

# **New Administrator Orientation**

August 14, 2018

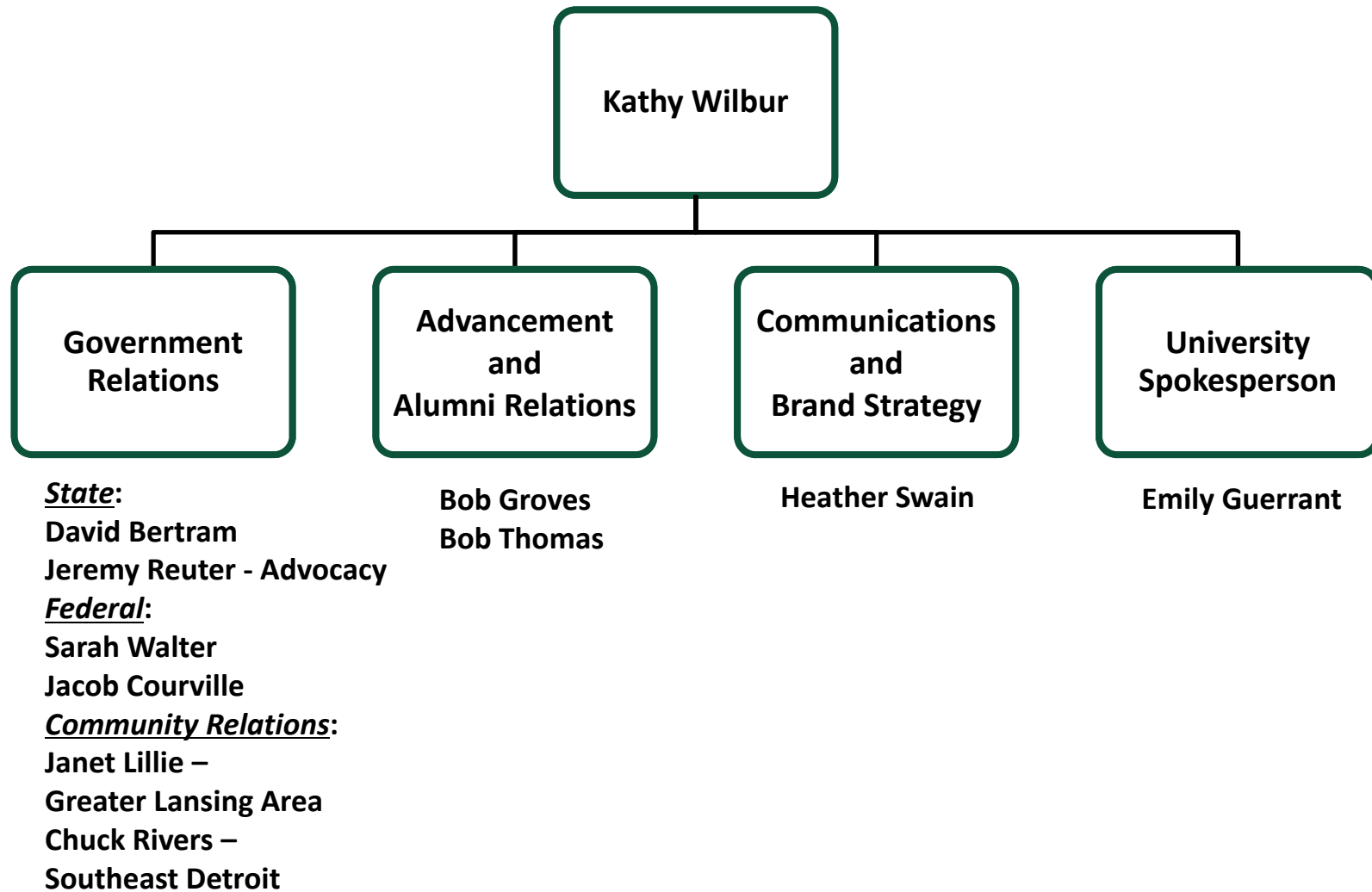
## **Government and External Relations**

**Kathleen M. Wilbur, Ph.D., Executive Vice President**



## Office of the Executive Vice President for Government and External Relations:

- Government Relations: Local, State, and Federal
- Advancement and Alumni Relations
- Communications and Brand Strategy
- University Spokesperson



# Advancement – Bob Groves

- Staff of  $\approx$  300 people
  - Principle Gifts
  - Corporate & Foundation
  - Constituency Programs
  - College Giving
  - Individual Giving
- Advancement Marketing and Communications
- Alumni

## Advancement – Bob Groves (cont.'d)

- Empower Extraordinary Campaign
  - \$1.5 billion capital campaign
  - Celebrate October 19-20, 2018 during MSU/UM football game activities
  - Completion date of December 31, 2018

