See next page for a chart illustrating the general budget process in Wisconsin.

Earlier than usual, all indications are that the Legislature and the Governor expect the final budget bill to be signed by mid-May, a full month before April/May.

Late April/Early May:

This is where the vast majority of changes are made to the budget.

- JFC will begin holding executive sessions and taking votes on the budget agency by agency.

- Early April:

  - After the agency briefings, JFC goes on the road for 4 public hearings around the state.
  - Committee to discuss budget
  - Joint Finance Committee will hold agency briefings on the budget in Madison. Selected agencies will come before the committee to discuss their budget summaries.

Throughout the month of March:

Budget Process Update for 2015.

*
General Budget Process in Wisconsin

**External Budget Process**
- Governor Signs Budget by July 1
  - Legislature Override (rare)
  - Veto can be overridden by 2/3 of state legislature - Issue line-item vetoes

**Contact Elected Officials**
- Public Hearing
  - Governor Hearing
  - Joint Finance Committee
  - March/April

**Internal Budget Process**
- GovernorDrafts Budget (Fall)
- Based on institutional proposals

**Legislative Adoption Budget**
- April/May
  - Revises conference committee
  - Any differences between chambers - Both houses adopt budget

**Agency Briefings**
- Joint Finance Committee
  - March

**President to IFC on Budget Proposal**
- UW System President and staff

**Institutional Forward Budget Proposals**
- UW System Budget Proposal (Summer)

**Amendments to Governor's Proposal**
- Joint Finance Committee
  - April/May
  - Includes, and pass many amendments

**Governor's Budget Address**
- February
  - Governor gives budget address

**Proposals**
- UW Institutions draft priorities for next biennial budget

** UW Institutions Draft**
- Spring/summer

**Fiscal Year**
Frequently Asked Questions about UW System Authority Proposal

What will an Authority allow us to do?
- The UW System authority proposal acknowledges that the UW System is a unique and crucial organization with a mission and purpose that requires the ability to operate its $6 billion annual budget more like a business -- responsible to its state, student and workforce stakeholders.
- Under the authority model, UW System will be able to manage operations more efficiently and with greater long-term certainty through new operating flexibilities.
- A UW System authority provides a way to deliver a public university committed to the core principles of academic excellence, access, responsiveness, and affordability for our students, parents, and taxpayers.

What flexibilities will the new Authority have?
- UW System will be allowed to create its own procurement system, separate from the state, allowing institutions to take advantage of savings and efficiencies not currently available.
- Building projects will be less costly through significant new flexibilities in managing the development, construction and maintenance of campus buildings.
- While the legislature will always have statutory oversight, public authority status will allow the UW System to work with each campus to find a pricing model that reflects the costs of each program while still ensuring affordability, access and quality.

How will the authority be governed?
- Shared governance and tenure -- two principles that are critical to delivering a high-quality education -- will be managed by the Board of Regents through board policy rather than by the legislature through statute. This is the standard among other state higher education systems.
- While maintaining public employee status, the UW System will have the ability to determine its own pay plan.
- The current Board of Regents and its appointment process will remain in place as the governing body for the authority.

What are the benefits of an authority for the State of Wisconsin?
- The combination of the Authority and the dedicated funding stream are tools that will allow for reform both in and out of the classroom.
- Under an authority, UW System institutions will have more ability to leverage their resources to maintain the level of excellence our citizens and students have come to expect.
- UW System institutions can operate more like businesses and find savings and efficiencies if they are allowed to operate outside of State procurement, human resources, and building project requirements.
- The State of Wisconsin has consistently reduced its support of the UW System over the last 15 years. Under this proposal, UW System would have fiscal certainty and not be treated like just another line item in the state budget.

How much will the Governor’s proposal reduce funding for the UW System?
- UW System will see a $300 million GPR cut over the 2015-17 biennium. This means the annual base allocation from the state will be reduced $150 million, a reduction of over 13%.
- This follows significant cuts over the last three budgets and a continuation of the current tuition freeze for the upcoming biennium as well.
- Current state support for the UW System (not including debt service) is already below the amount allocated in 1998.
How will the UW System still be accountable to the State of Wisconsin?

