

State Budget Advocacy Summary University of Wisconsin-Stevens Point

Consistent messaging revolving around these four central points:

- Reduction in the size of the proposed cut to UW System
- Need for flexibilities and to operate more like a business with control of both sides of the ledger
- Dedicated funding stream
- Differential tuition for UW-Stevens Point - just like ten other universities in the System

Legislative Advocacy

1. October 30 – Meeting with Congressman Ron Kind
2. December 2014 – 26 Central Wisconsin business leaders write to Governor Scott Walker in support of granting authority for UW-Stevens Point to pursue differential tuition.
3. January 6 – Chancellor Patterson phone call with Rep. Murphy. Rob Manzke attended meeting in person at the Capitol.
4. February 2 – Legislative Breakfast—Chancellor Patterson and Rob Manzke
 - a. Rep. Scott Krug
 - b. Rep. Bob Kulp
 - c. Sen. Julie Lassa
 - d. Rep. John Spiros
 - e. Rep. Katrina Shankland
 - f. Rep. Nancy Vander Meer
5. February 3 – Chancellor Patterson
 - a. Sen. Lassa
 - b. Sen. Olsen
6. February 4 – Chancellor Patterson and Rob Manzke
 - a. Sen. Tiffany (Patterson only)
 - b. Sen. Petrowski
 - c. Sen. Tiffany
 - d. Rep. Krug
 - e. Rep. Ballweg
 - f. Rep. Bewley
 - g. Sen. Nass
 - h. Rep. Shankland
7. February 12 – Student Government Association
 - a. Representative Czaja (staff)
 - b. Representative Laudenbeck (staff)
 - c. Representative Knudson (staff)
 - d. Senator Bewley
 - e. Senator C. Larson
 - f. Senator Tiffany (staff)

- g. Senator Hansen (staff)
 - h. Senator Harsdorf (staff)
 - i. Representative Nygren
8. February 17 – Student Government Association
- a. Senator Gudex
 - b. Senator Lassa (staff)
 - c. Representative Heaton
 - d. Senator Darling (staff)
 - e. Senator Erpenbach (staff)
 - f. Senator Olsen (staff)
 - g. Representative Shankland
9. February 26 - Student Government Association
- a. Representative Billings
 - b. Senator Marklein (staff)
 - c. Representative Schraa
 - d. Representative Krug
 - e. Representative Petryk (staff)
 - f. Representative Rodriguez (staff)
 - g. Senator L. Taylor (staff)
 - h. Representative Quinn (staff)
 - i. Representative Wachs (staff)
10. March 4 – Chancellor Patterson, Rob Manzke and SGA representatives
- a. Sen. Tiffany (Patterson only)
 - b. Sen. Olsen (Patterson only)
 - c. Rep. Heaton
 - d. Rep. Czaja (staff)
 - e. Rep. Kulp
 - f. Rep. Kooyenga (staff)
 - g. Sen. Petrowski
11. March 10 and 11 – Centergy - Central Wisconsin Days at the Capitol
- a. UW-Stevens Point attendees: Rob Manzke and Dave Eckmann
 - b. Approximately 40 Central Wisconsin business leaders attended
 - c. UW-Stevens Point Student Government Association attendees: 5
 - d. Focus on Differential Tuition and state budget reductions to UW System
 - e. Approximately 35 legislative visits completed by 5 teams various Centergy members (including UW-Stevens Point staff and/or students)
12. March 11 – Chancellor Patterson met with Congressman Ron Kind
13. April 2 – Chancellor Patterson met with Sen. Shelia Harsdorf
14. April 7 – Chancellor Patterson spoke with Sen. Olsen by phone
15. April 13 – Chancellor Patterson met with Rep. Krug and Rep. VanderMeer before legislative forum at UW-Stevens Point
16. April 13 – Chancellor Patterson phone call to Sen. Harsdorf
17. April 16 – CEO of a major Stevens Point company visited with nine legislators at the Capitol on behalf of UW-Stevens Point. Key points – flexibility for UW System, accountability measures, differential tuition.
- a. Sen. Lassa (staff)
 - b. Sen. Tiffany