# CABS – Heather Swain

- Brand Strategy
- Marketing
- Web & Social Media

# University Spokesperson – Emily Guerrant

- Daily media contacts
- Press releases/relations
- Building a communications staff

# State Government

**Kathleen M. Wilbur, Ph.D.**

Executive Vice President for Government and External Relations

**David W. Bertram**

Associate Vice President for State Relations



# State Government Relations

- Manage relationships between the university and legislators at the State Capitol, Governor's office, and other state officials
- Develop and maintain relationships with potential allies
- Keep other policy/thought leaders informed of MSU actions
- Prepare advocacy materials – “Spartan Impact”
- Meet with legislators and other governmental officials
- Write letters, opinion pieces, and news articles (with CABS)
- Showcasing MSU by hosting key people at events on campus and around the state – providing a chance to both socialize and talk to them about important issues so they can learn about MSU firsthand

# State Political Climate – 2018

## Election Year Political Landscape

- Statewide races: Gov/Lt. Gov; AG; SOS; SBE; 3 University Boards; U.S. Senate; State Senate; State House
- Race for Governor:
  - Democrats: Gretchen Whitmer
  - Republicans: Bill Schuette
  - The sitting Speaker of the House and a sitting State Senator are both challenging for the GOP nomination for the Attorney General position
- House and Senate legislature = 148 legislators (110 House/38 Senate)
  - 26 of 38 members of the Michigan State Senate are term limited in December (plus one incumbent Democrat Senator lost in the primary election)
  - 21 of 110 sitting State House members are term limited in December (plus two incumbent Reps., one from each party, lost in the primary election)
- 27\* State House of Representatives members are running for seats in the State Senate (\*not all term limited members)
- Spartan Legislators (31)

# State Political Climate – 2018 (cont.'d)

## Ballot Proposals

- Approved for ballot:
  - Coalition to Regulate Marijuana Like Alcohol – Age 21 personal use
  - Voters Not Politicians – Redistricting Comm. – Aug. 2, State Supreme Court
  
- Three ballot proposals in progress for approval/denial:
  - MI Time to Care (Earned Sick Time) – Require employers to provide sick leave for personal or family health reasons
  - MI One Fair Wage Petition – Would raise Minimum Wage from \$10 in '19 to \$12 in '22
  - Promote the Vote Petition – Addresses the timing of absentee ballots and creates “No Reason AVs”

# State Higher Ed Formula

- In the 2012-13 budget year, a new Higher Education formula was created to allocate some of the total state funding going to Michigan's 15 public universities related to performance
  - Funding today is now at \$1.58 billion (\$40 million performance)
- Formula is based on metrics in the following areas:
  - Weighted undergraduate completions in critical skills areas
  - Research expenditures
  - Six-year graduation rate
  - Total completions
  - Administrative costs as a percentage of core expenditures
  - Percentage of Pell Grant Students (changed from raw number in 2015-16)
- The metrics created are based on national Carnegie peer groups so universities would be compared to their national peers but those performance results are then related to the other 15 public universities in Michigan

# State Budget – Higher Ed

## Higher Education Funding Approved in Budget

- 2% average increase (1.8% increase for MSU due to formula)
  - MSU total up to \$286.2 million, university operations (increase of \$5.02 million)
- Restoration of funding to 2011 levels (MSU)
- 3.8% Tuition Increase Cap (State imposed)
  - MSU implemented tuition:
    - Tuition rate freeze 2018-19 and 2019-20 for in-state freshmen
      - 2019-20 Academic year: Block tuition structure for undergraduate students taking 12 to 18 credits
    - Tuition increase for students with 2018-19 sophomore status and above is 2.5%
- Higher Ed Budget includes annual funding for AgBioResearch/MSUE = 2% increase (or \$1.3 million)
  - Total Funding = \$64.4 million (\$29.8 million for MSUE)

