



Special Committee on University Relations

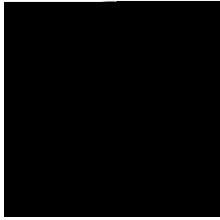
October 2023

October 13, 2023

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Docket Item Summary - 3



September 7-8	

October 12 13

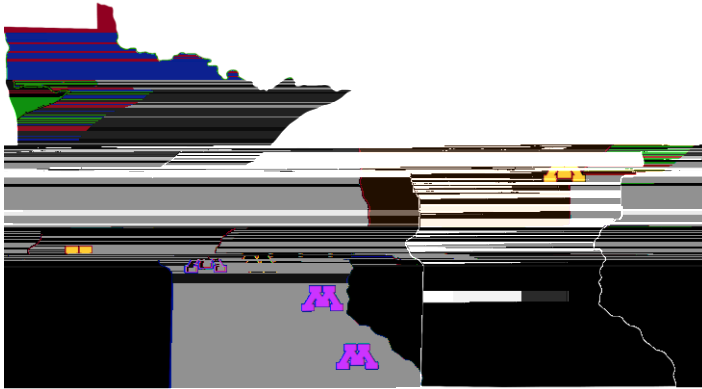


February 8-9



Vision for Government and Community Relations at the University

Government and Community Relations (Gov Rel) Mission



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.

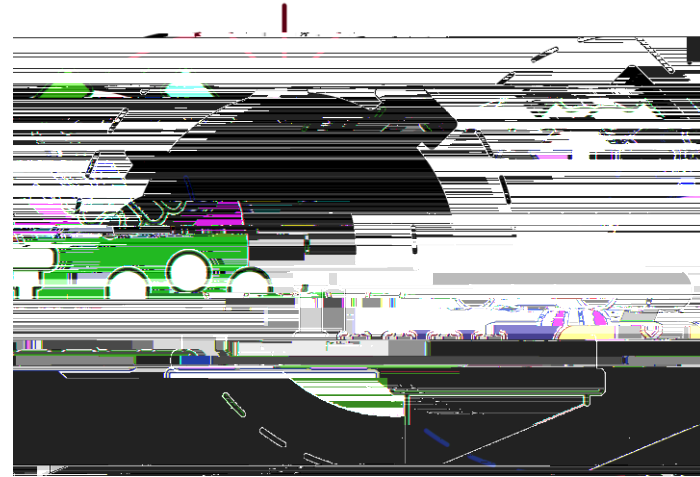


Local Government and Community Relations

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

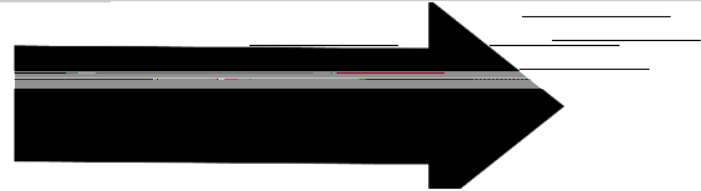
 - State legislative leadership and
committee chairs

