



**University Budget Hearings
Area 39: External Affairs and Government
Relations**



10% Reduction Scenario: Highlights

Item 1: Eliminate the Coyne-Jesernig agricultural stakeholder and consulting contract, \$130k annually

Impacts of eliminating the contract, in priority order:

- (1) EAGR is proposing to reduce the contract by 50% and use those dollars to invest in the Health Sciences Public Policy and Advocacy position. Losing the contract dollars entirely means there will not be dollars to invest in this health sciences position;
- (2) The total elimination of the contract and loss of dollars to the unit means that WSU would be eliminating legislative and policy support directed toward the ag community and stakeholders. WSU has maintained this capacity for over 15 years.

Item 2: Eliminate the annual Staff Trip, \$45k annually

Impacts of eliminating the Staff Trip, in priority order:

- (1) EAGR is proposing to redirect those dollars to support Public Affairs in partnership with UMC for the FY21. By eliminating the trip and losing the dollars, WSU will not have a Public Affairs Function, which is a critical function during a recession.
- (2) WSU eliminates a legacy public engagement program that has become a national model. Because of WSU's location around the state, this trip has been a unique opportunity to bring key staff to WSU locations where they may not otherwise go.



Revenue Generation / Cost Saving

Public Affairs: WSU demonstrated during the last recession that investing in public affairs as part of an advocacy program reduced cuts to higher education, then stopped them, and created a public opinion platform for reinvestment as the state budget rebounded. Redirecting dollars to support public affairs is strategically important in preparing to navigate a subtraction environment in state funding. *See slide 4*

Health Sciences: As part of the development of a fully-articulated, statewide health sciences campus, in 2015 WSU petitioned the Legislature and was granted authorization to pursue the establishment of a College of Medicine. Medical schools and health sciences campuses maintain expertise in public policy and funding issues specific to the health sciences. WSU does not yet maintain this capacity. Redirecting dollars to preserve support for the agricultural stakeholders and invest in health sciences is strategically important generally and especially so in an ongoing public health crisis.

Agricultural Stakeholders: WSU has maintained state-focused public policy and advocacy support for ag for 15+ years. The strong relationship between WSU and the ag community has resulted in broad research partnerships, philanthropy, and provided a platform upon which to premise major federal wins.

