

2005-2006 :: Public Affairs

1. Mission Statement:

The mission of the UTD Office of Public Affairs is to coordinate and oversee the university's marketing, and build strong public support & relationships with the university's key internal and external stakeholders to support UTD students/faculty teaching and learning activities, university staff, and the institution's strategic mission in advancing outstanding education and research programs.

2. Objectives:

2.1 Improve awareness and understanding of UTD: Increase visibility of UTD in downtown Dallas and in the Greater Dallas area through increased involvement of UTD faculty and staff in civic, chamber of commerce, and community organizations; gain influence with state legislators and assist in building a larger donor pool in the Greater Dallas area.

2.1.1 Related Strategic Plan Item(s):

II-3 Investment in People; III-2 Innovative Centers and Institutions; VI-3 Business Leadership; VI-4 Community Outreach

2.1.2 Related Institutional Priority Item(s):

SP-4 Tell UTD's Story Better; SP-5 Improve Annual Giving and Endowment; COM-3 Sustain Progress toward Tier One Status in terms of programs, research and faculty quality; COM-4 Enhance research, graduate education and technology-driven economic development; CMP-2 Complete major, 5-year capital campaign (\$100M) for endowed chairs and grad fellowships; CMP-3 Complete NSERL Building

2.2 Gain influence in Legislature:

Develop strong relationships with legislators and keep them aware of the important programs, scholarships, and research going on at UTD; provide frequent interaction between UTD executive leadership, Deans, and legislators in a strategically coordinated manner.

2.2.1 Related Strategic Plan Item(s):

II-3 Investment in People; V-2 Enhanced Quality of Life; VI-3 Business Leadership; VI-4 Community Outreach

2.2.2 Related Institutional Priority Item(s): SP-4 Tell UTD's Story Better; COM-3 Sustain Progress toward Tier One Status in terms of programs, research and faculty quality; COM-4 Enhance research, graduate education and technology-driven economic development; CMP-3 Complete NSERL Building

2.3 Grow donor pool in the area south of LBJ: Develop more relationships with friends of UTD among the non-alumni in the Dallas area; develop more visibility with organizations and philanthropists in the Dallas area.

2.3.1 Related Strategic Plan Item(s):

V-2 Enhanced Quality of Life; VI-3 Business Leadership; VI-4 Community Outreach

2.3.2 Related Institutional Priority Item(s): SP-1 Double the Size of the Faculty; SP-3 More than Double Research Funding; SP-4 Tell UTD's Story Better; SP-5 Improve Annual Giving and Endowment; COM-4 Enhance research, graduate education and technology-driven economic development; CMP-1 Increase number of faculty and grad students in engineering, physical sciences & technology; CMP-2 Complete major, 5-year capital campaign (\$100M) for endowed chairs and grad fellowships; CMP-3 Complete NSERL Building

3. Measures & Findings:

3.1 Alumni effort: Report on current knowledge base of alumni and parents of alumni; conduct an alumni survey.

3.1.1 Success Criteria:

Generate strategic plan (will include a focus on the Greater Dallas area). Generate report - determine current knowledge base of alumni and parents regarding UTD's current resources, potential, and strategic plan with a focus on those with connections in the Greater Dallas area.

3.1.2 Related Objective(s): Improve awareness and understanding of UTD

3.1.3 Results Related To Success Criteria:

Initial survey indicated a lack of awareness of UTD as an entity and especially a lack of awareness of the programs and areas of study/research being done here. Preparation, distribution, and collection of meaningful survey data of alumni and parents with a focus on the targeted area of Greater Dallas every 2-3 years; most recently, alumni survey performed by Office of Development via Harris Directory project Spring 06 and via student life survey with annual fund in Spring 06. No alumni strategic plan is in place at present. This area will be overseen by new Director of Alumni Relations and Annual Fund under the VP of Development.

