

The Regents of the University of California

PUBLIC ENGAGEMENT AND DEVELOPMENT COMMITTEE

November 17, 2021

The Public Engagement and Development Committee met on the above date at UCSF-Mission Bay Conference Center, 1675 Owens Street, San Francisco and by teleconference meeting conducted in accordance with California Government Code §§ 11133.

Members present: Regents Estolano, Guber, Hernandez, Lansing, Leib, Lott, Ortiz Oakley, Reilly, Sherman, and Torres; Ex officio member Drake; Advisory members Blas Pedral, Cochran, and Timmons; Chancellors Larive, May, Muñoz, and Wilcox; Staff Advisor Tseng

In attendance: Assistant Secretary Lyall, Managing Counsel Shanle, Provost Brown, Senior Vice President Colburn, and Recording Secretary Li

The meeting convened at 10:00 a.m. with Committee Chair Reilly presiding.

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

Upon motion duly made and seconded, the minutes of the meeting of September 29, 2021 were approved, Regents Drake, Estolano, Guber, Hernandez, Lansing, Leib, Lott, Ortiz Oakley, Reilly, and Sherman voting “aye.”¹

2. **UC CENTER SACRAMENTO: BRIDGING THE UNIVERSITY OF CALIFORNIA AND THE CAPITAL COMMUNITY FOR THE PUBLIC GOOD**

[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.]

Provost Brown stated that skepticism regarding public institutions and leaders has infected the country. According to a recent Pew Research Center survey, about one-quarter of Americans reported that they could trust the government to do the right thing always or most of the time. The September Public Policy Institute of California report indicated that Californians had mixed reviews about the state of the State. UC Center Sacramento (UCCS) sought to train students to become trustworthy and responsive public servants. Through UCCS, UC faculty could enrich the State’s policymaking, and Sacramento policymakers could help UC analyze public policy challenges, select effective solutions, and monitor outcomes. No other university system has established an effort like UCCS in its State capital. The University’s ambition was to make UCCS the preeminent experiential learning program that was a direct line between UC scholarship and the needs of the state.

¹ Roll call vote required by the Bagley-Keene Open Meeting Act [Government Code § 11123(b)(1)(D)] for all meetings held by teleconference.

UC Center Sacramento Director Richard Kravitz, who was also Professor and Co-Vice Chair for Research in the Department of Internal Medicine at UC Davis, stated that UCCS was founded in 2004 to connect UC students and researchers with California policymakers through internships, research, speaker series, coursework, and more. Undergraduate opportunities included policy internships and a capstone project, academic coursework for becoming better consumers of research evidence, and an extended curriculum for a career in public service. Graduate programs included competitions in public policy research and new science, technology, engineering and mathematics (STEM) legislation, and the Presidential Graduate Opportunities for Leadership Development (GOLD) Fellowship, a research and mentorship opportunity for a UC doctoral student. A significant portion of UCCS alumni worked for the State Legislature, State or local government, or nonprofit organizations, and they retained an affinity for the University long after graduation. UCCS shared UC-produced knowledge in a weekly speaker series, capital insights panels, and policy briefs. Since 2014, UCCS has dramatically increased its undergraduate enrollment while maintaining its focus on diversity, but student housing was a barrier to enrollment. Recently, the UCCS Advisory Board brokered an agreement with a high-rise community near both UCCS and the State Capitol, creating a new housing option for students from all nine undergraduate campuses. UCCS was also offering joint educational programs through the Aggie Square initiative at UC Davis, such as one in healthcare policy and politics next fall. UCCS sold its original location, which failed to meet the University's updated seismic standards, and acquired a new building that was being refurbished with the support of former Regent Kieffer, Regents Leib and Reilly, President Drake, and other UC leaders. This new location was closer to the Capitol, symbolized UC's commitment to public engagement there, and was expected to open in mid-2023. In the future, UCCS aimed to continue its undergraduate enrollment and diversity efforts, increase scholarship and work-study support, provide direct-cost reimbursement for training provided at internship host sites, and expand graduate policy research and analysis opportunities. The Office of the President was considering pilot funding for a research-to-policy initiative at UCCS that would facilitate rapid-cycle evidence reviews on topics of legislative importance. UCCS hoped to establish an office of public engagement to advance these efforts and was working with UC leadership to identify resources.