- The new public authority will negotiate a master lease with the State of Wisconsin, which will maintain ownership of the buildings at each institution.
- All UW System employees will remain participants in the Wisconsin Retirement System (retirement) and Employee Trust Fund and will continue to receive health insurance benefits through the State of Wisconsin.
- The current Board of Regents structure, appointment process, and schedule will stay in place as the governing body of the new authority, which will become fully enacted on July 1, 2016.

Won’t the new Authority raise tuition as soon as possible to cover the cut in funding?

- It’s in nobody’s interest to simply increase tuition once the authority is in place.
- The largest tuition increases in our state’s history came in the immediate wake of significant cuts. That won’t be the case in 2019 when the predictability of the new, dedicated funding source will allow us to forecast both our costs and our revenues for many years out, rather than just biennial budget by biennial budget.
- The proposed cuts will require UW institutions to spend the next two years reducing costs so that we can continue to provide a high quality education at an affordable price.

How is the move to an authority more advantageous than granting additional flexibilities?

- The authority model offers flexibilities as a complete, “all-in-one-box” package. The UW System will be able to manage operations more efficiently (building projects, procurement, pay plans) with greater long-term price stability.
- Outfitting our institutions with greater flexibilities on a piecemeal basis will hamstring our ability to quickly identify and implement new efficiencies, realize additional savings and project out a pricing structure that Wisconsinites can count on as they plan student and family investments in a university education.
- The authority is a model that provides the predictability of a dedicated funding source. Without it, UW System institutions will be left with the current flawed funding model.
University of Wisconsin System
Initial Review of 2015-17 Executive Budget *(Revised February 4, 2015)*
*Changes are Underlined*

University of Wisconsin System Authority proposed:

The recommended budget reduces GPR funding for the proposed UW System Authority by $300 million GPR biennially, $150 million annually and removes the State Laboratory of Hygiene (SLH) and the Veterinary Diagnostic Lab (VDL) from the University's budget. Both SLH and VDL would be attached to the Department of Agriculture, Trade, and Consumer Protection (DATCP):

**University of WI – Authority Funding**

<table>
<thead>
<tr>
<th></th>
<th>2014-15</th>
<th>2015-16</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redbook Budget</td>
<td>$1,178,197,300</td>
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<tr>
<td>DOA Re-estimates</td>
<td>(31,550,300)</td>
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<tr>
<td>Adjust Debt Service</td>
<td>(4,275,200)</td>
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<tr>
<td>State's Adjusted Base for 2015-17</td>
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<td>$1,142,371,800</td>
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**Budgetary Changes**

<table>
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<th>2014-15</th>
<th>2015-16</th>
<th>2016-17</th>
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<tr>
<td>Full Funding of Salary Adjustments</td>
<td>$4,299,900</td>
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<tr>
<td>Increase for those less than $15/hr</td>
<td>599,800</td>
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<tr>
<td>Full funding of Market Adjustments</td>
<td>2,631,600</td>
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<tr>
<td>Cost of Leases/Required Moves</td>
<td>28,600</td>
<td>30,400</td>
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<tr>
<td>Smith Lever Positions</td>
<td>51,100</td>
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<tr>
<td>Full funding of Fringes</td>
<td>10,366,800</td>
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<tr>
<td>Debt Service</td>
<td>(13,626,700)</td>
<td>(11,433,500)</td>
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<tr>
<td><strong>Total Cost to Continue</strong></td>
<td><strong>$4,351,100</strong></td>
<td><strong>($11,403,100)</strong></td>
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**New Initiatives**

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<tr>
<td>Remove State Lab of Hygiene</td>
<td></td>
<td>(10,676,400)</td>
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<tr>
<td>Remove Veterinary Diagnostic Lab</td>
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<td>(5,101,100)</td>
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<tr>
<td>Remove Cost-to-Continue for SLH &amp; VDL</td>
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<td>(204,200)</td>
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<tr>
<td>One time funding adjustment</td>
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<td>21,283,100</td>
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<tr>
<td>Budget Reduction</td>
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<tr>
<td><strong>Change in Funding</strong></td>
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<td>5,301,400</td>
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**Authority Funding Level**

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**Less Debt Service Appropriation**

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<td><strong>(229,401,400)</strong></td>
<td><strong>(215,774,700)</strong></td>
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**Less One Time Funding Adjustment**

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<th>2016-17</th>
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<tr>
<td><strong>(21,283,100)</strong></td>
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**Less 2016-17 Cost of Leases**

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<tr>
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<th>2016-17</th>
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<tbody>
<tr>
<td><strong>(30,400)</strong></td>
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**Base for CPI Adjustment in 2018-19**

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<tr>
<td><strong>767,321,500</strong></td>
<td><strong>$753,533,000</strong></td>
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Major Changes under the Proposed UW System Authority

Governance

- The budget removes most of the statutory language currently included for the UW System, while transferring existing Board policies to the UW Authority. Shared governance and tenure will need to be moved to Board policy.
- The UW System Authority would no longer be required to make rules under the administrative procedures act except in limited circumstances.

