

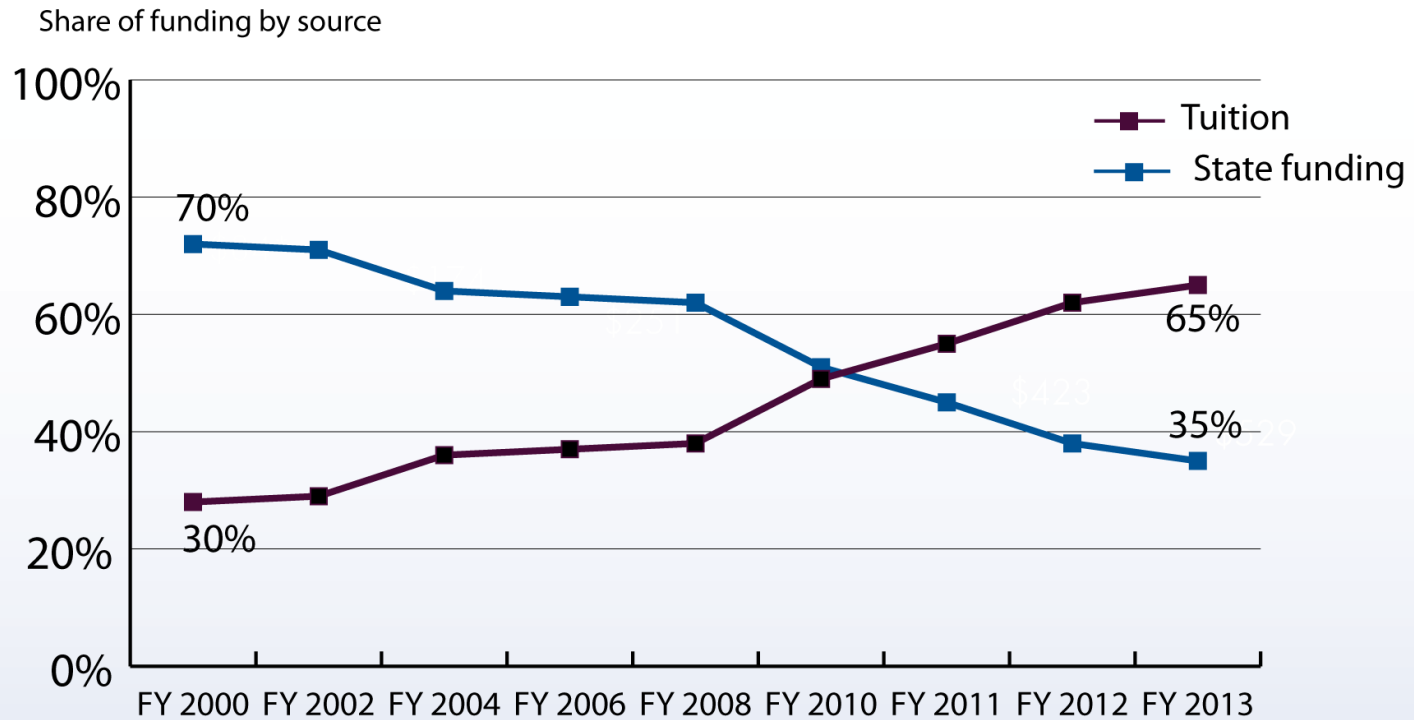
# A campaign approach for making impact



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# Trends in Higher Education – Washington State

## Students Are Paying Over Half of Higher Education Costs Through Tuition at 4-year Institutions



Source: Budget & Policy Center calculations; data from LEAP; reflects tuition in fund 149-B

