

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

MINUTES OF THE ADVANCEMENT AND PUBLIC AFFAIRS COMMITTEE

October 3, 2014
Knoxville, Tennessee

The Advancement and Public Affairs Committee of The University of Tennessee Board of Trustees met at 10:15 a.m. EDT on Friday, October 3, 2014, on the campus of the Institute of Agriculture Campus in Knoxville, Tennessee.

I. CALL TO ORDER

Chair Charles Wharton called the meeting to order.

II. ROLL CALL

Dr. Tonja Johnson, Vice President of Communications and Marketing, called the roll of Committee members. Those present were:

Mr. Charles Wharton, Chair
Dr. Joe DiPietro
Mr. Shannon Brown
Mr. Brian Ferguson
Mr. Brad Lampley
Ms. Sharon Pryse
Ms. Julia Wells

Dr. Johnson announced the presence of a quorum.

III. MINUTES OF LAST MEETING

Chair Wharton called for a motion to approve the minutes of the June 19, 2014 committee meeting. Trustee Pryse moved approval, Chair Wharton seconded, and the motion carried.

IV. ANNUAL REPORT TO THE GENERAL ASSEMBLY

State law requires an annual report be submitted by the University to the Governor and members of the Tennessee General Assembly. The committee discussed the report briefly.

Trustee Wharton moved that the 2013-14 Annual Report to the General Assembly be approved as presented in the meeting materials (Exhibit 1), with authorization for the administration to update the report with Fall 2014 enrollment data before presenting it to the Governor for transmittal to the General Assembly. The motion was seconded and carried unanimously.

V. DEVELOPMENT AND ALUMNI AFFAIRS REPORT

Mr. Lofton Stuart, Interim President of the UT Foundation and Executive Director of the UT Alumni Association, recognized three volunteer leaders: Mr. Tom Losh, President of the UT Alumni Association; Mr. King Rogers, Immediate Past Chair of the UT Foundation Board of Directors; and Mr. Steve Morris, Chair of the UT Foundation Board of Directors.

President Joe DiPietro reported on the search for the President of the UT Foundation, which was initiated in September. The Search Committee held its first meeting in September; and as of October 3, 2014, eleven nominations and five applications had been received. After the posting closes on or after October 31, 2014, the Search Committee will review the candidates and move forward, or if necessary, work to secure additional candidates. President DiPietro encouraged Trustees to visit the website and submit nominations at <http://www.tennessee.edu/execsearch/development/>. The goal is to have the position filled by early summer 2015. Chair Wharton reiterated the importance of hiring the right person to lead the Foundation and of having the new President in place as soon as possible.

President DiPietro thanked the Foundation leadership team for a productive year and announced a new fundraising record of \$179 million was achieved in the fiscal year ended June 30, 2014.

VI. UT FOUNDATION UPDATE

Mr. Steve Morris, Chair, UT Foundation Board of Directors, presented the Foundation update.

- The Foundation Board has built a strong relationship with the Association of Governing Boards of Universities and Colleges (AGB). Foundation directors and officers have participated in workshops and programs with other universities from across the country to assist the Board in utilizing the best practices of governance.
- The roles of Foundation Board committees continue to be refined in an effort to leverage and utilize the talents of Board members.
- In the last two years, campus vice chancellors have been aligned with the Foundation Board, which has created a dynamic of proactive and engaged leadership.

- The size of the Board will be evaluated to best meet the profile of the campuses and skill sets needed for effective Board membership and committee productivity.
- The Board will examine how to increase the working capital of the Foundation and campuses/institutes for development purposes. Last year, King Rogers spoke to Trustees about the challenges faced by campuses in adding development officers and staff in the face of budgetary constraints. One possible solution utilized by many universities is an investment fee aligned with a philanthropic gift. This would provide immediate revenue to support strategic and timely development needs. The Board will evaluate this idea and make a recommendation to the University System.
- Foundation staff will consolidate and relocate to the University Avenue location some time in 2015.
- For the first three months of fiscal year 2015, fundraising is approximately \$160 million ahead of the same period of fiscal year 2014.
- The Foundation has aligned its priorities with the UT System and campus strategic plans to ensure the Foundation is taking a strategic approach to fundraising efforts.

Chair Wharton reiterated the suggestion to involve students in fundraising, as suggested at the June Committee meeting.

