



# Public and Government Affairs Update

February 2007, Issue No. 5

## 2007 OREGON LEGISLATIVE SESSION

### Busy schedule of hearings in Salem

#### President Frohnmayer presents Integrative Science Complex

Feb. 6 - The Ways and Means Education Subcommittee held an informational hearing on Senate Bill (SB) 5516, the Oregon University System capital construction budget bill. At the hearing, President Dave Frohnmayer discussed the significant successes of Oregon's research universities and the substantial economic impact of research. Frohnmayer referred the committee to the UO pamphlet, "Powering the State's Economy 2007," that reports that for every \$1 of state appropriation to the UO, \$20 is returned to the economy.

Frohnmayer then presented the university's top capital construction priority for the 2007 session, phase 2 of the Integrative Science Complex. The university is seeking \$30 million in General Obligation bonds for the project, to be matched by \$30 million in other funds. Committee members received copies of letters of support for the project from lead donor Lorry Lokey and private sector partners Electro Scientific Industries, Hewlett-Packard, Invitrogen, Microchip Technology, and Tektronix.

#### Rich Linton testifies on SB 853 clean-up bill

Feb. 21 - The Senate Committee on Finance and Revenue held a hearing on SB 582, a companion or "clean-up" bill to SB 853 that was approved in 2005. SB 853 established university venture development funds with tax incentives to donors who contribute to the funds. Rich Linton, vice president for research and dean of the graduate school, testified that SB 582 clarifies the original intent of SB 853 and addresses conflicting interpretations about the administration of the funds and the tax incentives. He said the bill allows tax incentives to begin in the tax year beginning January 1, 2007.

The hearing on SB 582 was part of "Innovation Day" at the Capitol,

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### INTEGRATED MARKETING AND STRATEGIC COMMUNICATIONS TASK FORCE

Last month, the University of Oregon embarked on a strategic communications planning process to clarify, coordinate, and improve the way we communicate the University of Oregon's unique strengths and benefits. To be successful, the university's marketing and communication efforts must have an integrated and campus-wide perspective.

To accomplish this task, Linda Brady, senior vice president and provost, and Allan Price, vice president for advancement, created the Integrated Marketing and Strategic Communications Task Force. The charge of the task force is to guide and engage the campus community in a process to identify the university's unique strengths, vision, and values, which can then be used to develop key messages for an integrated marketing communications program. The goal is to develop a blueprint by which marketing and communication activities are coordinated.

As part of this process, the university is conducting focus group sessions with various campus constituencies, including student, faculty, and staff groups, in order to solicit thoughts on the characteristics or features that come

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sponsored by the Oregon Innovation Council, also known as Oregon InC. The purpose of Innovation Day was to urge support of legislation that would strengthen industry and education partnerships and create new collaborative research initiatives.

The Senate Committee on Business, Transportation, and Workforce Development held hearings on three OregonInc. bills: 1) SB 579 allows the Oregon Growth Account to be invested in emerging growth businesses; 2) SB 580 directs the Oregon Innovation Council to establish two signature research centers following the ONAMI model: one focused on renewable energy, biologically based products, and other emerging sustainable products or services; and the other focused on drug development in the areas of infectious disease and vaccines, cancer and neuroscience; and 3) SB 581, the funding bill for OregonInc. and the research centers supported by it.

#### **UO panel discusses China**

Feb. 14 - The House Higher Education Subcommittee held an informational hearing on China, led by Chunsheng Zhang, vice provost for international affairs and outreach in the Office of International Programs. Joining him to discuss the economic, educational, and cultural importance and relevance of China were Jim Bean, dean of the Lundquist College of Business, Carl Falsgraf, director of the Center for Applied Second Language Studies, and Steve Durant, professor of Chinese and East Asian languages. Panels from Oregon State and Portland State Universities also testified.

#### **Overview of OUS priorities**

Jan. 17 - Chancellor George Pernsteiner gave the House Higher Education Subcommittee a “broad brush” picture of public postsecondary education in

Oregon. The chancellor stressed the challenges Oregon is facing in making its citizens competitive in the world economy. The chancellor also highlighted the strengths and missions of the seven OUS institutions. A week later, the chancellor provided the Ways and Means Education Subcommittee an overview of the Oregon University System’s priorities for the 2007 Session and the next several biennia.

#### **Hearing on ASPIRE program**

Jan. 24 - The House Higher Education Subcommittee held an information hearing on House Bill (HB) 2245 that would establish within the Oregon Student Assistance Commission the ASPIRE program – “Access to Student Assistance Programs In Reach of Everyone.” The objectives of the program are to provide mentoring and resources to help students access education and training beyond high school; help high schools build a sustainable community of volunteer mentors; and educate students and families about the scholarship application process and other options for paying for post-secondary education.

