

The Regents of the University of California

**COMMITTEE ON LONG RANGE PLANNING**

May 21, 2015

The Committee on Long Range Planning met on the above date at UCSF–Mission Bay Conference Center, San Francisco.

Members Present: Regents Engelhorn, Gould, Kieffer, Lozano, Ruiz, Saifuddin, and Sherman; Ex officio members Napolitano and Varner; Advisory members Gorman and Hare; Staff Advisors Acker and Coyne

In attendance: Regents De La Peña, Elliott, Lansing, Leong Clancy, Makarechian, Ortiz Oakley, Pattiz, Pérez, Reiss, Wachter, and Zettel, Regent-designates Davis and Oved, Faculty Representative Gilly, Secretary and Chief of Staff Shaw, General Counsel Robinson, Chief Compliance and Audit Officer Vacca, Chief Investment Officer Bachher, Provost Dorr, Executive Vice President and Chief Financial Officer Brostrom, Executive Vice President and Chief Operating Officer Nava, Executive Vice President Stobo, Senior Vice Presidents Henderson and Peacock, Vice Presidents Brown, Budil, Duckett, and Sakaki, Chancellors Block, Blumenthal, Dirks, Gillman, Hawgood, Khosla, Leland, Wilcox, and Yang, and Recording Secretary McCarthy

The meeting convened at 10:25 a.m. with Committee Chair Gould presiding.

1. **APPROVAL OF MINUTES OF PREVIOUS MEETING**

Upon motion duly made and seconded, the minutes of the meeting of March 18, 2015 were approved.

2. **PROMOTING TRANSPARENCY – INTRODUCTION TO THE UNIVERSITY OF CALIFORNIA INFORMATION CENTER**

[Background material was provided to Regents in advance of the meeting, and a copy is on file in the Office of the Secretary and Chief of Staff.]

Committee Chair Gould explained that the UC Information Center was a website providing frequently requested information about the University, such as diversity, graduation rates, undergraduate alumni outcomes, and UC affordability. The Information Center would be an excellent resource for the UC community and those seeking information about the University’s work.

Provost Dorr introduced Vice President for Institutional Research and Academic Planning Brown. Ms. Brown observed that the UC Information Center was an extension of the work done for the UC Accountability Report to promote transparency and provide

information about University operations, the contributions UC provides to California and to its students, and areas in which UC was working to improve. While the Accountability Report is a static reference document that includes a wealth of information about UC, the Information Center would be interactive. The Information Center was developed after exploring best practices in data visualization by businesses or other universities. Colleagues in the Office of the President and on UC campuses collaborated on the Information Center, which had more than 16,000 website visits since it went live at the end of March.

Ms. Brown demonstrated the Information Center. Its content is divided into three areas: data tables, dashboards that present information through visual graphics, and stories, which are a collection of dashboards demonstrating major points. The website is intended to be a one-stop shop, with links to fact sheets, legislative maps, and a comment section. Ms. Brown displayed an Information Center data table showing admissions by source school. The table showed the number of UC applicants, admits, and enrollees from individual California high schools from 1994 to the present; users can search systemwide, for individual UC campuses, or for a particular high school. The data can be downloaded from the website. Ms. Brown displayed a dashboard showing new UC enrollments from California Community Colleges (CCCs). This interactive dashboard can show the number of new students enrolled by UC campus and what community college they attended, or a user can choose a particular CCC to see what UC those students attended. This dashboard supports a finding of the transfer action team that UC campuses tend to enroll students from those CCCs located nearby. This interactive dashboard could help UC faculty and staff as well as potential UC students and their families.

Ms. Brown displayed an Information Center undergraduate alumni outcome storyboard that linked UC degree data to the State Employment Development Department database, showing where UC students work from two to 13 years following graduation as well as changes over time. This dashboard also shows data indicating that UC graduates' average earnings double from two years to ten years after graduation, from about \$42,000 to almost \$88,000. The site is interactive, allowing information for particular majors to be selected.

Ms. Brown concluded by saying that her office would continue to add content to the Information Center. She expressed her openness to feedback and suggestions. Some initial information regarding the University's revenues and expenses would be made available in a data table that would be expanded as more information becomes available.

Regent Ruiz expressed support for the UC Information Center and commented on the value of the Accountability Report, which can answer many questions about the University. He recalled his visits with legislators who sometimes did not have sufficient information about the University and did not have a copy of the Accountability Report. Many community and business leaders who are supportive of UC also have not seen the Accountability Report. Regent Ruiz expressed his view that it was critically important to share the Accountability Report as much as possible each year with California leaders who make decisions that affect UC.

Regent Leong Clancy commented that Ms. Brown had given a presentation to a UC alumni leadership forum earlier this week. The participants' evaluations indicated that her presentation was one of the best they had seen and that the Information Center would provide much-needed information about UC.

Committee Chair Gould encouraged the Regents to explore the Information Center and recommended that it be included in the orientation of new Regents.

The meeting adjourned at 10:45 a.m.

Attest:

Secretary and Chief of Staff