



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



Photo by Sam Kittner

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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