



Florida Agricultural and Mechanical University Board of Trustees INFORMATION ITEM

**Budget and Finance Committee
December 3, 2014
Agenda Item: VI**

Subject: Government Relations

I. STAFFING AND BUDGET

The Office of Communications and External Relations is responsible for directing all of the University's internal and external communications, media relations, public functions, social media, publications and government relations. It reviews all news releases and publications from all the schools, colleges, and units before they are released or published. Additionally, it provides graphic design upon request, coordinates all major University-wide events, including all convocations, commencement exercises, writes speeches for the president, and controls the University's logo. The office is also responsible for managing the University's website and crisis communications. The office's organizational chart is attached.

As reported to the Board of Trustees in September 2014, the Division of Communications is expected to spend \$984,000 in FY 2014-2015.

II. CRISIS COMMUNICATIONS

The Vice President for Communications and External Relations is chief spokesperson for the University in case of emergencies or crises. He/she oversees the Crisis Communications Team (CCT) and works closely with the Emergency Response Team in the event of an emergency.

In the event of an emergency or crisis, our office will communicate facts as quickly as possible, updating information regularly as circumstances change, to ensure the safety of the FAMU community and the continued operation of essential services. For our efforts to be simultaneously accurate and quick, it may mean that some communications are incomplete. We accept this, knowing that how we communicate in an emergency or a crisis will affect public perceptions of the University. Honesty and speed are the most effective means to avoid lasting damage to the institution and widespread second-guessing by the public, who expect immediate access to accurate information. To the extent practical, in the event of a Level 1 emergency or crisis the vice president will convene the CCT.

We will use multiple mediums to reach as many people as possible with accurate, timely information, including news releases, FAMUINFO, FAMU.edu website, press conferences and media alerts. Effective communication is especially important in the first hours and days of an emergency or a crisis.

The University currently employs DKC for crisis management. This contract expires in December 2014. The office is assessing the need for a crisis management public relations firm given the need for funding for priorities such as marketing, branding, and website update.

III. GOVERNMENT RELATIONS GOALS AND OBJECTIVES FOR 2014-2015

The Governmental Relations' staff, under the leadership of the Vice President for Communications and External Relations, has developed a comprehensive engagement strategy designed to advance the fiscal and reputational interests of Florida Agricultural and Mechanical University. The fundamental purpose of these strategies is to develop and strengthen strategic relationships with elected and appointed local, state and federal officials, and local, state and federal agencies, and community members. The staff will work with members of the Board of Trustees, the senior leadership team, faculty, staff, and other FAMU stakeholders to maximize the University's chances of accomplishing its local, state, and federal legislative priorities.

More specifically, we will target our efforts toward securing the maximum amount of local, state, and federal government funding possible. We will use the average amount of such funding received over the prior five years as the baseline for measuring our success.

Tola Thompson and Anthony Hopson are responsible for coordinating the University's local, state and federal governmental relations. We have hired Patrick Bell as our state lobbyist. Bell is one of the top lobbyists in the state and has a long track record of high performance. Bell's contract will be for 12 months.

We issued a request for proposals (RFP) for a federal lobbyist and are in the process of negotiating with the three top respondents. The contract for the current lobbying firm MWW expires in December. Approximately \$270,000 was spent on this contract over the last three years. There was an additional startup payment that was made, but we are in the process of verifying this amount.

A. State Legislative Priorities

We have a set of clearly defined priorities for the upcoming legislative session. These priorities are linked to and support the University's strategic initiatives. For academic year (AY) 2014-2015, our legislative budget requests (LBRs) for operating expenses total \$45.3 million.

1. Operating

- Provide operational support for the Florida A&M University Education Center. - \$2,000,0000
- Increase access and improve program productivity by expanding online programs and course offerings. - \$2,000,000
- Provide funding for student success and retention. Since the establishment of the Office of University Retention in 2010, 34 full-time advisors have been hired. Advisors are continuously trained with three university-wide academic advisor workshops

- annually. Additional and recurring funding is needed to establish one-stop student success centers. - \$5,500,000
- Provide operating funds for the FAMU-FSU College of Engineering, including salaries and benefits, other personal services, fellowships, and start-up facility. - \$30,623,700
 - Provide startup and recurring funding for College of Agriculture and Food Services (CAFS) Brooksville Project. - \$800,000
 - Provide funding for FAMU Pharmacy faculty salary adjustment. - \$700,000
 - Provide operational support for the Florida A&M University Crestview Education Center. - \$1,500,000
 - Establish a Sustainability Institute (FAMU-SI) with a *mission* to advance the research, teaching and application of innovative solutions to ecological, socio-economic, and energy sustainability issues at the campus, regional and global levels. - \$2,201,580

Last year the University received \$17.3 million for operations from the state of Florida as set forth in the chart below.