- c. Sen. Harsdorf
 - d. Rep. Nygren
 - e. Rep. Shraa
 - f. Rep. Spiros (staff)
 - g. Rep. Krug (staff)
 - h. Rep. Shankland
 - i. Sen. Olsen (staff)
18. April 21 – Chancellor Patterson and Rob Manzke meet with Patrick Testin, Chair of Portage County Republican Party
19. April 22 – Posters in the Rotunda – Student Research Presentations and Legislator visits. Meetings focused primarily on student research, but also included discussions about the proposed state budget.
- a. Sen. Lassa (Staff)
 - b. Rep. Macco
 - c. Rep. Hansen
 - d. Sen. Cowles
 - e. Rep. Kulp (staff)
 - f. Sen. Moulton
 - g. Rep. VanderMeer
 - h. Sen. Olsen
 - i. Sen. Petrowski
 - j. Rep. Krug
 - k. Rep. Shankland
20. April 30 – Student Government Association
- a. Senator Harsdorf (staff)
 - b. Representative VanderMeer
 - c. Representative Hintz (staff)
 - d. Representative Heaton
 - e. Senator Marklein (staff)
21. May 5 – Chancellor Patterson asked select UWSP alumni who live in the districts of JFC members to write letters of support to reduce the amount of the proposed cuts.
22. May 5 – Chancellor Patterson sent letters to member of the Joint Committee on Finance requesting restoration of the SEG funding for the Wisconsin Bioenergy Initiative (WBI) appropriation to the UW System.
23. May 6 – Chancellor Patterson sent letters to 45 state legislators to provide them with an update on the efforts at UW-Stevens Point to address the proposed reductions in state funding. Enclosures included the listing of open positions that are at risk for elimination and the analysis of the potential reductions of state funding, by institution, across the UW System.

Media Referencing UW-Stevens Point and/or Quoting Chancellor Patterson

Print

1. January 28 – Inside Higher Ed. Article, “Deep Cuts in Wisconsin”
2. January 31 – Stevens Point Journal article, “UWSP state aid would fall to 1980s level in Walker plan”

3. February 7 – Chancellor Patterson’s monthly article in Stevens Point Journal, “Proposed cuts would be blow to UWSP”
4. February 13 – Stevens Point Journal Article, “Walker budget cuts would mean layoffs at UWSP”
5. February 19 – Stevens Point Journal, “Community members voice concern over UW system cuts”
6. February 26 – Chancellor Patterson’s monthly column in Stevens Point Journal, “Difficult decisions weigh heavily on UWSP”
7. March 16 – Capital Times, “UW alums line up on both sides of Scott Walker's proposed budget cuts”
8. April 12 – Stevens Point Journal, “UWSP prioritizes teachers in face of budget cuts”
9. April 25 – Chancellor Patterson’s monthly article in Stevens Point Journal, “Efforts could ease impact of cuts on UWSP”
10. April 24 – WisconsinOpinion.com. Sen. Julie Lassa “Earth Day celebrates Wisconsin's environmental education heritage”

Media Interviews of Chancellor Patterson

1. January 27 – Larry Lee, WSAU TV
2. January 27 – Ry Rivard, Inside Higher Ed.
3. January 28 – WSAW TV (Wausau)
4. January 29 – WSAW TV (Wausau)
5. January 29 – Gannett media
6. January 29 – The Pointer (UWSP newspaper)
7. February 11 – Scott Krueger, Portage County Live, WPCN 1010AM (Radio)
8. February 11 – Taylor Elmhorst, 90FM (UWSP student radio station)
9. February 11 – Emily Margeson, SPTV (UWSP student TV station)
10. February 24 – Brian Kowalski, City Pages (newspaper)
11. March 9 – MyKayla Hilgard, The Pointer (UWSP student newspaper)
12. March 30 – WWSP 90 FM (UWSP student radio station)
13. March 30 – Chancellor Patterson interviewed on WWSP (UWSP student radio station)
14. April 1 – WSAW TV (Wausau)
15. April 1 – WJFW TV (Rhindlander)
16. April 2 – Wisconsin Public Radio, Route 51
17. April 7 – The Pointer (UWSP student newspaper)
18. April 28 - The Pointer (UWSP student newspaper)
19. May 6 – City Pages Newspaper (Wausau)

