

The Regents of the University of California

**PUBLIC ENGAGEMENT AND DEVELOPMENT COMMITTEE**

January 16, 2019

The Public Engagement and Development Committee met on the above date at UCSF–Mission Bay Conference Center, San Francisco.

Members present: Regents Anderson, Butler, Graves, Guber, Lansing, Leib, Ortiz Oakley, and Sherman; Ex officio member Napolitano; Advisory member Bhavnani; Chancellors Blumenthal, Christ, Hawgood, May, and Wilcox; Staff Advisor Klimow; Student Advisor Huang

In attendance: Assistant Secretary Lyall, Chief Investment Officer Bachher, Provost Brown, Executive Vice President and Chief Financial Officer Brostrom, Executive Vice President and Chief Operating Officer Nava, Senior Vice President Holmes, Managing Counsel Shanle, and Recording Secretary Li

The meeting convened at 10:30 a.m. with Committee Chair Ortiz Oakley presiding.

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

Upon motion duly made and seconded, the minutes of the meeting of November 14, 2018 were approved.

2. **COMMUNITY OUTREACH AND IMPACTS, DAVIS CAMPUS**

[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.]

Chancellor May made opening remarks about UC Davis' accomplishments as a community partner. He noted the campus' commitment to the land grant mission and excellence in research and a comprehensive range of disciplines. The campus has consistently received high ratings for its contributions to the public good: ranked tenth by *Washington Monthly*, ranked third by the *New York Times*, and named by Universitas Indonesia (UI) GreenMetric as the greenest university in the United States for the fifth consecutive year. UC Davis has also met a final benchmark to become a federally designated Hispanic-serving institution in spring 2019. In February 2019, the campus would be breaking ground on the West Village expansion project, which is on track to deliver 1,000 beds by fall 2020 and 2,300 beds by fall 2021.

In April 2018, in partnership with Sacramento Mayor Darrell Steinberg, UC Davis launched Aggie Square, a live-learn-work-play innovation hub that would be located adjacent to the UC Davis Health campus in Sacramento. The Davis campus has partnered with neighborhood associations, government leaders, and faculty for this effort, with startups, established companies, and community groups expressing interest in partnership.

UC Davis Health, the top-ranking hospital in the Sacramento area and among the nation's best in 11 specialties, participates in over 250 community-building events and programs each year. UC Davis firefighters were among the first crews battling the Camp Fire in Butte County, and students collected and delivered essentials to victims. UC Davis Health physicians, nurses, and students provided medical care to survivors, and members of the campus veterinary community treated injured animals and helped reunite them with their owners.

In 2014, the Davis campus established the nation's first campus-based undocumented student assistance center, which supports local high schools and community colleges. UC Davis School of Law hosts the UC Immigrant Legal Services Center, serving students and families at all ten campuses.

City of Davis Mayor Brett Lee praised the newfound cooperation between Davis and UC Davis. Several months ago, the City of Davis and UC Davis entered into mediation and formed a partnership that has brought about substantial, palpable change. Mayor Lee reported that Davis and the campus have discovered new areas for cooperation beyond University housing, which is still a very important issue. The partnership has the support of the Davis City Council, which voted unanimously to approve it. Mayor Lee thanked Chancellor May and Chancellor May's leadership team and foresaw that the City of Davis and UC Davis would ultimately be strengthened by this partnership.

Regent Leib asked Mayor Lee what he thought made the new partnership work, and Mayor Lee responded that the new Chancellor and his leadership team brought a fresh perspective. In addition, Davis City Council leaders were curious about having such a partnership with UC Davis, and Chancellor May created that opportunity.

