

Office of the President

TO MEMBERS OF THE PUBLIC ENGAGEMENT AND DEVELOPMENT COMMITTEE:

DISCUSSION ITEM

For Meeting of September 13, 2017

REGENTS LEGISLATIVE ENGAGEMENT OVERVIEW

EXECUTIVE SUMMARY

The University of California continues to engage with State leaders in Sacramento to secure its legislative and budget priorities. With significant assistance from every UC campus and stakeholders across the state, the office of State Governmental Relations (SGR) continues proactive engagement with the State leaders through advocacy efforts that highlight the benefit of the University of California to the state. Engagement by Regents is an important element of UC's strategy.

Associate Vice President and Director of SGR Kieran Flaherty will give an update related to ongoing engagement with State leaders.

BACKGROUND

Regent Engagement Plan

State Governmental Relations (SGR) deeply appreciates the increased engagement of Regents in Sacramento. Over the past year, this communication and engagement has significantly improved understanding of UC's position on a variety of challenging issues and assisted UC in achieving positive legislative and budgetary outcomes. Regular meetings between the Chair of the Audit and Compliance Committee and the California State Auditor, for example, have greatly improved audit implementation efforts. In addition, regular Regents' participation in UC events in Sacramento, such as UC Day, reinforces the important relationship between the Legislature and UC.

Consistent communication between Regents and a diverse group of legislators also provides insight into what UC's legislative priorities should be. A recent meeting during the legislative summer recess between the Chair of the Board and the Senate Education Chair offered valuable insight into future opportunities for greater engagement and collaboration between Regents and the legislature.

SGR has designed an engagement plan that will make meaningful progress toward strengthening UC and the State's partnership by suggesting that all Regents establish a relationship with legislators and foster existing relationships. We also suggest that the Chair, Vice Chair, and Members of the Public Engagement and Development Committee engage with legislators in a more sustained and focused manner.

Objective and Goals. As an overarching objective, this plan expands the University's advocacy-related efforts to achieve a stronger, more productive partnership with the State by establishing and fostering relationships with legislators. The University believes that stronger, more productive partnerships will be good for both our state and the University, building on the already substantial contribution UC makes to the state's economic and cultural vitality, but also its impact on individuals – patients, students and their families, and faculty and employees. Engagement related to legislation will focus on bills that UC is sponsoring and that SGR has determined, in conjunction with analysts and experts at campuses and the Office of the President such as IMPAC (Issues Management, Policy Analysis, and Coordination) and the Academic Senate, would have a significant impact on UC. The other goals are related to the State's financial support of UC. The University and the State share many priorities – continued access and affordability for undergraduates; enrollment of graduate students who support our undergraduates and our faculty as well as pursue important research; and diversity among our faculty, staff, and students – to name a few areas of common interest. But the effectiveness of achieving these goals is highly dependent on State investment, so Regent engagement on UC budget priorities will be helpful.

Establishing Relationships: Regents have distinguished themselves within their communities and the State, and reflect a broad cross-section of Californians. As such, Regents are well-positioned to engage directly with members of the Legislature even when they do not have an existing relationship.

State legislators greatly value the perspectives of the constituents they represent, and often participate in events and functions in their respective Assembly or Senate district offices. Because all Regents are participants in civic, business, non-profit, educational, and other community organizations where they reside, meeting with the State's elected leadership in their districts underscores the Regents' support for UC in a particularly helpful way, often with greater impact than meeting with them in Sacramento. SGR recommends that each Regent meet in-district with the legislators that represent them in the Assembly and Senate.

In addition to meetings, attending public events and other functions at UC campuses and other public venues where legislators are present provides an excellent opportunity for Regents and legislators to become acquainted with each other in a way that underscores the commitment of both parties to UC and the broader community. To demonstrate that Regents are aware of campus issues and engaged with campus leadership, students, faculty and staff, Regents could attend a meeting or event at a campus where a legislator is participating in a campus visit and meetings. At public events on campus or in the community, Regents can underscore the partnership of UC and the State by publicly expressing UC's appreciation for legislators that have supported UC. It is also an opportunity to provide valuable perspective as a leader in higher

education. SGR is ready to work with Regents to make them aware of such meetings or events on campuses where their attendance would be beneficial.

