You and the U: How U of M Legislative Advocacy Can Work for You!

2/13/20
Office of Government and Community Relations
UMN Advocates

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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.
What You Will Learn Today

• What is Advocacy?

• How does supporting the U of M help you?

• How do the U of M and the State work together?

• Why you are important, trusted leaders.

• Tools you can use to help the U of M and help yourself.
What is Advocacy?

• **Advocacy** is different from **Lobbying**

• Anytime you communicate, you are an **advocate**

• Get people to **think about things differently**

• Talk to **friends, family, students, and lawmakers**.
The Partnership
University of Minnesota Budget Timeline

Minnesota operates on a two-year budget system.

June, July
August

September, October

November, December

January

February

March

April

May

June

State disperses funds

Final bill

Governor proposes budget

Legislative hearings and debate

Leaders work with stakeholders, including Governor

Board of Regents debates and passes legislative request

Board of Regents reviews systemwide needs
The University of Minnesota’s Budget

[Pie chart showing budgeted revenues for University of Minnesota FY20, $4.2 Billion, with various sources and their percentages.]

- Tuition: 24%
- Sponsored Grants: 14%
- State Support: 17%
- Grants, Contracts, Misc.: 10%
- ICR: 4%
- Internal Sales: 6%
- Sales, Fees, & Misc.: 9%
- Federal Appropriations: 7%
- Gift & Endowment: 7%
- Auxiliary Enterprises: 9%
Budget Basics

• Our budget is more than $4.2 billion
• Roughly half the U of M budget is restricted funding or self-funding
• Operations funding is less than half the U of M budget
• Operations funding goes to core U of M education, research, and public engagement
• Operations funding has two primary sources: tuition and state appropriations
This Year’s Request
Higher Education Asset Preservation and Restoration (HEAPR)

Project Description
Preserve and renew existing infrastructure to better serve students, maximize its useful life, and ensure the health, safety, and well-being of building users. The U of M allocates HEAPR funding systemwide in four categories: health, safety, and accessibility; building systems; utility infrastructure and energy efficiency.

State request: $200 million
Child Development Building Replacement

**Project Description**
Renovate the entire facility built in 1913. Modernize observation space for increased research opportunities at the Center for Early Childhood Education. Eliminate the 1967 addition and add a new, improved space to help link early childhood education and the workforce.

State request: $29.2 million
AB Anderson Hall Renovation

Project Description
Modernize 36,000 square feet of teaching space for more than 4,500 students on the Duluth campus studying communication, philosophy, history, and art. Updates to mechanical and life safety systems will address recent closures due to extreme temperatures.

State request: $4.4 million
Chemistry Undergraduate Teaching Laboratory

**Project Description**
Create a 101,600 square foot modern teaching laboratory on the Twin Cities campus to support more than 3,300 undergraduate students. The building’s 18 active learning laboratories will provide space for collaboration, lab prep, and academic support. U of M Twin Cities' undergraduate chemistry lab enrollment is projected to increase more than 14% from 2018 to 2020.

State request: $65.6 million
Clinical Research Facility - Design

Project Description
Design a new patient and participant friendly clinical research facility on the Twin Cities campus to improve access to advanced treatments and state-of-the-art care for patients and their families. The U of M cares for more than 1 million people annually—from every county in Minnesota.

State request: $18 million
U Matter
State Appropriations to the University rise and fall with the economy BUT the FY19 level remains below the pre-great recession peak.

- Unadjusted for inflation: $36m below
- Adjusted for inflation: $144m below
Trust in crisis
Globally, trust in the institutions of business, media, government and NGOs dropped three points in 2017. Media is at all-time lows, government trust continues to erode, and two-thirds of surveyed countries are now “distrusters,” with under 50% trust.

A broken system
Globally, 53% believe that the system is not working for them—it’s unfair, doesn’t give them hope for the future and leaders won’t fix problems. 32% are uncertain, and only 15% agree the system is working.

Peers highly credible
For the first time, “a person like yourself” is as credible a source for information about a company as a technical or academic expert(all three at 60%). Credibility of CEOs is at an all-time low, with a 12-point decline in the last year.
Voices of Authority Regain Credibility
Percent who rate each spokesperson as very/extremely credible, and change 2017-2018

<table>
<thead>
<tr>
<th>Role</th>
<th>2018</th>
<th>Change</th>
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<tbody>
<tr>
<td>Technical Expert</td>
<td>63</td>
<td>+3</td>
</tr>
<tr>
<td>Academic Expert</td>
<td>61</td>
<td>+1</td>
</tr>
<tr>
<td>A Person Like You</td>
<td>54</td>
<td>-6</td>
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<tr>
<td>Financial Industry Analyst</td>
<td>50</td>
<td>+4</td>
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<td>+1</td>
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<tr>
<td>Employee</td>
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<td>NGO Representative</td>
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<td>+12</td>
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<tr>
<td>Government Official</td>
<td>35</td>
<td>+6</td>
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</table>
How you can help
Does Advocacy Work?

• **YES!**

• **Consistency** is key

• Easier to *advocate* if you’ve voted

• My job involves Passion, Effectiveness, *Gratitude*

• Advocacy is about **Our Future**
FIVE STRONG CAMPUSSES.
ONE STRONG STATE.

Crookston | Duluth | Morris | Rochester | Twin Cities
Advocacy is About U

Tell Your Story

• Why are you here?
• What are you doing to make Minnesota better?
• What can lawmakers do to help?
Advocacy Tools

 ✓ Join #UMNAAdvocates: z.umn.edu/beheard

 ✓ Social Media: @umnadvocates

 ✓ Attend **Support the U Day:**
   - March 26, 2020

 ✓ Send an email: z.umn.edu/kickoff20
Join UMN Advocates and Take Part in Action Alerts

• Take out your phone, and go to z.umn.edu/BeHeard
• Be “In the Know” with regular updates
• Receive timely, prewritten email, focused on legislative priorities
• Please adapt the message, and put it in your own voice
Social Media

• Immediate, real-time responses from legislators

• Find out who represents you:
  z.umn.edu/mylegislator

• Use the hashtag #RenewUMN. For updates:
  @UMNAdvocates

• Follow UMN Advocates on Facebook
to access images for your use
Send an Original Email
z.umn.edu/mylegislator

• Replaces the **hand-written letter**, but you can do that, too!

• **Introduce yourself.** Tell them why UMN?
  What is your goal? What are some obstacles?

• Established **relationships** mean more action!
Support the U Day
Meet lawmakers and tell YOUR story

• Support the U Day
Thursday, March 26, 2020
In Conclusion...

• The U of M needs your help to succeed at the legislature.
• The tools are there, even if you have never done this before.
• People trust you, you are a leader.
• 30,000 UMN students voted in 2018. Now is the time to act.
Questions?
Thank you all so much for coming today and thank you for being passionate UMN Advocates. We don’t say it enough, but your efforts really do pay off in St. Paul and in Washington D.C.

Thank you!
The University of Minnesota is an equal opportunity educator and employer.