City of Sacramento Mayor Darrell Steinberg began his remarks by thanking President Napolitano and the Regents for choosing Chancellor May to lead the Davis campus. Mayor Steinberg recalled his transition from the California State Legislature to running for mayor of Sacramento because of his desire to help the city and the Greater Sacramento area move beyond its reputation as a government town and create better opportunities for communities, especially struggling communities, by attracting private sector industries and employment. The relationship between the City of Sacramento and UC Davis had previously been friendly, but no real partnership existed. When the University was recruiting a new chancellor for UC Davis, Sacramento city leaders met with President Napolitano and asked for someone who was outward-facing and interested in developing a broader regional economy. Mayor Steinberg also led a delegation to Atlanta, Georgia, to learn more about Tech Square at Georgia Institute of Technology (Georgia Tech) and observed a partnership between the City of Atlanta, the private sector, and corporate communities to develop incubators, startups, a culture of entrepreneurship, new industries, and real pathways to education and employment for young leaders in Atlanta. In order to build a broader life sciences industry in the Greater Sacramento area with Aggie Square, the City of Sacramento is prepared to be a full, active partner by building on its existing relationship with UC Davis Medical Center. Sacramento has also passed a sales tax measure that will serve as an economic development tool for Aggie Square, which Mayor

Steinberg envisioned will create hundreds of businesses and thousands of jobs. Mayor Steinberg acknowledged his and Chancellor May's staff, Sacramento City Council, the UC Davis Health community, and he stated his intent to continue working with the labor unions to ensure that Aggie Square is creating high-wage jobs with as many public employees as possible.

Dr. Jamie Peyton, faculty member at the Integrative Medicine Service at the UC Davis School of Veterinary Medicine, gave a presentation on innovative ways to treat wild and domestic animals injured in the recent California wildfires. The School of Veterinary Medicine has a three-tier response: 1) the veterinary emergency response team, comprised of faculty and students who assess animal injury at evacuation sites and provide care; 2) urgent care at the veterinary teaching hospital; and 3) developing advanced pain and burn care for animals. The School of Veterinary Medicine has used the One Health approach, which explores the conversion of human treatments to animals, to develop pain and burn care. For instance, dermal substitutes made of cow, pig, or other human skin has been used to cover wounds on humans, protecting them as they heal and relieving pain. Dermal substitutes made of these materials were too cost-prohibitive for use in veterinary medicine, so the School of Veterinary Medicine created its own dermal substitutes using tilapia skin, which is economical, easy to obtain, and sustainable. Tilapia skin dermal substitutes were first used to treat animals injured in the Thomas Fire and, more recently, animals injured in the Camp Fire. This new approach has also garnered interest from national and international communities; for instance, Dr. Peyton treated a horse in England that suffered an acid attack. As a next step, the School of Veterinary Medicine has begun to develop the UC Davis Veterinary Pain and Burn Care Center, the first of its kind, and seeks fundraising. This Center would provide care for animals, continue research that would benefit animals and humans, provide continuing education for veterinarians, and bring innovation to the local, national, and international communities.

Mirna Fonseca, a third year undergraduate student at UC Davis, presented her perspectives on the undocumented student experience and educational empowerment. As a Deferred Action for Childhood Arrivals (DACA) recipient, she has a work authorization card for legal employment, and, having qualified for the California State Assembly Bill (AB) 540 nonresident tuition exemption, Ms. Fonseca has been able to pay in-state tuition. Ms. Fonseca was offered admission into UC Santa Cruz, UCLA, and UC Davis, and she ultimately chose UC Davis partly because of the AB 540 and Undocumented Student Center (Center), where she serves as Community Advocate and assistant to the Legal Fellow. The Center has been instrumental in the professional, educational, and personal character development of undocumented students while recognizing and attempting to address the financial barriers that these students face. The Center also provides a holistic approach to undocumented students' mental health struggles and insecurities, and it empowers students and their families to become active participants in the community. Ms. Fonseca emphasized the importance of UC upholding its commitment to undocumented students, especially in the current political climate, noting that investment in undocumented students has seen their increasing rates of graduation and admission to graduate schools. Ms. Fonseca thanked the Regents for their support of the undocumented student community.

Chancellor May thanked the speakers and noted another example of community engagement, a memorial service at UC Davis for slain Davis police officer Natalie Corona in collaboration with the City of Davis and the Davis Police Department. In addition, a new unit at the UC Davis Provost's Office for faculty to expand public visibility and impact and a strategic plan that prioritizes publicly engaged scholarship had been established.