Fernando Ramirez, legislative aide to State Senator María Elena Durazo and UC Berkeley alumnus, shared his experience at UCCS in 2017. He researched the impact of repealing the Affordable Care Act and served as an intern for then State Senator Hannah-Beth Jackson. As an intern, Mr. Ramirez staffed Senate Bill 55, which pertained to the Distinguished After School Health Recognition Program. Now, as lead staffer for the Health4All campaign, his career has continued to focus on health policy. He thanked UCCS for the opportunity to explore a career path that he had not considered before.

Julianne Cravotto, legislative aide to State Assemblymember Jose Medina and UC Davis alumna, shared that she did not come from a politically active family and knew little about State government prior to her experience at UCCS. Ms. Cravotto initially applied to UCCS seeking practical experience for her studies in political science and history. Through UCCS, she served as an intern for State Senator Ben Allen and conducted research on the housing crisis in San Francisco, a topic that has continued to be a focus in her career. After

her time at UCCS, Ms. Cravotto served as an intern for then Governor Jerry Brown and then as an Assembly fellow to State Assemblymember David Chiu. She expressed gratitude for the skills she learned through UCCS.

State Senator Scott Wiener stated that, in the last five years, his office has hosted 14 UCCS interns hailing from UC Davis, UC Santa Barbara, UC San Diego, UC Riverside, and UC Berkeley. UCCS interns have helped Senator Wiener's office pass 50 bills into law. Interns performed a variety of tasks, such as writing fact sheets and talking points, researching bill proposals, monitoring committees, preparing press materials, and answering telephone calls from constituents—all while learning about the legislative process, taking a full course load, and conducting other research. Before the COVID-19 pandemic, interns interacted with him and his staff daily. As de facto ambassadors for UC, these interns helped Senator Wiener create connections at the State Capitol, which had many UC alumni. Many of his UCCS interns now worked in the Legislature, one of whom he had hired, or were participating in the Senate Fellows Program. Other former interns were working for local elected officials, and some attended law school or graduate school. Senator Wiener encouraged the Regents to continue their support for UCCS.

Committee Chair Reilly asked if most of the interns majored in governmental studies, political science, or other disciplines. Senator Wiener responded that interns came from a wide variety of disciplines.

Regent Lansing emphasized the importance of having advocates of public service even though not all UCCS participants would pursue careers in public service. She also asked about UCCS funding needs. Dr. Kravitz stated that the new building was almost completely funded, and the program itself was always in need of resources. He offered to have a more in-depth discussion about funding after the meeting. Mr. Brown noted that funding the new UCCS building was one of President Drake's early commitments.

Regent-designate Timmons asked what in Ms. Cravotto's education prepared her for her career and what she had to overcome. Ms. Cravotto replied that both UC Davis and UCCS emphasized research, which was critical to her work as a legislative aide. She reviewed data and studied trends as part of her UCCS research project and developed a skillset she did not have before. She had read political theory and learned about movements in the 1960s but had not engaged in public policy work prior to her time at UCCS.

Staff Advisor Tseng asked how students learned about UCCS, especially if they were not familiar with careers in public service. Dr. Kravitz stated that UCCS presented a unique opportunity for students from many disciplines to become discerning consumers of information. UCCS had representatives at each of the undergraduate campuses and worked with campus advisors, engaged in social media marketing, and advertised at the campuses. Marketing had improved since 2012 but could still be better.

Ms. Tseng asked about staffing at UCCS. Dr. Kravitz replied that UCCS had five core staff, adjunct professors for course work, and himself working half-time as the director.

Regent Leib, recalling then Regent Kieffer's wish for UCCS faculty to be close to the State Capitol, shared that the new UCCS location had event space where legislators could interact with faculty and learn about the University's efforts in public policy. Committee Chair Reilly emphasized UC's strong, physical presence in Sacramento with the new location.