# State Budget – Higher Ed (cont.'d)

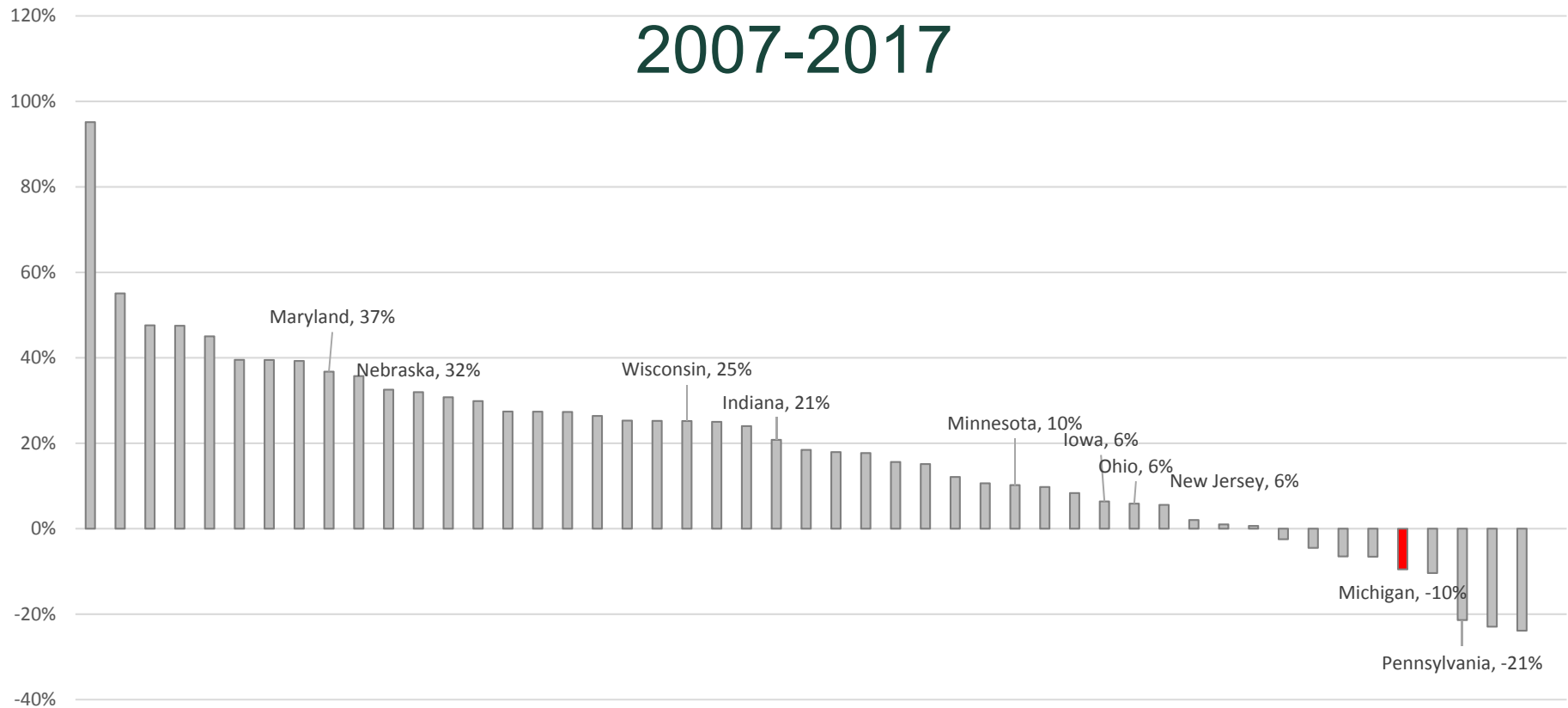
## Agriculture Funding

- While the governor called for \$0 in the current fiscal year new program funding, due to work of the legislature, MSU received \$2 million for the MI Alliance for Animal Agriculture for 2019

