



Tips For University of Alaska Advocates



Visiting the state capitol can be exciting. Always remember to thank Legislators for their service and for taking time to meet with you.

The most effective message is your own - tell others what the University of Alaska means to you as a student, alumni, business owner, or donor.

Who are our most effective advocates?

- Alumni
- Business leaders
- Industries/sectors who hire UA graduates
- Constituents
- UA students
- Donors

Every day advocacy

Telling your UA story is important for the success of your university. Whether you are in a public meeting or in-line at the grocery store, share why the university matters to you! When contacting legislators remember to make your communication personal to your own views, and avoid using university email or other resources.

Tell your personal story

While it's good to be aware of the University of Alaska budget, it's preferable to talk to legislators about what you know best.

If you're a student and you've had a professor who really made a difference in your educational path—share that story. Perhaps you're an alumna who is involved in a successful venture—talk about that. Maybe you're a business owner who regularly hires UA graduates—that's a great story to share.

If you live in a particular legislative district—speak to your representatives as a voter and constituent; tell them specific ways you'd like to see them support UA.

Thank your legislator

Serving in public office is a tough and sometimes thankless job. No matter where on the political spectrum you find yourself, thank the legislators with whom you meet—they are sacrificing time away from their families, businesses and jobs to serve Alaskans. If there is a bill, law or initiative you support, and you know the legislator has supported it, thank them specifically.

UA's budget request

Encourage policymakers to support UA's budget request, but if you don't know the answer to a particular question, be honest. Commit to finding an answer and follow-up with Associate Vice President Miles Baker (miles.baker@alaska.edu) to make sure a particular legislator gets his or her question addressed.

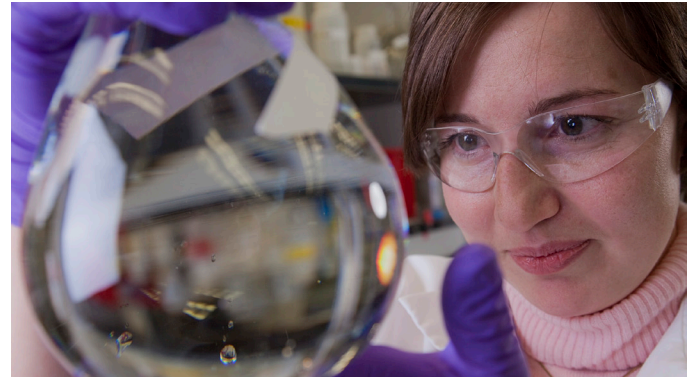
Review advocacy materials

Review materials on the Government relations website to ensure you have a good understanding of key issues.



Key Talking Points - Governor's Budget Proposal

- Behind every thriving economy is a strong university system. Education fuels opportunity, growth and economic prosperity.
- Education is a core responsibility of the state. UA is established in the Alaska Constitution.
- UA provides 90 percent of all higher education in Alaska and is the state's largest workforce development organization. Given the condition of Alaska's economy and the need for innovation and diversification, this is precisely the wrong time to divest in education.
- UA is a prime mover in Alaska's economy generating \$1.1 billion in annual economic activity, including the purchase of \$123 million in goods and services from 2,000+ Alaskan businesses.
- The Governor's proposal is a 41 percent (\$134 million) reduction in state funding to the University of Alaska.
- If sustained, this would be the largest year-over-year budget reduction in the university's 100-year history.
- UA has managed budget reductions in four out of the last five years, a cumulative loss of over \$195 million, severely impacting our ability to perform our mission on behalf of Alaska.
- The state's public investment in UA is essential to our ability to raise the other 63 percent of our budget – from student tuition, service fees, research revenue, alumni, private and other philanthropic giving.



If this passes, it would be the largest budget cut in the university's 100-year history.

- Tuition and research revenue – two critical sources of funding – will drop as a result of lower enrollment and fewer academic programs.
- A cut of this magnitude, will necessitate deep cuts that will impact every campus, program and aspect of our mission – education, research, community service.
- UA leads the world in Arctic research and built an international reputation that attracts faculty, students and investment. However, we operate in a highly mobile, international market for both talent and resources. Talent follows capital.
- There are 1,200 fewer people working at UA than there were just four years ago. This budget will likely result in the loss of an additional 1,300 staff and faculty.
- Alaska has the lowest college going rate in the nation. UA provides access and opportunity to every Alaskan through our network of community campuses.