Chair Wharton asked for an update on the UT Health Science Center Foundation. Chancellor Steve Schwab reported that UTHSC is ahead in fundraising progress compared to fiscal year 2014, the Board has met, and the Foundation is on track. Chair Wharton asked if the Foundation is well-received in Memphis. Trustee Cates said UTHSC Foundation board members are meeting with area leaders and the Foundation is being well received.

VII. COMMUNICATIONS AND MARKETING REPORT

Vice President Tonjanita Johnson gave an update on the activity of the Office of Communications and Marketing. Redesign of the UT System website has begun and will involve a broad-based advisory group of stakeholders, internal and external to the University. The redesigned website will reflect best practices in look and performance and will emphasize the University's priorities and impact. Progress can be monitored via a blog at tennessee.edu/realign.

One of the primary strategic initiatives of the office of Communications and Marketing is to promote UT's statewide impact and raise the profile of the President as the voice of higher education across the state. Toward that effort, Dr. Johnson noted her office's support of Dr. DiPietro's recent involvement as one of four Tennessee higher education leaders in a forum on Higher Education and Workforce Readiness presented by the Nashville Business Journal. She also mentioned that Dr. DiPietro will soon participate in

the Women in Higher Education in Tennessee annual meeting in Murfreesboro and will join a discussion of leadership and college completion.

In addition to continuing the UT System website redesign, enhancements to our branding structure, and support for the President's advocacy efforts on behalf of the University, Dr. Johnson reported that her office would be working to secure quantitative and qualitative data to aid in the development of UT marketing and communications messages and initiatives.

VIII. UT BRANDING UPDATE

Dr. Johnson informed the Committee that, in recent months, some campuses and institutes have engaged outside consultants or internal advisory groups to assess the effectiveness of their current word marks and logos to communicate strategic and brand attributes of their respective institutions. Most of these assessments found the need to refresh and explore alternate branding options for some entities.

Dr. Johnson said that her team is working in collaboration with the President and with communications and marketing colleagues from across the System, to identify the various marketing and branding needs of the UT campuses and institutes. She anticipates sharing a presentation with the Committee and the full Board on an enhanced collection of branding and graphic standards at the winter meeting.

IX. GOVERNMENT RELATIONS AND ADVOCACY REPORT

Mr. Anthony Haynes, Vice President for Government Relations and Advocacy, presented state and federal relations updates, including Primary and General Election analyses, as well as an update on the University's Advocacy Program since the June Board meeting (Exhibit 2).

State Relations

Haynes reported that the state Primary Election is more important than ever in determining elected leaders and the upcoming agenda in Nashville. In June 2014, Tennessee saw its highest number of early Primary voters. Haynes stated that Super PACs increasingly dominate political campaigns and involve election influence from out-of-state. He believes Tennesseans need made-in-Tennessee politics – laws made by listening to Tennesseans that are in the best interest of Tennesseans.

Mr. Haynes stated that a few state legislators remain concerned about Sex Week. He has told them that UT did everything proposed in the Senate Joint Resolution (SJR626) that did not pass. Now, it is time to get on with the business of higher education in Tennessee. He suggested that if legislators continue to have concerns, they should pass laws banning Sex Week and deal with it in the courts.

Federal Relations

In September, Congress passed a Continuing Resolution to fund the federal government through December 11, 2014, avoiding another shutdown. This Congress has passed less legislation since a low in 1973 (125 laws) and is entering its lame duck session after Election Day to address unfinished business, including all 12 appropriations bills.

Government Relations and Advocacy (GR&A) staff continue to monitor major White House policy discussions, including those of the President's Council of Advisors on Science and Technology and the White House Office of Science and Technology. GR&A staff coordinated a second issues briefing in Knoxville in September for Senate staff from the Health, Education, Labor, and Pensions Committee.

On November 6, the University's Government Relations Washington team will meet with President DiPietro and other System administration for discussions on UT's science and research interests.

Federal outlook issue areas include:

- Education – Higher Education Act Reauthorization, Education Standards, Education Science Reform Act, and Campus Crime
- Affordable Health Care Act
- Transportation Reauthorization
- Export-Import Bank
- Debt Ceiling
- Budget

UT Advocacy

Haynes reported that the UT Advocacy Program exceeded its Strategic Plan recruitment goal, with approximately 2,300 registered advocates.

In coordination with the UT Alumni Association, the new Alumni Legislative Council (ALC) will be launched in October to be ready for the 2015 legislative session. Based on alumni leadership feedback, the new ALC has formal bylaws, terms, and member expectations.

