May 5, 2010

PRESIDENT YUDOF

Dear Mark:

I am writing to you and other senior leadership to provide another periodic update on our support-building activities for the University in the Division of External Relations. Below are highlights of recent work in Communications, State Governmental Relations, Federal Governmental Relations, and Alumni Affairs.

- **Advocacy days:** We worked closely with the UC Student Association on its March 1 “March on Sacramento” event and then orchestrated a well-received intersegmental advocacy day April 27 at the state Capitol with the California State University and California Community Colleges. These events brought hundreds of higher education supporters in direct contact with state legislators, and the latter event provided the forum for the Governor to make his pledge to sign a budget with no less funding for higher education than the level proposed in his January budget. Both events were covered extensively on our Web site, with quickly posted stories and video links.

- **Intersegmental brochure:** UCOP Communications took the lead in producing an intersegmental brochure for all three higher education segments for the April 27 advocacy day. This piece, designed to be used throughout the rest of the year, steps out of UC’s traditional visual design with a large format, bold print, and a visually arresting layout. The brochure also packages our UC-CSU-CCC messaging concisely and approachably, laying out higher education’s contributions to California, what we are doing to help ourselves, and the remaining need for improved public investment.

- **Web initiatives:** Our staff has produced several Web features for our home page that tell the story of UC’s contributions to California in new and compelling ways. “50 at 50,” produced for the 50th anniversary of the Master Plan for Higher Education, is a multimedia presentation celebrating 50 of UC’s signature contributions over the last five decades (http://50at50.universityofcalifornia.edu/). Another web feature, profiling students across the UC system who are engaged in undergraduate research, was selected as “Web Pick of the Day” by Communication Arts, a leading national communication/design magazine (http://undergrads.universityofcalifornia.edu/). A third site chronicled the awarding of honorary degrees to 700 Japanese American UC
students interned during World War II, featuring compelling stories, audio, video, and artifacts from some of the honorees (http://honorary.universityofcalifornia.edu/).

- **Dinners with California leaders:** We have continued organizing opportunities for President Yudof to interact with California leaders from diverse fields. Between February and May 2010, we will have organized three dinners with VIP-level advocates in Los Angeles and the Bay Area, one dinner with academics and members of the literary community; an event recognizing California vintners with ties to UC; and events with UC alumni leadership and the President’s Board on Science and Innovation.

- **Financial aid awareness effort:** We have led coordination of a systemwide effort to boost awareness with the nine undergraduate campuses about financial aid options, particularly the availability of federal tax credits and the Blue & Gold Opportunity Plan. Targeting current students, the campaign included print and Facebook ads, bus wraps, posters, letters to parents and students from the chancellors, and a handout about education tax credits. All UC applicants received an e-mail from President Yudof detailing financing options as well as a mailer with UC-specific instructions for the FAFSA. In addition, the Blue & Gold website got a facelift, fact sheets in Mandarin and Vietnamese were added to those already produced in English and Spanish, and a new video was created. Finally, in conjunction with CSU and the California Community Colleges, we have developed fliers that will be shared with every State Assemblymember and Senate Senator informing them of how many students from their district are recipients of Cal Grants, a program of significant importance to UC students.

- **Washington:** Our federal office has coordinated a number of advocacy-related activities in support of UC’s FY 2011 budget requests, proposals related to the Build America Bonds program, and a number of Treasury-related and tax issues. President Yudof, Chancellors, the Chief Financial Officer, and the Vice President for Research have met with members of Congress and staffs as well as key Administration officials. Our federal office also has engaged in a number of advocacy events including Coalition for National Science Funding Advocacy Day, bringing together researchers from five UC campuses to talk to members about the importance of NSF funding; National Humanities Day, a similar event promoting humanities funding; and a Student Advocates for Graduate Education lobby day, focusing on the importance of keeping American graduate education robust and competitive. Finally, working with the Office of Research and Graduate Studies, we developed a new publication on the American Recovery and Reinvestment Act, showcasing ARRA funding and its impact at UC, particularly in the areas of education, research, jobs, and infrastructure. At present, it appears that UC is the first institution to develop a publication that highlights the impact of ARRA beyond the research enterprise. Reaction from Congressional offices has been very positive. The publication has been widely distributed, including to Speaker Pelosi and Senators Feinstein and Boxer.

- **State legislation:** At the State level, the University is currently sponsoring six bills that are making their way through the legislative process. Among the topics covered
by UC-sponsored legislation are (1) expansion of UC’s contract bid authority on goods and services; (2) designation of specified campus officials to act on behalf of the State Fire Marshal regarding the enforcement of campus building and safety provisions; (3) a five-year extension of “affinity” programs operated by UC alumni groups that allow them to offer financial products to their members; (4) authorization of State health care funding for patients to be served at the replacement facility for Martin Luther King Hospital; and (5) two clean-up measures that affect UC agriculture programs and the Cal Memorial Stadium renovation.

- **Building the UC Health brand**: UCOP Communications has worked to develop a systemwide identity for UC Health, creating a key brochure used to promote systemwide contributions and impacts of the health system and medical centers. This project builds upon the October launch of the UC Health Web site/e-newsletter that creates a central place for UC Health news.

- **Internal/employee communications**: We are running a months-long series of stories for our internal audiences about a number of important systemwide issues including the restart of UCRP contributions, the work of the Post-Employment Benefits Task Force, the implications of health care reform, and key union negotiations. We also are using our internal communications vehicles (newsletters, websites, etc.) to keep the internal community informed about and engaged in our advocacy efforts, including all that leadership is doing on behalf of the University. We are preparing to do a video interview with Provost Pitts to introduce him more broadly to the internal community, and we have standing features in our internal publications that celebrate the work of our faculty and staff, and how UC is helping to solve important societal problems, to help foster a sense of community and pride.

- **E-advocacy and social media**: We have continued expanding our social media presence. President Yudof now has more than 2,000 Twitter followers and more than 3,000 Facebook fans; the UC for California advocacy network and UC Newsroom have several thousand additional followers. We also are now using Twitter to provide live coverage of Regents’ meetings (and we also had a successful trial run of providing live video streaming of a portion of the March meeting). The UC for California e-advocacy system now has more than 265,000 subscribed users, and over the last few months, 14,000 of them have participated in sending more than 34,000 emails to state leaders in support of UC’s budget.

We are now hard at work on a variety of immediate new initiatives, including Graduate Research Day in Sacramento on May 12; a day of visits by President Yudof on May 13 with the Los Angeles Times, L.A. Chamber of Commerce, and political contacts in Los Angeles; communications in partnership with Student Affairs to educate high school students and parents about UC’s new eligibility system; expanded speaking opportunities for the President in strategic locations; and collaboration with relevant UCOP offices on the development of new policy initiatives to support our external positioning, particularly in the areas of efficiency and sustainability.
More broadly, we are working on implementation of the Strategic Plan we provided to you earlier this year. We are nearing the point of making final selections for some outside agency partners to assist us with market research, narrative development, and the creation of an improved systemwide Web site. These activities will pave the way for a broader set of communications executions to build further support for the University among key constituencies around the state. We also continue to evolve our messaging so that it (a) conveys in ever-more-compelling ways the impact of the University in the daily lives of Californians; (b) emphasizes the importance of restored public investment in the University even as we seek new ways of sustaining quality with the resources we have; and (c) addresses the interests and needs of the California public and its changing demographic composition.

We look forward to continued partnership with you in these endeavors and are happy to answer any questions.

Sincerely,

Daniel M. Dooley
Senior Vice President

cc: Members, President’s Cabinet