Regent Hernandez asked if UCCS alumni who were working in Sacramento were mentoring current UCCS students. Dr. Kravitz replied that, up until the onset of the COVID-19 pandemic, members from the UCCS alumni council met quarterly with current students. Alumni also spoke to students about their careers and public service opportunities. The UCCS alumni cohort was relatively small and young, but UCCS would find more ways to incorporate them. Mr. Ramirez shared that he has offered to share his experiences with UCCS, his internship at the Capitol, and UC Berkeley's Global Leadership Program with current students. He noted that marketing UCCS at UC Berkeley was challenging due to the campus' semester system and its own summer internship program at the Capitol.

3. **CONVERSATION WITH STATE SENATOR JOHN LAIRD**

[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 Reilly introduced State Senator John Laird, Chair of the Senate Budget Subcommittee on Education. Senator Laird strongly supported the State's investment in UC in 2020. Previously, he had served in the State Assembly and local government. Senator Laird graduated from UC Santa Cruz and taught environmental policy there.

Senator Laird stated that he spent much time with President Drake, the chancellors, and others at UC on major legislative issues this year. The State budget had three iterations, which resulted in an over five percent increase in funding to UC, funding for additional growth, and a better solution for out-of-state tuition. The Legislative Analyst's Office released its forecast for next year, which predicted a \$31 billion budget surplus and \$20 billion going to K-12 schools and community colleges pursuant to Proposition 98. Establishing ongoing funding from a budget surplus was not sustainable, but the Legislature could find opportunities for one-time funding. This year, Senator Laird helped restore UC Cooperative Extension funding to what it had been a decade ago and expressed appreciation for President Drake's commitment to UC Agriculture and Natural Resources (UC ANR) Cooperative Extension. Senator Laird wished to hold a town hall meeting in Monterey to explain funding implementation. The Legislature also increased Cal Grant and Middle Class Scholarship funding in order to provide financial aid to hundreds of thousands of students, with a view toward debt-free college. Despite Governor Newsom's debate with the Legislature on financial aid, he still approved this increase. Recalling his time as a lecturer, Senator Laird expressed excitement about the University's tentative labor agreement with lecturers. He noted that UC was being given an extra year to properly implement the law regarding contracting out. He expressed pride in the significant donations that UCSC received for Rachel Carson College and John Lewis College, and

recalled his experience as a student at Adlai Stevenson College, which did not have donor funding. In his view, growth in the existing campus footprint was not sustainable and would have to occur either on new campuses or campus-affiliated centers. He offered to partner with UC in its expansion efforts.

President Drake relished being able to collaborate with Senator Laird and underscored the importance of role models in public service and of people who understood and took the long view regarding the University. Senator Laird shared that he recently spoke to UCSC students via teleconference and that he was interviewing candidates for the Senate Fellows program, a number of whom were UC graduates. He found it important to share his career path to help students envision their own path.

Regent Torres thanked Senator Laird for mentoring UC students. He noted that Stevenson College produced two State Senators, himself and Senator Laird.

Regent Estolano expressed agreement with Senator Laird's suggestion of growth outside of existing campuses, noting that President Drake's Capacity Working Group was exploring the ways in which UC could grow and expand access. She has long advocated hubs of instruction in partnership with other segments of higher education, in which UC can share resources and promote pathways such as dual enrollment. Senator Laird stated that he had attended the 2021 United Nations Climate Change Conference and UC's presence was noticeable there. Recalling his tenure as a California Community College Trustee, Senator Laird noted that the California Community Colleges often expanded by offering certain educational opportunities that fulfilled a specific need in a region.

Regent Estolano asked how UC could provide housing to students given challenges presented by the California Environmental Quality Act (CEQA). Senator Laird acknowledged these challenges, recalling his experience with the legislation when he was California Secretary of Natural Resources and when he was Mayor of Santa Cruz. In his view, with the right approach, CEQA could help resolve conflicts. Chancellors and other UC leadership should engage the community so that it feels heard and should mediate conflicts before UC has to advance to CEQA enforcement. Legislators demanded more student housing and had an incentive to help UC in this regard. Regent Estolano thanked him for his guidance on working with the Santa Cruz community.

