

**Office of the President**

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

**DISCUSSION ITEM**

*For Meeting of September 26, 2018*

**UNIVERSITY OF CALIFORNIA MARKET RESEARCH STUDY**

During its July 18, 2018 meeting, Interim Senior Vice President Holmes updated the Committee on the status of the UC Market Research Study and previewed several preliminary findings. In this session, Ms. Holmes and Chief Branding Officer and Marketing Director, Vanessa Corrêa — along with Glover Park Group Managing Director Graeme Trayner — will present key findings based on the specific research objectives. These objectives included assessing messages, identifying advocates in California, and developing new ways to communicate the value of UC to different audiences within California.

The findings draw on the recently completed large-scale survey of Californian voters and California-based UC alumni. After providing an overview of goals, methodology, and context, Ms. Holmes, Ms. Corrêa, and Mr. Trayner will discuss current perceptions of UC, recommended future directions for UC's systemwide messaging, and share insights into UC's core and engaged supporters.