

**UNC Federal Relations Council  
Spring 2015 Meeting  
April 29-30, 2015  
750 First Street NE  
9<sup>th</sup> Floor Conference Room  
Washington, D.C. 20001**

Wednesday, April 29th, 2015	
8:00 AM – 11:00 AM	Attendees arrive in Washington, DC
12:30 PM – 2:30 PM	<b>Tar Heel Circle Luncheon</b> Speaker: President Tom Ross
5:00 PM – 8:00 PM	<b>Meet and Greet with FRC Members and Delegation Staff</b> <a href="#">The Monocle Restaurant</a> 107 D St NE, Washington, DC 20002
Thursday, April 30th, 2015	
8:00 AM - 8:15 AM	<b>Opening Session and Introductions</b> Greetings from Kimrey Rhinehardt, VP for Federal Relations
8:15 AM- 8:30	<b>Lobbying Compliance Refresher</b> Kimrey Rhinehardt, Bradley R. Ballou
8:30 AM – 9:15 AM	<b>The State of Washington in 2015: A Shifting Balance of Power</b> Cliff Johnson, National Journal  In response to overwhelming member demand, the National Journal Membership team developed a series of “Washington 101” presentations designed to educate organization stakeholders on the outlook for congressional or regulatory action on major issues in 2015. Topic areas include: <ul style="list-style-type: none"> <li>• The fallout from the 2014 elections, the road to 2016 and how politics will have impact on what types of legislation are likely to move</li> <li>• The move away from legislation toward governing through Executive Orders and agency rulemaking processes</li> <li>• How associations and corporations are adapting to the realities of advancing their policy objectives in this era of partisan gridlock</li> </ul>
9:15 AM – 10:00 AM	<b>Higher Education Act: Status and Trends</b> Kimrey Rhinehardt (Panel)
10:00 AM	<b>BREAK</b>
10:10 AM – 11:10	<b>Higher Education Regulatory Relief</b> <i>Panel Discussion:</i> <i>Panel Discussion:</i> Christina West (Vanderbilt University), Ann Hickey (American Council on Education); Bradley Ballou (moderator)
11:10 AM-11:45 AM	<b>Overview of State Federal Agenda</b> <i>Panel Discussion:</i> Virginia Johnson (Office of Gov. Pat McCrory), Katie Toskey (Office of Gov. Pat McCrory), Representative from the National Governor’s Association; Emily M. Dickens (moderator)  Governor Pat McCrory of North Carolina is actively engaged in the

	<p>National Governor's Association (NGA) as a member of the Executive Leadership Committee and the Education and the Workforce Committee. The Governor's federal relations office works through the NGA as well as with the North Carolina congressional delegation and federal agencies to advance the Governor's policy agenda in Washington. The Governor's staff will discuss recent work on federal education legislation and will share updates on other current federal policy priorities.</p>
11:45 PM-12:30 PM	<b>LUNCH</b>
12:30 PM – 1: 15 PM	<p><b>State and Federal Policy and Funding Trends</b>  <i>Panel and Group Discussion:</i> Jim Gelb (Cal State System); Ron Hamm (The Hamm Consulting Group), Missy Branson (Branson 360); Emily M. Dickens (moderator)</p> <p>The lingering impact of the great recession and the federal deficit has increased the impact of federal policy and funding decisions on States and vice versa. These entities have begrudgingly become more interdependent. As a result today's government relations professional must become more adept in the ability to reach across this great divide to ensure the best outcome for the entity they represent. The higher education government relations professional must also look to be more collaborative and engaged in areas outside their usual focus to develop partnerships for their campus that impact the organization outside the classroom. This panel will discuss recent examples of state and federal overlap on issues of mutual concern, as well as funding opportunities and partnerships outside the traditional higher education sphere that may have a considerable indirect impact on our campuses and their constituents.</p>
1:15 PM – 1:30 PM	<b>BREAK</b>
1:30 PM – 2:30 PM	<p><b>Driving Performance Improvement through Measurement and Accountability</b>  <b>Presented by National Journal</b></p> <p>Deploying metrics that roll-up into a dashboard for the Government Affairs function consistently ranks among the most popular research topics among the membership. In early 2015, National Journal Membership will be rolling out a set of workshops that take members through the identification, selection and monitoring of metrics to drive performance and accountability. Workshops will focus on both internal and external metrics use cases, including:</p> <ul style="list-style-type: none"> <li>• Building an advocacy dashboard to drive grassroots engagement</li> <li>• Moving beyond letter grades: measuring influence with congressional scorecards</li> </ul>
2:30 PM - 3:15 PM	<p><b>Closing Session and Wrap up</b>  <i>Facilitated Group Discussion to Determine Goals for Future Meetings.</i></p>