Regent Leib commended and congratulated Dr. Peyton for her work in animal burn care. He also commended Mayor Steinberg for his work as State legislator, particularly for Mayor Steinberg's advocacy of mental health services. Regent Leib asked how UC campuses could access funds from Proposition 63 for mental health services if those funds go to the counties. Mayor Steinberg explained that there was a partnership of the counties, the State, and higher education to set aside some Proposition 63 money for college mental health services approximately seven to eight years ago, but the partnership no longer exists. Mayor Steinberg felt that it was essential that the State prioritize college-based mental health services, citing college as the place where many people suffer their first break in mental health. Counties determine priority, so UC must assert itself in order to access money. In 2018, State Senator Scott Wiener introduced the now-chaptered California State Senate Bill 1004 that would require the State to create a strategic plan for Proposition 63 funds, and one of priorities listed in the strategic plan was college-based mental health services. Mayor Steinberg noted that, to his knowledge, there were no mental health clinics at the community college level.

Regent Lansing also commended Mayors Lee and Steinberg and hoped the partnership would serve as a model for other campuses. She also echoed the need to strategize with Mayor Steinberg on this mental health services funding for UC.

President Napolitano asked Chancellor May and Mayor Steinberg to elaborate on the status of Aggie Square, the time frame, and what to expect in the next five years. Chancellor May replied that Aggie Square would span 25 acres and include classrooms, research centers, incubators, startup activity accelerators, and landing places for corporate partners. In February, UC Davis would name two major corporate partners. Aggie Square would also provide training and entrepreneurship opportunities for the surrounding community, as well as engaged scholarship. UC Davis planned to break ground soon for the rehabilitation hospital that was announced in April 2018 and expected to deliver a request for qualification for the next series of projects in June 2018. In the next five years, Chancellor May expected to see a rejuvenation of the area, with undergraduate and graduate research, new business formation, and new job creation. Mayor Steinberg added that the Greater Sacramento region ranked low in life sciences employment. He envisioned inclusive economic development, such as the creation of 3,000 new jobs in the life sciences sector and education and work force development pathways so that young people from lower-income regions of Sacramento would be educated, trained, and prioritized for those new jobs. Mayor Steinberg supported inclusive growth and opposed gentrification; the city has been working with UC Davis on creating affordable housing in and around Aggie Square.

Regent Butler voiced her appreciation of the presentation and contrasted it with discussion at the Special Committee on Basic Needs meeting, where working with State and federal policy was emphasized over working with local government. She asked Chancellor May what lessons he has learned in partnering with local government. Chancellor May responded that it was important to be available, accessible, and visible in the community. He also recommended assertively reaching out to potential partners. Chancellor May had sought out Mayor Steinberg for Aggie Square and previously met with Mayor Lee and his predecessor even before his tenure as Chancellor began.

Regent Sherman asked whether there were any formal employment pathways for UC students. Chancellor May replied that there were plans to create permanent employment and internships for students in and around Aggie Square. UC Davis was also developing a program called Quarter Away, in which students would spend a quarter in Sacramento engaged in projects and internships with corporate partners and research sponsors. Regent Sherman asked whether UC Davis had received input from corporate partners regarding the skills students need for employment. Chancellor May responded in the affirmative.

Faculty Representative Bhavnani stated that she was a member of the Special Committee on Basic Needs as well and noted the challenge of teaching students experiencing homelessness. She asked whether there could be some priority given to emergency or transitional housing. Chancellor May replied that he and his team would take it into consideration. He added that UC Davis has a campus basic needs committee and several task forces on housing and basic needs. Mayor Steinberg added that UC Davis has partnered financially with the City of Sacramento to expand Sacramento's triage shelter capacity for the homeless and were in talks for new sites for temporary housing as well.

### 3. **ANNUAL REPORT ON SUSTAINABLE PRACTICES**

[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.]

Associate Vice President of Energy and Sustainability David Phillips began his remarks by introducing Logan Green, who organized the first student fee referendum at UC Santa Barbara ten years ago in order to provide funding for student-led sustainability projects. Last year, Mr. Phillips reported that UC reduced its greenhouse gas emissions by five percent despite campus growth, and energy efficiency has reduced utility expenses by \$225 million since 2005. In September 2018, in response to a student-led campaign, the University announced that it would transition to 100 percent clean electricity by 2025. UC generates more on-site renewable energy than any university in the country, drawing from 88 different systems. The University received its first Leadership in Energy and Environmental Design (LEED) certification in 2002 and now has 301 LEED-certified buildings. Shifting to zero-emission fleet vehicles, 46 percent of new fleet vehicles last year were either all-electric or hybrid, and UC has installed 840 electric vehicle charging stations systemwide. Also last year, about \$34 million in UC food purchases, or 23 percent of total food spending, met one or more sustainability criteria.