Tuition/Pricing

- Undergraduate resident tuition would be frozen for the 2015-17 biennium.
- Limitations on remission authority for nonresidents would be removed.
- The Authority will be responsible for negotiating the Minnesota/WI Reciprocity Tuition Agreement for the 2016-17 fiscal year.

Capital Planning/Construction

- All non-GPR projects would be exempt from enumeration.
- Non-GPR projects above $760,000 require project approval by the State Building Commission.
- Projects in excess of $760,000 will be bid by the Division of Facilities Development (DFD).
- The Authority will manage design and construction of its projects.
- The Authority may issue bonds that are not a liability of the state.
- The Authority will negotiate a renewable lease with DOA to use state property for up to 75 years at a nominal fee.
- Authority may purchase or lease land or buildings and sell said property.
- The Authority does not have access to Building Trust Funds.

Procurement, Risk Management, Printing and Fleet

- Provides authority for all procurement, printing and fleet policies. The Authority may use state contracts but is not required to do so after July 1, 2016.
- The Authority would remain in the state’s property and liability insurance program but could choose to opt out or in with sufficient notice.
- The authority would not be included in the state’s workers compensation program.

Human Resources/Personnel

- Provides full authority for approving pay plan to the Board. Office of State Employment Relations (OSER) and Joint Committee on Employment Relations (JCOER) approval would not be required.
- The Board would be responsible for developing and implementing a personnel structure and employment policies for the authority.
- UW institutions would not receive supplemental funding from the Compensation Reserve
- Employees would become UW Authority employees. Employees who are currently in the classified service would be covered by the Municipal Employment Relations Act (MERA) for collective bargaining. Faculty, academic staff, and university police are excluded from MERA.
Budget

- Authority GPR (excluding Debt Service) would be adjusted annually, beginning in 2018-19, by the previous calendar year’s CPI.
- All program revenue and seg funded appropriations are removed from state books.
- The Authority would continue to be subject to emergency budget reductions.
- Position reporting and creation limitations are eliminated.
- Creates two GPR appropriations for the authority (instead of five), one for General Program Operations and one for debt service.
- Beginning in 2016-17, the Authority is required to negotiate and pay for municipal services. The state currently negotiates the payments and funds the state share of these costs. This will cost the UW Authority between $6 and $10 million annually.
- Removes the requirements, and funding, for the following programs in 2015-16 and 2016-17:
  - Aquaculture (2016-17)
  - Health Care loan assistance (2016-17)
  - UW Green Bay/Oneida programming (2016-17)
  - Environmental Education (2015-16)
  - Discovery Farms (2016-17)
  - Environmental Educations; Forestry (2016-17)
  - WI Bioenergy Initiative (2015-16)
  - Extension Recycling (2015-16)
  - Grants – Forestry (2016-17)
  - Environmental Program Grants (2016-17)
  - Rural Physician Residency Assistance (2016-17)
  - Solid Waste Research (2015-16)
  - Telecommunication Services (2016-17)
  - Wisconsin Agricultural Stewardship Initiative (2016-17)
  - Outdoor Skills Training (2016-17)
  - Studies of Great Lakes Fish (2016-17)

Financial Management

- Authority may deposit auxiliaries, segregated fees, gifts, grants and donations in local government Investment pool. It does not appear to provide flexibility to invest in longer term investments

Other Major Changes Impacting the UW System

- Over the biennium, $4,968,400 will be transferred from GPR to Program Revenue for educational programming by the Educational Communications Board. This is expected to impact Wisconsin Public Television and Wisconsin Public Radio.
- No change to funding in the Higher Educational Aids Board for the Wisconsin Grant for UW Students.
- The Governor recommends offering a $2,000 annual incentive for employees who opt out of the state health insurance program.
• The Governor recommends eliminating the Educational Approval Board, which is responsible for regulating private educational institutions. Consumer protections are retained by providing the Department of Agriculture, Trade and Consumer Protection with broad authority to address complaints against both for-profit and nonprofit private institutions of higher education.