The University of Alaska needs your support



Workforce development is a critical part of the educational mission of the university. From community campuses to graduate schools, UA drives economic growth and innovation.

The governor's \$134 million cut is the single largest reduction in the university's 100-year history

UA is directly tied to Alaska's economy

It takes a great university to build a great state. As a constitutionally established public higher education system, UA has a responsibility to meet the state's higher education and workforce development needs.

Cutting state support to this extent sends a negative message to students and all Alaskans.

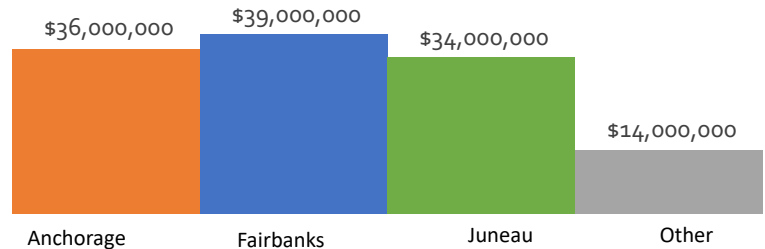
The governor's plan assumes UA could double tuition and fee revenue from the current year. In the face of declining enrollments, and year-over-year increases to tuition, the ability to capture \$154 million in new tuition and fees is not realistic.

We have only a few months to prepare viable options for Alaska's future. UA has chosen to lead, and that is exactly what we will continue to do.

Major driver of economic activity

The university drives Alaska's economy. In addition to training and educating the workforce, UA generates \$1.1 billion economic activity annually, including direct, in-state expenditures by the university, students and visitors, and additional indirect spending. That's all money circulating in our state as a direct benefit of the University of Alaska.

Spending on goods and services



The University of Alaska purchased \$122.6 million from more than 2,000 Alaska businesses and organizations in 2015. Source: McDowell, 2015

Employment and payroll

UA is one of the largest employers in Alaska. In 2015, UA paid \$346 million in annual wages and supported an average of 7,548 jobs. When jobs indirectly linked to the university were also considered, UA supported 15,740 jobs totaling \$630 million in annual wages. Those good wages are disappearing along with the benefits of an employed population.

Impact	Direct	Indirect & Induced	Total
Employment Impact (jobs)	8,340	7,400	15,740
Payroll Impact (\$ million)	\$346	\$284	\$630

Source: McDowell, 2015

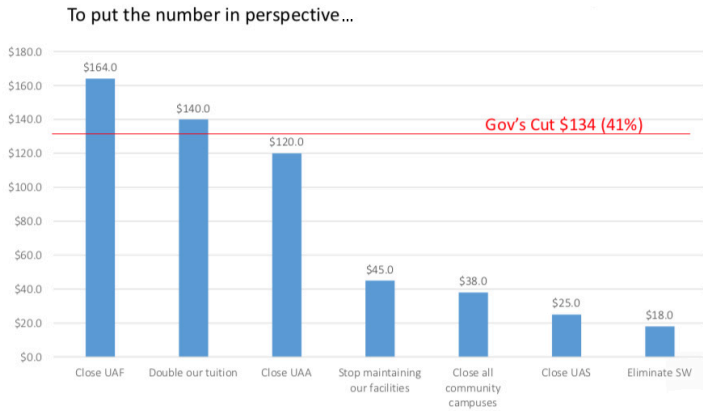
Impacts extend across Alaska

As a result of four out of five years of budget cuts, 1,300 fewer people work at UA than five years ago. This has resulted in reduced spending on goods and services, and a negative impact on Alaska far greater than the budget cuts alone.



University of Alaska mission critical

University of Alaska magnitude of impact



Devastating reduction

The proposed 41 percent reduction in state UGF funding would hurt students, the university system and severely impact the communities it serves.

To put this \$134 million cut in perspective, consider:

- UAA receives \$120 million in UGF;
- UAF receives \$164 million UGF;
- UAS receives \$25 million UGF;
- UA Statewide receives \$18 million UGF;
- all community campuses combined receive \$38 million UGF.

Reductions in state funding impact students

State funding support has been trending downward for more than a decade. In turn, increased pressure is transferred to students to bridge the gap. At the same time there are fewer students.