Television/Radio Features Specific to the Proposed State Budget

1. February 2 – WAOW TV, “UWSP leaders and students speak out about cuts to UW System”
2. February 4 – WFXS TV, “Walker’s proposal to cut millions from education funding draws opposition”
3. February 11 – WSAU TV, “Voicing Concerns: UWSP Students Could Make the Difference in Fight Against Proposed Budget Cuts”
4. February 17 – WSAU Radio, “Stevens Point city officials oppose Walker’s UW cuts”
5. February 19 – WFXS TV, “Public forum focusses on proposed cuts to UW System”
6. February 20 – WSAU Radio, “UW Stevens Point wants approval for "Differential Tuition" plan”

7. February 20 – WSAU TV, “Community Forum Highlights Concerns About Proposed UW Funding Cuts”
8. February 20 – WSAU Radio, “Crowd speaks out against UW budget cut proposal”
9. March 10 – WSAW TV, “Central Wisconsin Leaders Head to Madison to Push Local Issues”
10. March 11 – WSAU Radio, “UW Stevens Point hit hardest by Walker UW budget cut proposal”
11. March 16 – WSAU Radio, “UW Stevens Point pushing for differential tuition”
12. March 27 – WAOW TV, “UWSP leaders studying potential budget cut impact”
13. March 31 – Wisconsin Public Radio, “Budget Cuts Threaten Unique Programs At UW-Stevens Point, Administrators Say”
14. April 1 – WJFW TV, “UW-Stevens Point would lose 25% of state aid under Gov. Scott Walker's proposed UW budget cuts”
15. April 1 – WSAW TV, “UWSP College of Natural Resources Could See Big Impact in Proposed Budget Cuts”
16. April 2 – Wisconsin Public Radio, “Proposed Budget Cuts to UW Schools”
17. April 2 – WSAW TV, “UW-Stevens Point Students March Against Proposed Budget Cuts”
18. April 10 – Wisconsin Public Radio, “UW-Stevens Point Will Keep College of Fine Arts”
19. April 14 – Wisconsin Public Radio, “GOP Lawmakers Take Public Input On UW Cuts At Stevens Point Campus”
20. April 14 – WSAU Radio, “Familiar issues brought to budget hearing in Stevens Point”
21. April 17 – WSAU Radio, “UW Stevens Point continues preparing for a reduced state budget”

Social Media

1. February 6: Twitter - Visit our website for information on the proposed UW System budget and how it might affect UW-Stevens Point: 3,820 people reached.
2. February 12: Twitter - UW-Stevens Point students voice concerns over state budget: 918 people reached.
3. February 13: Twitter - UW-Stevens Point meetings to discuss proposed state budget: 1,101 people reached.
4. February 16: LinkedIn - Stay informed on the proposed University of Wisconsin System Budget and how it might affect UW-Stevens Point: 6,083 people reached.
5. February 16: Facebook - Stay informed on the proposed University of Wisconsin System budget and how it might affect UW-Stevens Point: 1,607 people reached.
6. February 28: Twitter - Difficult decisions weigh heavily on UW-Stevens Point: 1,053 people reached.
7. March 2: LinkedIn - Difficulty decisions weigh heavily on UW-Stevens Point: 2,077 people reached.
8. March 2: Facebook - Difficult decisions weigh heavily on UW-Stevens Point: 1,371 people reached.
9. April 2: Facebook - UW-Stevens Point to implement a Voluntary Separation Incentive Program: 1,827 people reached.
10. April 9: Facebook - COFAC administration proposal update: 5,274 people reached.
11. April 9: LinkedIn - COFAC administration proposal update: 3,573 people reached.
12. April 25: Twitter - Efforts could ease impact of cuts at UW-Stevens Point: 1,409 people reached.