• The budget provides a $7 million increase to the Higher Educational Aids Board (HEAB) over the biennium to fully fund the Wisconsin Covenant Scholars program. These funds may be used by students who enroll in University of Wisconsin System Authority institutions, any Wisconsin Technical College System campus, or Wisconsin Association of Independent Colleges and Universities institutions.
**Wisconsin State Legislature**

The Wisconsin State Legislature is composed of the Wisconsin State Assembly (Lower House) and the Wisconsin State Senate (Upper House). With both bodies combined, the Wisconsin State Legislature has 132 members. In addition, these bodies are supported by Legislative Service Agencies. These agencies are the Legislative Audit Bureau, Legislative Council, Legislative Fiscal Bureau, Legislative Reference Bureau and Legislative Technology Services Bureau. The Wisconsin State Legislature convenes at the State Capitol in Madison.

**Wisconsin State Assembly**

The Wisconsin State Assembly is comprised of 99 Representatives, each being elected for two-year terms. All elections are generally held in November of even years. The next election for the Assembly will be held in November 2016. As of the date of this publication, the Wisconsin State Assembly is controlled by the Republican Party with a majority of 63 Assembly Seats. The Democratic Party is serving as the Minority Party with 36 seats.\(^1\)

Legislation introduced or messaged to the Assembly is generally referred to various committees, each relegated with the responsibility of certain issue areas. Later in this section, we will take a look at the Assembly Committee on Colleges and Universities.

**Wisconsin State Senate**

The Wisconsin State Senate is comprised of 33 Senators, each being elected for four-year terms. Senators serve staggered terms so that half the Senate is up for election every two years. All odd numbered and even numbered districts are up for elections in the same term. Each Senate district is comprised of three Assembly districts. As of the date of this publication, the Wisconsin State Senate is controlled by the Republican Party with a majority of 18 seats. The Democratic Party is serving as the Minority Party with 14 seats and one seat is vacant.\(^2\)

In addition to its duties of reviewing all legislation, the Senate is also exclusively responsible for confirming gubernatorial appointments, members of boards and commissions, and clearinghouse rules promulgated by departments. Similar to the Assembly, legislation introduced or messaged to the Senate is referred to various committees divided by issue area. Later in the section, we will take a look the Senate Committee on Universities and Technical Colleges.

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Legislative Service Agencies

Below, you will find a brief description on each of the five nonpartisan legislative agencies that assist the Legislature.

Legislative Audit Bureau (LAB): The LAB was created to assist the Legislature in maintaining effective oversight of state operations. The LAB conducts objective audits and evaluations of state agency operations to ensure financial transactions have been made in a legal and proper manner and to determine whether programs are administered effectively, efficiently, and in accordance with the policies of the Legislature and the Governor. The results of these evaluations are provided to the Legislature, along with recommendations for improvements in agency operations.³

Legislative Council (Leg. Council): Leg. Council was created to provide nonpartisan legal, scientific and other research services and administrative support services to Joint Legislative Council study committees and other legislative standing committees and task forces. It also responds to research and information requests from legislators, legislative staff, other governmental agencies and other state legislatures in a confidential and nonpartisan manner.⁴

Legislative Fiscal Bureau (LFB): The LFB was created to provide fiscal and program information and analyses to the Wisconsin Legislature, its committees and individual legislators. The LFB also serves as staff to the Joint Committee on Finance of which the primary focus is the state’s biennial budget.⁵

Legislative Reference Bureau (LRB): The LRB was created as the first professional, nonpartisan drafting and research agency for the Legislature and the public. In addition to maintaining drafting and research services, it also houses the Legislative Reference Library.⁶

Legislative Technology Services Bureau (LTSB): The LTSB was created to the single point of responsibility for providing technological services and support to the Wisconsin Legislature and its service agencies. It provides a complete range of information technology services including enterprise level consulting in the areas of office automations, payroll and accounting, constituent database support, internet access, bill drafting, statute productions, administrative code, legislative document publications, and demographic and geographic analysis.⁷