#### **Hearing on interest earnings and variable rate financing bills**

Feb. 7 - The House Revenue Committee held a public hearing on two OUS priority bills. HB 2198 would allow the Oregon University System and its member institutions to retain interest earnings on all funds it controls, such as tuition and fee revenues paid by students. Currently, the interest earned is credited to the State’s General Fund.

Chancellor George Pernsteiner noted that the Governor’s Recommended Budget proposes to reduce the system’s general fund budget by \$19.1 million, which is the estimated amount of interest earnings on these funds, thereby offsetting the loss to General Fund revenues if this bill is adopted. The Oregon Student Association supports HB 2198, but is urging the legislature to keep the \$19.1 million in the higher education budget.

HB 2199 would allow the Oregon University System to offer variable and fixed rate debt for Article XI-F bonds used to fund auxiliary enterprise projects, such as housing, food services, parking, and intercollegiate athletics. Historically, the OUS has used fixed rate debt instruments to finance the construction and improvement of its auxiliary enterprise facilities. The chancellor testified that a proper mix of variable and fixed rate debt, coupled with the ability to earn interest on all operating resources, can yield substantial cost savings without adding undue budgetary risk.

#### **Hearing on dual enrollment, ATLAS and IDTS**

Feb. 7 - The House Higher Education Subcommittee held an informational hearing on dual enrollment programs with community colleges, and two initiatives related to articulation and transferability. The committee was briefed on the Articulated Transfer Linked Audit System (ATLAS) that would allow students and advisors to make online comparisons between completed or planned coursework

### **May 14: University of Oregon Day at the Capitol**

On Monday, May 14, UO faculty, staff, students, alumni, and friends are invited to join with colleagues (and the Duck) to come to Salem to talk with legislators about the importance of higher education and the university. For more information, contact Tim Black in the Office of Public and Government Affairs, 541/346-5023, [timblack@uoregon.edu](mailto:timblack@uoregon.edu).

and any degree program, allowing transparent transfer of credit between institutions. The committee was also briefed on the Integrated Data Transfer System (IDTS) that will connect the data systems of the state's three education sectors, thus providing the ability to send electronic high school and college transcripts to and among colleges.

### Overview of mission and issues facing small campuses

Feb. 12 - The House Higher Education Subcommittee heard testimony from the chancellor and presidents of the Oregon University System's smaller institutions: Eastern, Southern, Western, and the Oregon Institute of Technology. Chancellor Pernsteiner opened the hearing by providing a general overview of the profile of a regional university, noting that regional universities have a smaller proportion of out-of-state students than larger universities, therefore making them more dependent on state general fund support.

### Shared Responsibility Model

Feb. 20 - Governor Ted Kulongoski and Senator Kurt Schrader (D-Canby), co-chair of Ways and Means, testified before the Senate Committee on Education and General Government in support of SB 334 and the "Shared Responsibility Model." Also testifying in support were Tim Nesbitt from the State Board of Higher Education, and ASUO president Jared Axelrod.

The bill, introduced by Senator Schrader on behalf of the governor, changes the Oregon Opportunity Grant to the "Oregon Shared Responsibility Opportunity Grant." The bill directs the Oregon Student Assistance Commission to base the method of determining the state share of education costs on student share, family share, and amount expected from the federal government.

with a subsequent referral to Ways and Means. The bill has not been scheduled for a public hearing.

Senate Bill 185 (OUS priority bill) directs the Oregon Innovation Council to establish a signature research center focused on renewable energy, biologically based products and other emerging sustainable products or services. The bill was referred to the Business, Transportation and

Workforce Development Committee. The bill has not been scheduled for a public hearing.

House Bill 2578 specifies the percentage of undergraduate courses to be taught by full-time tenured and tenure-track faculty at public institutions of higher education. It directs institutions to determine salary standards for part-time and adjunct faculty based on the salary of tenured and tenure-track faculty. The bill was referred to the Education Committee with a subsequent referral to Ways and Means. The bill has not been scheduled for a public hearing.

House Bill 2579 increases the number of directors appointed to the State Board of Higher Education.

It reapportions the representation of faculty at public institutions of higher education between two members. The bill specifies that one member be a member of the faculty at Oregon State University, Portland State University or the University of Oregon, while the other member



Rally at the Capitol, February 22, 2007

The Oregon Student Association organized a rally on the Capitol steps in support of the Governor's proposed funding for higher education. Speakers included Governor Ted Kulongoski, Ways and Means Education Subcommittee Chair Rep. Larry Galizio (D-Tigard), Rep. Gene Whisnant (R-Sunriver), student leaders, and faculty members. A UO contingent arrived at the rally on buses paid for by the UO Alumni Association.

