

FY2022 Annual Review Narrative Survey

Unit: Office of External Affairs

Section 1: Programmatic & Academic Vitality Narratives

- 1) Have you made any changes to your unit's strategic plan and/or budget process in the past year? If yes, what are 3-5 key elements of your unit's new/revised strategic plan and/or budget process? If no, please comment on the progress you've made in 3-5 key areas of your strategic plan.**

We made a couple of minor changes to update our strategic plan:

- a. The Office of External Affairs brings together units and functions responsible for influencing public policy and opinion, communicating about the university priorities, challenges and achievements and strengthening the university's reputation and the perceptions people hold of it.
- b. Our four government and community relations teams advocate for the UW's priorities, provide advice on legislative strategy, build and maintain strategic relationships and raise awareness of emerging issues and opportunities. These efforts result annually in millions of dollars in both state, federal and regional financial support for a variety of UW programs.
- c. The Office of External Affairs also engages in vigorous outreach and engagement by hosting elected officials, staff and other key business and civic stakeholders on campus and at other UW locations throughout the state. (NOTE: virtual engagements only in 2020, continuing into 2021).