

The Regents of the University of California

PUBLIC ENGAGEMENT AND DEVELOPMENT COMMITTEE

March 16, 2023

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

Members present: Regents Hernandez, Reilly, and Timmons; Ex officio members Drake and Leib; Advisory members Raznick, Steintrager, and Tesfai; Chancellors Block, Larive, and Wilcox; Staff Advisor Lakireddy

In attendance: Regent Robinson, Staff Advisor Mackness, Regents Analyst Sheridan, Deputy General Counsel Woodall, Senior Vice President Colburn, and Recording Secretary Li

The meeting convened at 11:30 a.m. with Committee Chair Reilly presiding.

Committee Chair Reilly thanked Chancellor Wilcox and UC Riverside staff for hosting the Committee on the Riverside campus during its meeting on January 27. The Committee heard from State Senator Richard Roth, students and faculty, and entrepreneurs.

1. APPROVAL OF MINUTES OF PREVIOUS MEETING

Upon motion duly made and seconded, the minutes of the meetings of January 18 and 27, 2023 were approved, Regents Drake, Hernandez, Leib, Reilly, and Timmons voting “aye.”¹

2. UC SAN FRANCISCO IN THE COMMUNITY

[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.]

Ellie Rossiter, Interim Vice Chancellor for Community and Government Relations at UCSF, shared that UCSF affiliated with San Francisco’s safety net hospital, now known as Zuckerberg San Francisco General Hospital and Trauma Center (ZSFG), 150 years ago. Currently, all physicians and researchers at ZSFG were UCSF faculty. Unidos en Salud was a partnership between UCSF and the Latino Task Force on COVID-19 that provided COVID-19 tests, vaccines, and other health interventions in the Mission District of San Francisco. The Community Construction Outreach Program was a partnership between UCSF and CityBuild, a training program of the San Francisco Office of Economic and Workforce Development, that recruited, trained, and placed residents from underserved San Francisco neighborhoods in UCSF construction projects.

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

Diane Havlir, Chief of the HIV, Infectious Diseases and Global Medicine Division at ZSFG, explained that Unidos en Salud was established under the principle that the most effective response to a pandemic combined science, community, and public health.

Susana Rojas, Executive Director of Calle 24 Latino Cultural District and leader of the Latino Task Force on COVID-19, stated that she and Dr. Havlir spoke about Unidos en Salud's health equity efforts at the White House Summit on COVID-19 Equity and What Works Showcase in November 2022.

Dr. Havlir noted that Latino(a) individuals, who typically comprised 15 percent of the hospital population at Zuckerberg San Francisco General, had accounted for 85 percent of those with COVID-19 at the hospital. At the time, testing sites were far from areas in the city that had the highest concentrations of COVID cases, and data was needed to measure and understand the community burden in order to respond. Ms. Rojas stated that community leaders did not have the capacity to gather data and advocate for resources despite rising cases. When UCSF proposed a four-day study, community leaders agreed to participate. However, communities of color have been hesitant to participate in medical studies because studies had been used to their disadvantage in the past. This study tested over 3,900 individuals, which provided the data needed to advocate for resources. The Latino Task Force on COVID-19 demonstrated community leaders' passion and dedication.

Dr. Havlir shared that Unidos en Salud had four aims: conduct community-based surveillance to define epidemiology; identify circulating variants; prototype, implement, and evaluate low-barrier access points for testing, vaccination, and treatment and multi-disease services; and disseminate information to the local community, the public health and science fields, and media. "Low-barrier" meant that services were available beyond business hours and did not require proof of insurance. Ms. Rojas stated that, with community expertise, researchers could concentrate the study in areas of the Mission District where data was needed.

Dr. Havlir remarked that data from this study demonstrated the need to making testing available to asymptomatic individuals who had been exposed to the virus. The number of COVID-19 cases was twentyfold higher in the Latino(a) population because frontline workers were disproportionately affected by the pandemic. Dr. Havlir presented a phylogenetic tree that showed evidence of household transmission and new strains being introduced into the city on a weekly basis.

Ms. Rojas stated that, through a Test and Respond model, Unidos en Salud provided rapid testing, results, and a needs assessment. Then, a community wellness team ensured that the isolating individuals had enough food, personal protective equipment, and cleaning supplies, as well as a case manager to help monitor symptoms for the ten days of isolation.

Dr. Havlir explained that, through the Motivate, Vaccinate, Activate model, vaccinated individuals were encouraged to invite members of their social network to get vaccinated. Surveys found that 58 percent of respondents received vaccinations sooner because

someone in their social network had suggested it, and that 83 percent reported that they had influenced family or friends to get vaccinated. This model was featured online by the U.S. Centers for Disease Control and Prevention.