## Wildlife Diseases - \$2.6 million within MDNR

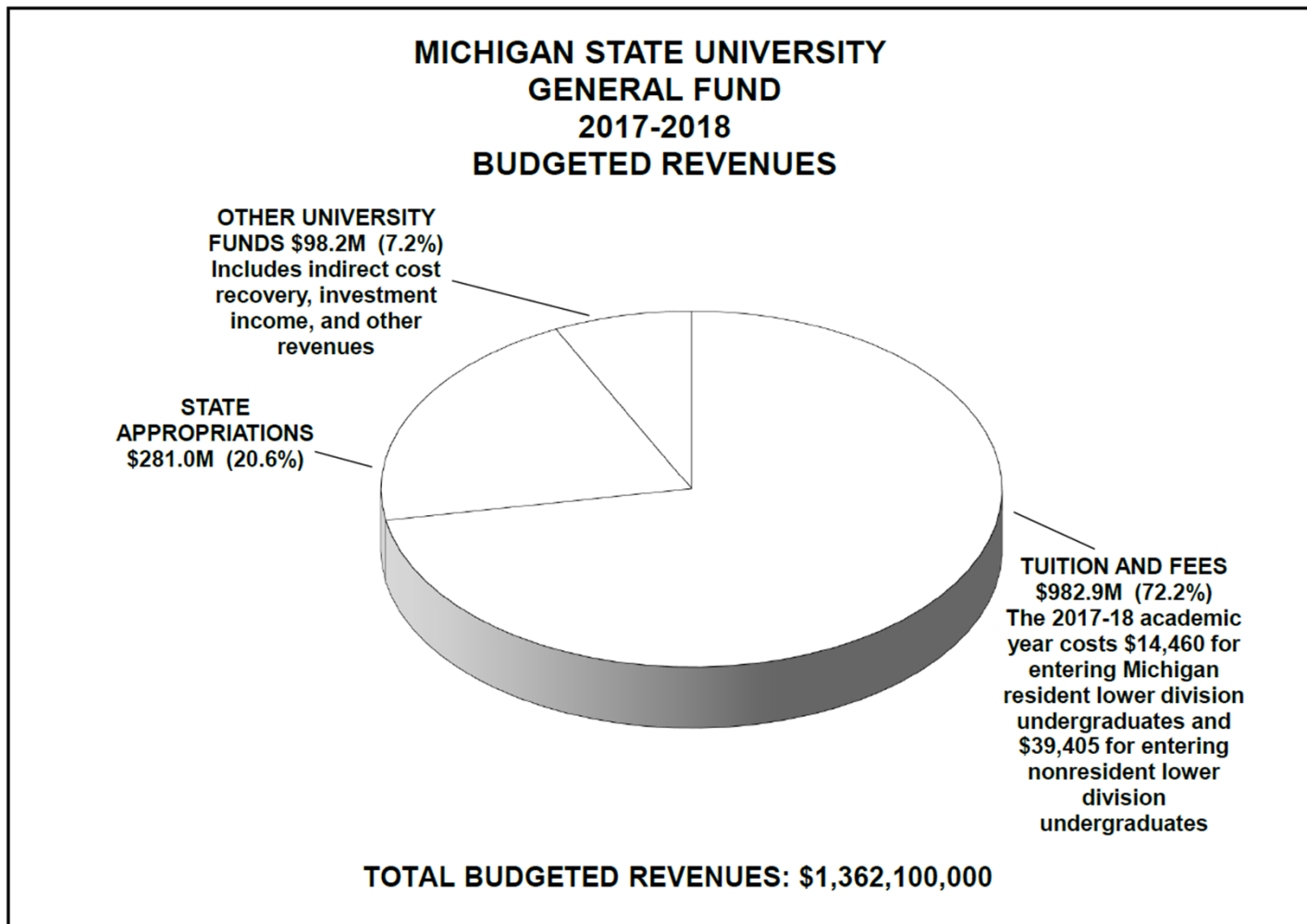
- A new funding line created to combat emergence of diseases (CWD, Bovine TB, Avian Flu, etc.)
- MSU requested \$5 million
- The final budget included \$5.3 million for the MDNR who will partner with MSU for research efforts

# 10 Year Change in State Appropriations



Source: Grapevine-College of Education-Illinois State University

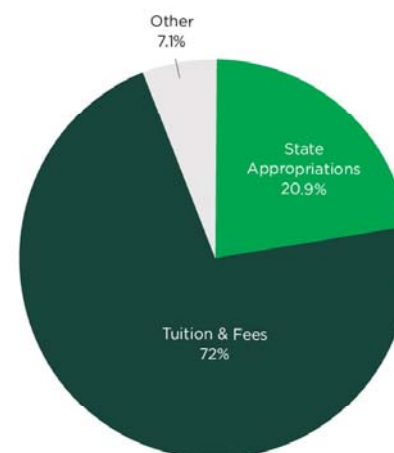
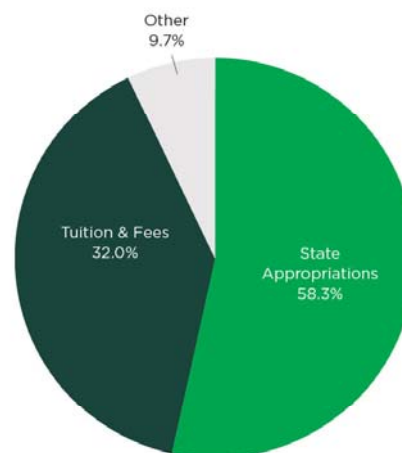
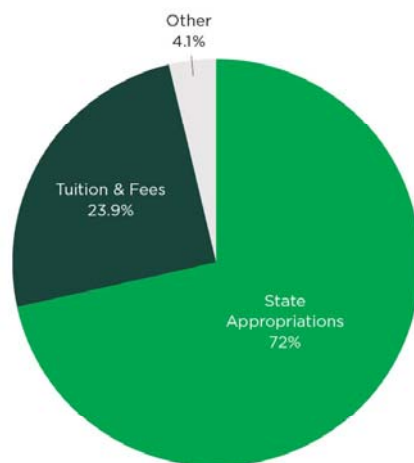
# State Revenues Impact on MSU





