

## Lobbying Services

### Criteria #1

*What are the main objectives of your unit and how do you measure success in achieving them? How do you review and evaluate your department's yearly performance?*

- Provide representation year round in Denver with the state legislature and other policy makers.
- Performance evaluated at the end of each session to determine needs met. This includes money obtained, bills passed or blocked.
- Assist in bringing key legislators to campus to experience ASU first-hand.

### Criteria #2

*In what ways does your unit relate to other units of the university, academic and non-academic?*

- Representation at the state level elevates ASU's profile with decision-makers. Funding for capital projects is crucial to all areas of campus. For example, this session's goal is funding for boilers.

### Criteria #3

*What resources do you need to improve your services to a superior level? How could the university help your unit do its job better?*

- The lobbying firm is on a three-year contract that ends this year. The firm came on with us at a significant discount from the previous lobbying services and at a significant discount from their other clients.

### Criteria #4

*Do you see needs and demands for services that your unit cannot currently meet? If so, what are they, and how do they relate to the university's mission?*

- If ASU decided not to hire professional lobbyist, internal resources would need to be allocated to track and monitor funding requests, formula changes, and bills.
- Internal resources are needed to assist the CFO in determining the fiscal impact of bills during the session. This is in addition to her current duties.
- The CDHE should move in a direction to assist smaller institutions with tracking and responding to legislative requests.