In 2018, the Office of the President (UCOP) updated the University's entire sustainable procurement policy. One example of sustainable procurement is the Million LED Challenge, which allows UC staff, faculty, students, alumni, and Regents to purchase UC-quality LED lightbulbs at a significant discount. While progress has slowed on reducing waste, UC has updated its zero-waste policy to emphasize waste reduction and integrate climate and other sustainability goals. Campuses have reduced water usage by 43 percent, and UC Irvine's central plant has transitioned to using recycled water, which saves 80 million gallons of water per year.

A new section on UC Health sustainability has been added to the Sustainable Practices Policy, and UC Health has joined several affiliations to learn and share best practices. The University has joined 18 of the top research universities to form the University Climate Change Coalition (UC<sup>3</sup>), which focuses on cross-sector climate action and includes over 1.5 million students from the United States, Mexico, and Canada. In September 2018, UC organized a K-12 climate change education event, with a keynote speech from UC Santa Cruz student body president Maxine Jimenez, at the Global Climate Action Summit. The University was the first American public university to sign the United Nations' Principles for Responsible Investment and has sold its investments in coal and oil sands, announcing that it would no longer invest in new oil and gas assets. In March 2018, UC Irvine became the fourth campus in the world to earn a Sustainability Tracking, Assessment & Rating System (STARS) platinum rating. Sierra Club named the Irvine campus top in its list of "Cool Schools," and four UC campuses were named in Princeton Review's Top 25 Green Colleges. Mr. Phillips concluded his remarks by revealing that Logan Green, the student he introduced at the beginning of his presentation, later co-founded Lyft and hired Sam Arons, a UC Berkeley alumnus, as Lyft's Director of Sustainability. Mr. Phillips also mentioned Valeree Catangay, UCLA student and Carbon Neutrality Fellow, who received a Brower Youth Award as one of North America's top six young environmental leaders.

Committee Chair Ortiz Oakley asked what UC was doing to partner with other institutions of higher education to collaborate on carbon neutrality goals, and he also asked how UC was working in socioeconomically depressed communities, where basic needs are a primary concern before the green economy and carbon neutrality. Mr. Phillips replied that UC was leading by example. He added that UC and California State University are part of a statewide partnership on energy efficiency and that UC hosts an annual conference in which the Community Colleges are participants. With regard to low-income communities, Mr. Phillips stated that UC is using the most cost-effective ways to achieve carbon neutrality that can hopefully be used across the state. He also acknowledged that UC would not be able to eliminate all on-campus carbon emissions by 2025 and would need to take off-campus actions, such as investing in low-income communities to reduce their carbon emissions. Executive Vice President and Chief Operating Officer Nava added that UC campuses like UCLA have been working in their local communities to achieve carbon neutrality and sustainability goals.

Regent Leib voiced concern about the recent news of lawsuits related to pesticides and asked what the University could do to keep toxic chemicals out of pesticides that it uses. Director of Sustainability Matthew St. Clair responded that all UC campuses have

integrative pest management programs that try to reduce the need for chemical application. This has been encouraged by UC's policy requirement for LEED certification for new buildings and ongoing operations. Energy and Sustainability at UCOP has been in conversation with students to determine cost-effective and safe practices. Regent Leib believed legal liability was a growing concern and offered his help in that regard.

Student Advisor Huang asked why the progress in achieving zero waste has been slow and what steps were being taken to rectify it. Mr. St. Clair responded that some campuses rapidly increased their waste diversion during the start of the zero-waste programs, and efforts have since plateaued. The next step would be on-campus composting and ensuring products in the supply chain are reusable, recyclable, or compostable.