A survey on higher education priorities of alumni in Tennessee was sent prior to the Primary Elections, and results were shared with incumbent state legislators and legislative candidates. Noteworthy results from those responding to the survey were:

- 83 percent – Fully funding Complete College Tennessee Act (CCTA) is important.
- 84 percent – Increasing support to higher education keeps tuition low.
- 95 percent – Voters will consider candidates' positions on higher education before casting their votes.

Haynes said the UT Advocacy Program continues to employ new techniques to reach new advocates and educate and engage existing advocates. Through strong collaboration and partnership among UT's Office of Government Relations and Advocacy, Office of Communications and Marketing, Alumni Association, and Foundation and the support of Board of Trustees members, UT's grassroots strength will continue to grow.

The committee members discussed student involvement, communication with legislators, and ongoing relationships with elected officials at all levels regarding higher education as a priority.

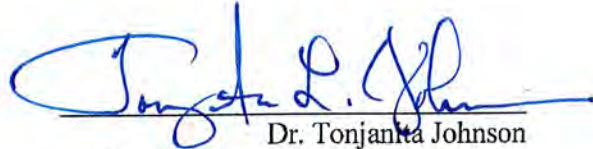
X. OTHER BUSINESS

Chair Wharton commended President DiPietro and Vice Presidents Haynes, Johnson, and Stuart for their leadership and said that they have the support of the Board.

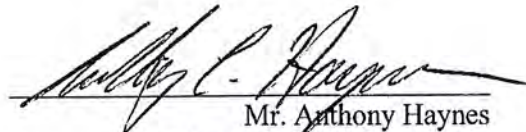
President DiPietro congratulated Chancellor Tom Rakes on the UT Martin Rodeo Team's national championship.

XI. ADJOURNMENT

With no other business, the meeting was adjourned.



Dr. Tonjanita Johnson
Vice President for Communications
and Marketing



Mr. Anthony Haynes
Vice President for Government
Relations and Advocacy



Mr. Lofton Stuart
Interim Vice President for Development and Alumni Affairs
Interim President/CEO, UT Foundation

THE UNIVERSITY OF TENNESSEE
BOARD OF TRUSTEES

ACTION ITEM

DATE: October 3, 2014

COMMITTEE: Advancement and Public Affairs

CAMPUS/UNIT: All

ITEM: Annual Report to the General Assembly

RECOMMENDATION: Approval

PRESENTED BY: Joseph A. DiPietro, President

State law requires the Board of Trustees to submit an annual report to the Governor ten days before the General Assembly convenes in January. The Governor then transmits the report to the General Assembly. The report must include enrollment information, financial information, and other information about the operations of the University.

The annual report for 2013-2014 is presented in the following pages.

MOTION:

That the 2013-2014 Annual Report to the General Assembly be approved as presented in the meeting materials, with authorization for the administration to update the report with Fall 2014 enrollment data before presenting it to the Governor for transmittal to the General Assembly.



EDUCATION MATTERS IN TENNESSEE

Fifty-five percent by 2025. That's Gov. Haslam's goal for the number of Tennesseans with a degree. It's a big jump from the current rate of 32 percent. To achieve this goal, we must all work together. Alongside Tennessee Board of Regents institutions, the University of Tennessee is boosting degrees in our state by attracting, retaining and graduating our students.

More help is needed, however, to maintain momentum of the Complete College Tennessee Act, which rewards institutions for better performance. Education has to be a higher priority in the state. Through improved education at all levels, Tennessee can have a more competitive workforce and stronger future.

At the University of Tennessee, we're taking a hard look at our business model and at how much students pay in tuition. We're looking at every possible way we can be efficient, effective and entrepreneurial, whether that means saving on the cost to replace a roof or reorganizing an academic department, as some campuses have already done.

I look forward to 2015 and our drive to make education the best it can be in this state. All Tennesseans, current and future, deserve that opportunity.

All the best,



UT President Joe DiPietro

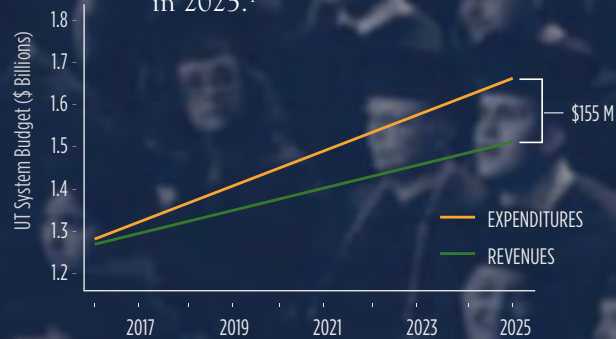


Does education matter to you? Speak up. Join our call for education to be a higher priority in Tennessee.