**FLORIDA A&M UNIVERSITY
LEGISLATIVE APPROPRIATIONS**

	2014-15
Federal Stimulus Dollars	
New Space	\$62,036
Targeted Student Assistance Program	
Base Budget Adjustment	
Additional Lottery Funding	
Crestview Center	\$1,500,000
Restoration of Budget Reductions	
Distance Learning	\$1,000,000
Pharmacy Faculty Salary Adjustment	\$700,000
STEM Instructional Enhancements	\$2,500,000
Performance Base Budgeting	\$10,844,591
	\$17,306,627

2. Programmatic

In addition to our need for funding for these critical items, we also have needs for changes to certain state statutes as well. Among these is the need to obtain funding for need-based scholarships for high school graduates who no longer qualify for the Bright Futures Scholarship or to modify the program requirements to provide assistance to high performing low-wealth students who have demonstrated through their grade point averages and leadership abilities that

they are capable of performing well in and graduating from college. During the 2011 legislative session, the Legislature increased the minimum ACT and SAT scores needed to qualify for the Bright Futures Florida Medallion Scholarships from 22 to 26 and 1020 to 1170, respectively. These changes apply to students graduating in 2013-14 and thereafter. Prior to 2011-12, the minimum ACT was 20 while the minimum SAT was 970. We estimate an 80 percent drop in the number of Bright Futures students at FAMU as a result of these changes.

C. Capital Improvement Program

Our PECO request for 2015-16 totals \$38.5 million as set forth below: \$10.8 million of this request is for critical infrastructure improvements.

PECO-ELIGIBLE PROJECT REQUESTS

Priority No	Project Title	2015-16
		Year 1
1	UTILITIES/INFRASTRUCTURE CAPITAL RENEWAL/ROOFS (P C E)	\$10,800,000
2	PHARMACY BUILDING PHASE II (E)	\$1,480,000
3	STUDENT AFFAIRS BUILDING (P,C,E)	\$6,155,000
4	FAMU COLLEGE of ENGINEERING***	\$6,285,226
5	DYSON BUILDING REMODELING (P,C,E)	\$1,751,500
6	ENGINEERING TECHNOLOGY BUILDING (P,C,E)	\$2,327,000
7	LAND ACQUISITION	\$6,500,000
8	PERRY-PAIGE ADDITION (P,C,E)	\$827,163
9	BANNEKER COMPLEX REMODELING (P,C,E)	\$2,416,000
TOTAL		\$38,541,889

Last year we were awarded \$24.8 million in state funding; \$20 million of these funds were for capital improvements, with the remaining portion for renovation and upgrades (see the following table). It is vitally important that we obtain much-needed funding for infrastructure improvements because we are the third oldest campus in the system and have significant amounts of deferred maintenance.

PORJ#	Appr Fiscal Year	Div	Proj Code	Project Name	Current Appropriation	Fiscal Year Total
PREP COIP	1415	10	Q001	FAMU DRS	22,713.00	
PREP COIP	1415	10	Q102	FAM-FSU COLLEGE ENGINEER II	10,000,000.00	
PREP COIP	1415	10	Q103	PHARMACY BLDG	10,000,000.00	
PREP COIP	1415	10	Q120	CRITICAL DEFERRED MAINTENANCE	25,508.00	
PREP COIP	1415	10	O407	REM, REN, MAINT, REPAIRS SITE IMPRV	1,848,584.00	
PREP COIP	1415	10	O791	MRR/REM.SITE IMPROV LABS SCHOOL	10,671.00	
PREP COIP	1415	10	Q703	FAMU STUB BUSINESS INCUBATOR	250,000.00	
PREP COIP	1415	10	Q704	FAMU LOUNGE RENOVATION	165,000.00	
PREP COIP	1415	10	Q705	FAMU CLUB/ORGANIC CO-WORKER	175,000.00	
PREP COIP	1415	10	Q706	FAMU STUDENT UNION MINOR REN	1,124,861.00	\$24,822,337.00

B. Federal Legislative Priorities

Reauthorization of the Higher Education Authorization Act (HEAA) is one of our highest federal priorities. Senator Tom Harkin released his bill on November 20. The bill includes several new provisions that would be advantageous to FAMU:

- Changes how colleges receive Perkins Loans and Work Study funding, so that their allocations are more closely tied to how many low- and middle- income students an institution serves.
- Creates a “Pell Bonus” pilot program that would award extra funds to colleges that enroll and graduate low-income students.
- Allows the federal government to create a student unit record system to track student performance and employment outcomes across higher education.
- Establishes a pilot program for streamlining the application for federal student aid in which students, barring any significant change in their financial situation, would apply for aid only once for four years.

Harkin’s legislation is unlikely to advance anywhere in the last few weeks of the current lame - duck Congress, as lawmakers focus, among other things, on legislation to fund the government beyond December 11 when its current funding expires. However, Harkin’s bill may serve as a guiding document for Senate Democrats in the next Congress.

Other federal priorities include:

- Restore department of defense funding for HBCUS and MSIs to previous level of \$35.9 million: current level is \$24 million.
- Advocate for a larger portion of the core funding that is provided to all military branches for HBCUs and MSIs.
- Advocate for funding minority in energy programs.
- Advocate for passage of omnibus budget bill that is favorable to FAMU and HBCUs (Continuing Resolution expires on 12/11/14).

C. Local Priorities

One of the University's major local initiatives is to obtain city and county support to start the redevelopment of the Adams-Monroe Streets corridor, which serves as the southern gateway to our main campus. Government Relations is working with city and county officials to find ways to get public and private investment in this area.

D. Benchmarks and Metrics

The baseline for measuring the success of our state legislative initiatives will be the five-year average of capital and five-year average operating appropriations we have received.

The performance metric will be the percentage increase of state appropriations over the five-year averages.

OFFICE OF COMMUNICATIONS AND EXTERNAL RELATIONS

