



UNIVERSITY OF
OREGON

**Government and
Community Relations**



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Mission

Government and Community Relations' (GCR) purpose is to strategically position the university to create awareness, build relationships, and secure resources that increase understanding and further its aims. We support the University of Oregon's (UO) mission of providing exceptional teaching, discovery, and service.

Federal Affairs coordinates the activities of the university on policy and budget matters relating to the federal government, Administration, and Congress. Staff members develop and implement the university's federal agenda, monitor federal legislation, programs, and proposals, assess potential implications and opportunities, and serve as the liaison between the university and members of the Oregon congressional delegation, congressional committees, and federal agencies (working closely with the UO Office of the Vice President for Research and Innovation).

State Affairs coordinates the activities of the university on matters relating to its state financial support and legislative priorities. Staff members serve as the liaison to the Higher Education Coordinating Commission, Governor's office, and Oregon Legislature and monitor legislative and policy initiatives.

Community Relations serves as the liaison between the community and the university. The mission of this unit is to foster good relations and open communication with local governments, surrounding neighborhoods, civic and community-based organizations, and the local business community. Staff members monitor local ordinances, programs, and proposals, and direct the university's engagement in local community events and activities.

Economic Development and Strategic Relations strengthens the UO's role as a key player in Oregon's economy by building strategic partnerships, fostering collaboration, and developing long-term strategies for growth such as the university's economic engagement strategy. Staff members work closely with industry, academic institutions, and government agencies to drive workforce development, innovation, and research, contributing to the state's economic growth.

Advocacy, Sponsorships and Intergovernmental Relations coordinates UO Advocates, a nonpartisan education and advocacy program with a mission of mobilizing alumni, students, and other friends of the UO on behalf of UO's state, federal, and local-level priorities, works to raise awareness directly with stakeholders and policymakers about the positive impact that UO and public higher education have on Oregon's communities, economy, civic and cultural life, and natural resources, and promotes university involvement in signature community events through sponsorship and collaboration with event organizers.



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Federal Affairs



Introduction

Federal Affairs coordinates the UO's advocacy at the federal level, focusing on securing funding for research, student aid, and university projects. This includes working with Oregon's congressional delegation and higher education coalitions to advance the UO's priorities in Congress, with the Administration, and with federal agencies.

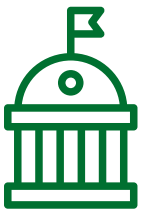
Key Focus Areas



Policy and Partnerships: Federal Affairs lobbies Oregon's congressional delegation to support federal student aid, including the Pell Grant and TRIO. Federal Affairs also advocates for federal funding to align with the university's research portfolio and provide community-initiated funding, when permitted by Congressional rules, for specific UO projects and priorities.



Collaboration: The UO partners with other universities and national higher education coalitions like the Association of Public and Land-Grant Universities and the Association of American Universities to advocate for federal research funding and student aid, as well as lobby congressional offices on policies relevant to higher education.



Strategy: Federal Affairs works closely with the Oregon Congressional delegation and relevant stakeholders to build strong relationships and best position the university to achieve its policy and budget priorities in the federal arena including community-initiated projects (e.g., earmarks).

Recent Successes

- **Earthquake early warning and resilience** – For a decade, the University of Oregon has coordinated with the University of Washington, CalTech, and Berkeley to advance funding for ShakeAlert. Since advocacy began, funding for ShakeAlert grew from \$5 million to about \$28 million/annually with resources allocated across the USGS seismic networks. In addition, OHAZ was awarded \$600K in community-initiated funding (e.g., earmarks) to implement wildfire camera recommendations developed by the Governor’s task force.
- **Ballmer Institute for Children’s Behavioral Health** – The Oregon delegation is highly interested in the Ballmer Institute for Children’s Behavioral Health, including Ballmer personnel in meetings with Cabinet officials and championing two congressionally directed spending projects in FY24 and FY25 totaling \$4.9 million.
- **Knight Campus and trauma immunology** – The Oregon delegation established a new competitive funding opportunity through DOD for trauma immunology research starting in FY22. To date, \$25 million has been allocated to this funding initiative.

Looking Ahead

- For the remainder of the 118th Congress and Biden Administration, Federal Affairs is advocating for appropriations in the FY25 budget for student aid and research priorities in coordination with higher education associations.
 - For FY25, Federal Affairs is working with Oregon’s congressional delegation to secure funding for key research initiatives, including programmatic priorities like the Institute of Education Sciences, ShakeAlert, the earthquake early warning system, DOD-funded trauma immunology research at the Knight Campus, USGS capacity to fund subduction zone science at CRESCENT, and other coalition research and student aid priorities.
 - Federal Affairs is also advancing ‘community initiated projects’ for CAMCOR instrumentation and the Ballmer Institute (a pediatric behavioral health pilot). The Senate has included \$3 million for instrumentation acquisition for CAMCOR and nearly \$3 million for the Ballmer Institute.
- For the 119th Congress and new Administration that will take office in January 2025, the UO will continue to partner with national coalitions to advocate for federal research funding through agencies and programs like IES, NSF, NIH, and NEH, which are essential in supporting research at the university.