NUMBERS YOU SHOULD KNOW

\$155 million

Estimated system-wide budget gap in 2025.¹



¹ Based on a 10-year projection of tuition increases of 3 percent, inflation of 3 percent and no increases in state appropriations.



\$2,349

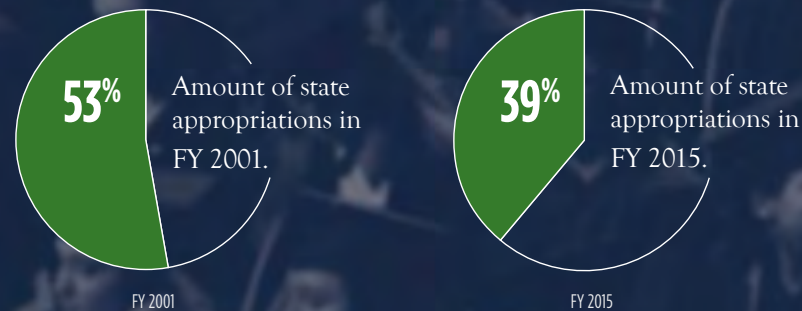
Average net cost of tuition and mandatory fees for new freshmen at UT Knoxville, UT Chattanooga and UT Martin after subtracting the average amount for scholarships and grants.²

² Based on a \$7,920 average scholarship/grant award for UT system (UT Knoxville, UT Martin, UT Chattanooga) for the 79% of undergraduates that receive grants/scholarships.

\$4.6 billion

Estimated economic impact of UT on the Tennessee economy in FY 2013. UT also created or impacted about **75,000 jobs**.

TOTAL UNRESTRICTED EDUCATIONAL AND GENERAL REVENUES:



51 percent of students graduate a UT campus with debt. The average UT debt at graduation was **\$22,100**.



Nationally, an average of **71 percent** of college graduates carry debt, with an average debt of **\$29,400** nationwide.³




³ Source: Institute for College Access and Success.





EDUCATE

OUR FACULTY TEACH STUDENTS THROUGH HANDS-ON EXPERIENCES THAT PREPARE GRADUATES FOR CAREERS AND STRENGTHEN TENNESSEE'S WORKFORCE.



Julie Hill, associate professor of percussion at UT Martin, encourages students to form musical groups and create their own instruments. A UT Martin alumna, Hill is a recipient of the school's most prestigious teaching honor, the Cunningham Outstanding Teacher/Scholar Award.



TEACHING OUTSIDE THE CLASSROOM



Rob Heller, professor in the School of Journalism and Electronic Media at UT Knoxville, takes his advanced photojournalism students to LaFollette, Tenn., each year for a special photography project on life in the town. An exhibit at the Tennessee State Museum honors the project's 20th anniversary.

LEARNING BY HELPING



Rosebelle Peters, a lecturer in nursing at UT Chattanooga, trains students through clinical practice, such as a health fair for the homeless that provided health screenings, flu shots and foot care.

DISCOVER

OUR RESEARCHERS FIND SOLUTIONS THAT IMPROVE QUALITY OF LIFE FOR ALL OF TENNESSEE AND BEYOND.



Monica Jablonski, professor of ophthalmology at UT Health Science Center, and assistant professor **Shankar Swaminathan** and post-doc researcher **Mallika Palamoor** work with a compound to treat age-related atrophic macular degeneration that is delivered through nanoparticles injected in the eye.



ADVANCING ENERGY STORAGE TECHNOLOGY



Matthew Mench, Condra Chair of Excellence in mechanical engineering, at UT Knoxville and **Thomas Zawodzinski**, UT-Oak Ridge National Laboratory Governor's Chair in electrical energy storage, are developing techniques to improve the performance and efficiency of vanadium flow batteries used to store wind or solar power.

BOOSTING AGRICULTURAL INDUSTRIES



Neal Schrick and **Lannett Edwards**, professors of animal science in the Institute of Agriculture, help the beef and dairy industries by promoting fertility in cows through their patented Embryo Guard technique, which protects embryos and helps cows carry to term.



Doug Bodary, County Technical Assistance Service consultant, and colleagues in the Center for Industrial Services help officials in Rutherford and other counties save money with more energy-efficient buildings.