Ms. Rojas stated that, through a community health approach, Unidos en Salud provided multi-disease testing, connections to long-term health care, COVID-19 medication, and monkeypox vaccination. Underlying health issues in communities like the Mission District went unnoticed due to barriers to access, lack of knowledge or insurance, and fear of seeking care. Dr. Havlir stated that, based on past experience with treating HIV, she found that a multi-disease approach reduced stigma and allowed providers to immediately address a new outbreak.

Ms. Rojas described the Latino Task Force's community-led mobilization. More than 20 community members went door to door answering questions in Spanish about the study conducted in partnership with UCSF, and individuals with megaphones drove around the neighborhood encouraging testing. Those from vulnerable populations were able to get tested first. Unidos en Salud learned much from its efforts, including the effectiveness of partnerships between the academic community and the private sector. UCSF shared data that could be understood and disseminated so that community members could make decisions based on facts. By prioritizing equity, Unidos en Salud was able to provide services to the most vulnerable populations. In one instance, Unidos en Salud relocated a 70-year-old man, who was isolating in an abandoned house with no running water or utilities, to a hotel and provided him with food. Partnerships allowed funding to directly benefit the community,

Dr. Havlir shared that the testing site, which was still active, has administered over 100,000 COVID-19 tests and 70,000 vaccinations; offered multi-disease testing; and distributed at-home tests. UCSF updated percent positivity in real time online and tracked COVID strains circulating in the Mission District. In 2023, the site has transitioned to a flex model, serving many of the same functions and seeking federal funding for research programs that provide scientific and implementation knowledge.

Regent Timmons asked if other chronic conditions observed in the community have continued to improve. Dr. Havlir stated that, given the high rate of diabetes in the Latino(a) population, Unidos en Salud diagnosed individuals and linked them to care. These were individuals who had received no prior care.

Regent Chu expressed gratitude to Unidos en Salud for its work. As the San Francisco City Administrator, Regent Chu observed the effectiveness of this collaboration. She expressed pride both in the partnership and the work of UCSF.

Regent-designate Raznick asked if this model could serve as a general approach to health and wellness for communities. Ms. Rojas responded in the affirmative. In a community like the Mission District, this model could be used to help people overcome their fear of healthcare providers and access the care they need.

Staff Advisor Lakireddy asked how communities in the Central Valley, which had high rates of COVID-19 transmission, could partner with Unidos en Salud to introduce this model to those regions. Ms. Rojas replied that she has presented the work of Unidos en Salud to Aliados por la Salud, a two-year research partnership between UCSF, United Way of Merced County, and other organizations. Currently, Unidos en Salud was determining how it could support the region in light of the recent storms and flooding.

Regent Reilly asked about the most effective way to communicate data to the community in a timely manner. Ms. Rojas underscored the importance of data being presented in a way that was understandable. Information was provided in Spanish, English, and Mayan online. Brightly colored flyers with culturally relevant sayings were posted throughout the community. Dr. Havlir stressed the importance of culturally competent communication. She recalled that the Latino Task Force met weekly with community organizations, and UCSF was invited to share data and answer questions. Ms. Rojas shared that a doctor was stationed at a street corner with pastries and coffee to answer questions.

Regent Hernandez asked how this partnership could improve. Ms. Rojas replied that a major obstacle was the time constraint. Those with expertise in the community had existing jobs. In her view, the partnership should continue to solve problems in real time and remain flexible so it could respond as needed. More funding would also be helpful.

Benita Benavides, Assistant Director of the UCSF Community Construction Outreach Program (CCOP), stated that UCSF, the second largest employer in San Francisco and a designated anchor institution, could share opportunities with the community through local hiring. In particular, prevailing wage construction work had a low barrier to entry and offered economic power to those who have foregone college, spoke limited English, or were formerly incarcerated. CCOP set a goal of 30 percent local hiring for large capital projects, modeled after the City and County's local hiring mandate. Since its establishment in 2011, CCOP hired over 2,600 local workers for 39 UCSF construction projects, partnered with the CityBuild, and aimed to invest \$4.2 million in construction training. Ms. Benavides presented a map and chart of hiring demographics. Through CityBuild's efforts to recruit from San Francisco's most disadvantaged populations, hiring has been concentrated in the southeast sector of the city. Some UCSF projects have exceeded the 30 percent local hiring goal, while others were working to reach that goal. Some completed projects fell below the goal because workers were not available due to the pandemic. Ms. Benavides stated that local hire percentages would have been lower if not for a program like CCOP.

