

Communicating budget information

As you speak with colleagues, alumni and partners interested in what the proposed state budget means to your program or department, keep these tips in mind:

Do

- Provide factual information.
- Highlight accomplishments, strengths, benefits achieved by the program
- Show how your program has been leveraged – for workforce training and development, school, community and private partnerships, sustainability, public and private funding sources.
- Cite positive results, including specific numbers
- Stay focused and concise.
- Explain what is proposed, and what that *could* mean.
- Use language such as “_____ program is in jeopardy” rather than “will be eliminated.” Remember, if we say we will do something – like close a facility -- we must be prepared to do so.
- Call University Relations and Communications if you are contacted by the media – ext. 2490 or 3572.
- Be mindful of unintended consequences.
- Be aware that even if you identify yourself as a private citizen in public communication, you could be viewed as representing UW-Stevens Point.
- Be patient. UW-Stevens Point leaders are developing a strategy in the best interests of the university overall.
- Ask your dean or department head for clarification if in doubt.

Don't

- Overstate a situation, blame or speculate.
- Contact the media. If you are contacted, refer reporters to Nick Schultz, media relations director, Kate Worster or another University Relations and Communications staff member.
- Engage in advocacy that may be construed as political activity on UW-Stevens Point time, or use UW-Stevens Point resources. This includes email, phone and social media.
- Engage in dialogue that ultimately causes us to lose ground.