

Fundamental Area: Government and External Relations

YE FY13

Leadership: Kevin Kelly, Susan Gillette

Goal 1: Identify, build and strengthen the University's relationships with elected and appointed officials at the federal level who will support achievement of the University's mission.

Tactic 1:		Priority / Start	FY 2014 Resources		Status			Responsible Person
1.1	Identify federal agency contacts with whom the University's leadership has existing relationships.	2	Neutral					Kevin Kelly
		FY 2013	NS (Annual)					
Metrics / Milestones:			Baseline	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R
1.1.1	Investigate and purchase appropriate contact software and related costs - Decision to use ADVANCE Database	Target		In Progress	Completed	N/A	N/A	G
		Actual	In Progress	Completed				
1.1.2	Develop template to collect information	Target		In Progress	Completed	N/A	N/A	G
		Actual	In Progress	Yes				
1.1.3	Survey University leadership to solicit information	Target		Started	Completed	Ongoing	Ongoing	Y
		Actual	Not Started	Yes				
1.1.4	Implement mechanism to update information annually	Target		Started	Completed	Ongoing	Ongoing	Y
		Actual	Not Started	Yes				

Tactic 2:		Priority / Start	FY 2014 Resources		Status			Responsible Person
1.2	Create/ enhance relationships between University leadership and key federal officials relevant to the University's mission.	1	FY 13: \$1,500 One-Time		Underway			Kevin Kelly
		FY 2013	\$125,250 Recurring					
Metrics / Milestones:			Baseline	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R
1.2.1	Identify and prioritize agencies to approach (i.e., NIH IC Directors, DOJ, HHS, etc.)	Target		In Progress	Completed	Ongoing	Ongoing	Y
		Actual		Yes				
1.2.2	Expand outreach and educational events to engage identified officials	Target		In Progress	Completed	Ongoing	Ongoing	Y
		Actual		Yes				
	Seek opportunity for faculty/staff to participate on agency	Target		In Progress	Completed	Ongoing	Ongoing	

1.2.3	Seek opportunity for faculty/staff to participate on agency workgroups, boards and commissions	Actual		Yes				Y
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Tactic 3:		Priority / Start	FY 2014 Resources		Status			Responsible Person
1.3	Leverage alumni, corporate, and nonprofit relationships with federal officials to establish support network.	1	Neutral		Starts November 2012			Kevin Kelly
		FY 2013	NS (Annual)					
Metrics / Milestones:			Baseline	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R
1.3.1	Identify alumni serving in relevant federal agencies, and serving in key federal official capacities.	Target		In Progress	Completed	Ongoing	Ongoing	G
		Actual	Not Started	Yes				
1.3.2	Expand outreach and educational events to engage alumni, corporate, and nonprofit network to support University mission.	Target		Started	Completed	Ongoing	Ongoing	R
		Actual	Not Started	No				
1.3.3	Enhance outreach and educational events for alumni, corporate, and nonprofit network.	Target		Started	Completed	Ongoing	Ongoing	R
		Actual	Not Started	No				

Goal 2: Continue building/ enhancing relationships with state and local government officials.

Tactic 1:		Priority / Start	Fiscal Impact		Status			Responsible Person
2.1	Build relationships with State officials and local jurisdictions to garner support for UMB initiatives.	2	Minimal (<\$250K)					
		FY 2014						
Metrics / Milestones:			Baseline	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R
2.1.1	Develop a template to capture University impact by jurisdiction or region (enrollment, alumni, wages/payroll taxes, clinical placements, outreach, service etc.).	Target			Completed			
		Actual	Not Started					
2.1.2	Develop a strategy for school and university events (local as well as on-line) that maximizes participation of State and local government representatives.	Target			Completed	Ongoing	Ongoing	Y
		Actual	Not Started	Started				

Goal 3: Raise visibility of University profile by providing expertise to federal, state and local officials and key collaborators

Tactic 1:	Priority / Start	FY 2014 Resources		Status		Responsible Person	
3.1 Identify major interests of relevant federal, state, and local entities and corresponding expertise of the University.	1	Neutral		Starts November 2012		Kevin Kelly	
	FY 2013	NS (Annual)					
Metrics / Milestones:		Baseline	6/30/13	6/30/14	6/30/15	6/30/16	G/Y/R
3.1.1 Establish a procedure for making and logging contacts with government officials, agencies and private sector partners.	Target		In Progress	Completed	N/A	N/A	G
	Actual	Not Started	Yes				
3.1.2 Identify and increase the number of faculty and staff who serve on boards, commissions and advisory panels relevant to the University mission.	Target		In Progress	Completed	Ongoing	Ongoing	G
	Actual	Ongoing	Yes				
3.1.3 Increase opportunities for faculty and staff to comment and testify on legislation and proposed regulations, or aid in drafting laws and rules.	Target		In Progress	Completed	Ongoing	Ongoing	G
	Actual	Ongoing	Yes				
3.1.4 Establish novel methods to inform government officials and others of, and increase ease of access to, University expertise (e.g. searchable experts database, social media)	Target		Started	Completed	Ongoing	Ongoing	Y
	Actual	Not Started	Started				