

THE UNIVERSITY OF TENNESSEE  
BOARD OF TRUSTEES

MINUTES OF THE ADVANCEMENT AND PUBLIC AFFAIRS COMMITTEE

October 9, 2015  
Knoxville, Tennessee

The Advancement and Public Affairs Committee of the University of Tennessee Board of Trustees met at 10:00 a.m. EDT on Friday, October 9, 2015, on the campus of the Institute of Agriculture in Knoxville, Tennessee.

**I. CALL TO ORDER**

Chair Sharon Pryse called the meeting to order.

**II. ROLL CALL**

Mr. Anthony Haynes, Vice President for Government Relations and Advocacy called the roll of the Committee members. Those present were:

Ms. Sharon Pryse, Chair  
Dr. Joe DiPietro  
Mr. Raja J. Jubran  
Ms. Rhedona Rose  
Ms. Julia Wells  
Mr. Charles Wharton

The following Committee members were absent:

Mr. Shannon Brown

Mr. Haynes announced the presence of a quorum.

**III. MINUTES OF LAST MEETING**

Chair Pryse called for a motion to approve the minutes of the June 25, 2015 committee meeting. Board Chair Jubran moved approval, Trustee Wells seconded, and the motion carried.

#### **IV. ANNUAL REPORT TO THE GENERAL ASSEMBLY**

State law requires an annual report from the University president be submitted to the Governor and members of the Tennessee General Assembly. Chair Pryse moved that the 2014-2015 Annual Report to the General Assembly be approved as presented in the meeting materials (Exhibit 1), with authorization for the administration to update the Fall 2015 enrollment data, if necessary, before presenting it to the Governor for transmittal to the General Assembly. The motion was seconded and carried unanimously.

#### **V. COMMUNICATIONS AND MARKETING REPORT**

Tonjanita Johnson, Vice President for Communications and Marketing, gave a brief update on progress related to Communications and Marketing goals identified by the Board for the UT System.

The Office of Communications and Marketing's activities are centered on support for the strategic goal of advocating for the UT System. Johnson reported that her office has achieved positive outcomes in communication and marketing planning and strategy, developing and enhancing communication channels and platforms, and promoting the outreach and engagement efforts of all campus and institutes. Overall, the goal is to make sure all communication and marketing promotes the broad impact and contributions of the University and creates meaningful connection between UT and every citizen of the state.

Johnson concluded her report with campus updates on significant achievements in communications and marketing since the previous Board meeting. UTC had to put its crisis communications plan to work during the July 2015 military officer shootings. The media relations office fielded more than 120 calls from reporters around the world.

UTHSC Communications and Marketing has been partnering with the Colleges of Pharmacy and Nursing to develop and execute multi-city advertising campaigns. Also this year, the UTHSC Communications and Marketing team was recognized with four industry awards.

UTK had great success with the Chancellor's Big Orange Bus Tour. It generated media interest from print and broadcast outlets across Tennessee. Many stories featured high school seniors who were notified in person by the Chancellor and his leadership team of their admission to UTK.

#### **VI. DEVELOPMENT AND ALUMNI AFFAIRS REPORT**

Lofton Stuart, Special Assistant to the UT Foundation President, Inc., began by introducing new UT Alumni Association President Alan Ledger, and President-Elect

Kimbrough Dunlap. Stuart also reviewed the names of the newly elected UT Foundation Board members presented at the June meeting. Those are: Betty Ann Tanner, Ron Frieson, Houston Gordon, James Herbert, Bucky Wolford, Phil Wenk, Chancellor Steve Angle (representing the campus chancellors) and Marie Chisholm-Burns (representing the campus deans).

Stuart highlighted the following fundraising totals:

- Total annual giving for the most recent fiscal year surpassed \$300 million for the first time in University history.
- UT Knoxville experienced a giving increase of over \$100 million from the previous fiscal year while UT Chattanooga had an increase of over 110 percent in their total giving from the previous fiscal year and UT Health Science Center had almost a 150 percent increase in their total giving.
- Actual cash receipts increased from \$110 million to over \$148 million.
- Total number of donors increased from 51,000 to over 56,000 this past fiscal year.
- For the first quarter of this fiscal year, over \$80 million has been raised as well as the total number of donors increased by 2,000 from this same period last year.

Renovations and construction are moving ahead at the 1610 University Avenue building in Knoxville, which will house the UT Institute for Public Service and the UT Foundation Office of Planned Giving. The projected move is scheduled for November 2015.