³ http://legis.wisconsin.gov/lab/AgencyInfo.htm
⁴ http://legis.wisconsin.gov/lc/
⁵ http://legis.wisconsin.gov/lfb/Pages/default.aspx
⁶ http://legis.wisconsin.gov/lrb/history/lrbhistory/history.htm
⁷ http://legis.wisconsin.gov/ltsb/Pages/default.aspx
Joint Committees

In addition to serving on committees in their respective bodies, legislators may be appointed by
their leaders to serve on certain Joint Committees, comprised of an equal number of
Representatives and Senators. Composition of each houses membership is dependent on who
controls the majority in their respective house. Below, you will find a brief description of select
Joint Committees:

Joint Committee on Finance: The joint Committee on Finance is a statutory, 16-member standing
committee of the Wisconsin Legislature. The Committee’s primary responsibility is to serve as
the principal legislative committee charged with the review of all state appropriations and
revenues. Assisting the Joint Committee on Finance in its operations is the LFB, which also
maintains a website documenting its activity. In addition, the LFB has also prepared a detailed
summary on the Joint Committee on Finance.

Joint Legislative Audit Committee: The Committee was created to have advisory responsibility
for the LAB. In addition, the Committee may direct the LAB to conduct audits and evaluations,
receive and review reports issued by the LAB, conduct hearings on LAB reports, and may
introduce legislation pertaining to LAB recommendations.

Joint Legislative Council: The Council’s primary responsibility is to establish study committees
to examine major issues and problems identified by the Legislature. The study committees
appointed by the Council are made up of Legislators and citizens who are interested in or
knowledgeable about the study topic. By using citizens on these committees, the Legislature
benefits from the knowledge and expertise of Wisconsin’s citizens. Citizens serving on Council
study committees not only help in developing public policy, but also learn more about how their
state government works. Study committees do most of their work when the Legislature is in
recess. The Council reviews the legislation recommended by the study committees and, if a
majority of Council members (12) vote for introduction, the legislation is sponsored by the Joint
Legislative Council.

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8 http://legis.wisconsin.gov/lfb/ifc/Pages/default.aspx
9 http://legis.wisconsin.gov/lfb/publications/Informational-
Papers/Documents/2013/77_Joint%20Committee%20on%20Finance.pdf
10 http://legis.wisconsin.gov/lc/committees/jointcouncil/
Committees related to higher education

There are currently two committees related to higher education, one in each house. While these committees in each house are currently dedicated to higher education in its entirety, this is not necessarily the case for each session. For example, the 2011 Senate Committee that dealt with higher education was the Senate Committee on Agriculture, Forestry and Higher Education. Each biennium, majority leadership in each house is relegated with the task of determining the number of committees and the scope of each committee. Let’s take a look at the 2015 biennial breakdown in committees related to higher education.

2015 Assembly Committee on Colleges and Universities:

The membership of the current committee is as follows:

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep. Murphy</td>
<td><a href="mailto:Rep.Murphy@legis.wi.gov">Rep.Murphy@legis.wi.gov</a></td>
<td>608-266-7500</td>
</tr>
<tr>
<td>Rep. Quinn</td>
<td><a href="mailto:Rep.Quinn@legis.wi.gov">Rep.Quinn@legis.wi.gov</a></td>
<td>608-266-2519</td>
</tr>
<tr>
<td>Rep. Petryk</td>
<td><a href="mailto:Rep.Petryk@legis.wi.gov">Rep.Petryk@legis.wi.gov</a></td>
<td>608-266-0660</td>
</tr>
<tr>
<td>Rep. Tranel</td>
<td><a href="mailto:Rep.Tranel@legis.wi.gov">Rep.Tranel@legis.wi.gov</a></td>
<td>608-266-1170</td>
</tr>
<tr>
<td>Rep. Macco</td>
<td><a href="mailto:Rep.Macco@legis.wi.gov">Rep.Macco@legis.wi.gov</a></td>
<td>608-266-0485</td>
</tr>
<tr>
<td>Rep. Hesselbein</td>
<td><a href="mailto:Rep.Hesselbein@legis.wi.gov">Rep.Hesselbein@legis.wi.gov</a></td>
<td>608-266-5340</td>
</tr>
<tr>
<td>Rep. Wachs</td>
<td><a href="mailto:Rep.Wachs@legis.wi.gov">Rep.Wachs@legis.wi.gov</a></td>
<td>608-266-7461</td>
</tr>
</tbody>
</table>

