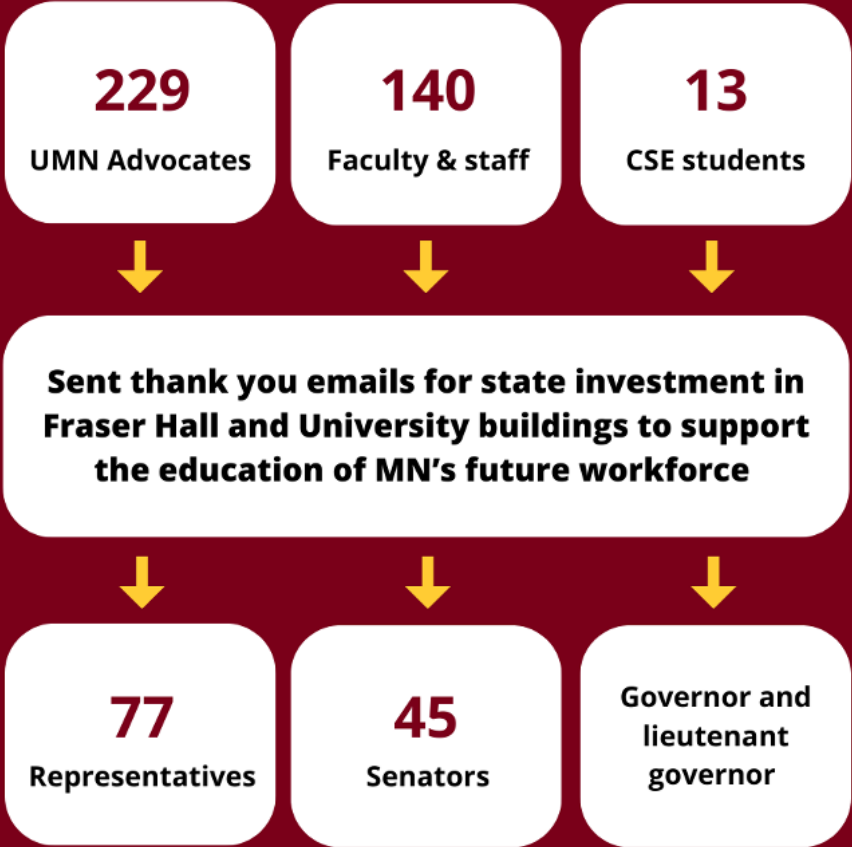
Current Gov Rel Timeline



Execute (January–May)

- Execute state legislative plan
- Ensure presence at state and federal capitols and city halls
- Engage with elected officials at the state and local level on priority projects and issues
- Execute advocacy plan
- Engage delegation on FY 2025 federal budget and appropriations

Example of Gov Rel vision playing out



"Thank you @GovTimWalz @LtGovFlanagan @SenatorPappas @Senmarkjohnson @mohamudnoor @Morrison4MN @dolsonjr for kicking off the renovation of #UMN's Fraser Hall to provide modern chemistry labs and collaborative space for MN's future STEM workforce! #mnleg"

 U of M GovRelations on X
x.com





Thank You Q&A



Government and Community Relations



BOARD OF REGENTS DOCKET ITEM SUMMARY

Special Committee on University Relations

October 13, 2023

AGENDA ITEM: Legislative Process for Supplemental FY 2025 State Budget and 2024 State Capital Requests

Review Review + Action Action Discussion

This is a report required by Board policy.

PRESENTERS: Melisa López Franzen, Executive Director of Government and Community Relations

PURPOSE & KEY POINTS

The purpose of this item is for the special committee to learn more about the upcoming work of Government Relations at the state, federal, and local levels, the legislative process and timeline, and the strategy behind the work to support the University’s requests. Part of the discussion will include identifying opportunities for Regents to engage in this work.

BACKGROUND INFORMATION

Government Relations supports the University’s requests at the state and federal level. The focus includes:

- **Supplemental FY 2025 State Budget Request**
The University’s request includes a recurring increase in its general fund Operations & Maintenance (O&M) appropriation by \$45 million beginning in FY 2025.
- **2024 State Capital Request**
The 2024 request consists of a \$500 million request for asset preservation, known as Higher Education Asset Preservation and Replacement (HEAPR) funds.
- **Federal FY 2025 Budget and Appropriations requests**
Budget and appropriations requests are currently being gathered from the entire University system and reviewed to set the priorities for FY 2025.

Government Relations tracks legislative timelines at the state and federal levels. They also track the process—starting with the Minnesota Governor’s and United States President’s budgets—when legislators meet, committee schedules, and hearings. Each of these events brings another decision point to ensure that University requests continue to progress and are successful. This work requires strong coordination across the University system, communication with internal and

external stakeholders, and activation of University support systems, including students, alumni, staff, and faculty.



