
Goal I

- 2.2 **Strategic communication to external audiences.** Briefing organized by GR&A and held for US Senate Health, Education, Labor and Pensions Committee senior staff on UT and Tennessee higher education student statistics; underlying theme: UT's drive for quality outputs, successes and development of preferred brand of product (students, research, public service). High and Hengstler conducted briefing. Briefing also presented metrics and outcomes in UTK's Top 25 pursuit.

Goal II

- 1.1 **Opportunities for funding.** GR&A has identified and opportunity for UT Office of Research to potentially partner with the US DoE in digital learning, possibly through UT's leadership in TNSCORE.
- 1.2 **System Commitment to Pursue Special Research Projects.** GR&A has organized a campus/institute research meeting tour aimed at collecting information on on-going research, areas of capacity for potential growth, and areas of aspirational growth. We are partnering with the UT Office of Research (Stacey Patterson) in this initiative.
- 1.3 **Supporting intensified faculty research competitiveness to increase extramural funding (federal funding).** The GR&A team will take the information gleaned from the research meeting tour and use to advance federal partnerships, research funding opportunities and raise the overall profile of the University's research enterprise in identified federal program areas.
- 1.3 **Supporting intensified faculty research competitiveness to increase extramural funding (federal funding).** GR&A has planned activities in Washington DC to raise the awareness and concern for Congressional support of research and technology development, competitive-based research and technology transfer. In June, President DiPietro joined Vanderbilt Chancellor Zeppos and ORNL Director Thom Mason in meetings with the Tennessee Congressional delegation to this end. Also, we have planned a day-long event in DC with the Congressional delegation as well as visits to key agencies to promote research opportunities for UT.
- 2.4 **Facilitate and further develop capacity for Cherokee Farms.** Our retained government relations consulting firm in Washington – SMI – is assisting the UT Office of Research and Cherokee Farm Development Corp. in identifying and promoting UT and Cherokee Farm to various companies and corporations with which they do business.

Goal III

- 1.4 **Increasing UT's faculty and staff visibility as subject experts on critical community, state, and national issues and solutions.** GR&A is aggressively seeking opportunities for the President and UT personnel to participate in national policy discussions, roundtables and key events that raise the visibility and perceived capacity of UT.

- 1.4 **Increasing UT’s faculty and staff visibility as subject experts on critical community, state, and national issues and solutions.** GR&A is very active in policy and political strategy development with external groups sharing interests in areas of research, academic programs and outreach. An example, among many, is a recent policy forum held on the counseling conscientious objector legislation. On September 12, 2013, a policy discussion forum was held in Knoxville between faculty, stakeholders, and House Education Chairman Harry Brooks (R-Knox) to discuss the impact of counseling related legislation and its impact on accreditation, student outcomes, and faculty involvement in curricular matters. GR&A continues to serve as liaison between House Education Chairman Harry Brooks and faculty and staff representatives from UT institutions, highlighting them as subject matter experts in the counseling conscientious objector issue.
- 2.2 **Engage diverse segments of alumni in building relationships that benefit and support UT.** GR&A regularly partners with UTAA and the UT Foundation on a number of initiatives aimed at growing the number of advocates for UT and creating opportunities for engagement. Can provide many specifics.

Goal IV

- 4.1 **Creating a culture of communication throughout the UT System...that regularly informs the UT Community about System processes, etc.** GR&A recently created “The Monthly Review,” a monthly report from GR&A summarizing the key activities of the staff on behalf of the campuses and institutes. This monthly report is aimed at enabling the President, his chancellors and staff improved insight into the daily workings and advocacy of our operation and the service provided by this System function. In addition, GR&A produces two “In-session” reports. “The Weekly Watch” is a weekly advocacy emailed publication for members of UT’s Advocacy Network, and is available to anyone who subscribes. “The Weekly Watch” highlights key opportunities for advocates to participate in the legislative process in ways that benefit the University, and keeps them up-to-date with “hot” legislative issues. “The Friday Brief” is a weekly emailed legislative status update for Trustees, senior staff, and the Alumni Legislative Council.

Goal V

- 1.1, 1.2, 2.4 **Support President’s visibility and leadership as “voice” of value & access to public higher education; Leverage UT System position in every county to ensure local communities understand UT impact in daily lives; Work with alumni to promote UT in their communities.** GR&A will be conducting a series of statewide meetings for the President with select elected officials and alumni advocacy leader aimed at facilitating a closer working relationship on issues of interest to UT.
- 1.1 **Support President’s visibility and leadership as “voice” of value & access to public higher education.** Our efforts in DC with regard to enhancing visibility and participation in policy development support this area.

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- 2.4 **Work with alumni to promote UT in their communities.** GR&A partners regularly toward this end. Can provide many specifics. (UT Advocacy Council Meeting, etc).
- 3.1 **Support campus and institute efforts to promote visibility of faculty and faculty expertise within the UT System.** GR&A will execute a Congressional staff luncheon in October that will include the UT chancellors and institute heads that will provide an opportunity to discuss their campus/institute's contributions to the state and exciting developments.
- 3.1 **Support campus and institute efforts to promote visibility of faculty and faculty expertise within the UT System.** GR&A regularly engages in opportunities with Members of the TN General Assembly to promote ongoing university efforts in the areas of research and public service, which includes highlighting faculty contributions to state/national issues.