3.1.4 Achievement Level: Partially Met

3.1.5 Further Action: Yes

3.2 Consultant report and action plan:

Gravell consultant study/report; anecdotal information. Report on development and implementation of action plan.

3.2.1 Success Criteria:

Generate a report from Richard-Gravell consultant study/report. Generate an action plan to increase a positive and informed "presence" of UTD in the Greater Dallas area.

3.2.2 Related Objective(s): Improve awareness and understanding of UTD**3.2.3 Results Related To Success Criteria:** Richards-Gravell consultant study/report commissioned focusing on community members at large, which indicated a great deal of misperception and misunderstanding about UTD in the community at large, especially south of LBJ Freeway. Anecdotal information from constituents and other stakeholders is consistent with most of the findings in the Richards-Gravell report.**3.2.4 Achievement Level:** Partially Met**3.2.5 Further Action:** Yes**3.3 Monthly report via community relations coordinator:** Report monthly by community relations coordinator on activity.**3.3.1 Success Criteria:**

Determine potential external relations partners for UTD, including chamber, professional, and community organizations for the entire Metropolitan area. Database containing contact and other demographic information for potential partners designed and functional by September 2006. Staff support identified and allocated to maintain database by September 2006. Input obtained from faculty and staff who are active in various community organizations will be added to database; coordination of requests for event sponsorship campus wide.

3.3.2 Related Objective(s): Improve awareness and understanding of UTD**3.3.3 Results Related To Success Criteria:**

On target; under temporary supervision of Director of Corporate Relations until VPPA vacancy is filled. Community Relations Coordinator role established July 2006; August 2006 seek and obtain input from faculty and staff who are active in various community organizations; coordinate event sponsorship requests; database to be designed and functional September 06.

3.3.4 Achievement Level: Partially Met**3.3.5 Further Action:** Yes**3.4 Frequency and success rate of legislative visits:** Report on number and frequency of visits with legislators and success rate for passage of desired legislation.**3.4.1 Success Criteria:**

Increase access to individual legislators and their staff members by UTD representatives via phone, email, campus visits, and meetings in their office locations. Attempt significant contact with each area legislator three times per year; include legislators on all E-newsletters from the President monthly. Log of meetings by UTD officials with individual legislators will be maintained. Data on the legislators who represent sizeable numbers of our students/parents and alumni will be maintained and these legislators prioritized for contact.

3.4.2 Related Objective(s): Gain influence in Legislature**3.4.3 Results Related To Success Criteria:** Log of visits by VPPA indicates this was on track - vacancy in VPPA position has caused Hold on this activity. Log of VPPA indicated successful completion.**3.4.4 Achievement Level:** Met**3.4.5 Further Action:** Yes**3.5 Donor pool growth:**

Report on number of donors each year at end of fiscal year; report on repeat donors and first time donors. Report on activity in the Dallas area and gifts to UTD to determine increase in number of donors from the area; report on number of new constituents (non-alumni) added to the database.

3.5.1 Success Criteria:

Increased number of donors from this area; Increase visibility and size of donor pool in the Dallas area. Increase percentage of Dallas area alumni donors by 2%. Increase the number of non-alumni Dallas area donors by 5%.

3.5.2 Related Objective(s): Grow donor pool in the area south of LBJ**3.5.3 Results Related To Success Criteria:** Activity is up due to VPDev and major gift officers who have been hired in past 9 months, who have made significant inroads into the downtown Dallas area with two successful alumni networking events. Increase approximately 1% was below target of 2%.**3.5.4 Achievement Level:** Partially Met

3.5.5 Further Action: Yes**5. Closing the Loop:****5.1 Roll out UTD Network magazine:**

Produce and enhance UTD Network magazine and distribute widely; use bill boards in Dallas area; participate as sponsors in more community events in the Dallas area; have more UTD faculty & staff on boards and in community organizations - all of these are moving forward as of 07/31/06.

