

Office of the President

**TO MEMBERS OF THE PUBLIC ENGAGEMENT AND DEVELOPMENT
COMMITTEE:**

DISCUSSION ITEM

For Meeting of September 13, 2017

FOLLOW UP DISCUSSION ON PUBLIC OUTREACH CAMPAIGN

During its July 12, 2017 meeting, the Committee reacted to an overview of previous UC marketing and communications efforts and conducted a brainstorming conversation to identify what audiences and/or efforts it might pursue in the future. The brainstorm session identified two key audiences: legislators and constituents who influence them. The Committee requested a plan to poll or survey legislators along with a plan to conduct direct outreach. In addition, the Committee requested an assessment of how UC is perceived by legislators' constituents and the general public.

In this session, Interim Senior Vice President Holmes will discuss the objectives for a potential upcoming market research study that would build upon prior market research and insights, and will solicit Regents' opinions to actively engage them in exploring next steps. The discussion will focus on gathering key insights from the Regents regarding the most pressing questions and issues that are of interest and import to them in service of the University, in addition to considering which audience(s) should be addressed or targeted.