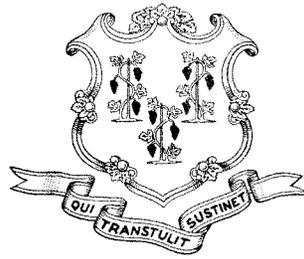


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State of Connecticut

SENATE
11th District

February 14, 2013

Good afternoon Senator Bye, Representative Willis and Members of the Higher Education and Employment Advancement Committee. I am would like to express my support for SB 204, AN ACT REQUIRING MARKETING CONTRACTS INVOLVING PUBLIC INSTITUTIONS OF HIGHER EDUCATION TO BE SUBJECT TO DISCLOSURE UNDER THE FREEDOM OF INFORMATION ACT.

It came to my attention last year that the University of Connecticut had entered into a multi-year marketing agreement with Webster Bank. I truly hope that this agreement is beneficial for all parties involved as well as for the state of Connecticut. What concerns me, however, is the lack of transparency in the agreement. Apparently the agreement is technically with "IMG College" rather than directly with Webster Bank. IMG College is described by UConn as "the nation's leading collegiate multimedia marketing and licensing/brand management company which currently manages the UConn athletics marketing program." Unfortunately, it appears that UConn believes that IMG College also shields this agreement from disclosure under FOI. I disagree. Transparency creates public trust and enhances accountability on all sides.

Thank you for hearing this important legislation