- UA's enrollment dropped each of the last seven years, from 34,983 in 2011 to 26,641 in 2018. This is largely related to budget cuts and demographic changes.
- In the 2010-2011 academic year, tuition rates were \$127-\$170 per credit hour. By 2019-2020 they increased to \$223-\$269 per credit hour.
- We would have to double the rate yet again to make up for this cut through tuition revenue alone, which is not a realistic option.

UA is committed to overcoming Alaska's challenges

Through education, research and public service, UA is committed to:

- Bring down health care costs (#1 in nation)
- Stimulate economic development (#42 in US in New Economy Index)
- Prepare Alaskans for jobs (#1 in unemployment)
- Contribute to Alaska's job growth (#50 in US)
- Build a culture of education (#50 in postsecondary participation in US)
- Prepare teachers (67 percent hired from Outside)
- Understand and mitigate impacts of climate change
- Bring down crime rate (#1 concern of Alaskans)
- Reduce energy costs (#6 in US)

The bottom line

Alaska's economy is in recession. The University of Alaska is one of the most valuable tools for advancing and improving Alaska's future.

Given our economy, this is precisely the wrong time to cut education. Alaska's economy needs a strong education system.



Looking forward, 65 percent of Alaska's workforce is projected (by 2025) to require some post-secondary education. Depending on the source, Alaska is now somewhere between 37 or 50 percent.



Honoring Alaska's Land Grant Promise



The Alaska Agricultural College and School of Mines was established as a Land Grant university on May 3, 1917. Although it was thought that the university would receive lands with statehood, UA never received its full allotment.

UA is still due approximately 360,000 acres of land grant entitlement

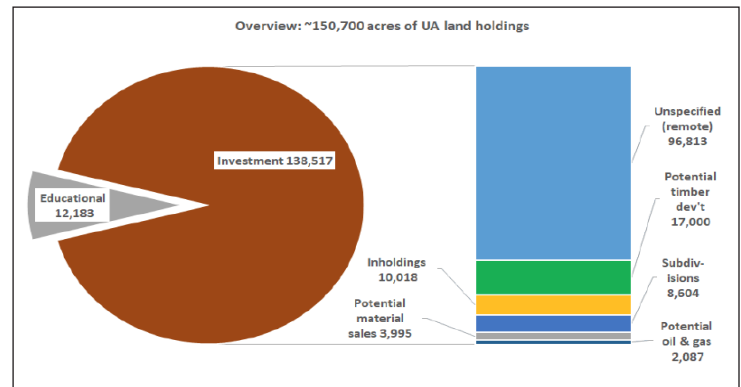
ABOUT UA'S LANDS

UA has one of the smallest holdings of all U.S. land grant institutions. Only Delaware (90,000 acres) and Hawaii (no land, but with a large monetary grant in lieu of land) received less land, and even Rhode Island has a larger land grant than UA.

Of UA's current land holdings, about 12,000 acres are designated for education or research. Although the remainder are available for sale or development, most are remote, inaccessible parcels, whose value may not be realized for years or decades to come.

The Alaska Legislature in 2000 and 2005 attempted to remedy UA's land grant gap with a large land conveyance to UA, but this was judicially abrogated by a court decision in 2009. Since then, UA has been striving to get the state and federal governments to take collaborative action to fulfill UA's unkept land grant promise in a way that will withstand judicial scrutiny.

The University of Alaska (UA) is a land grant institution, having received lands Congress mandated under a 1929 law, but UA received only a portion of the lands Congress had reserved for it under an earlier 1915 law which later were conveyed to the State for UA's benefit in the Statehood Act.



HOW UA HAS USED ITS GRANT LANDS

Income from UA's lands has funded the highly successful UA Scholars Program, awarding \$12,000 scholarships to the top 10 percent of graduates from each Alaska high school who attend UA. To date, over 9,000 students have benefitted. Land earnings have also supported teaching and research in natural resources, fisheries/ocean science, biology, agriculture, minerals, and education.

Since 1987, UA's Land Management office has generated \$211 million, from real estate sales (\$159.5 million), timber sales (\$46.5 million), material/mining (\$3.3 million), and oil and gas (\$1.6 million). But much more could have been generated had the land grant promise been fulfilled.

While UA, like all public land grant universities, will never be completely financially independent and will continue to need support from other sources, the ability to generate revenues from a fully endowed land grant will better enable UA to withstand the unevenness of state general fund revenues over time.