FUNDING SEEDS OF CHANGE



Tim Campbell, UT Extension agent in Dyer County, works with the Commodities for Communities program, which allows farmers to donate some of their harvests to fund agricultural research, outreach and education.

CLOSING GAPS IN HEALTH LITERACY AND ACCESS



Paul Juarez and **Patricia Matthews-Juarez**, co-directors of the Research Center on Health Disparities, Equity and the Exposome at UT Health Science Center, focus on improving the health status among the poor and underserved in Memphis and across the state.

FINANCIALS / SOURCES OF CURRENT FUNDS FOR THE FISCAL YEAR ENDED JUNE 30, 2014

FEDERAL AND LOCAL APPROPRIATIONS \$20,398,952.38

Appropriations received in support of the University's land-grant missions, used primarily by the Agricultural Experiment Station and Tennessee Extension.

INDEPENDENT OPERATIONS \$74,470,437.96

Revenues collected from UT Medical Center in Knoxville and the UT Foundation for leased employees.

OTHER \$116,147,045.06

Revenues generated from sources not included in other classifications, such as sales and services by University departments and investment income.

AUXILIARY ENTERPRISES \$206,143,803.44

Revenues from operations of auxiliary activities such as housing, dining halls, bookstores, parking and UT Knoxville athletics.

STATE APPROPRIATIONS \$487,077,081.07

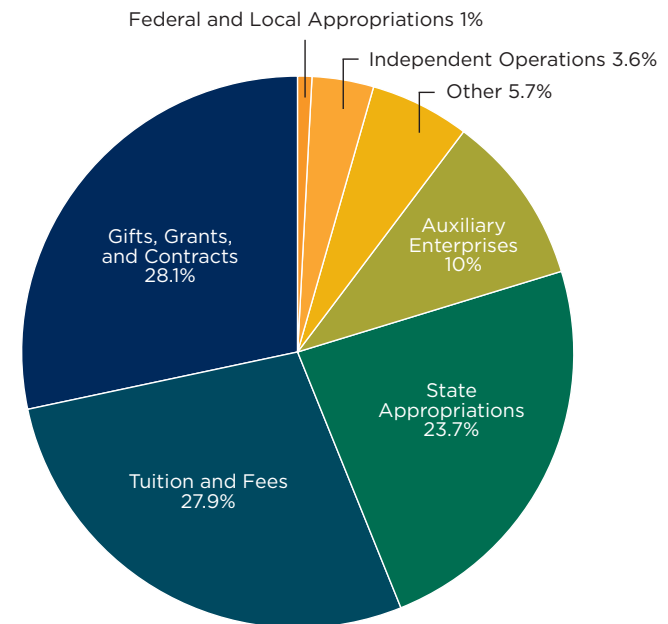
Legislative appropriations from the Tennessee General Assembly for current operations of the University.

TUITION AND FEES \$573,319,527.91

Revenues collected from students; includes resident enrollment fees, program and service fees, extension enrollment fees and other fees.

GIFTS, GRANTS, AND CONTRACTS \$580,112,787.50

Revenues from federal and non-federal granting entities and gifts restricted for specific purposes, primarily for sponsored research and training activities.



Total: \$2,057,669,635.32

FINANCIALS / *USES OF CURRENT FUNDS FOR THE FISCAL YEAR ENDED JUNE 30, 2014*

LONG-TERM DEBT & OTHER TRANSFERS \$64,169,183.99

Mandatory transfers for debt service and other transfers.

INDEPENDENT OPERATIONS \$74,470,437.96

Expenditures for leased employees for UT Medical Center in Knoxville and the UT Foundation.

STUDENT SERVICES \$85,814,221.61

Expenditures for student services including admissions, registrar, student activities, counseling, career guidance, student aid administration and health services.

INSTITUTIONAL SUPPORT \$116,334,212.78

Expenditures for executive management, financial operations, personnel services, security, public relations, development activities and alumni relations.

PHYSICAL PLANT \$123,892,535.04

Expenditures for the operation and maintenance of physical plant including utilities and service related to grounds and facilities.

PUBLIC SERVICE \$129,650,660.03

Expenditures for non-instructional programs beneficial to individuals and groups external to the University.

AUXILIARY ENTERPRISES \$159,167,545.77

Activities that furnish goods and services to students, faculty and staff. Includes mandatory transfers for debt service.

ACADEMIC SUPPORT \$170,229,817.44

Expenditures for libraries, computing support and academic administration.