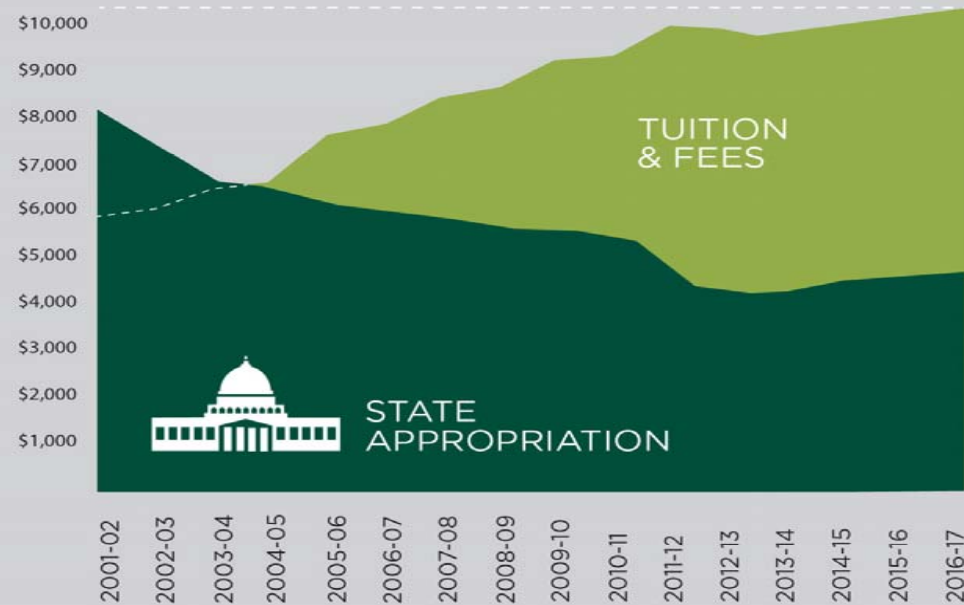
## MSU funding snapshot

The legislature's support of higher education is vital for MSU's mission but has been diminishing over the past several decades.



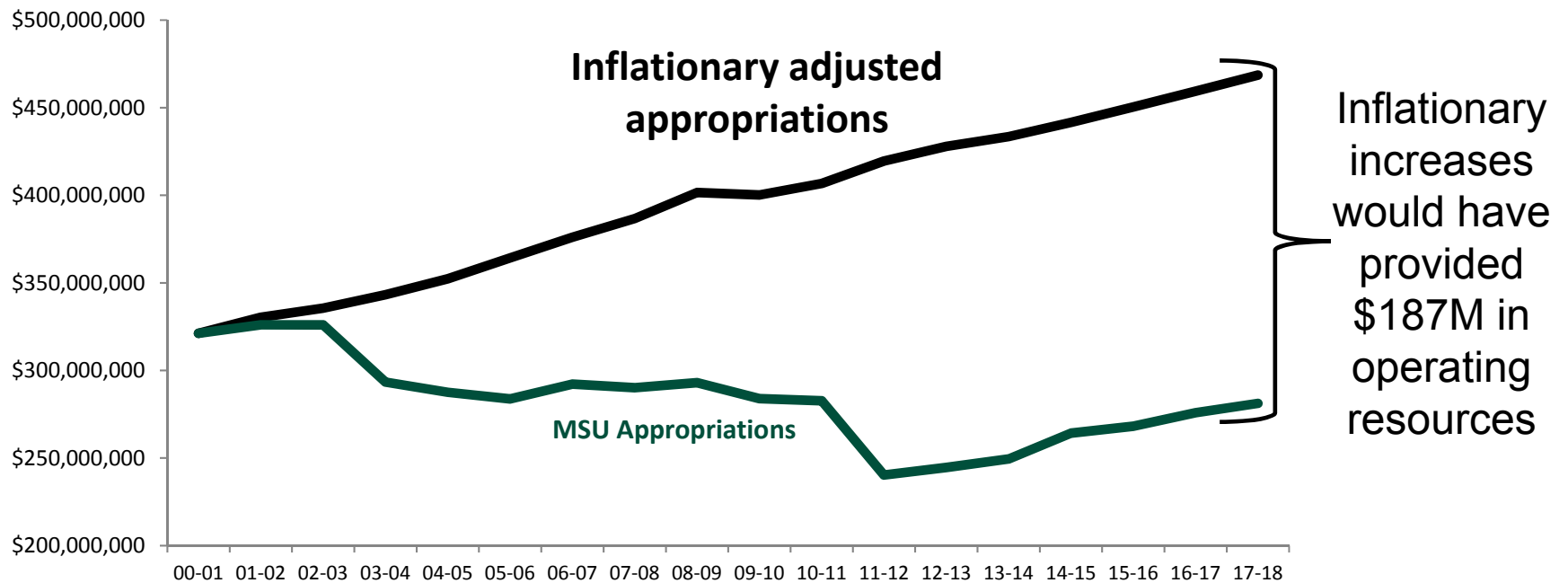
- > Michigan ranks 47th out of 48 reporting states for change in appropriations over 10 years.
- > Since the Performance Funding model was implemented in 2012, **MSU has been more adversely impacted** than any institution complying with each tuition restraint provision for a **loss of \$8 million**.