### Other bills of interest

Senate Bill 152 (OUS priority bill) changes the method of budgeting for capital projects that would expedite certain types of self-funded projects. The bill was referred to the Finance and Revenue Committee



be on the faculty at Eastern Oregon University, Oregon Institute of Technology, Southern Oregon University or Western Oregon University. The bill was introduced at the request of the American Federation of Teachers – Oregon. It was referred to the Education Committee, and a public hearing was scheduled for February 23.

House Bill 2726 says, in full, “It is the policy of this state that the purpose of state-funded research that benefits private enterprise is to keep or create jobs in this state. In any grant made by the Oregon University System, the Department of Community Colleges and Workforce Development or the Economic and Community

Development Department for research that will benefit private enterprise, the agency shall ensure that one of the purposes of the research is to keep or create jobs in Oregon.” The bill was referred to the Workforce and Economic Development Committee, and has not been scheduled for a public hearing.

## 2007 OREGON LEGISLATURE Leadership and Key Committee Chairs

### SENATE

President Peter Courtney (D-Salem)  
President Pro-Tempore Margaret Carter (D-Portland)  
Majority Leader Kate Brown (D-Portland)  
Republican Leader Ted Ferrioli (R-John Day)

#### Senate Education & General Government Committee

Senator Vicki Walker (D-Eugene), Chair  
Senator Jeff Kruse (R-Roseburg), Vice Chair

#### Senate Finance and Revenue Committee

Senator Ryan Deckert (D-Beaverton), Chair  
Senator Gary George (R-Newberg), Vice Chair

### HOUSE

Speaker Jeff Merkley (D-Portland)  
Majority Leader Dave Hunt (D-Gladstone)  
Republican Leader Wayne Scott (R-Canby)

#### House Education Committee

Rep. Peter Buckley (D-Ashland), Chair  
Rep. John Dallum (R-The Dalles), Vice Chair  
Rep. Betty Komp (D-Woodburn), Vice Chair

#### Subcommittee on Higher Education

Rep. Peter Buckley (D-Ashland), Chair

#### House Revenue Committee

Rep. Phil Barnhart (D-Eugene), Chair  
Rep. Tom Butler (R-Ontario), Vice Chair  
Rep. Tobias Read (D-Beaverton), Vice Chair

### JOINT WAYS AND MEANS COMMITTEE

Senator Kurt Schrader (D-Canby), Co-Chair  
Rep. Mary Nolan (D-Portland), Co-Chair  
Senator Margaret Carter (D-Portland), Vice Chair  
Rep. Nancy Nathanson (D-Eugene), Vice Chair

#### Subcommittee on Education

Rep. Larry Galizio (D-Tigard), Chair  
Senator Richard Devlin (D-Tualatin), Vice Chair

## Oregon Student Association Presents Legislative Priorities

The Oregon Student Association presented its legislative priorities to both the House and Senate Education Committees. The association is working to revise student grants (the “Shared Responsibility Model”); increase general fund investments for post-secondary education; increase funding for the ASPIRE program which seeks to reach out to encourage high school students to seek a college education (see page 2); and enable resident tuition for the children of undocumented workers.

The committees also heard testimony that the OSA Board of Directors and the State Board of Higher Education are aligned on tuition rates for the 2007-2009 biennium, holding projected increases to the median family income. OSA also raised concern over the \$19.1 million general fund reduction in the Governor’s Recommended Budget for the OUS operating budget to offset potential earnings if the OUS is authorized to retain interest earnings on tuition revenues (see HB 2198 on page 2).





## INTEGRATED MARKETING AND STRATEGIC COMMUNICATIONS TASK FORCE

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to mind when you think about the University of Oregon. If you are interested in attending a focus group session or want to learn more about the task force, please contact co-chairs Marian Friestad, vice provost for graduate studies (msf@uoregon.edu), or Phil Weiler, senior director of public and media relations (pweiler@uoregon.edu).

All members of the campus community are encouraged to take advantage of this opportunity to offer a unique perspective to the university's outreach efforts.

### Task force charge

- Develop a Strategic Communications Plan, including key messages that reflect the mission, vision, and values of the university. This document will serve as the cornerstone for the key institutional messages.
- Develop a university-wide Integrated Marketing Plan, a blueprint to implement key institutional messages from the strategic communications plan. This will include developing uniform brand standards for web and print designs.
- Develop and review request-for-proposals from advertising agencies to help implement the integrated marketing and strategic communications plans.

### Task force tentative time line

*January 2007*

Convene the task force.

*February 2007*

Facilitate focus group workshops and conduct qualitative research to collect campus perceptions of the university, including unique strengths and core mission.

*March-April 2007*

Develop and conduct a university-wide online survey to collect campus responses to various descriptions (visual and verbal) of the university.

*April 2007*

Update the external public opinion research (last completed in April 2002) through the initiation of a new public opinion survey that will assess the perceptions of the university by a number of external groups.

