



Taking Advantage of Congressionally Directed Spending



The Council of
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2025 Presidents Institute

January 4–7, 2025 ● JW Marriott San Antonio Hill Resort & Spa ● San Antonio, Texas



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Presenters

Jeff Gingerich, President, St. Bonaventure University (NY)

Leocadia I. Zak, President, Agnes Scott College (GA)

John McAllister, Managing Partner and Co-Founder, McAllister & Quinn

Jessica C. Gerrity, Senior Vice President, McAllister & Quinn (Moderator)

Concurrent Session Agenda

- ❖ Congressionally Directed Spending (Earmarks)
- ❖ Agnes Scott College (GA) Case Study
- ❖ St. Bonaventure University (NY) Case Study
- ❖ Q&A

What is an Earmark/Congressionally Directed Spending?

- **Earmarks:** funds for discrete projects where congressional direction specifies the funding, the location and the recipient.
 - “Earmark” refers to *Congessionally Directed Spending* that benefits a specific entity but is not awarded through an administrative formula or competitive award process.
 - Earmarks are included in spending bills at the request of a Representative or Senator.

University of St. Thomas (MN)

Small Business Administration (SBA)

To Support a Community Entrepreneurship Program

 **\$630,000**

Utica University

National Institute of Standards and Technology (NIST)

Cybersecurity Initiative

 **\$717,000**

Berry College

HRSA

High-Fidelity simulation (HFS) lab where students can practice and refine critical skills

 **\$964,000**

Juniata College

Dept. of Education

Bachelor of Science in Nursing (BSN) program

 **\$500,000**

FY24 Earmark Trends

Earmarks can
offer a new
funding stream
for some IHEs

Total **FY24** earmark funding for
colleges and universities

Over \$1.3 billion
(over 700 projects)

Range of funding for IHE projects

\$20K - \$36 million

Median funding amount for all IHE
projects

\$1 million



Getting Started with Earmarks – Process and Politics

- Who are your Representatives and Senators?
 - Do they participate in earmarks? If so, what kind of projects have they supported?
- Build Relationships.
- Think about your needs.
 - Where do your needs overlap with what is eligible for funding?
- Understand what Congress does NOT fund through earmarks.

Earmark Timeline



1 *Fall/Winter (Oct-Dec)*

- **Earmark Project & Strategy Development**
- Relationship building with Congressional delegation, discuss institutional goals, identify project ideas.
- Create 2-page project descriptions.

2 *Winter (Dec-Mar)*

- **Congressional Outreach**
- Meet with Congressional delegation.
- Earmark project deadlines are posted.
- Submit projects and completed forms.

3 *Spring/Summer (Mar-July)*

- **Track Progress**
- House and Senate release their initial project selections.
- Check in with Congressional delegation to demonstrate support and provide feedback.

4 *Summer (July-Aug)*

- **Appropriations Bills are Drafted**
- Committee drafts are released.
- Confirm if projects are included.
- Follow up with Congressional offices as needed.

5 *Fall/Winter (Sept-Jan)*

- **Appropriations Bills are Finalized**
- Congress passes spending bills in each chamber.
- Differences in bills are resolved.
- This process is often slow, can require continuing resolutions and result in omnibus packages.

Big Picture for **FY25** Funding

- Congress still reconciling different funding priorities for **FY25**.
- Expectation is that the bills will be wrapped up in March and thousands of earmarks will be included in the final bills.
- **Both Chambers have invested heavily in earmarks, with billions of dollars pending in *FY25* projects.**
 - In **FY25**, levels of earmark participation remain high. Estimates are that again over 80% of House members and 60% of Senators requested projects with a similar partisan breakdown.
- FY26 Earmark timeline: February-April 2025

FY25 CIC Institution Pending Earmark Examples



\$1,184,000 to University of Detroit Mercy

Cyber Operations Center

DOC – NIST (House Project)



\$775,000 to New England College

Community Mental Health Bachelor's Degree Program

LHHS – HRSA (Senate Project)

Case Study: Agnes Scott College

Agnes Scott College is a private women's liberal arts college in Decatur, Georgia and was founded in 1889. The college enrolls approximately 1,100 students.