State Affairs

Introduction

State Affairs manages the UO's relationships with the Oregon Legislature, the Governor's office, and state agencies including the Higher Education Coordinating Commission (HECC). Staff focus on securing state funding for public universities, financial aid programs, and UO-specific programs and capital projects, as well as lobbying state lawmakers on policy initiatives that impact the UO.

Key Focus Areas



Policy and Partnerships: State Affairs works with state lawmakers and agencies to secure funding for the UO through the Public University Support Fund (PUSF) and expand student access to financial aid through the Oregon Opportunity Grant (OOG). This includes working directly with state lawmakers on legislation that would impact the UO and the students it serves, including policies related to higher education, workforce development, and public university governance.



Collaboration: State Affairs builds coalitions with other public universities, community colleges, and organizations like the Oregon Council of Presidents, ASUO, labor unions, and the Oregon Student Association to advance higher education priorities, secure investments, and support other shared advocacy goals for students across the state.



Strategy: State Affairs works with other public universities to develop strategies to secure sustainable funding for public universities and expanded financial aid for students while defending Oregon's public university governance model. Staff also develop strategies focused on securing funding for UO programs and capital projects.

Recent Successes

- During the 2023 legislation session, Oregon's public universities secured a \$100 million increase in state operational funding alongside a more than 50% (\$108 million) increase to the OOG, providing critical financial aid for thousands of lower-income students.
- State Affairs successfully lobbied for one-time funding for key UO initiatives during the 2024 legislative session, including semiconductor workforce training, criminal defense legal clinic education, and funding for the Just Futures Institute to issue grants, ensuring continued state investment in research, innovation, and workforce development.
- State Affairs coordinated advocacy efforts during recent legislative sessions with ASUO, unions, and community-based organizations to advance the UO's priorities on public university funding and student access.

Looking Ahead

- State Affairs will focus on working with the Oregon Legislature, the Governor's office, and HECC to secure significant increases to public university funding, particularly through the PUSF.
- The UO will continue efforts to obtain increased funding for the Oregon Opportunity Grant to provide greater financial aid for thousands of lower-income students.
- State Affairs will continue to advocate for policy and funding that supports UO's faculty, staff, and students.



Community Relations



Introduction

Community Relations builds and maintains strong partnerships between the UO and local governments, chambers of commerce, neighborhood groups, and community organizations. Through transparent communication and active engagement, the team strengthens the UO's role as a key partner statewide, including around our campuses and facilities in the Eugene/Springfield area, Portland, Charleston, and near Bend.

Key Focus Areas



Policy and Partnerships: The Community Relations team works with local governments on initiatives such as land use, permitting, and infrastructure projects. These partnerships help to align university efforts with local community priorities and support local economic and community development.



Collaboration: Open communication with local communities and neighborhood groups is maintained through newsletters, public forums, and active participation in partner organizations and meetings, including addressing concerns related to university events, construction, and other activities. The team also manages an annual sponsorship portfolio that supports local not-for-profit organizations, chambers of commerce, culturally responsive organizations (in coordination with the Division of Equity and Inclusion), and intellectual organizations.



Strategy: The team focuses on building strong, lasting relationships with neighbors and local governments through proactive communication and engagement. This includes sharing university activities, communicating potential impacts, and working collaboratively with neighbors to address any concerns ahead of time. Community Relations also works to align the UO's academic strengths with community needs.

Recent Successes

- Successfully ushered a land-swap deal through the City of Eugene's approval process to allow for an expansion of the UO's athletic practice facilities in exchange for eight acres of riverfront park property and park improvements near the Eugene Science Center.
- Maintained a regular partnership with the City of Portland to acquire the necessary zoning and permits for the remodeling and updating of the NE Portland campus, including the activation of recreation fields on campus.
- Developed relationships with Portland-area school districts, providing opportunities for university students to train in those environments.
- Hosted a series of community connection meetings with neighbors in Portland as part of the process to remodel and update the NE Portland campus. This ongoing collaboration ensures that the community remains informed and actively involved in shaping the project.

Looking Ahead

- In collaboration with Campus Planning, Facilities Management, and the City of Eugene, work will continue to support the Next Generation Housing project, which focuses on building updated residence halls for undergraduate students and supporting housing for graduate students. This involves working through city processes to rezone property on the east side of campus and engaging with neighbors to gather input and address any concerns throughout the project's development.
- Community Relations will continue working closely with university leadership to guide the master planning process for the NE Portland campus, which includes the construction of a new child behavioral health facility as part of the broader update to the campus.
- The team will continue ongoing conversations with Portland neighbors to gather feedback, address concerns, and work to integrate the NE Portland campus into the Concordia community.
- Community Relations is managing the process to develop an economic impact analysis of the University of Oregon, covering both the main Eugene campus and UO Athletics. The findings will be shared with community members and local and state leaders to better communicate the UO's contributions to local communities and the broader state economy.