Legislative Process for Supplemental FY 2025 State Budget and 2024 State Capital Requests

Approach for the 2024 State Legislative Session



- Strong University of Minnesota presence at the legislature
- Timely external communication with legislators, Governor's administration, and staff
- Strong internal communication with President's office, students, staff, faculty, and Regents
- Coordinate with MN State on session work
- Support the University's designated team working on the Governor's Task Force on Academic Health at the University of Minnesota
- Ensure success on supplemental state budget and capital requests

2024 State Legislative Strategy: At the Capitol

(In progress)

- Gov Rel team ready to advocate on key priorities: supplemental budget, bonding (HEAPR), and policies
- Meet with legislative leadership, the Governor, and agencies
- Bring experts to the Capitol
- Attend and testify at legislative hearings
- U of M Day at the Capitol
- Engage advocates



2024 State Legislative Strategy: At the University

(In progress)



- Communicate internally with issue experts
- Support legislator requests for information (fiscal notes and mandated reports)
- Invite legislators and administration to the University for conversations and events
- Tour campuses and bonding projects

State Process

- Fall 2023 - bonding tour and meetings with legislators
- Governor's budget due to legislature on January 23, 2024
- The legislature convenes on February 12, 2024
- Legislative leadership sets committee deadlines for appropriations and bonding
- Committee meetings
- Conference committee meetings
- Target adjournment date May 20, 2024 (first Monday following the third Saturday in May)

2024 Federal Strategy: At the Capitol

(In progress)

- Gov Rel team ready to advocate on key priorities: FY 2025 budget, appropriations process, and policies
- Meet with Congressional leadership and the agencies
- Bring experts to DC
- Attend and testify at hearings
- Engage advocates



2024 Federal Strategy: At the University

(In progress)



- Communicate FY 2025 budget and congressionally directed spending process
- Inform Congressional delegation about projects and requests
- Invite Congressional delegation and administration to the University for conversations and events
- Tour campuses and bonding projects where we can leverage federal funds

Federal Process



- President submits budget request for FY 2025 to Congress in February 2024
- Congress adopts budget resolutions and holds appropriations hearings in March and April
- Congress sub-committee and full committee markup in June 2024
- Conference committee, conference agreements, agreements approved by House and Senate and sent to President in September

2024 Local Government and Community Relations Strategy: In the community

(In progress)

- Gov Rel team ready to advocate on key priorities: public safety and policies
- Meet with local leadership at the city and county levels
- Bring experts to city, county, and local government leaders
- Attend local and community meetings
- Engage advocates
- Safety initiatives across campuses



2024 Local Government and Community Relations Strategy: At the University

(In progress)



- Communicate internally with issue experts
- Support requests for information
- Invite local leaders to the University for conversations and events
- Convene community meetings

Current Gov Rel Timeline: Sept.–Oct.

Timeline	Action	Lead Team
Sept.–Oct.	State legislative bonding tours of UMN projects	State
Sept. 13	Present University's process and criteria for evaluating appropriations requests, and answer prospective proposer questions	Federal
Sept. 14	House bonding tour UMN Crookston	State
Sept. 18	OVPR circulates FY 2025 appropriations process and timeline	Federal
Sept. 26	House bonding tour UMN Duluth	State
Oct. 1	Prepared for a potential federal government shutdown	Federal
Oct. 10	House bonding tour UMN Morris	State
Oct. 24-26	MMB & Senate bonding tour UMN Twin Cities	State

Current Gov Rel Timeline: Nov.–Dec.

Timeline	Action	Lead Team
Nov. 3	FY 2025 appropriations request deadline	Federal
Nov. 8	Senate bonding tour UMN Morris	State
Nov. 8	Gov Rel/OVPR/Provost/LBA review requests	Federal
November	Deans and chancellors vet responses to determine priorities	Federal
December	Deadline for vetting of requests by deans and chancellors	Federal
Dec. 6	Gov Rel/OVPR/Provost/LBA evaluate responses and initiate further vetting	Gov Rel
Dec. 20	Final decisions for FY 2024 requests by OVPR/Gov Rel	Federal

Current Gov Rel Timeline: Jan.–Sept. 2024

Timeline	Action	Lead Team
Jan. 17, 2024	FY 2025 requests formatted for appropriations package	Federal
Feb. 12, 2024	2024 legislative session begins	State
February	President presents budget request for FY 2025 to Congress	Federal
Feb.–March 2024	Advocacy meetings and follow-up pitches to delegation and committees	Federal
March and April 2024	Congress adopts budget resolutions and holds appropriations hearings	Federal
May 20	State legislature adjournment date	State
June 2024	Congress sub-committee and full committee markup	Federal
September 2024	Conference committee, conference agreements, agreement approved by House and Senate and sent to the President	Federal



Thank You Q&A



Government and Community Relations