2015 Senate Committee on Universities and Technical Colleges:

The membership of the committee is as follows:

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<thead>
<tr>
<th>Name</th>
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<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sen. Harsdorf</td>
<td><a href="mailto:Sen.Harsdorf@legis.wi.gov">Sen.Harsdorf@legis.wi.gov</a></td>
<td>608-266-7745</td>
</tr>
<tr>
<td>Sen. Nass</td>
<td><a href="mailto:Sen.Nass@legis.wi.gov">Sen.Nass@legis.wi.gov</a></td>
<td>608-266-2635</td>
</tr>
<tr>
<td>Sen. Gudex</td>
<td><a href="mailto:Sen.Gudex@legis.wi.gov">Sen.Gudex@legis.wi.gov</a></td>
<td>608-266-5300</td>
</tr>
<tr>
<td>Sen. Hansen</td>
<td><a href="mailto:Sen.Hansen@legis.wi.gov">Sen.Hansen@legis.wi.gov</a></td>
<td>608-266-5670</td>
</tr>
<tr>
<td>Sen. Bewley</td>
<td><a href="mailto:Sen.Bewley@legis.wi.gov">Sen.Bewley@legis.wi.gov</a></td>
<td>608-266-3510</td>
</tr>
</tbody>
</table>
Legislative Relationships

We will look at various aspects of fostering a mutually beneficial relationship with legislators. From building these relationships to meeting with your legislator, this section should help get you started towards your goal. This is not just limited to direct interaction with legislators, but also extends to a couple degrees of separation.

Annual Activities

Listed below are a number of annual activities that pertain to government relations. Taking the time to involve yourself in these and other community-related ideas will help bolster your relationship with important legislators in your district and around the state.

- Posters in the Rotunda – Apr. 22, Madison
- Capitol Connections – Apr. 30, Madison
- Madison Legislative Breakfast – Apr. 30, Madison
- Local Legislative Breakfast

Additional Opportunities

- Creating a Community Cabinet with an elected official as a member
- Round table discussions
- Hosting friend-raising events
- Partnering with local chambers to host events

Know Your Legislators & Staff

You can find your legislators by using http://maps.legis.wisconsin.gov/ and entering your address in the top right corner. To find legislative staff, use the Assembly Directory and Senate Directory.

First Contact

In the following sections, you will find some materials to help you contact your legislators post-election. Some may have won a re-election bid – in which case you have probably been in contact with them – but some may be freshman legislators, and we encourage you to reach out, congratulate and offer to meet with them.

In addition to the candidates who have been successfully elected to the Wisconsin State Legislature, there are those who were unable to become representatives for the community in the
elected body. Most of these people are still important community leaders, and we encourage you to reach out to them in similar fashion.

**Building & Maintaining Relationships**

Now that you’ve established contact with your legislator, it’s important to maintain and grow that relationship. Preserving your place within their agenda relies on consistent, measured contact with the intention to inform legislators of happenings within your institution, inviting them to important functions and hopefully even aid their agenda through collaboration with your institution. Here are some important things to keep in mind when maintaining your relationship with local legislators:

**Inform them of institution events that may be important to the community at large**

Legislators frequently attend events in their districts and surrounding areas that are important to the community. Give their schedulers enough advance notice knowing the fact that they get a lot of requests, especially at the start of their terms and the start of session. Even if they are not able to attend in person, they may send a staff member to cover the event.

Legislators frequently have e-updates and newsletters that they send to their constituents. If you develop a good relationship and give them sufficient advance notice, they may also choose to include details of the event in their correspondence with their constituents.

**Make your institution accessible**

As mentioned previously, legislators frequently attend events in their districts. In addition, they also schedule listening tours to meet with their constituents in the district. Make your institution available, for a listening session. It is a great way for the legislators to hear from faculty, staff and students. It is probable that the legislators may also be in contact with various student organizations, especially those with political undertones. If they are already planning an event with them, see if you can help facilitate even further.

**Inform them about partnerships that are in the works or recently completed**

Partnerships between your institution, businesses or other higher education institutions are significant developments. Publicizing these partnerships should go beyond the perfunctory press release; notify the legislator about these developments to keep them engaged with your institution. This will reiterate the importance of your institution to the community.