Chancellor Larive thanked Senator Laird for his support of UC ANR as UCSC continues its efforts in agroecology and sustainable organic agriculture. The campus planned to develop its UC Monterey Bay Education Science and Technology (MBEST) property through regional partnerships and sought support for regional development opportunities. Senator Laird replied that he was happy to work with UC Santa Cruz on UC MBEST. He shared that a young Watsonville local helped save 15 percent more water on a farm based on advice from Cooperative Extension. In Senator Laird's view, anecdotes like this demonstrated the impact of Cooperative Extension in a community that faced water issues.

Regent Leib, noting next year's projected State budget surplus, asked if UC could count on the Legislature to continue investing in the University's efforts to increase capacity, such

as expanding into regional centers. Senator Laird responded that the Legislature prioritized one-time expenditures, such as capital improvements, and sought proposals that had specificity and were nearly ready to proceed. He suggested preparing such proposals in the next few months. Last year, for instance, California State University, Stanislaus increased its capacity by expanding into an existing location in Stockton.

Regent-designate Blas Pedral, noting Senator Laird's appointment to the Cradle-to-Career Data System Governing Board, asked for his thoughts about fulfilling the promises of higher education and a career to students without leaving them deeply in debt. Senator Laird replied that the Cradle-to-Career Data System had been approved this year and that there was an opportunity to help shape its development. The Governing Board was working to ensure that the System was not overly bureaucratic and helped people move through the education system and into their careers. Senator Laird shared that he did not come from a wealthy family but managed to graduate without debt, which was no longer possible. The Legislature's recent changes to State financial aid had a view toward debt-free graduation. He has regularly advised the University to better convey information about the fee assistance provided by the Cal Grant, Pell Grant, and Middle Class Scholarship. However, inflation in housing, books, and other areas also needed to be recognized, and the changes to State financial aid were a step toward that. He noted that debt-free graduation did not mean a free education. The Legislature was committed to determining if Cradle-to-Career and financial aid fulfilled these promises to students. Aside from financial aid, the Legislature also addressed childcare and reducing the Medicaid age to 50.

4. **STATE GOVERNMENTAL RELATIONS UPDATE**

[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.]

This item was not discussed.

5. **FEDERAL GOVERNMENTAL RELATIONS UPDATE**

[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 Colburn stated that the Pell Grant has been in place for 50 years, but the award amount has not kept pace with the cost of education. He believed that the University should engage in more advocacy like the Double the Pell campaign, which was creative and leveraged the UC community regarding issues that affect UC and higher education generally. Mr. Colburn expressed pride in the breadth of participants in the campaign, acknowledging the leadership of Federal Governmental Relations (FGR) and the UC Student Association (UCSA). Mr. Colburn presented a video from the social media platform TikTok about the Pell Grant that was prepared by UCLA student Lauren Valles.

UC Riverside student and UC Advocacy Network (UCAN) ambassador Carolina Cardenas shared her experiences as a Pell Grant recipient. Ms. Cardenas lived in her car in her second

year of college, and housing and food insecurity became her primary concerns. With the Pell Grant, Ms. Cardenas was able to afford housing, which gave her the stability to apply for an on-campus job. With a steady income from an on-campus job, she could pay for basic needs and has since been thriving as a student. UCR was a Hispanic-Serving Institution with many first-generation students who did not have families who could provide financial help, and there were other students in similar or worse situations. Some students were spending time looking for work instead of visiting professors at their office hours. The Pell Grant could help students focus on being students. She expressed her hope that the Regents continue to support the Double the Pell campaign.

Executive Director for Student Financial Support Shawn Brick stated that the three largest sources of financial aid for California undergraduate students were Cal Grants, UC need-based grants, and the Pell Grant. UC had about 78,000 recipients of both the Cal Grant and the Pell Grant, but students received \$400 million in Pell Grants compared with \$980 million in Cal Grants in 2019–20. Ninety-eight percent of the Cal Grant, 23 percent of the Pell Grant, and 33 percent of the UC Grant covered tuition, and the balance could be used to pay for food and housing. If the Pell Grant were doubled, additional financial aid would go directly to students to pay for these costs, helping reduce food and housing insecurity and moving UC closer to a debt-free pathway.