*May 2007 – June 2007*

Analyze data from both internal and external research to identify themes and possible key messages that clarify the competitive advantage of the university and the facts that support those themes.

*October 2007 – December 2007*

Discuss the outcome of the prior research with academic faculty, students, alumni, and friends to ensure that the research captures the essence of the University of Oregon.

*January 2008 – March 2008*

Complete the proposed Strategic Communications and Integrated Marketing Plan, which will identify key messages and visual identity elements. This visual identity package will incorporate the university's existing logo/brand standards as well as other visual components.

## Resources

### UO legislative priorities

A document describing the UO's state legislative priorities is available online at <http://pga.uoregon.edu> under "Government Affairs. If you would like a hard copy, contact Tim Black (timblack@uoregon.edu)

### Powering the State's Economy 2007

A new brochure describing the University of Oregon's return on the state's investment is available at [economicimpact.uoregon.edu](http://economicimpact.uoregon.edu). We are happy to provide hard copies of this brochure to all interested. Contact Tim Black (timblack@uoregon.edu)

### State legislature online: <http://www.leg.state.or.us>

- live and archived audio/video links to hearings and floor debates
- legislator lists with contact information
- committee assignments and meeting schedules
- daily calendar of action on bills
- full text of all bills introduced
- history of legislative action taken on every bill
- subscribe to receive automatic committee agenda updates

### OUS legislative bulletins

The Oregon University System legislative relations office sends weekly email updates.  
<https://lists.ous.edu/mailman/listinfo/legis-bulletin>

*April 2008*

Develop a request for proposals for a comprehensive advertising campaign to support the new Strategic Communications and Integrated Marketing Plan.

*May 2008*

After on-campus presentations from advertising agencies, select a firm to develop a supportive advertising campaign.

*June 2008 – September 2008*

Full implementation of the new strategic communications and integrated marketing plan including advertising and marketing campaign(s) to support the new strategic communication themes and all print and web designs in compliance with new brand standards and key messages.

### **New appointee to Board of Higher Education**

On February 21, the Oregon Senate approved Governor Kulongoski's appointment of **James L. Francesconi** to serve on the Oregon State Board of Higher Education. Francesconi replaces Tim Nesbitt who announced his resignation in order to join the Governor's staff.

Francesconi received a B.A. in Humanities from Stanford University and his J.D. from the University of Oregon.

For more information, see the Oregon University System news release at <http://www.ous.edu>.

## **Task force members**

**Marian Friestad, Co-Chair\***  
Vice Provost for Graduate Studies

**Phil Weiler, Co-Chair\***  
Senior Director for Public and Media Relations

**Jim Barlow**  
Director of Science and Research Communications, Office of Public and Media Relations

**Deb Carver**  
Dean, University Libraries

**Matt Dyste**  
Director of Brand Management, Office of Public and Government Affairs

**George Evano**  
Director of Communications, Oregon Bach Festival

**Janet Fratella**  
Director of Donor Relations, Office of Development

**Carla Gary**  
Assistant Vice Provost for Institutional Equity and Diversity, Office of Senior Vice President and Provost

**Tim Gleason\***  
Dean, School of Journalism and Communication

**George Hecht**  
Associate Vice President for Campus Operations, Facility Services

**Moir Kiltie**  
Assistant Vice President for Research, Research and Faculty Development

**Linda King\***  
Associate Vice President for Human Resources

**Wendy Larson**  
Interim Dean, College of Arts and Sciences

**Ann Mack**  
Director of Development Communications, Office of Public and Government Affairs

**Guy Maynard**  
Director of Creative Publishing, Office of Public and Government Affairs

**Tenaya Meaux**  
Director of Marketing and Communications, University Housing

**Zanne Miller**  
Director of Communications, School of Journalism and Communication

**Jamie Moffitt\***  
Associate Dean of Finance and Operations, School of Law

**Martha Pitts\***  
Assistant Vice President and Director of Admissions

**Michael Redding\***  
Associate Vice President for Public and Government Affairs

**Dan Rodriguez**  
Executive Director and Associate Vice President of Alumni Affairs, UO Alumni Association

**Angie Sit**  
Director of Marketing, Intercollegiate Athletics

**Karen Sprague\***  
Vice Provost for Undergraduate Studies

**Paul Swangard\***  
Managing Director, Warsaw Sports Marketing Center, Lundquist College of Business

**Terri Warpinski**  
Vice Provost, Academic Affairs/Community Engagement

**Jenifer Winslow**  
Vice President, Corporate and Board Relations, University of Oregon Foundation

**Chunsheng Zhang**  
Vice Provost for International Affairs and Outreach, Office of International Programs

**Rotating Members**  
**Suzanne Clark**  
University Senate President, Winter term

**Andrew Marcus**  
University Senate President, Spring term

**Jared Axelrod**  
ASUO President (2006-2007)

*\* steering committee*