# Strong External Affairs/Government Relations Model

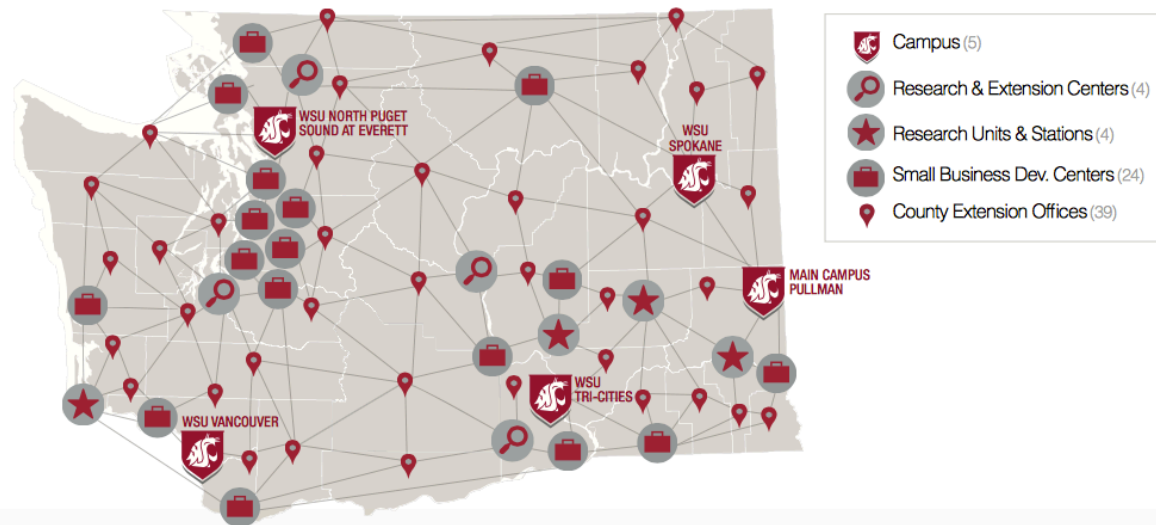
- Creation of a Chief Legislative Officer to bring discipline and “campaign” style focus to issue prioritization and building a “permanent field approach.”
- Development of an engagement model that builds and feeds the permanent field approach: External coalitions, grasstops and grassroots.
- Development of an internal engagement model that is highly collaborative, but dependent on campaign styled focus and defining clear wins.

# The results were dramatic:

## *Campaign Style results in victories*

- Washington is the only state in the country to reduce tuition in 2015 – by a whopping 15% and funded M/O
- WSU received funding and support for the launch of a new medical school in Spokane
- WSU received funding for growing new academic degree programs on the west side of the state (WSU Everett)
- WSU received \$\$ for two major capital projects, receiving more state funding than any other public institution.

### WSU STATEWIDE NETWORK & REACH



# Why A Political Campaign Style?

## Students, dollars, votes

- Discipline and regular engagement strengthens the standing of your university with elected officials, strategic coalition, influencers, and alumni/donors – builds **credibility**
- Engages internal and external constituency groups – **establishes relevance**
- Advances priorities – repetition of your brand promise, value proposition - **inculcate values**

# What are key elements of a political campaign

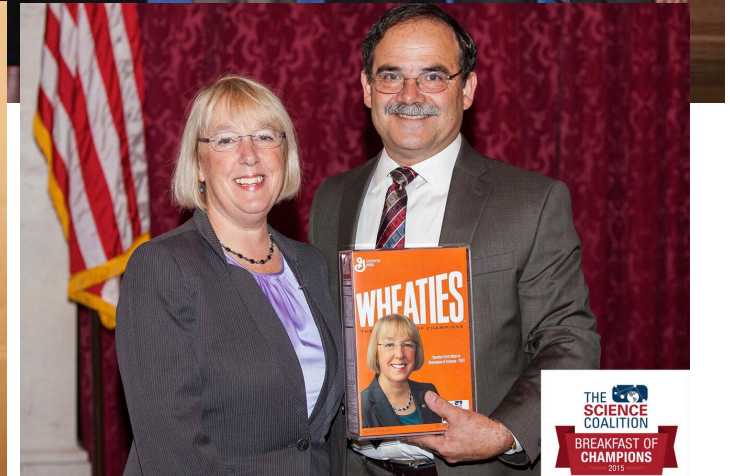
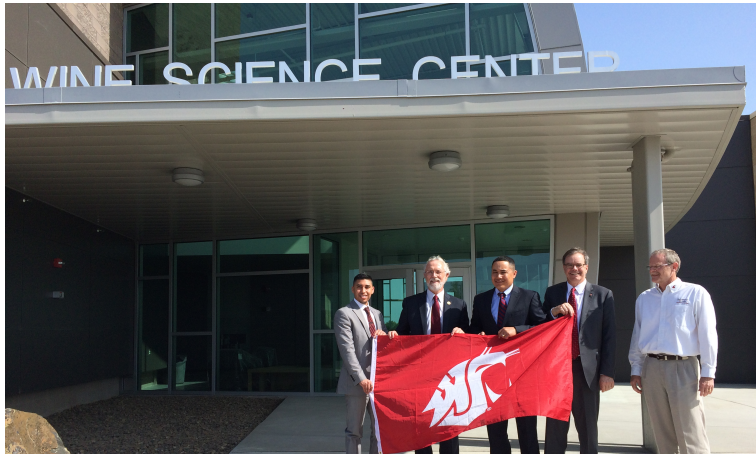
- **Define ‘the win’** – win the election *or* legislative agenda; internal and external
- **Target strategic influencers** (*voters & those who influence voters*) – know who strongly support higher education, public education (*know your demographics, define your base, feed your base with knowledge they care about*)
- **Polling** to gauge opinions, ID messages that resonate with your base
- **Direct communications and contacts with your base** – owned media (social media, web), direct mail, paid media
- **Develop a ‘field’ effort** – build thru owned media assets, events, alumni advocacy efforts, speaker bureaus, etc.
- **Earned media** – strategic, deliberate, intentional relationship building and targeted to your base and swing supporters

