



Cultivating Policymakers as Major Donors



The Council of
Independent Colleges



Under
the Big Tent

2024 Presidents Institute

Independent Higher Education in a Democratic Society

The Diplomat Beach Resort | January 4–7, 2024

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Presenters

Mason Dyer, President, Association of Independent Kentucky Colleges and Universities

Terri Standish-Kuon, President and CEO, Independent Colleges of Washington

Hope Williams, President, North Carolina Independent Colleges and Universities

Chair: **Stanton McNeely**, President, University of Holy Cross

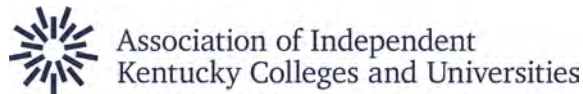


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CIC 2024 Presidents Institute

Cultivating Policymakers as Major Donors

January 5, 2024

Discussion Questions

- ❑ *How do campuses currently steward relationships with policymakers?*
- ❑ *Under current structures, are policymakers in someone's stewardship portfolio? If not, could they be?*

Engaging Elected Officials

Types of meetings

- Between-legislative sessions visits
- Town halls
- Olympia visits

“Prospect” research

- District finder
- Legislator home page; sign up for newsletters
- Rule of three

How to talk with a legislator

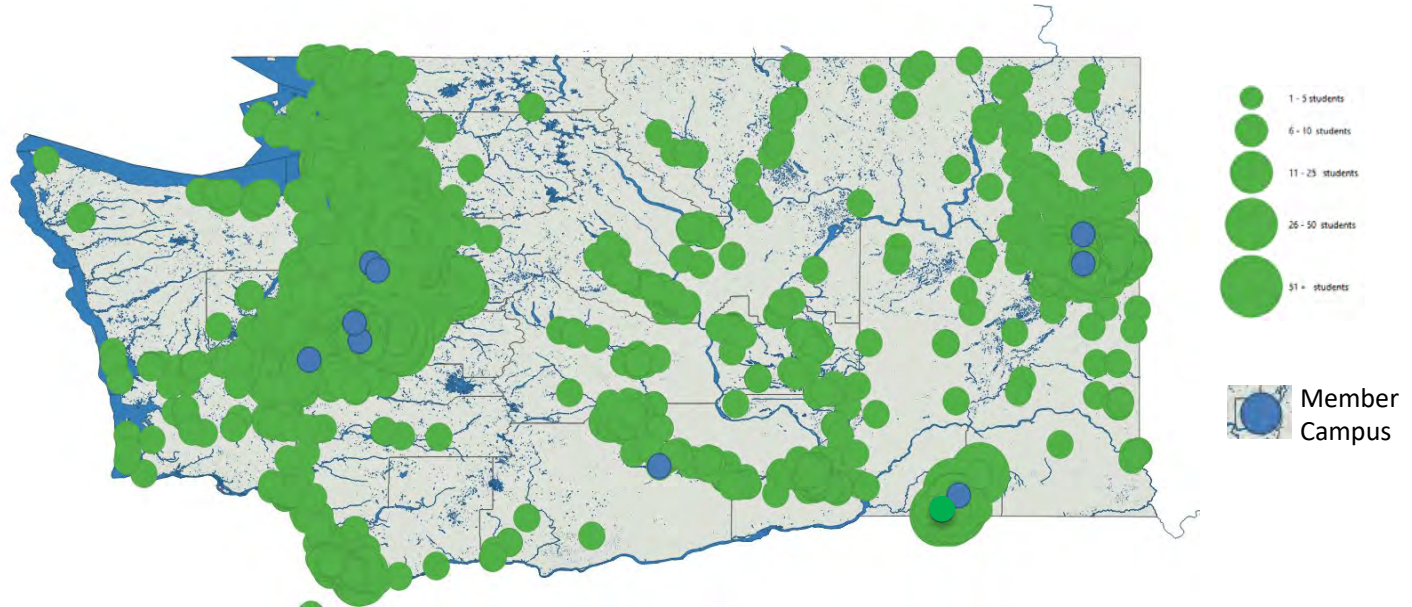
- Relax – legislators are people, too
- Make it real; introduce your university, tell your story; how how your organization is good for the district
- Be yourself
- Don’t speculate
- Ask the question – “Can you support the bill/project?”