STUDENT AID \$258,091,785.40

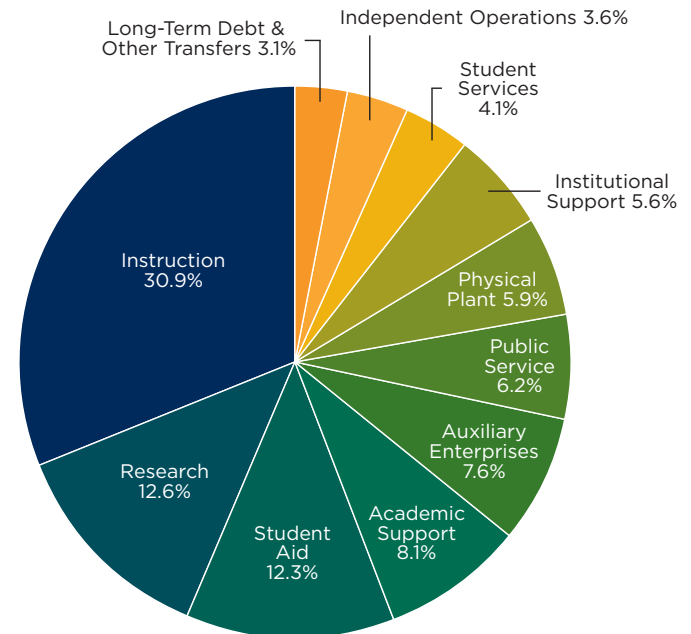
Scholarships and Fellowships awarded to students.

RESEARCH \$264,215,844.12

Direct expenditures for sponsored research activities funded from federal, state, local and private sources.

INSTRUCTION \$664,584,016.47

Includes all expenditures, including faculty and staff salaries incurred in connection with instruction programs for credit and non-credit courses.



Total: \$2,090,620,260.61



FINANCIALS / *INVESTMENTS BENEFITING THE UNIVERSITY*

At the end of fiscal year 2014, the amount of total funds invested for the benefit of UT stood at roughly \$1.1 billion, an increase of \$157 million over the previous fiscal year. Every asset class in which the University was invested generated positive returns, as the capital markets continued to benefit from the trends in place over the last few years: abundant liquidity, mild inflation, low default rates, and strong corporate earnings.

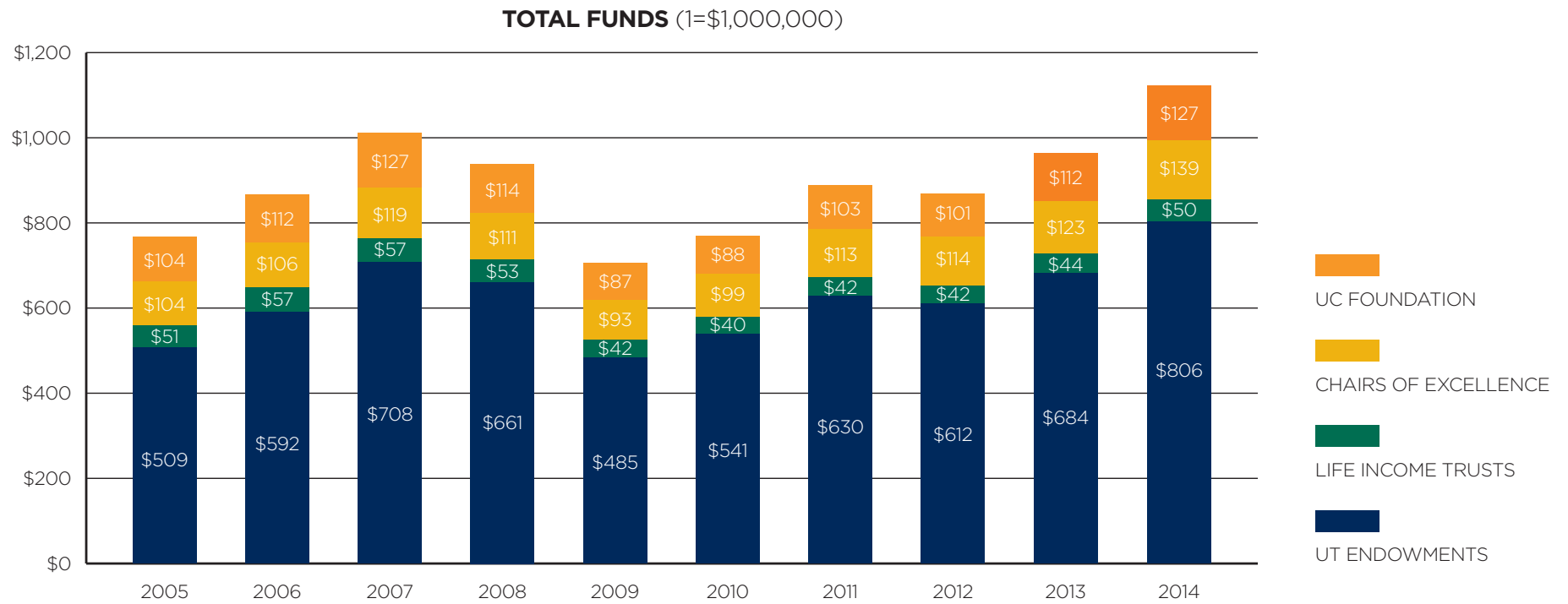
Five separate components comprise this capital base. Total endowments account for \$806 million, which includes the Consolidated Investment Pool of \$791 million, as well as \$15 million of separate endowments. Chairs of Excellence are \$139 million; the University of Chattanooga Foundation, \$103 million; and Life Income Trusts, \$50 million. The chart on page 12 shows these fund categories at each fiscal year-end for the past ten years.