# Building the Permanent Field Campaign

- Good field efforts **wins a campaign, every time**
- Connects you with your base (*know your demographics – ours? Women in their 50s, urban based, educated*)
- Links with organizations and coalitions that will support you
- Mobilizes your base (*alumni advocacy, donors, opinion leaders, influencers, etc*)
- Validates your campaign messaging with media, opinion leaders/influencers, identified ‘swing voters’
- Opens doors and new avenues to influence others (*build and feed the base to build a wider base*)
- Provides an “early warning” and rapid response team, if and as needed
- Provides multiple pathways for reaching out to critics, skeptics, un-decideds

# What do we know about elected officials

- Universities have unique assets that lawmakers and influencers really like (students, donors, voters)





# Permanent Field Campaign Effort

Build your easy base – your alumni, donors

- Engage your ‘easy fruit’ organizations – identify, cultivate, and feed, feed, feed some more
- Build your base – educate, motivate, activate (alumni, supporters)



WSU | **IMPACT**  
INFORMED ADVOCATES OF WASHINGTON STATE UNIVERSITY



WSU | **IMPACT**  
INFORMED ADVOCATES OF WASHINGTON STATE UNIVERSITY



Do you  
**KNOW**  
**WSU?**

WSU | **IMPACT**

# Permanent Field Campaign Effort

Build a base of higher ed supporters – grow your pie



COLLEGE  
PROMISE  
COALITION

THE GREATER  
*good* CAMPAIGN

A BETTER WASHINGTON  
STARTS WITH  
BETTER EDUCATION

A PUBLIC SERVICE ANNOUNCEMENT FROM WASHINGTON STATE UNIVERSITY

## GROWING A \$4.8 BILLION INDUSTRY, GLASS BY GLASS

Washington State University and the Pacific Northwest wine industry celebrated a new milestone in their decades-long partnership with the dedication last June of the Ste. Michelle Estates WSU Wine Science Center at the WSU Tri-Cities campus.

One of the most technologically advanced wine science centers in the world, the new center supports Washington's exploding wine industry, whose total economic impact was \$4.8 billion in 2013—up from \$3.5 billion in 2009. The center includes research labs and classrooms, a research and teaching winery, a two-acre vineyard, and greenhouses to train the next generation of winemakers. WSU also offers the region's only four-year degrees in viticulture, enology and wine business management.

Building on historic strengths in agriculture and the plant sciences, WSU is committed to helping growers create world-class wines and spurring the state's economy. Washington already is the second largest premium wine producer in the United States and home to more than 700 wineries.

An investment in education in Washington can change the future—for the greater good.

[wine.wsu.edu](http://wine.wsu.edu)



The Michelle Wine Estate WSU Wine Science Center supports the unparalleled growth of Washington's wine industry.



THE GREATER *good* CAMPAIGN  
A BETTER WASHINGTON STARTS WITH BETTER EDUCATION

# Permanent Field Campaign Effort

Feed a base through stakeholder engagement & support



CleanTech Alliance  
WASHINGTON



# *Permanent Campaign: build strategically & implement collaboratively ... our results*

- WSU continues to gain stature
- WSU is more top of mind for thought leaders
- WSU is viewed as a quality academic, research University in service to state, nation, world
- WSU students are making a difference, well prepared
- WSU continues to build more students, donors, and votes

