



UNIVERSITY of WASHINGTON

FY2026 Operating Budget Development Narrative Prompts

[Office of External Affairs]

OPERATING BUDGET PROPOSAL NARRATIVE PROMPTS DUE 2/24/2025

Programmatic & Academic Vitality Narrative

*Text submitted within this section **will** be published to FPB's Annual Budget Development website*

Where possible, you are encouraged to leverage published materials already created

Please list your operating budget priorities for the upcoming period (bullet format) and how your campus/unit is aligning available resources with strategic programmatic goals and university initiatives (e.g. Diversity Blueprint, Population Health, etc). *Word Limit: 500*

FY26 Top Four Strategic Framework and Resource Plan:

1. Attracting and Retaining Outstanding Employees:

Our goal for FY26 is to have a fully staffed external relations team, including Regional, State, Federal, Tribal, and Eastern Washington positions. We will utilize our permanent core fund to support all staff positions.

- Federal Relations, State Relations, Regional Relations: The three government relations offices are now fully staffed with the Director, Associate Director, and Assistant to the Director positions.

- Spokane and Eastern Washington: Catherine Brazil, Director of Eastern Washington Relations, has recently filled her Assistant Director position with Christine DePriest who came to us from Idaho WWAMI Medical Education Program.

- Tribal Relations: Sherri Berdine, Director of Tribal Relations, hired her assistant Bryce Groen on 11/12/2024 and is expanding her work with Tribal leaders. She hopes to hire a Deputy Director position, for which we have included details in our FY26 Provost reinvestment funding request.

2. Building and Maintaining Mutually Productive Relationships with Regional, State, Tribal, and Federal Governments and Community Representatives:

Our government, tribal, and community relations teams advocate for the UW's priorities, and will continue expanding and strengthening our relationships with elected and other government officials and the public. These efforts result in millions of dollars in financial support for various UW programs. Building excellent working relations with government officials and stakeholders is a significant strategic goal.

The most recent UW Economic Impact Report we conducted in FY25 showed that UW had a \$21 billion economic impact on Washington State. This is a \$5 billion increase from the previous report conducted in FY18. This report is used to inform and engage various stakeholders, including government officials, community members, and investors.



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3. Continuing to Engage in Vigorous Outreach to Advance University's Priorities:

The Office of External Affairs engages in vigorous outreach by hosting elected officials, tribal leaders, staff, and other key business and civic stakeholders on campus and at other UW locations throughout the state. These activities are essential to our strategic plans and yield significant benefits.

For example, our office, together with Advancement, plans and organizes the iconic annual cherry blossom festival. This event builds positive affinity for the UW campus and brand. Additionally, our Tribal Relations team helps support the UW Spring Powwow and the Tribal Leadership Summit which are both highly successful events. In FY25, we sponsored an additional \$150,000 to the 5th Ave Theatre.

4. Ensuring Sufficient Funding for Operations:

Our FY26 operating budget proposal includes revenue from multiple sources (GOF/DOF/Gift/Self-sustaining/Discretionary) to support our business operations. We plan to utilize our net position to fund various increased membership, sponsorship, and lobbyist contracts costs to further strengthen the university's reputation.

KUOW is hiring a new President/General Manager. The new hire's annual salary will be \$40,000 higher than the incumbent's. Our office plans to cover a portion the salary/benefits differential for the newly hired KUOW President/General Manager for two years before requesting permanent funding from the Executive office.



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Required Budget Development Consultative Process Summary – Faculty, Staff and Students

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-- If specific questions are not applicable to your unit, simply indicate n/a --

Consultation with your elected faculty councils, student councils and unit/campus staff, regarding your unit's/campus's budget proposal materials, including your proposed FY26 operating budget, narrative responses, tuition rate recommendations and fee-based rate recommendations are an important and necessary component of the UW's budget development process. Your responses to the questions below will be documented and included as part of the FY26 operating budget development review materials provided to Executive Leadership of the UW.

PLAN NOW to ensure that all unit/campus review and consultative processes are completed by the February 24, 2025 due date.

- 1) Please indicate the date that FACULTY leadership within your unit/campus was consulted and provided the opportunity to provide input as part of this budget planning exercise. N/A
- 2) Please list a point of contact for your FACULTY leadership (name and UW email address). N/A
- 3) Please indicate the date that STUDENT leadership within your unit/campus was consulted and provided the opportunity to provide input as part of this budget planning exercise. N/A
- 4) Please list a point of contact for your STUDENT leadership (name and UW email address). N/A
- 5) Please discuss how you involved campus or unit staff in the consultative process. N/A
- 6) Since submission of your tuition and/or fee-based rate recommendations on January 24, 2025, has your campus or unit received any additional feedback from students? If so, please summarize here. N/A

Do Not Submit