Regent Graves asked how the University was engaging with students and keeping them informed about sustainable practices. Mr. Phillips responded that there are sustainability professionals engaging with students on campuses. At a systemwide level, Energy and Sustainability has Partnered with CALPIRG on clean energy policies. Mr. St. Clair added that there is active student representation in the Global Climate Leadership Council and UC's Sustainability Policy steering committee. The University's Carbon Neutrality Initiative has a student fellowship program that is parallel to the Global Food Initiative student fellowship program. Ms. Catangay's work as a Carbon Neutrality Fellow earned her the Brower Youth Award.

Faculty Representative Bhavnani asked how Energy and Sustainability was involving faculty in its efforts and underscored the important role of faculty, who work with the students, conduct research, and make these efforts possible. Ms. Bhavnani provided examples of sustainability and climate change research groups at the campuses and asked that faculty be included in the next presentation. Mr. Phillips replied that this presentation was given with an emphasis on students but could have been presented with the same emphasis on faculty. Faculty also play an integral role in the Global Climate Leadership Council. Energy and Sustainability provides funding for faculty research through the Carbon Neutrality Initiative, and meetings and conferences are held at campus research facilities.

Regent Anderson thanked President Napolitano for her leadership and commended the work of Energy and Sustainability.

Staff Advisor Klimow asked that staff be included along with faculty in future presentations because programming is also implemented by staff. She asked whether food programs have been connected with campus basic needs groups and food pantries to combat food waste. Mr. St. Clair responded that most campuses do divert food in dining halls to pantries and local shelters and that most campus basic needs groups have a liaison responsible for that effort.

#### 4. **ANNUAL REPORT ON UNIVERSITY PRIVATE SUPPORT**

[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.]

Associate Vice President Geoff O'Neill from Institutional Advancement at the Office of the President (UCOP) began his presentation by contrasting the current report with one from 1928, which listed every donation that year. This was no longer possible, as over 300,000 donors currently give to the University every year. Private support to UC has trended upward from 1998 to 2018, with 2018 gifts peaking at \$2.7 billion, an all-time high. This was an increase of \$600 million or 30 percent and resulted from very successful individual campus campaigns and large gifts.

The categories used to track gifts by purpose have remained largely unchanged even though dollar amounts of the gifts have grown in the last ten to 20 years. The unrestricted gift category is the smallest at one percent of the total gift amount. Mr. O'Neill explained that a donor who gives an unrestricted gift will often give a far larger gift to a specific cause. The categories used to track gifts by source have changed; new categories have been added that were not previously monitored. The report now also tracks gifts from foundations established by alumni, staff, faculty, and parents.

Mr. O'Neill stated that one way that the University is broadening its base for giving is campus Giving Days, when donations toward various campus causes are encouraged during a 24-hour period. Giving Days have sometimes been aligned with Giving Tuesday, which occurs around Thanksgiving and is meant to offset shopping trends during that time. Campuses prepare extensively before the Giving Day to drum up excitement and support, and they reach out to donors on the day to thank them for gifts, inform them of other giving opportunities, and generate continued support. Giving Days have increased the number of donors at campuses, especially new donors, while reflecting unique campus cultures and educating students and the greater community about the value of philanthropy at UC.

Mr. O'Neill highlighted successes in private support. Campus campaigns have become an ongoing aspect of giving and are now part of the fabric of the University. Campus milestone campaigns have helped show the long-term impact of philanthropy, and there is now a strong network of volunteers leading those efforts. Beyond campaigns, there is now a much broader spectrum of support than before. Giving Day activities have supported such interests as UC's K-12 efforts, food pantries, scholarships, and retiree centers. Endowments and bequests were major contributors to the sharp increase in giving in 2018. The University received an unprecedented \$800 million endowment last year, which was directed to scholarships and endowed chairs. The University had 81 endowed chairs in 1980 and currently has nearly 2,200 chairs, proving a great fundraising success. Bequests also grew two times what they had been following a deliberate effort to encourage estate gifts.

Committee Chair Ortiz Oakley asked whether the Committee was in the position to set fundraising goals for UC and what was being done to support UC Merced's fundraising needs. Mr. O'Neill responded that individual campaigns have their own goals based on experience, activity at other UC campuses, and activity at peer institutions. Fundraising at

Merced has focused on student support, with the percentage of students receiving privately funded scholarships slightly above the UC average. There had been an acknowledgement that UC Merced students would need scholarship and fellowship support before the campus was established, and the local community formed what is now the UC Merced Foundation to fundraise for students. Focus has now expanded to academic programs. Senior Vice President Holmes added that there was now significant investment in infrastructure and that the Merced campus faced competition for resources. Regent Graves asked that campaign goals and progress be included in future presentations. Mr. O'Neill responded that the report provides that information.