## DECLINE in state support



- > The state's **reduction in state appropriations** per student when adjusted for inflation is the primary driver **increasing the cost of higher education** at all 15 public universities in Michigan.
- > Since FY 2001-02, MSU has **increased** its general fund **student assistance by 326 percent.**

# Appropriations Lag Inflation by \$187M Since 2000-01



# State Budget – Higher Ed (cont.'d)

## Additional New Boilerplate Language in Budget

- The Legislative Auditor General shall conduct an audit of the Title IX operations of each public university at least once every three years (provision included in the OAG budget)
- After a considerable amount of debate new boilerplate language related to campus sexual assault/Title IX reporting was included in the final budget. Universities would be penalized by 10% of their HE funding if they fail to comply.

## Capital Outlay

- MSU STEM Facility: \$72 million facility approved by Joint Capital Outlay Committee in 2017 (\$30 million from State)
- Planning Approval Phase – DTMB (was approved in June)
- STEM Building Groundbreaking Ceremony: August 31, 2018 @ 1:30 p.m.

# State Legislative Items

## Senate Action

- SBs 871-880 Sexual Assault (as amended by the Senate)
  - Allows Retroactive claims to 1997 – One year window for assaults related to minors
  - Revises Statute of Limitations to 10 years (today it is 3 years)
  - Governmental Immunity impacted
- SBs 903-904 (Senator Jones: require HE employees to report suspected cases of sexual assaults)

## House Action

- Responded to House inquiries from Chairs Kesto (Law & Justice Comm) and LaSata (Higher Ed Sub-Comm.) regarding Nassar investigation
- A package of 18 House Bills introduced in mid-April (plus an additional 6 previously introduced House Bills) regarding sexual misconduct
- Most concern: (HB 5795) HE sexual assault ombudsman
- It is possible the House will address SBs 871-880

# State Legislative Items (cont.'d)

- FOIA Standards – HB 5733
  - Would require a total time limit of 60 days
- Teacher Preparation Package
  - Requires 30 Hours of continuing education (from a list of items) – HB 5598
  - Requires a \$1,000 stipend to teachers who supervise student teachers – HB 5600

# State Legislative Items (cont.'d)

## Additional Items:

- MI First Lady's Sexual Assault Workgroup
  - Develop best practices – campus sexual assault and prevention
  - Develop a model to pilot – regional investigation centers to review and resolve reports of sexual misconduct on campuses
- Community College Baccalaureate Degrees
- Streamlining the tech transfer process
- Adopting the uniform Athlete Agents/Student Athletes Ethics legislation
- Allowing for the creation of a columbarium at a public university

# Federal Government

**Sarah Walter**

Associate Vice President for Government Relations

**Jacob Courville**

Director for Federal Relations



# Federal Government Relations

- Government Relations addresses issues across a wide range of subjects and jurisdictions, including:
  - Immigration
  - Power plant regulations
  - Homeland security issues re: stadium or treatment of potentially hazardous materials
  - Tuition policy
  - Housing issues (safety and local development)
  - International student issues
  - And of course, funding!
  
- Financial Aid

## Two Spending Categories: Discretionary vs. Mandatory

- Mandatory Spending (aka Direct Spending)
  - Mostly entitlements
  - Potential for high political sensitivity = “third rail”
  - Changed only by act of Congress: essentially “on autopilot”
- Discretionary Spending:
  - Adjusted annually
  - Easy targets?
    - i.e. Sequestration
  - Vast majority of federal R&D is discretionary

# Washington, D.C. 2018

- Presidential Administration slow to populate department and agency posts
  - Few access points and missing connective tissue between Secretaries and agency bureaucracies
- Republican Party controls both chambers of Congress
  - But does not have 60 votes in the Senate, so compromise will be required
- President's budget proposes massive cuts in research and arts programs to pay for defense and border wall
- Congress unlikely to support such substantial cuts; another Continuing Resolution (CR) is in place until September 30, 2018

# Federal Funding Status

- Since September 30, 2017, federal government programs, such as the NSF, the Department of Energy and international development programs, have been funded at FY17 levels via passage of “continuing resolutions” (CRs) by Congress