The Consolidated Investment Pool (the Pool) is the largest component of invested funds and was established in 1954 to allow for the diversification and efficient investment of any endowment, regardless of size. As of June 30, 2014, the Pool produced a 12-month total return of approximately 17.4 percent, and 6.8 percent for the last 10 years. It distributed \$30.7 million in fiscal 2014, an increase of more than \$2 million from the previous year.

The funds distributed in any given year equal 4.5 percent of the three-year rolling average of the Pool's market value at calendar year end (Dec. 31). The long-term goal of the pooled endowment investment program is to provide a sustainable and increasing level of support for University programs, while preserving the real purchasing power of the endowments for the future in perpetuity.

Finally, funds distributed by the Tennessee Chairs of Excellence and the University of Chattanooga Foundation were \$3.5 million and \$6.4 million, respectively, for the fiscal year. Both of these categories are managed outside the Pool. The Chairs of Excellence are administered by the treasurer of the state of Tennessee for the benefit of all UT campuses. The University of Chattanooga Foundation is managed by its foundation board and supports programs at UT Chattanooga only.





FALL ENROLLMENT (HEADCOUNT)

UT SYSTEM	2010	2011	2012	2013	2014	5-Year Change
Undergraduate	38,573	38,605	38,401	38,504	UNAVAILABLE	UNAVAILABLE
Graduate	10,992	10,940	10,843	10,623	UNAVAILABLE	UNAVAILABLE
Total	49,565	49,545	49,244	49,127	UNAVAILABLE	UNAVAILABLE

UT KNOXVILLE	2010	2011	2012	2013	2014	5-Year Change
Undergraduate	21,308	21,126	20,829	21,033	UNAVAILABLE	UNAVAILABLE
Graduate Academic	5,395	5,399	5,407	5,349	UNAVAILABLE	UNAVAILABLE
Graduate Professional	820	854	782	789	UNAVAILABLE	UNAVAILABLE
Total	27,523	27,379	27,018	27,171	UNAVAILABLE	UNAVAILABLE

UT CHATTANOOGA	2010	2011	2012	2013	2014	5-Year Change
Undergraduate	9,229	9,891	10,159	10,297	UNAVAILABLE	UNAVAILABLE
Graduate	1,552	1,547	1,501	1,377	UNAVAILABLE	UNAVAILABLE
Total	10,781	11,438	11,660	11,674	UNAVAILABLE	UNAVAILABLE





UT MARTIN	2010	2011	2012	2013	2014	5-Year Change
Undergraduate	7,947	7,500	7,326	7,025	UNAVAILABLE	UNAVAILABLE
Graduate	522	413	425	398	UNAVAILABLE	UNAVAILABLE
Total	8,469	7,913	7,751	7,423	UNAVAILABLE	UNAVAILABLE

UT HEALTH SCIENCE CENTER	2010	2011	2012	2013	2014	5-Year Change
Undergraduate	89	88	87	149	UNAVAILABLE	UNAVAILABLE
Graduate Academic	1,062	1,115	1,111	1,067	UNAVAILABLE	UNAVAILABLE
Graduate Professional	1,641	1,612	1,617	1,643	UNAVAILABLE	UNAVAILABLE
Total	2,792	2,815	2,815	2,859	UNAVAILABLE	UNAVAILABLE