Chancellor Blumenthal asked whether the significant jump of over 20 percent in private support during 2017-18 was tied to donors wanting to support UC before the federal tax law changed. Mr. O'Neill replied that, while there was some impact, avoiding the change in the law did not contribute to most of the \$600 million increase. Mr. O'Neill predicted that more donors will be "bunching" their gifts every few years because it is more tax advantageous than giving annually.

Regent Sherman asked what the median gift has been over the years and how it has grown. Ms. Holmes replied that she and Mr. O'Neill would determine the median gift and report back to the Regents. Regent Sherman stated his belief that the average gift, approximately \$9,000, would differ from the median gift. He also asked how many development professionals there were systemwide and whether UC is fundraising better with more development staff. Ms. Holmes responded that each campus tracks the median gift, sets goals for development professionals, and assigns them to different areas of fundraising. Regent Sherman asked to see data on development professionals in future reports.

Regent Sherman asked whether UC had a systemwide philanthropy plan, such as a donor-advised fund, which has become popular at other university systems. He suggested that Chief Investment Officer Bachher and his team could invest donor money before it is used. Mr. O'Neill replied that UCOP had considered it. While there is more support for programs shared by campuses as a result of increased collaboration between campuses, there is generally less interest in supporting UC as a system.

Regent Lansing recommended broadening the base such that everyone feels a responsibility to give and feels comfortable giving without comparing their gift with the much larger gifts in the headlines. Regent Lansing also recommended fostering a culture of giving at the student level. For instance, a senior donating ten dollars would begin a habit of giving. Regent Lansing requested an exploration of smaller dollar value gifts and cited President Obama's successful fundraising model. Ms. Holmes responded that a campus could speak to that in the future. She added that the culture of philanthropy began at graduation through the class gift and that Giving Days were designed to broaden the base of giving. Regent Lansing congratulated the hospitals for their work in fundraising but wondered how the University could replicate this success in other disciplines that could grow. She also asked how the University could make giving unrestricted funds more attractive to donors.

Regent Leib commended Ms. Holmes and Mr. O'Neill on a very successful year in fundraising and asked what the Regents could do to help increase giving among alumni. He noted that there are very experienced businesspeople among the Regents who can and want to help. Regent Leib also asked how to get holders of endowed chairs more involved in advocating for UC in the Legislature. Mr. O'Neill responded that fundraising strategy had been discussed in previous closed session meetings and suggested a new closed session meeting for further discussions. Ms. Holmes agreed and added that campuses recruit alumni to advocate. She offered to have a campus share its experience with very large gifts.

Committee Chair Ortiz Oakley recommended revisiting this discussion in six months to explore metrics and would ask Committee members which metrics they would like to see in order to have a much more thorough discussion on private support.

## 5. **REGENTS ENGAGEMENT PLAN**

[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.]

Senior Vice President Holmes explained that, in early fall 2018, External Relations and Communications at the Office of the President (UCOP) developed plans and opportunities for Regent engagement at the State and federal level, with legislators and potential donors. Associate Vice President Kieran Flaherty stated that UC's government relations goals were twofold—budget and legislative outcomes. A big goal with regard to budget is capital outlay. The University has sponsored bills that could benefit from Regent engagement and support. Forms of engagement include direct engagement in Sacramento, district-based engagement often at the campus level, communications like opinion editorials, and public outreach events. The core messages that UC is advancing this year is that it shares the State's goal of access and affordability for California students and building common ground with State leadership; that the University needs a minimum threshold investment from the State in order to leverage other funding; and that UC is third largest employer in the state.

Ms. Holmes explained similar opportunities at the federal level, such as letter writing and targeted phone calls to legislators, in-person visits in Washington, D.C., and participation in public events. She thanked the Regents and noted that External Relations and Communications was available to support their engagement interests.