 - Congressional delegation and staff

 - Partner organizations

 - Governor's administration

Current Gov Rel Timeline



Conduct assessment of Gov Rel

Review plans, contracts, and documents

Interview stakeholders

One-on-one meetings with legislators and University leadership

Develop restructure plan

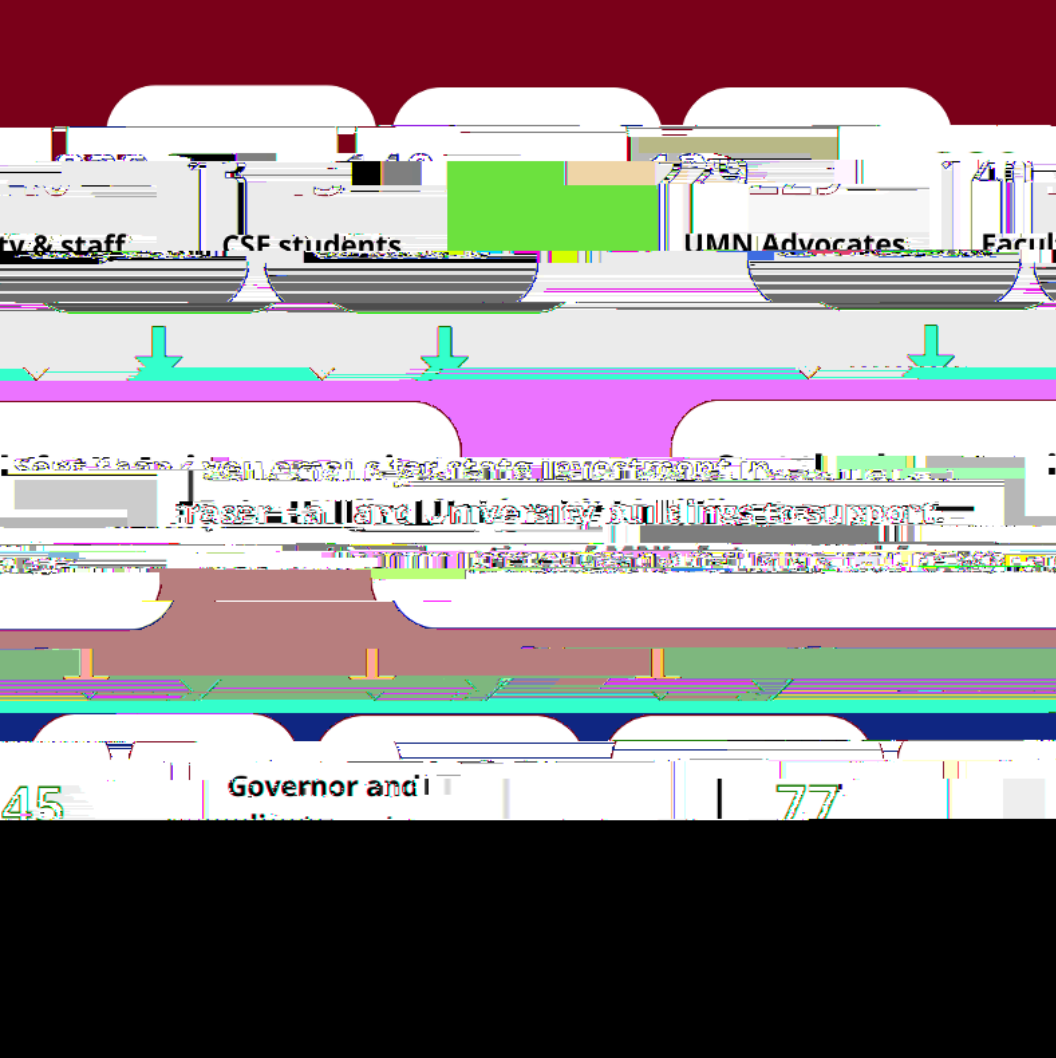
Develop FY 2025 federal budget and appropriations process

Current Gov Rel Timeline

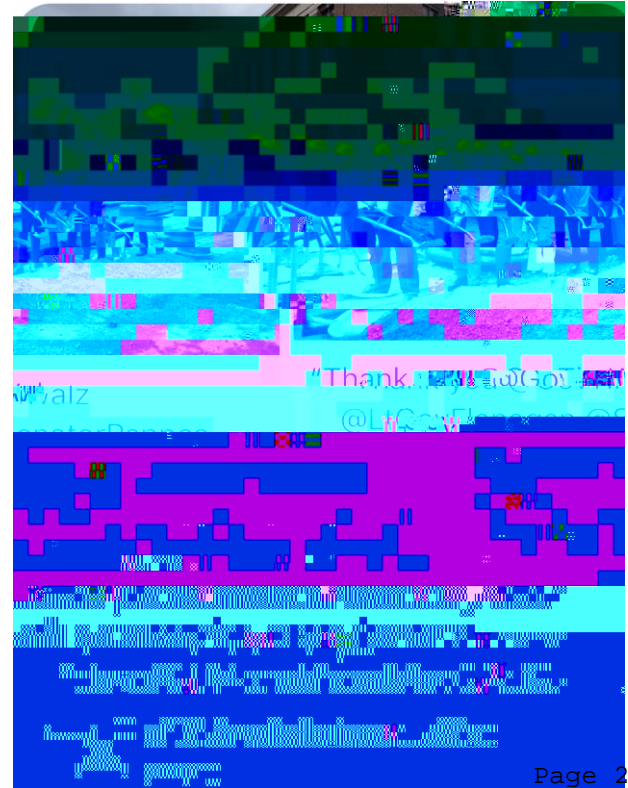


Execute advocacy plan

Engage delegation on FY 2025 federal budget and appropriations



Example of Gov Rel vision playing out





Thank You
Q&A

Government and Commugnt omk You