Community Outreach

1. February 19 – Rep. Shankland and Sen. Lassa hold public budget forum at UW-Stevens Point
2. March 13 – SGA President sends letter to UW-Stevens Point students and their parents
3. March 20 – Chancellor Patterson sends emails to more than 33,500 UW-Stevens Point Alumni
4. March 26 - Community Budget Forum, by invitation. Approximately 20 members of the Central Wisconsin business community attended forum.
5. March 27 – Chancellor Patterson presented to the Rotary Club of Greater Portage County
6. April 2 – Student Government Association coordinated a student letter-writing campaign
7. April 13 – UW-Stevens Point hosts State Legislative Forum with Rep. Krug, Rep. Spiros, Rep. VanderMeer, Rep. Shankland and Rep. Wachs.

Board of Regents

1. UW-Stevens Point hosted the Board of Regents meeting, October 9-10, 2014. Specific data presentation regarding UWSP faculty and staff salaries.

Internal Campus Communication

1. Created a budget resource page for faculty, staff, students, media, and the community.
 - a. More than 105 resources in the following categories: UWSP Information, data, campus resources, legislative contacts, news/media, State of Wisconsin information, and UW System information
2. January 26 - Budget email 1 from Chancellor Patterson to campus: Biennium budget cut might be \$300 million
3. January 27 - Budget email 2 from Chancellor Patterson to campus: UW System President Ray Cross shares news of cuts, public authority
4. January 27 - Budget email 2a from Chancellor Patterson to campus: Sharing the news release from the Governor's office and remarks from the UW System leadership.
5. January 28 - Budget email 3 from Chancellor Patterson to campus: Budget could cut \$6 million to \$7 million from UW-Stevens Point
6. January 30 - Campus budget forum: Presentation details early budget information
7. February – April – Student Government Association held listening sessions in residence halls and provided budget information on their Web site.
8. February 5 - Budget email 4 from Chancellor Patterson to campus: Web page regarding proposed budget cuts created
9. February 6- Budget email 5 from Chancellor Patterson to campus: State segregated funds could be cut; possible base budget reductions by campus
10. February 9 - Campus budget forum: Presentation details additional cuts, next steps
11. February 11 - Student Government Association hosted student budget forum.
12. February 11- Budget email 6 from Chancellor Patterson to campus: Video clips offer Board of Regents meeting highlights
13. February 11 - Budget email 7 from Chancellor Patterson to campus: Cost-containment measures implemented at UW-Stevens Point

14. February 13 - Budget email 8 from Chancellor Patterson: Update on process to determine potential budget reductions
15. February 16 - Student Government Association hosted student budget forum
16. February 19 - Student Government Association hosted budget forum with Representative Shankland and Senator Lassa
17. February 20 - Budget email 9 from Chancellor Patterson: Update on budget reduction process
18. February 23 - Student Government Association hosted student budget forum
19. February 25 -Budget email 10 from Chancellor Patterson: Informational resources regarding the proposed budget cuts.
20. March 3 - Budget email 11 from Chancellor Patterson: UW System information regarding the UW System Authority.
21. March 6 - Campus budget forum: Presentation details additional cuts to SEG programs and cost-to-continue
22. March 17 - Budget email 12 from Chancellor Patterson: Updates and resources for information about the proposed budget cuts.
23. April 2 - Budget email 13 from Chancellor Patterson: Information regarding the Volunteer Separation Incentive Program (VSIP).
24. April 9 -Budget email 14 from Chancellor Patterson: COFAC administration proposal update.
25. April 24 - Campus budget forum: Update on Budget Reduction Planning

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