



HIGHER EDUCATION  
INSTITUTIONS

# Leading Education Institutions Through Opportunities and Challenges



Michael Best Strategies works with higher education institutions and their partners to advance their interests with policymakers and stakeholders. Colleges, universities, and online education delivery systems are undergoing a major transition as they adapt to new consumer demands and regulatory issues. Our team understands the industry and its complex dynamics. We are trusted and reliable advisors and partners, helping clients navigate government and leverage influential stakeholder groups to achieve their desired regulatory and legislative outcomes.

---

## Our Services

### Government Relations

Federal and state legislation and regulation have a critical impact on educational institutions. We have the expertise and relationships necessary to effectively represent clients and advocate for their interests in the lawmaking and regulatory process.

- Foreign investment
- Federal and state funding
- Data privacy
- Regulatory matters
- Reauthorization of the Higher Education Act
- Immigration
- Taxes

### Public Affairs

A successful business strategy requires a coordinated effort to educate relevant stakeholders and communities of interest and motivate them to act. We craft and deploy winning narratives that lay the groundwork for business growth and successful public policy outcomes.

- Crisis Communications
- Media Relations
- Stakeholder Engagement
- Consensus Building
- Litigation Support

---

## About Michael Best Strategies

Michael Best Strategies is driven by a highly qualified team of professionals, leveraging industry expertise and key political relationships to advance our higher education clients' interests and objectives. We engage with government, industry partners, stakeholders, and communities to realize clients' goals through strategic government relations, practical guidance and advocacy on public policy development, and coordinated communications strategies.

With offices and partnerships in Washington, D.C., Colorado, Illinois, Texas, Utah, and Wisconsin, our collaborative team is well-positioned to implement efficient synchronized efforts at the federal, state, and local levels for our higher education clients.

“Our experience working with the Michael Best Strategies team was both successful and enjoyable. From the outset they demonstrated an uncanny ability to listen and truly understand the value of our project to the state. Their familiarity with the government and personal relationships with key players proved invaluable as they told our story. In short, they know what to do and how to do it!”

— Doug Hastad, President, Carroll University

---

## About Michael Best

Michael Best is a national, full-service law firm that represents more than 90 public and private universities, colleges, and vocational schools across the country. For more than 50 years, our legal team has counseled institutions on a diverse array of issues including regulatory matters, labor and employment, including benefits and immigration issues, corporate matters including financial exigency plans, student and campus issues, internal investigations, intellectual property and technology licensing, real estate, tax, general governance, and litigation. Our attorneys are involved in leading industry organizations, sit on Boards of Directors, serve as adjunct faculty, and regularly host roundtable events to discuss issues impacting the industry.

### PRIMARY CONTACTS



**Sarah C. Helton**

Partner • Washington, D.C.  
schelton@michaelbeststrategies.com  
T. 202.747.9575



**Stephanie N. Vojas**

Partner • Illinois  
snvojas@michaelbeststrategies.com  
T. 312.596.5837



**Becky Miller Updike**

Principal • Colorado  
bjmillerupdike@michaelbeststrategies.com  
T. 720.240.9516

Michael Best Strategies LLC is affiliated with and owned in part by the law firm of Michael Best & Friedrich LLP. Your retention of Michael Best Strategies LLC does not constitute or otherwise create an attorney-client relationship with the law firm of Michael Best & Friedrich LLP. Additionally, Michael Best Strategies LLC cannot and will not provide any legal services. If during the course of your representation by Michael Best Strategies LLC it becomes apparent that your interests will be furthered by the provision of legal services, you may at your discretion choose to enter into an attorney-client relationship with Michael Best & Friedrich LLP. However, your retention of Michael Best Strategies LLC does not require you to use Michael Best & Friedrich LLP for any such legal services.