Associate Vice President Chris Harrington stated that, in 1980, the Pell Grant covered more than 75 percent of the cost to attend a public four-year university as opposed to 28 percent currently. Last year, FGR shifted its advocacy from incremental increases to doubling the Pell Grant to \$13,000 by 2024. The U.S. Congress' annual appropriations bill included a \$400 increase for the Pell Grant, and the infrastructure bill through budget reconciliation included a \$550 increase and extended Pell Grant eligibility to undocumented students. If both bills are signed, students could see the Pell Grant increase by up to \$950. FGR was also advocating the passage of the Pell Grant Preservation and Expansion Act, a bill that would double the Pell Grant and link its increases to inflation. For the Double the Pell campaign, UC has connected with every office of the California Congressional Delegation and committees in the Biden administration multiple times, partnered with the California State University (CSU) and the California Community Colleges, and worked with the UC Student Association (UCSA) to share student narratives with Congress. Over 10,000 UCAN advocates helped send emails to Congress, and UCAN ambassadors met with over a dozen congressional offices. Campuses have hosted briefings and sought the help of alumni, including former UC Berkeley football player Justin Forsett. UCAN advocates were seen on national television during a college football game. Mr. Harrington credited the efforts of UCSA for the campaign's success.

Raina Zhao, UC Berkeley student and UCSA Campaign Committee Chair, shared that UCSA became involved with the Double the Pell campaign in August 2020. UCSA chose its initiatives by a voting process, and the renewal of Double the Pell as a UCSA initiative this year demonstrated its continued relevance to students. UCSA's engagement with students across the country revealed the necessity of the Pell Grant for individual students and for the diversity and vitality of campuses. UCSA assembled a national coalition of student leaders from across the country for a press conference that gained much attention.

During the Double the Pell Week of Action in February, UC students spoke to a large swathe of the California Congressional Delegation, petitioned, made numerous social media posts, and collected thousands of petition signatures. UCSA and student leaders from CSU and the community colleges met with U.S. Senators Dianne Feinstein and Alex Padilla and House Speaker Nancy Pelosi. UCSA has organized phone banking sessions and distributed campaign materials on UC campuses, began a partnership with Northern Illinois University, and planned to continue expanding its social media presence and building connections at the national level.

Regent Leib asked how tuition was covered for the 57 percent of UC students who did not pay tuition. Mr. Brick replied that 43 percent of California resident students received the Cal Grant, most of which paid for tuition, and the rest of the 57 percent received a combination of Pell and UC Grants. Students were charged tuition that was then covered by financial aid. The Cal Grant specifically covered tuition, while the Pell Grant and UC Grant could cover tuition or other expenses.

Regent Ortiz Oakley advised against making different funding proposals compete against each other. UC should advocate for all proposals focused on the needs of students regardless of their institution. For-profit institutions were not included in President Biden's proposed Pell Grant increase, and Regent Ortiz Oakley hoped that this exclusion be maintained so that more money goes to students in public and nonprofit institutions. Mr. Colburn expressed his appreciation for this feedback, adding that UC was continuously improving its advocacy skills. Mr. Harrington stated that, while it would be ideal for all proposals to be approved, the reconciliation process and amount of money proposed made that difficult. UC has joined forces with its CSU and community college partners to advocate for issues related to the Deferred Action for Childhood Arrivals program and Hispanic-Serving Institutions. FGR shared Regent Ortiz Oakley's concern about for-profit institutions and observed increased efforts by for-profit institutions to be included in the funding proposal. FGR would continue to raise awareness about this among the California Congressional Delegation and committees in the Biden Administration. Mr. Colburn added that UC planned to become more creative in its coalition building. For instance, increasing the Pell Grant could be seen as an issue affecting the work force and industry.

Regent Lott asked how alumni could participate in advocacy. Mr. Colburn noted that his office had just filled a position that coordinated alumni engagement. In his view, the University could leverage the emotional connection that alumni have to the campuses. Mr. Harrington added that alumni, staff, and faculty could participate in advocacy through UCAN, which has met with alumni associations regarding the Double the Pell campaign. Mr. Colburn stated that UCAN had nearly 50,000 active advocates, over 40 percent of whom were alumni. UC wished to grow the number of student advocates, who later become alumni advocates.

The meeting adjourned at 11:50 a.m.

Attest:

Secretary and Chief of Staff