ICW campuses
are close
to students
across the
state



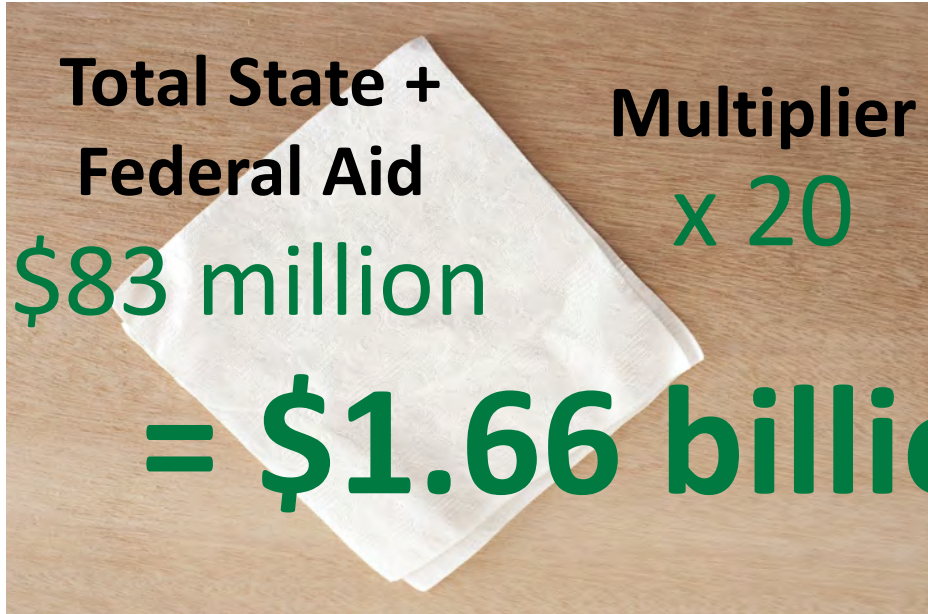
Serving Students Statewide



Source: ICW Member Campus Survey 2021-22

Gonzaga University ▪ Heritage University ▪ Pacific Lutheran University ▪ Saint Martin's University ▪ Seattle Pacific University
Seattle University ▪ University of Puget Sound ▪ Whitman College ▪ Whitworth University

Approximate Endowment



Total State +
Federal Aid
\$83 million

Multiplier
x 20

= \$1.66 billion

INDEPENDENT COLLEGES OF WASHINGTON: OUR MEMBER CAMPUSES MAKING A DIFFERENCE

POWERING ECONOMIES
Our member campuses add \$2.2 billion in economic activity across Washington



CHAMPIONING DIVERSITY
Four in 10 of our undergraduates are from families living on low incomes



COMPLETING DEGREES
ICW member campuses have strong completion rates



CULTIVATING TALENT
one in five
of WA four-year degrees are awarded by ICW colleges in Washington



Independent Colleges of Washington member campuses contribute to solving some of the state's thorniest challenges. We play a critical role in fulfilling the state's postsecondary attainment goal by cultivating talent, championing diversity, and making it possible for more Washingtonians to find a college or university where they can thrive. We are essential to ensuring that Washington businesses have a prepared and ready workforce. And we are focused on meeting the needs of the communities we call home by investing in projects to meet housing needs and other priorities.