- Includes non-degree seeking and dual enrollment (high school) students
- Excludes students enrolled in audited classes and co-op courses
- UTK includes Space Institute and Veterinary Medicine students
- UTHSC excludes Residents in Health Sciences
- Grad-Professional = Medicine: MD, Dentistry: DDS, Pharmacy: PHARMD, Law: JD, and Vet Med: DVM





THE UNIVERSITY *of* TENNESSEE
KNOXVILLE, CHATTANOOGA, MARTIN, TULLAHOMA, MEMPHIS

THE UNIVERSITY OF TENNESSEE IS AN EEO/AA/TITLE VI/TITLE IX/SECTION 504/ADA/ADEA INSTITUTION



Government Relations and Advocacy

UT Board of Trustees

Advancement and Public Affairs Committee

October 3, 2014





State Relations

Election Analysis

- August Primaries
- November General
- Races to Watch



State Relations

Forthcoming/Ongoing Issues

- Higher education funding
- Medicaid expansion
- Education summit
- Drive to 55
- Student fees





Federal Relations

- Election Update and Analysis
- Federal Funding Update
- HEA Reauthorization
- Senate HELP Staff Briefing (SETRA)
- PCAST and OSTP
- Federal Research Meeting
- Governor's Chairs D.C. Event



Advocacy

Activity Update: Alumni Legislative Council

- Formal bylaws, terms, member expectations
- Revised based on alumni leadership feedback
- Launch in October, ready for legislative session in January



Advocacy

Activity Update: Elections

- Message from the President to all employees, alumni encouraging them to vote
- Survey of UT Alumni residing in TN
 - Administered June 6-26, 2014
 - Results shared with incumbent state legislators and state legislative candidates as part of a continued effort to build greater legislative support for the University of Tennessee System
- Met and exceeded Strategic Plan recruitment goal for this fiscal year





Early Voting Begins July 18

As American citizens, one of our greatest responsibilities is to participate in the process of determining our government leaders. By casting an informed vote, we strive to improve our society, our communities, and our future for generations to come.

To that point, we recently surveyed our alumni base in Tennessee to gauge their interest in legislative issues that affect higher education. Their responses showed a gratifying level of concern about higher education funding and interest in candidates' positions on higher education. You can review all the survey results here: advocacy.tennessees.edu/2014-alumni-survey-results/.

July 18 is the first day of early voting in Tennessee for local offices and state and federal primaries. Early voting begins the important process of choosing our elected leaders.

Across the country, primary elections have become more important than ever in the final determination of who leads our government. Because of the potential impact of election outcomes on the University of Tennessee, I ask that you make a special effort to participate in this election cycle by voting for the candidates of your choice.

I also encourage you to urge other supporters of the University of Tennessee to participate in this election cycle.

Key Primary Voting Dates:

July 18 – August 2: Early Voting (State Primary and County General)

August 7: Election Day (State Primary and County General)

I plan to take advantage of the opportunity to participate in early voting, and I hope you will, too. Thank you for all you do, day in and day out, to advance our University's reputation and deliver our programs to those we serve on our campuses and across the state.

All the best,
Joe



Advocacy

Looking Ahead

Three key focus areas:

- Growing the Network
- Messaging/Message Delivery
- Improving our Infrastructure





Advocacy

Growing the Network

Prior to the start of the legislative session:

- Make advocacy part of membership requirements for alumni boards
- Renewed focus on student participation
- Recruitment message to all alumni, faculty, staff





Advocacy

Messaging

- Utilizing interactive and multimedia content to explain complex issues
- Integrate success stories into our content focusing on how higher education and UT have made **the** difference for individuals, companies, and the State's economy
- Utilize data to identify the best ways to communicate with our audiences, empower them to act





Advocacy

Improving our Infrastructure

New tools:

- UT Advocacy e-Action Center is going mobile
- Patch through calling
- Text message advocacy alerts
- Text-to-enroll
- Live event engagement
- Facebook/Tweet your elected officials on key UT issues



Conclusion

- Continually employing new techniques to reach new advocates, educate and engage existing advocates
- Strong collaboration and partnership between UT's Office of Government Relations and Advocacy, Office of Communications and Marketing, Alumni Association and Foundation
- With these partners and your support, UT's greatest grassroots strength is ahead of us