# Federal Appropriations Status

- **February 12:** White House released its FY19 Budget Request
- **March 23:** FY18 Omnibus signed into law
  - Funds the federal government through September 30, 2018
- **April-May:** Congress held hearings with Cabinet Secretaries and other leaders of federal programs on the FY19 Budget Request
- **May-June:** Congressional Appropriations Committees wrote their FY19 appropriations bills
- **Final FY19 End-Game:** TBD (“Hurry Up and Wait” expected again -- possible continuing resolution from the end of September until sometime after the November election)

# FY19 White House Budget Request (cont.'d)

- **Institute of Education Sciences** = \$521.56 million (\$83.44 million below FY17)
- **International Education Programs** = recommended for elimination
- **USAID & Department of State** = \$39.3 billion total (\$16.8 billion of this would go to USAID). This amount reportedly would cut foreign affairs spending by approximately one-third.
- **National Endowments for the Arts & the Humanities** = recommended for elimination
- **Student Aid**
  - *Pell Grants* = \$22.475 billion in discretionary funding to provide for maximum awards of \$5,920 (\$25 million below FY17)
  - *Graduate Assistance in Areas of National Need* = recommended for elimination
  - TRIO programs = cut or eliminated
  - Proposed revamp of the federal student loan program

## FY18 Omnibus

- **Facility for Rare Isotope Beams** = \$97.2 million (equivalent to the DOE/MSU baseline plan for construction – will help ensure FRIB continues to be on time and within budget (\$2.8 million below FY17 because construction is nearing the FY22 date for completion))
- **Institute of Education Sciences** = \$613.46 million (\$8.2 million over FY17)
- **International Education Programs** = (\$72 million (equal to FY17 (the White House recommended the program for elimination))
- **USAID** = \$1.6 billion total (\$24 million below FY17 (the White House reportedly recommended cutting foreign affairs spending by approximately one-third))
- **National Endowments for the Arts & the Humanities** = \$153 million each (\$3.2 million over FY17 for each (the White House recommended these programs for elimination))
- **Student Aid**
  - *Pell Grants* = \$24.475 billion in discretionary funding to provide for maximum awards of \$6,020 (\$2 billion over FY17)
  - *Graduate Assistance in Areas of National Need* = \$28 million (\$5 million below FY17 (the White House recommended the program for elimination))
  - *TRIO programs* = \$1.01 billion (\$60 million over FY17 (the White House recommended the program for elimination))

# Statewide Advocacy

**Jeremy Reuter**

Director for Statewide Advocacy



# MI Spartan Impact Website



## MI SPARTAN IMPACT

MSU works side by side for a stronger Michigan.

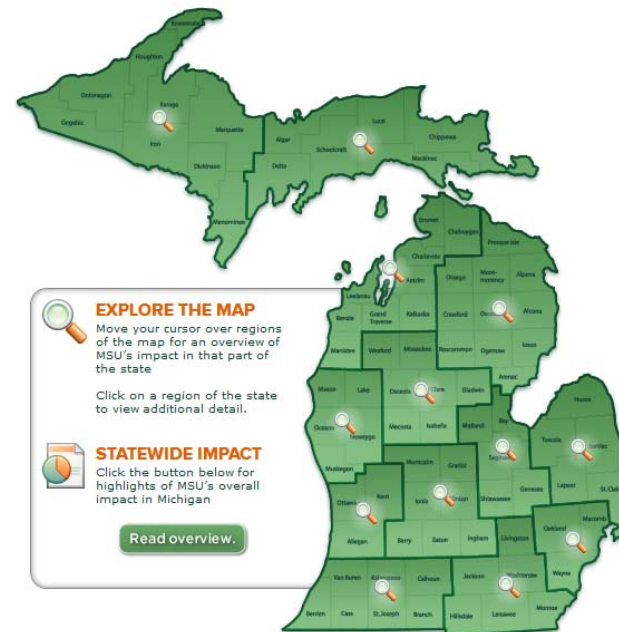
Every day, Michigan State University works to advance prosperity for the people of Michigan—making a positive impact on the state’s economy in the areas of technology, agriculture, manufacturing, health care, education, energy, environment, and the arts.

MSU’s talent and expertise help position Michigan as an uncompromising competitor in a global market, and we make vital contributions to the state’s economy. In fiscal year 2013, MSU attracted more than \$477 million in external funding. The University Research Corridor—comprising Michigan State University, the University of Michigan, and Wayne State University—has a combined \$16 billion annual economic impact in Michigan.

Michigan State—particularly through AgBioResearch and Extension—plays a key role in the state’s annual \$91.4 billion food and agriculture system through partnerships, research, and educational programs in all 83 counties.