Economic Development & Strategic Relations

Introduction

Economic Development and Strategic Relations (EDSR) strengthens the UO's role as a key player in Oregon's economy by building strategic partnerships, fostering collaboration, and developing long-term strategies for growth. EDSR works closely with industry, academic institutions, and government agencies to drive workforce development, innovation, and research, contributing to the state's economic growth.

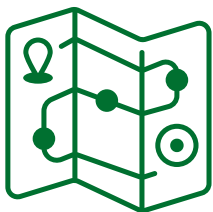
Key Focus Areas



Partnerships: EDSR actively builds and strengthens partnerships with industry, government, academic institutions, and trade associations. These efforts include leveraging the UO's board positions with organizations like the Oregon Bioscience Association, Greater Portland Inc., the Technology Association of Oregon, and several economic development organizations. EDSR also works with OSU and OHSU on federal funding opportunities and participates in business recruiting visits with state partners to grow Oregon's industry sectors, such as advanced manufacturing, technology, and bioscience.



Collaboration: EDSR convenes stakeholders across the UO to facilitate information sharing and strategy development and organizes visits with industry leaders to showcase the UO's strength in areas such as biosciences and advanced manufacturing, helping to forge partnerships that align with both industry needs and the UO's long-term goals.



Strategy: EDSR helps UO leadership create long-term strategies for enhancing the university's impact on Oregon's economy. This includes a focus on creating a roadmap for the next 5-20 years that builds the UO's capacity in key sectors like semiconductors, clean technology, and advanced manufacturing, ensuring the university remains at the forefront of Oregon's economic growth.

Recent Successes

- Partnered with OSU and OHSU on competitive federal funding applications, including place-based economic development proposals focused on biosciences and technology.
- The UO's Knight Campus has become a hub for fostering industry collaboration. EDSR continues to attract companies to the Papé Family Innovation Center, such as Enosi Therapeutics, Key Biome, Penderia Technologies, and VivoTek, advancing its role in innovation and business development.
- Leveraged UO's influence through leadership roles on boards like the Oregon Bioscience Association, advancing workforce development in high-impact industries.
- The Knight Campus spearheaded a \$24M Biofoundry proposal, positioning the UO as a leader in biosciences innovation.

Looking Ahead

- The UO will continue its collaboration with the EDA Tech Hub consortiums and other statewide industry initiatives to advance Oregon's workforce.
- EDSR will focus on strengthening relationships with advanced manufacturing, technology, and semiconductor industries, expanding UO's reach in workforce development and innovation.
- EDSR will help UO leadership develop a long-term roadmap to further integrate UO into Oregon's growing sectors, ensuring sustained economic impact over the next 5- 20 years.
- The UO will partner with faculty and external partners to seek additional federal support, particularly through the CHIPS and Science Act, to bolster its research capabilities in priority sectors.
- The UO plans to enhance partnerships with industry and government stakeholders, aligning its innovation efforts with broader economic goals to drive long-term economic growth. These include continued visits and collaborative efforts that showcase UO's unique strengths to industry and government partners.



Advocacy



Introduction

The UO's Director of Advocacy & Policy leads efforts to mobilize students, alumni, faculty, and community members to support the UO's legislative priorities at both the state and federal levels. This includes overseeing the *UO Advocates* program and coordinating grassroots campaigns that engage lawmakers and raise awareness about the UO's impact on Oregon's communities and economy.

Key Focus Areas



Policy and Partnerships: UO Advocates mobilizes volunteers within an internal network to support the UO's key legislative priorities by connecting advocates with opportunities such as providing public testimony, meeting with lawmakers, attending events like the UO's Day at the Capitol, and participating in legislative town halls. Staff work to engage UO advocates year-round through targeted email outreach and social media campaigns.



Collaboration: The Advocacy Director works with staff at other Oregon public universities to conduct coordinated advocacy campaigns and align messaging. The Director also works with the UO Alumni Association to expand the UO Advocates network and encourage alumni presence at advocacy-focused events.



Strategy: The Advocacy Director develops long-term strategies to expand the UO Advocates network and ensure sustained engagement year-round, focusing on building grassroots support for the UO's legislative priorities.

Recent Successes

- The UO has recently expanded its UO Advocates network, resulting in successful campaigns for increased state funding for public universities and additional financial aid resources for students.
- The Advocacy Director successfully coordinated the UO's presence at legislative and community events, such as the UO's Day at the Capitol and the state budget committee's road show hearings, which resulted in increased visibility and legislative engagement during the state's 2023 legislative session.
- UO Advocates increased digital engagement with advocates, launching successful social media and email campaigns that mobilized supporters to engage with lawmakers on key UO priorities.

Looking Ahead

- UO Advocates will continue to expand its digital platforms and increase engagement through email and social media campaigns. This includes a transition to an improved database and website for UO Advocates. This transition may also include updates to branding.
- The Advocacy Director will focus on growing the UO Advocates network, targeting students, alumni, and community members to strengthen grassroots support for the UO's legislative initiatives.
- The Advocacy Director will engage with advocates year-round, providing opportunities for participation and building momentum for key legislative priorities related to university funding and student aid.