Other examples of how Regents can establish relationships with legislators that foster a better partnership between UC and the State include thanking legislators for being supportive of UC issues in a letter to the editor or op-ed in a local newspaper, and introducing and thanking a legislator at campus or alumni events where legislators have a role. Examples of past successful engagement in Sacramento include Regents attending meetings of the UC Legislative Roundtable, which is a group of legislators that have a campus or medical center in their district that President Napolitano meets with over lunch in the Capitol several times each year. The Regents' attendance demonstrated to a large and influential group of legislators that Regents are committed to understanding their concerns. In addition, several Regents volunteered to conduct legislative visits with members, many of whom they did not have existing relationships with, to solicit feedback and build relationships with a broad swath of the legislature.

Foster Existing Relationships: Many Regents have existing relationships with legislators that provide good opportunities to keep legislators apprised of important UC activities and gain their perspective and ideas on timely issues. SGR recommends regular engagement, in-person or via a phone call, with existing legislators regarding specific UC legislative or budgetary issues. Because Regents have developed specific subject matter expertise on higher education policy and budgeting, initiating communication with legislators to serve as an informed leader on UC issues will be appreciated. Building on an existing relationship in this way will be of benefit to the legislator and advance specific UC legislative or budgetary issues.

Public Engagement and Development Committee Members: The Public Engagement and Development Committee members, as well as the Chair and Vice Chair of the Board of Regents, can take the lead in establishing and fostering existing relationships with legislators. There are many systemwide and campus events each year that offer excellent opportunities for all Regents to attend. Public Engagement and Development Committee members are particularly well positioned to attend advocacy days at the Capitol, regional alumni events, campus activities, and more. By assuming an active and high-profile role, Board of Regents leadership and members of the Public Engagement and Development Committee will demonstrate a persistent and sustained effort for meaningful relationships in Sacramento that are mutually beneficial to State policy leaders and the University. Each year, SGR plans and implements a number of advocacy days in Sacramento but is also developing new ways to engage the legislature that are quick, easy, and enjoyable for legislators, given their busy schedules. SGR and the campus Government Relations Directors are utilizing the advocacy theme "Grow California Together" as an umbrella theme to connect all advocacy activities while also demonstrating that UC values its partnership with the State. Public Engagement and Development Committee members can be an important component in that effort. Other divisions at UCOP will be engaged as part of this effort: UCOP Alumni and Constituent Affairs is planning regional events that aim to strengthen existing relationships with UC constituents and identify advocates around the importance and value of UC. Legislators will be invited to each event and asked to play a key role. We view promotion and engagement at these events as a logical fit for Public Engagement and Development Committee members.

Coordination and Implementation. Because Board members already make a significant time commitment in service to UC, undertaking additional commitments is challenging. SGR therefore will take the lead in identifying specific Regent engagement activities and providing guidance to Regents in preparation for meetings, events, and communication. SGR will work with the Chair of the Public Engagement and Development Committee and already has established standing weekly meetings with the Secretary and Chief of Staff to the Regents to coordinate inviting participation of Regents; scheduling the engagement meetings, events, and communication; and developing and disseminating materials to help Regents prepare. This includes establishing a timeline for inviting, scheduling and preparing Regents for specific activities. SGR staff will make themselves available to facilitate the interaction, including briefings in advance of the activity, and SGR has also consulted with the Chair of the Public Engagement and Development Committee to establish a system for gaining feedback from specific activities.

Key to Acronyms

IMPAC	Issues Management, Policy Analysis, and Coordination
SGR	Office of State Governmental Relations