Regent Lansing asked whether there was a lobby day in this year's schedule and noted the effectiveness of Regents lobbying alongside students in Sacramento. Mr. Flaherty responded that the lobby day has typically been held in conjunction with the Regents meeting in Sacramento. Regent Lansing asked whether it was too late to hold a lobby day, and Mr. Flaherty replied that it was likely too late to schedule a lobby day for the May Revision to the State budget. Regent Leib suggested that the Regents should still go to Sacramento. Regent Lansing voiced her desire to help and stated that UCOP did not reach out to her or other Regents, who were prepared to help but needed guidance.

Mr. Flaherty responded that a structure was in place to pair Regents with key legislators, and, now that Governor Newsom released his initial budget and there are new legislative bills being introduced, UCOP would be reaching out to Regents soon.

Regent Anderson thanked Mr. Flaherty for his and his team's work at the State and federal level but was disappointed in the lack of alumni engagement. He noted less coordination of alumni engagement on a systemwide level and called for improvement in this regard.

Student Advisor Huang called on the Regents to visit the campuses in order to build relationships with students and other constituents and gain student perspectives that the Regents could bring to Sacramento. Student governments across the campuses have offered to set up these meetings.

## 6. **STUDENT ADVOCACY EFFORTS**

UC Student Association (UCSA) President Caroline Siegel-Singh gave a presentation on student-led efforts for voter registration and civic engagement, beginning with what students achieved in 2018. UC Berkeley established a permanent ballot drop-off and polling place working with the Alameda County Secretary of State. UC San Diego has eight on-campus precincts and nine voting locations, and UCLA began a pilot program of pre-populated voter registration for the 2020 election. UC Santa Barbara registered nearly all on-campus students through "dorm storming" efforts. Systemwide, students collaborated with organizations such as Civic Nation and Unidos and held Party at the Polls events, bringing visibility to the election and shifting the campus culture regarding voting. Studies have shown that establishing voting as a habit in youth leads to a lifetime for habitual voting. In 2016, the Board of Regents signed an agreement with the California Secretary of State to promote student voter registration and encourage voting at UC. California Student Vote, available on the California Secretary of State's website, is a collaboration between the UC Student Association, Cal State Student Association, and other voting organizations and facilitates online voter registration.

Jamie Kennerk, External Vice President of the UCLA Undergraduate Students Association Council, spoke about the ways UC Office of the President (UCOP) helped students with voter registration. Financial assistance from UCOP helped increase visibility on campus, boost social media outreach, and improve the California Student Vote website. Both Ms. Siegel-Singh and Ms. Kennerk shared best practices learned from the 2018 efforts. Voter registration was a formal part of student move-in and orientation, and campus-wide and systemwide emails garnered hundreds of registrations. Ms. Siegel-Singh recommended promoting a singular website, such as California Student Vote, which would help UC track voter registrations. Policy recommendations include a staff position at UCOP responsible for systemwide civic engagement and voter registration, systemwide standardization for data collection, bolstering relationships with registrars in order to establish campus vote centers, engaging new voters in 2019 for the 2020 election, and exploring a possible non-instructional day on campus for voting.

Committee Chair Ortiz Oakley thanked UCSA for its efforts and stated that this election illustrated the importance of voter registration.

Staff Advisor Klimow asked how much effort had been placed on educating students about voting by mail. Ms. Kennerk responded that success with voting by mail has varied by campus and has been more difficult on some campuses. Paper registration has been the easiest for in-person outreach and educating students on voting by mail or absentee.

President Napolitano suggested that she meet with Senior Vice President Holmes, Ms. Siegel-Singh, and her team to identify either a new staff position or an existing staff member who can work with UCSA on these policy recommendations for the 2020 election. Ms. Siegel-Singh responded that the best alternative would be having a campus voting coordinator collect data and work with a member of Student Affairs.

Regent Graves thanked the speakers for their presentation and thanked President Napolitano for her comments and on implementing the recommendations. He emphasized the importance of having a system in place and not having to start anew every two years.

Regent Leib asked whether there was a way to ensure that midterm examinations are not scheduled on an election day. President Napolitano replied that midterm scheduling is beyond the power of the President but suggested an email that reminded faculty and staff of an upcoming election day and recommended scheduling accordingly.

The meeting adjourned at 12:45 p.m.

Attest:

Secretary and Chief of Staff