2012 Elections Update
External Relations/University Advancement Committee of the Board of Trustees
November 14, 2012
State Government Relations

- **Advocates** for the University with elected officials, legislative staff and government agencies
- **Promotes** UNC System funding and policy priorities
- **Advises** campus leadership on key issues
- **Manages** relationships with legislators, Governor, Lt. Governor, Cabinet agencies, Council of State and associated staff
- **Primary** contact for legislative requests and inquiries
- **Serves** as the internal campus resource for legislative issues
2013 State Elections Overview

- Governor – Pat McCrory (R)
- Lt. Governor - Undecided
- Treasurer – Janet Cowell (D)
- Attorney General – Roy Cooper (D)
- Auditor – Beth Wood (D)
- Secretary of State – Elaine Marshall (D)
- Agriculture Commissioner – Steve Troxler (R)
- Labor Commissioner – Cherie Berry (R)
- Insurance Commissioner – Wayne Goodwin (D)
- Superintendent of Public Instruction – June Atkinson (D)
2013-2015 NC General Assembly

- 170 Legislators (120 House and 50 Senate)
- 40% faced no competition in the general election
- 60% of members will be in either their first or second term
- Republicans retained majority in both House and Senate, expanding margin in House to a veto-proof supermajority (77R-43D)
- 33 UNC Alums: 24 in House and 9 in Senate; Down from 44 in prior session
- Key Legislators
UNC Legislative Priorities

- Continued relationships with leadership and forging new relationships with recently elected legislators

- Monitoring Interim Study Committees:
  - Education Oversight
  - Revenue Laws
  - Information Technology

- 2013-15 Potential Budget Issues/Priorities:
  - Avoiding additional cuts
  - Maintaining flexibility
UNC Messages

- Importance of UNC-Chapel Hill to North Carolina
  - National and international reputation
  - Educating next generation of leaders
  - Value of research
  - Public service and outreach

- Requirements to remain a top-tier public research institution
  - Great faculty
  - Economic stability
  - Flexibility/ability to operate efficiently
  - Top facilities
Kinds of Advocacy

Grasstops (Chancellor, BOT, BOV, Deans)
- Legislative visits to Carolina
- One-on-one meetings/contact with legislators
- Participation in interim legislative committees

Grassroots (GAA Tar Heel Network, Alumni, Students, Parents, Business and Community Partners)
- Emails/Letters/Calls
  - Messaging – Short and sweet
  - Volume – when to turn it on and when to shut it down
Four Keys to Advocacy

- Personal Relationships

- Responsiveness: Every legislator is equally important

- Succinct and consistent messages
  - Talking Points on Key Issues
  - UNC System Legislative Priorities (February)

- Understanding Timing
  - Using Grassroots and Grasstops appropriately
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