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SERVING WASHINGTON
82% of Washingtonians are within 50 miles of an ICW campus



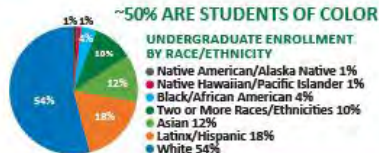
DELIVERING VALUE

Washington companies look for the skills a liberal arts education delivers: the ability to work in a team, problem-solving skills, written and verbal communication skills, and a strong work ethic

TOP TEN DEGREE FIELDS



INDEPENDENT COLLEGES OF WASHINGTON: OUR MEMBER CAMPUSES MAKING A DIFFERENCE



210,000+
alumni work
in our state

TWO IN FIVE students receive government aid such as Pell Grants and/or the Washington College Grant



ONE IN THREE juniors and seniors have transferred credits

~1,000
veterans attend ICW schools



ICW member campuses generate
22,000+ jobs
in Washington

ICW confers 50% of nursing graduate degrees in the state



ONE IN FIVE is a first-generation college student



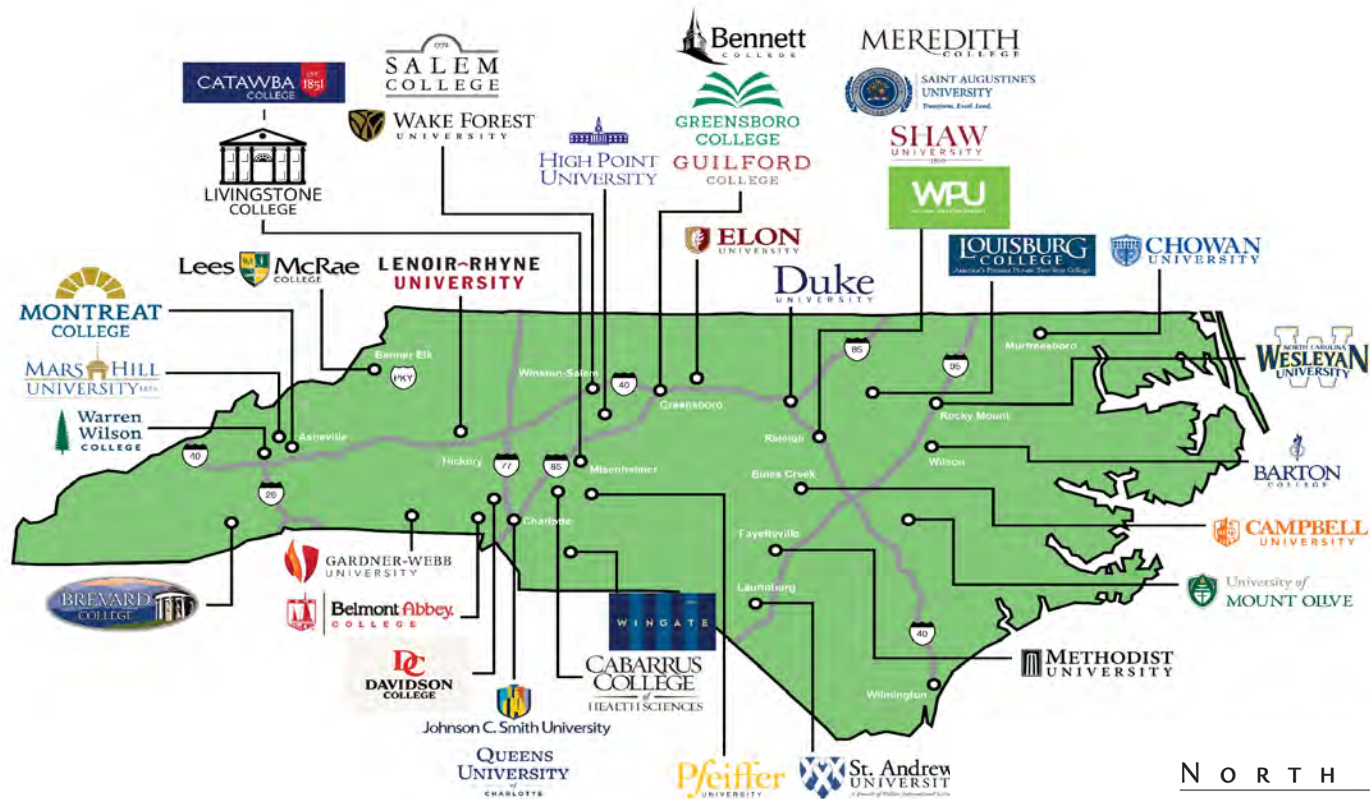
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36 Campuses across North Carolina in Rural/Urban Legislative Districts