5.1.1 Related Objective(s): Improve awareness and understanding of UTD

5.1.2 Related Measure(s): Alumni effort

5.1.3 Responsible Person: Transitioning from VP-Public Affairs to VP-Communications

5.1.4 Target Date: 8/06

5.1.5 Priority: Low Priority

5.2 Tracking legislative visits:

Continue when VPPA replacement is in place; until then, Director of Corporate Relations will coordinate.

5.2.1 Related Objective(s): Gain influence in Legislature

5.2.2 Related Measure(s): Frequency and success rate of legislative visits

5.2.3 Responsible Person: VP-Public Affairs

5.2.4 Target Date: 8/06

5.2.5 Priority: High Priority

5.3 Ongoing assessment of plans:

Action plans will be implemented as approved by the VPPA and VP Dev. Ongoing assessment of effectiveness of plans will be monitored with revisions made as indicated to achieve the goal of an informed and positive "presence" of UTD in the Greater Dallas area.

5.3.1 Related Objective(s): Improve awareness and understanding of UTD

5.3.2 Related Measure(s): Consultant report and action plan

5.3.3 Responsible Person: VP-Public Affairs and VP-Development

5.3.4 Target Date: 8/06

5.3.5 Priority: Medium Priority

5.4 Maintenance of system and evaluation of data: Maintain system and enhance usage; evaluate annually, usually in June; identify and implement changes as needed.

5.4.1 Related Objective(s): Improve awareness and understanding of UTD

5.4.2 Related Measure(s): Monthly report via community relations coordinator

5.4.3 Responsible Person: VP-Public Affairs

5.4.4 Target Date: 8/06

5.4.5 Priority: Medium Priority

5.5 Tracking donors: Increased visibility is on target and growing; donations are being tracked.

5.5.1 Related Objective(s): Grow donor pool in the area south of LBJ

5.5.2 Related Measure(s): Donor pool growth

5.5.3 Responsible Person: Transitioning from VP-Public Affairs to VP-Development

5.5.4 Target Date: 8/06

5.5.5 Priority: Medium Priority

6. Analysis:**6.1 Program/Unit Strengths:**

6.1.1 Objectives/Outcomes Exceeded or Met: The Office of Public Affairs has partially met all objectives. This has been a year of leadership transition. The special session of the Texas Legislature was covered appropriately.

6.2 Program / Unit Weaknesses:

6.2.1 Objectives / Outcomes Partially or Not Met: With the creation of new positions on campus and changes in staff, some of our prior responsibilities have been shifted to the VP of Communications and VP of Development. As a result, the Office of Public Affairs has a more concentrated focus on government relations and community affairs.

7. Report:

7.1 Executive Summary:

The Office of Public Affairs focused in 05-06 on orienting a new president and enhancing relationships in the community. The year ended with the departure of the VP-Public Affairs and a general reorganization of the public affairs functions. All objectives were partially met, and the special session of the 80th Texas Legislature was covered appropriately.

7.2 Top 3 Program/Unit Accomplishments:

Public Affairs maintained a high level of community involvement during a year of transition. The Office developed a database and method to engage more faculty and staff in community events and activities, and developed a more coordinated strategy regarding sponsorship requests.

7.3 Research Activities or Publications: N/A

7.4 Instructional/Training Activities (presented or received): N/A

7.5 Public Service:

Public Affairs representatives participated in a variety of community groups and organizations. Leadership also worked to enhance relationships with area elected and public officials to communicate the activities and interests of UT Dallas.

7.6 Other External Activities: N/A

7.7 Contributions to UTD:

- a. Public Affairs produced 2 issues of Network Magazine, which was distributed widely to alumni and University friends.
- b. Public Affairs worked to improve awareness regarding UT Dallas and its activities.
- c. Public Affairs worked with the Texas Legislature to secure authorization of tuition revenue bonds for a vivarium and experimental space.

7.8 Top 3 Program / Unit Challenges:

Challenges this year focused on transition. Challenges for the upcoming year involve enhancing coordination among all aspects of the University as it relates to legislative and community affairs.