

## **FEDERAL LOBBYING SCOPE OF WORK**

### **Background**

The State University of New York (SUNY) is the largest comprehensive university system in the country. SUNY is comprised of 64 institutions, including research universities, academic medical centers, liberal arts colleges, community colleges, colleges of technology, a law school, a national laboratory, hospitals, an online learning network, and eight Hispanic Serving Institutions. SUNY serves nearly 1.3 million students. Its mission is to provide to the people of New York educational services of the highest quality, with the broadest possible access, fully representative of all segments of the population in a complete range of academic, professional and vocational postsecondary programs including such additional activities in pursuit of these objectives as are necessary or customary.

The SUNY Research Foundation is the largest comprehensive university connected research foundation in the country. It provides essential administrative services that enable SUNY faculty to focus their efforts on the education of students and the performance of life-changing research across a wide range of disciplines including artificial intelligence, clean energy, biotechnology, longevity, substance addiction, quantum computing, environmental health, and resiliency. The Research Foundation provides SUNY's 30 state-operated campuses with infrastructure to write and submit grant proposals, establish contracts and manage funding awarded to campus-based research projects, protect and commercialize intellectual property, and establish partnerships. The SUNY Research Foundation is a private non-profit education corporation that is tax-exempt under Internal Revenue Code Section 501(c) (3).

### **Overview**

SUNY is seeking to contract with a lobbying firm to assist with its government relations activities at the federal level, working closely with SUNY system administration's Office of Government Relations and the SUNY Research Foundation. Ensuring strong federal relations is vital to achieving SUNY's goals, including doubling research funding, advancing student success, and serving as an engine of upward mobility for New York State. This document is intended to provide information to eligible firms to submit proposals to SUNY for consulting and lobbying services.

### **Summary**

SUNY seeks a full-service government relations/lobbying/consulting firm based in Washington, D.C. that has the expertise, relationships, and capabilities that are value added and complementary to the system's current federal efforts led by SUNY's Office of Government Relations based in Albany, NY and Office of Federal Relations based in Washington D.C.

The successful firm will work directly with SUNY system administration's Office of Government Relations, including the Office of Federal Relations, and with the SUNY Research Foundation to support the mission and priorities of the university system and its 64 campuses. It should have strong connections with the White House, federal agencies (with a focus on research, education, and workforce), New York's congressional delegation, and committee chairs and staff with relevance to higher education and research funding. Its staff should be readily accessible, well-balanced politically, and adaptive to the ever-changing D.C. landscape.

### **Services Required of Firm**

The firm shall provide advice and guidance to SUNY system regarding federal issues and legislative strategies that may impact SUNY system and its 64 campuses including research, workforce development, and education-related issues (including but not limited to student financial aid). The firm will primarily work with the Office of Government Relations, including the Office of Federal Relations, to

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alert the Chancellor, Vice Chancellor for Government Relations, Director of Federal Relations, and the President of the Research Foundation of such issues and strategies.

The firm shall assist in planning and coordinating meetings between SUNY leadership and faculty with congressional members and their staff, federal agency leadership and their staff, and policymakers and their staff in the White House to discuss SUNY's priorities, vision, and strengths. It is expected that an emphasis will be placed on fostering relationships with the New York congressional delegation and their staff.

The firm shall track and monitor federal administrative activities and legislation impacting SUNY system and its campuses. This shall include federal funding opportunities and new opportunities that could be advantageous to SUNY. It is expected that a regular newsletter of curated current opportunities with deadlines and funding levels as well as emerging opportunities will be provided to the SUNY community.

The firm shall provide regular comprehensive updates on committee hearings, debates, proposed regulations, and pending legislation, among other things. This shall also include political and policy trends, changes in the dynamics of committees of consequence, and plans for advocacy.

The firm shall lobby on behalf of SUNY in coordination with SUNY's Office of Federal Relations. This may include participating in multi-party lobbying coalitions upon request. The firm shall develop and maintain positive relationships with key federal lawmakers, their staff, agency leadership, and program managers, especially New York's congressional delegation. In addition, the firm shall assist in:

- developing and reviewing SUNY's strategic priorities for influencing federal policy to support higher education priorities that include research areas of strength for SUNY, student financial aid programs, and workforce development programs;
- advocating for favorable legislation for research, workforce, and economic development for SUNY;
- drafting position papers or testimony for Congressional hearings, as well as responses to pending federal legislation and regulations;
- facilitating the invitation of SUNY and Research Foundation leadership and faculty on federal panels, advisory councils, committees, etc. to provide expert testimonies on topics of national importance; and
- fostering greater strategic collaboration between SUNY and higher education associations including the Association of Public and Land Grant Universities (APLU), the American Council on Education (ACE), and the American Association of State Colleges and Universities (AASCU).

Proposal related questions or inquiries should be emailed to:

Will Schwartz  
Vice Chancellor for Government Relations  
The State University of New York

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Proposal responses should be emailed to:

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