**Establish standing check-in meetings**

Ask your legislator if they would like to schedule a standing meeting. This will give you an opportunity to update them on a consistent basis, but also to find out what is on their agenda. It also shows you are making a concerted effort to engage with them.
Make the relationship mutually beneficial

This sounds elementary, but once the academic year gets started and the legislature is in session, these things fall to the back of our minds. Your interaction with legislators shouldn’t always be about needing something, but rather a two-way street.

Handwritten notes are easy and effective

Not everything needs a hand written note, but a quick thank you or invitation with a personal touch can go a long way.

Legislative staff plays an important role

All the above items don’t apply just to legislators, but their staff as well. Legislative staff will generally be the ones following up on requests and gathering information about events in the district. Make sure to go out of your way to show your appreciation for the job they do.

Meeting with your legislator

You’ve made first contact and you’ve set up a meeting. What should you expect when you meet with your legislator? That depends on the legislator, timing of the meeting (whether or not they’re in the middle of session or committee hearings) and their views of higher education.

Before meeting with your legislator, research information about them. Specifically, look at

- Their political interests
- Their personal interests
- Whether any family members have attended a UW College
- Affiliations or interactions with UW-Extension
- Their hobbies and affiliations
- Committees they serve on
- Any bills they have recently authored. This does not necessarily have to deal with higher education. If it strikes your interest, engage them about it and ask how it came about. Remember, however, that you are not there to give your opinion on such a bill unless it relates to higher education. If there is such a bill, please contact us to discuss talking points

You can always contact us for assistance to help provide some background information on the legislators you are meeting with. In addition, please notify us of when you are meeting with elected officials.
Some meetings may not go as anticipated; this is especially the case if there have been negative articles about individual institutions (including comprehensives), UW System or a combination thereof. Being aware of media stories or public hearings that are being held with respect to higher education may help you navigate such a meeting. If you find yourself in such a situation, be sure to make it evident that you are taking legislative offices’ concerns into consideration and will investigate the feasibility of rectifying the specific issue(s). In many cases, the issue may not even relate to your institution, in which case, best practice would dictate gathering information on the issue, how it came to be and how your institution can avoid such a situation.

**Anticipating institution issues**

Over the past years, administrators have become aware of institution issues through legislative offices before they are notified by the institution affected by these issues. Anticipating and identifying these issues, and then communicating them to central administration is crucial. If you do become aware of an issue on your institution that has potential to become problematic, please collaborate with us to mitigate the issue. More often than not, preemptive communication can help stymie the issue before it becomes one.

**Requests for information**

In your conversations with a legislator, it is possible that you will receive a request for information, or the legislator may express interest in a certain initiative. Please consider such a request a priority, and please notify us of the request. We are building a database of legislative requests, meetings and information that has been shared with legislators.
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<th>UW INSTITUTION</th>
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Tips on writing a Letter to the Editor

Some tips utilized from http://ctb.ku.edu/en

**Pen the letter with a simple salutation**

Don’t worry if you don’t know the editor’s name. A simple “To the Editor of the Daily Sun,” or just “To the Editor” is sufficient. If you have the editor’s name, however, you should use it to increase the possibilities of your letter being read.

**Grab the reader’s attention**

Your opening sentence is very important. It should tell readers what you’re writing about, and make them want to read more. There are a lot of letters about the impacts of the state budget. The more you can localize the impacts, the better.

**Explain what the letter is about at the start**

Throughout your letter, remember the rule:

- Be quick,
- Be concise, and then
- Be factual

**Give evidence for any praise or criticism**

The key to a successful advocacy message is to stay data and impact-driven. Hyperbole will only undercut your message.

**Keep it brief**

Generally, shorter letters have a better chance of being published. Under 300 words is usually a safe bet. So go back over your letter and see if anything can be cut or condensed.

**Sign the letter**

Be sure to write your full name (and title, if relevant) and to include your address, phone number, and e-mail address. Newspapers won’t print anonymous letters, though in some cases they may withhold your name on request. They may also call you to confirm that you wrote the letter before they publish it. **Remember to take a look at the Guidelines for Political Activity document. It is important that you write your letter as a concerned citizen and that the letter is written not using state resources.**

*Last revised 2/18/15*