Construction bids for the UT Foundation Building at 1525 University Avenue in Knoxville are expected to be completed by the end of October 2015. Construction will take approximately 130 days for completion. The projected move is scheduled for early March 2016.

## VII. ADVOCACY UPDATE

Mr. Anthony Haynes, Vice President for Government Relations and Advocacy, presented state and federal relations updates as well as an update on the University's Advocacy Program since the June Board meeting.

### Key Activities

- In August, two legislative visits were made to the UT Martin Campus.
  - The Government Relations and Advocacy (GR&A) team coordinated a visit for West Tennessee delegation members to the UT Martin Campus, where President Joe DiPietro and UTM Chancellor Bob Smith hosted them and delivered a briefing on the state of the campus.
  - Members from the Hamilton County Delegation who had expressed interest in learning more about UTM were given a campus tour and briefing on how UT

Martin fits in the UT System and the contributions it makes in Tennessee, particularly in rural West Tennessee.

- Also in August, Government Relations and Advocacy staff conducted their second annual Federal Relations Tour to learn about what UT campus researchers are working on and how UT can grow its research capacity with additional federal funding.
- Later this month, GR&A Staff have scheduled another group of legislators to visit Oak Ridge National Laboratory for a tour and briefing aimed at fostering a greater appreciation for UT's research mission.

### **Advocacy Program**

UT's Advocacy Program continues to grow since its inception three years ago under the leadership of Carey Whitworth, Director of Advocacy.

As mentioned at the June meeting, UT hosted the annual Public Higher Education Legislative Advocacy Professionals (PHELAP) Conference in Nashville. Approximately 55 public higher education institutions were represented at the Conference. Speakers for the Conference included:

Jamie Woodson – From Political Leader to Political Advocate

Raymon White – Today's Advocacy: It's Not Your Grandfather's Grassroots

David Bohan – Best Kept Marketing Secrets for Advocacy Experts

Bert Herbison – From Behind the Eight Ball to the Winner's Circle: Advocacy Lessons from the Music Industry

Tom Griscom – Selling Your Advocacy Message

Conference attendees said the event was the best they had attended since joining PHELAP. And it was held with no cost to the University thanks to Whitworth's sponsorships from grassroots advocacy software vendors. Due to the strong working relationship between UT and FedEx government relations staff, a contribution came from FedEx; and we are especially grateful for their donation. Thanks also go to President DiPietro, Vice President Tonja Johnson and her staff, and Mike Gregory for their support.

In partnership with the UT Alumni Association we are conducting a series of Advocacy 101 programs across the state with alumni who want to be involved with advocacy. As a result, over 100 new people have joined the Advocacy network.

We are currently working on a new web design for UT Advocacy to make it more user-friendly so that we can be more effective in our advocacy efforts.

Advocacy Metrics. In terms of numbers, our UT advocates have grown from around 1,000 in 2013 to approximately 3,700 today. The Advocacy Network has delivered almost 15,000 messages to lawmakers in support of the University, which will pay dividends to the University in years to come.

Chair Pryse encouraged Board members to sign up for the Advocacy network if they haven't already done so.

President DiPietro added that mobilization of UT advocates was the difference maker in receiving legislative approval for the Lone Oaks 4-H facility in the most recent legislative session.

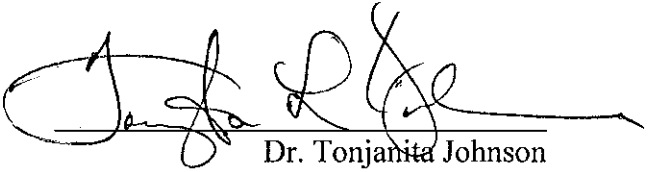
Haynes concluded his remarks by recognizing Valerie Yancey, Associate Director for Health Sciences, and Lou Hanemann, Director of Policy Analysis, for their continuing work on behalf of UT's Government Relations program.

### **VIII. OTHER BUSINESS**

No other business stated.

### **IX. ADJOURNMENT**

With no further business, the meeting was adjourned.



Dr. Tonjanita Johnson  
Vice President for Communications  
and Marketing

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Mr. Anthony Haynes  
Vice President for Government  
Relations and Advocacy

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Mr. Rickey N. McCurry  
Vice President for Development and Alumni Affairs  
President/CEO, UT Foundation, Inc.