NORTH CAROLINA
INDEPENDENT
COLLEGES & UNIVERSITIES

Invite Legislators/Legislative Delegations to Campus Events

Check your state's Ethics Rules to determine compliance in:

Inviting Legislators to Major Cultural, Social and Sports Events as Guests (even if they are required to buy tickets)

**Introducing Legislators as Guests at Events when
Appropriate**

Inviting Legislators to an Event or Meal to meet with Local Students or to Speak to a Class

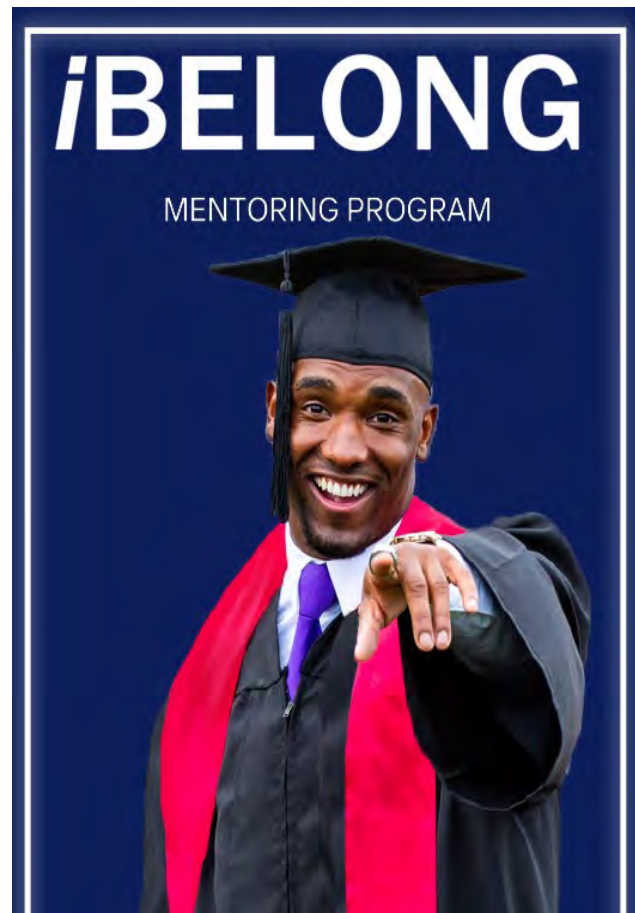
Talk About Education/Economic Impact

State Education Attainment

Degrees in High Need Fields

Student/Faculty/Staff/Visitor
Impact on Local Economy

Placement Rates with Local/
Statewide Employers

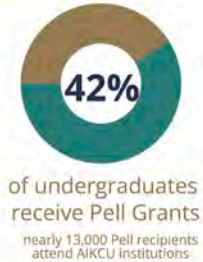




50,000+ STUDENTS
2/3 UNDERGRADUATES

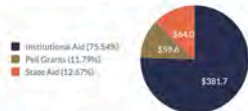
1 in 5 Kentucky bachelor's degrees are awarded by AIKCU institutions

3 of 4 graduates finish in 4 years



AIKCU members are the largest providers of financial aid to their students

AIKCU institutions provide \$3 in institutional aid for every \$1 in government-funded student aid.



\$1 billion in-state economic activity in Kentucky

8,000 employees

aikcu.org

Speak the language -- ROI, workforce, opportunity

- State/federal investments leverage private dollars: AIKCU students receive \$88 million in state Lottery-funded grant/scholarship aid; \$60 million Pell; **\$400 million institutional aid**
 - What does this look like for your campus?
- Connections to state workforce needs, innovative programs, partnerships, etc.
- Reinforce data with student stories (especially from their districts) that resonate

Discussion Questions

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Q&A



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**Thank you for participating in
this session!**



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