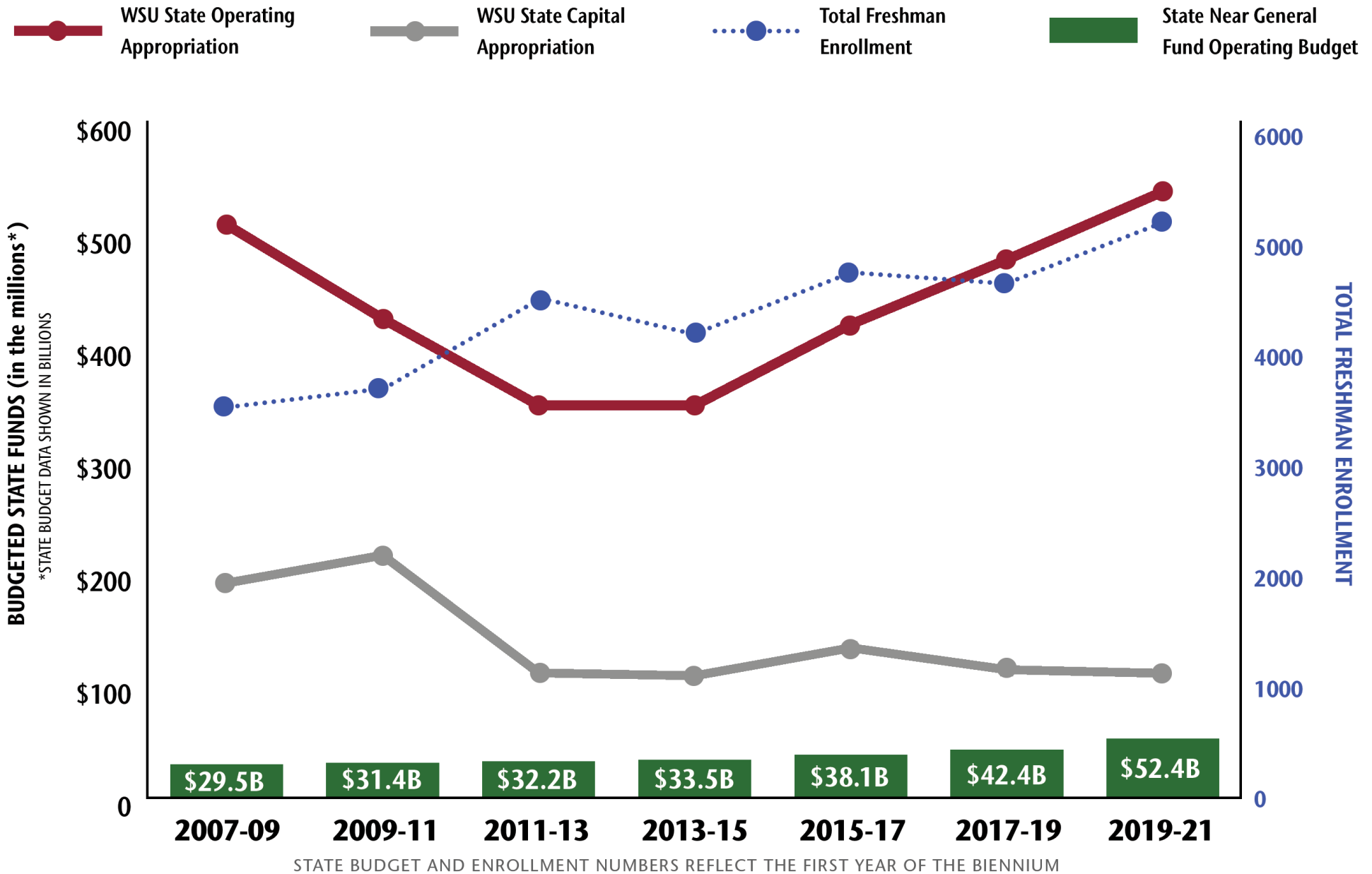
Federal Agency Advocacy: The Cornerstone Government Affairs (CGA) contract leverages delegation priorities against agency programs and WSU areas of expertise. It currently provides a 19:1 ROI. This has already been focused to COVID-19 and will continue to be managed to current opportunities. *See slide 5.*

Central Funding:

- Federal Relations has already moved out of the WSU-DC office, sharing a single office in the Hall of States; **saving ~\$37k annually**
- WSU will no longer invest in Greater Seattle Partners; **saving \$25k annually**
- EAGR recommends identifying different office space in Seattle that would reduce footprint, optimize office-sharing as most positions are externally facing, and offer better visibility and engagement opportunities; for purposes of the EAGR budget, the office will reduce from two offices to one and alternate office use with telework



Revenue Generation / Cost Saving: State Funding History





Revenue Generation / Cost Savings: Cornerstone Government Affairs ROI

ROI to-date:	\$2.5 million**	**Central F&A/cost: all in regards to FY18-FY20 & for base fee only
ROI to-date: <i>(including pending projects)</i>	\$11 million**	

	FY19	FY20	Total	F&A
Base - Miss. State	\$1,806,471	\$2,700,000	\$4,506,471	\$972,213
Addiction - RESPECT		\$354,451	\$354,451	\$26,256
Addiction - SAMHSA		\$1,100,000	\$1,100,000	\$81,482
Top-off				
Total	\$1,806,471	\$4,154,451	\$5,960,922	\$1,079,951

Two-year relationship with CGA = ~\$6M in federal funding, in addition to numerous faculty opportunities