Agnes Scott College Earmark Successes

1. To enhance digital competencies and global learning by equipping high-tech classrooms and transforming the Center for Digital and Visual Literacy into a state-of-the-art technology laboratory

\$1,024,940 | ED/Higher Education | Rep. Nikema Williams



2. To purchase state-of-the-art equipment and technology for building a Physician Assistants program and growing the Clinical Mental Health Counseling program

\$1,001,000 | HRSA | Sens. Ossoff, Warnock





Case Study: St. Bonaventure University

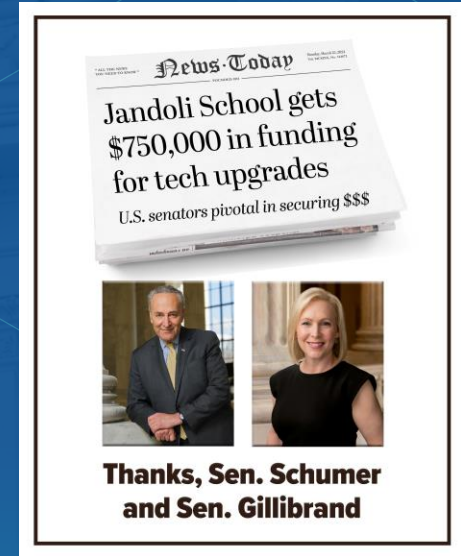
St. Bonaventure University is a private Franciscan university established in St. Bonaventure, New York in 1858. The university enrolls approximately 2,600 students.



St. Bonaventure University Earmark Successes

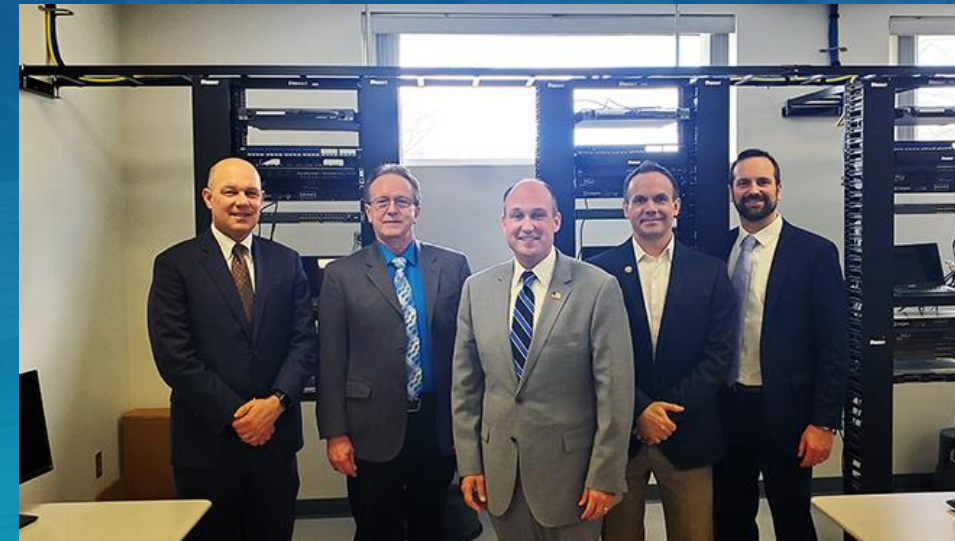
1. To upgrade the media capabilities at SBU's renowned Jandoli School of Communications, including TV and radio station equipment, podcast studios, and associated technology

\$750,000 | ED/Higher Education | Sens. Schumer, Gillibrand



2. To establish a Cyber Operations Center offering workforce development, specialist training, and high school early education programming

❖ **\$450,000** | DOC-NIST | Rep. Langworthy





Q&A and Discussion



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**Please contact us
with questions!**

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Thank you for attending this session!