MSU is making a difference—everywhere—in Michigan.

SHARE Like Tweet



**EXPLORE THE MAP**  
Move your cursor over regions of the map for an overview of MSU’s impact in that part of the state.  
Click on a region of the state to view additional detail.

**STATEWIDE IMPACT**  
Click the button below for highlights of MSU’s overall impact in Michigan.  
[Read overview.](#)

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**STAY CONNECTED**  
Like our Facebook Page and follow us on Twitter to see how the university’s research, partnerships and programs impact MI’s economy across the state & in your community. Spartans make a difference every day.

# MI Spartan Impact Regional Data


Home > Region 8

## MI SPARTAN IMPACT


MSU works side by side for a stronger Michigan.

### REGION 8


Barry, Clinton, Eaton, Gratiot, Ingham, Ionia, Montcalm

- 
**ENROLLED MICHIGAN STUDENTS**  
5,131


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- 
**VETERINARY MEDICINE STUDENTS**  
132


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- 
**ENROLLED MEDICAL STUDENTS**  
334


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- 
**ALUMNI RESIDING IN REGION**  
47,383  
Show Details by Degree


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- 
**SPENDING WITH LOCAL BUSINESSES**  
\$204,331,952


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- 
**TOTAL ECONOMIC IMPACT**  
\$2,931,036,531\*


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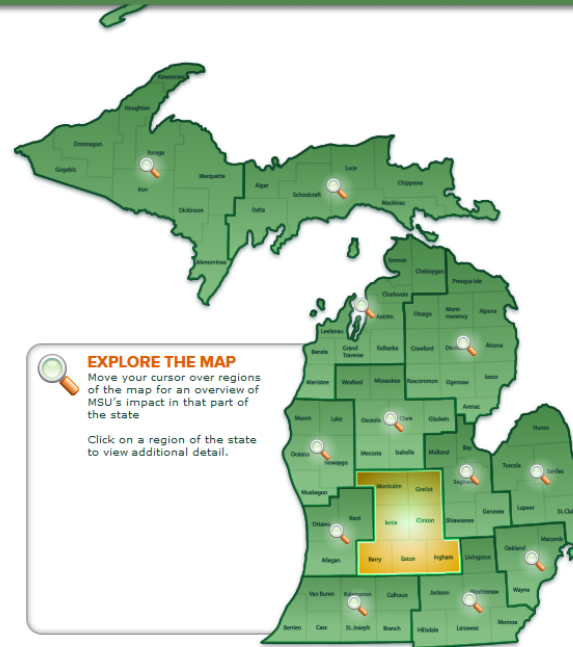
- 
**STAFF/FACULTY RESIDING IN REGION**  
9,233

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- 
**FINANCIAL AID DISBURSED**  
\$50,243,100

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- 
**4-H YOUTH PARTICIPANTS**



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# Community Relations – Greater Lansing Area

**Janet Lillie, Ph.D.**

Assistant Vice President for Community Relations

## Assistant Vice President for Community Relations

- Serves as a catalyst for opportunities and encourages partnerships that are mutually beneficial across region
- Understands the interconnected relationship between MSU and the community (and vice versa)
- Serves as MSU's liaison to "entities" in the greater Lansing region focused areas include:
  - Local government
  - Regional entities (such as Chamber, Tri-County Regional Planning, CATA, etc.)
  - Arts, entertainment, place making
  - Community entities (such as neighborhoods, services, schools, etc.)

## Because of the nature of the work...

- Interface with many units on campus, to name a few:
  - Academic Units
  - Administrative Services
  - Auxiliary Enterprises
  - General Counsel
  - IPF
  - Land Management
  - MSU Foundation
  - Police
  - Student Services

## Current activities include:

- City of Lansing
  - Serve Lansing
  - Financial Health Team
- Meridian Township
  - World Class Built Environment
- East Lansing
  - Budget conversations
  - Following progress on Center City II, The Hub, Convexity

# August Ballot initiatives

- East Lansing – income tax; Infrastructure millage
- Ingham County – Jail

# Fun things to know about...

- Crescent Road Master Planning (in progress)
- ArtLab MSU Broad (May 19-20 opens)
- MSU Museum outreach (in progress)
- Bike Share initiative (in progress)
- One Book, One Community – Justice Sonia Sotomayor, August 2018



# Community Relations – Southeast Detroit

**Charles Rivers**

Director for Community Relations, Southeast Detroit

## Director for Community Relations – Southeast Detroit

- Office in the MSU Detroit Center on Woodward Avenue
- Provides greater visibility and access to MSU in southeast Michigan
- MSU liaison to the City of Detroit and Counties of Macomb, Oakland, and Wayne
- Interacts with surrounding communities and schools along with government leaders