Ken Nim, Director of CityBuild, expressed gratitude for the opportunities that this partnership with UCSF has provided to San Francisco residents. CityBuild was a pre-apprentice training program created by then Mayor Gavin Newsom in 2006 and had over 1,500 graduates. CityBuild's partnership with UCSF leveraged existing resources, and UCSF worked closely with CityBuild to ensure that UCSF was fulfilling its commitment to the community. CityBuild's operating model included four "pillars of success": government relations, union and trade partners, employers, and the community. During the pandemic, community organizations recruited CityBuild participants virtually and by

distributing flyers at COVID-19 testing sites, and CityBuild provided two special training opportunities during that time. Mr. Nim expressed gratitude for the Regents' approval of the UCSF Parnassus Heights project, which enabled the partnership to expand. CityBuild planned to include a women-focused training program for the Parnassus Heights project following a successful women's training program in collaboration with Mission Rock, a private developer. Several days prior, the California Department of Industrial Relations awarded the Equal Representation in Construction Apprenticeships grant to a CityBuild partner. With this grant, CityBuild planned to provide childcare funding to participants and graduates.

Regent-designate Raznick asked how the UCSF and CityBuild partnership was formed and whether other UC campuses had similar partnerships. Mr. Nim replied that CityBuild connected with CCOP through its own local hiring efforts. He indicated that this was the only such UC partnership. California State Polytechnic University, Humboldt planned to tour the CityBuild training center in preparation for an offshore wind project. Regent-designate Raznick expressed his wish to see this model used for more UC projects. Senior Vice President Colburn added that UC was determining how to reach out to local community organizations to build additional partnerships.

Regent Chu asked how many UCSF projects with less than 30 percent local hiring were near completion and if those numbers could be improved. Ms. Benavides stated that projects with lower local hiring percentages were in the early stages, while projects with higher percentages were near completion. The UCSF Research and Academic Building at ZSFG illustrated the results of good practices in local hiring.

Regent Chu asked if UCSF was meeting the University's goal of 25 percent participation by Small Business Enterprises (SBE) and Disabled Veteran Business Enterprises (DVBE) in design and construction contracts. Regent Chu also asked about UCSF's outreach efforts for this. Ms. Benavides replied that UCSF was forming a vendor diversity outreach program and partnering with the City's Contract Monitoring Division and nonprofit organizations. UCSF was hosting outreach events to attract small businesses and to connect them with general contractors of UCSF projects. The campus was also developing a way to track SBE/DVBE participation.

Mr. Colburn emphasized the need to better communicate the ways the University benefits local communities through economic impact and unique programs which can only be provided by a high-caliber research institution.

3. **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.]

Associate Vice President Chris Harrington shared that the University recently sent to the U.S. Congress its fiscal year 2024 budget priorities to start this budget cycle's federal advocacy activities.

Daryle Williams, UC Riverside Dean of the College of Humanities, Arts and Social Sciences, began his remarks by sharing a video from March 2020 documenting his participation in Humanities Advocacy Day in Washington, D.C. Mr. Williams shared goals he set when he became dean in 2021: securing external support with government agencies, the private sector, alumni, and the public; embracing new forms of communication that elevate the University's research and teaching enterprise; enabling faculty, staff, and students to be communicators of UC research and public engagement activities. During Humanities Advocacy Day, Mr. Williams met with Senator Dianne Feinstein, Congressman Ken Calvert, and Secretary of the Smithsonian Institution Lonnie Bunch, and he conveyed the importance of their support for federal funding for the humanities. Throughout the visit, he worked closely with the Office of the President (UCOP) and UC faculty to make effective use of social media. Mr. Williams recalled a conversation with Congressman Mark Takano, a UCR alumnus. The National Endowment for the Arts, with an annual budget of \$225 million, sponsored an exhibition from the California Museum of Photography in Riverside. The Smithsonian Institution, with an annual budget of \$1.6 billion, has provided UC students with research and internship opportunities. These partnerships were fundamental to expanding the University's investment in Washington, D.C., connecting West Coast campuses to East Coast institutions, and motivating first-generation California students to seek opportunities on the East Coast. The National Endowment for the Humanities sponsored an open access online tool that retold the narrative of enslavement. Federal funding for financial aid, international exchange, historic preservation, the National Parks, and minority-serving institutions advance the work of the humanities across the state and within the University. Social media provided a platform to communicate these efforts.

Missy Gable, Director of the UC Agriculture and Natural Resources (UC ANR) Master Gardener Program, stated that she was in Washington, D.C. to share why UC ANR is a great ongoing federal investment. The Master Gardener Program was comprised of academics, staff, and volunteers who addressed challenges such as drought, fire, and food insecurity through gardening. UC ANR academics trained volunteers so that they could share knowledge and best practices with millions of Californians. The Program was helping Californians make sustainable landscape decisions, teaching communities to grow their own food, and building community by growing trees in urban heat islands. The Program has partnered with CalFresh to teach nutrition and gardening in low-income schools; with memory care facilities to activate memory recall through gardening; and with prisons to teach gardening in an effort to reduce recidivism. Ms. Gable has met with elected officials to share how UC ANR stewards and maximizes federal funding. With these funds, UC ANR has been able to hire talented academics who pursue further grant funding and support programming. Last year, Master Gardener volunteers donated over 400,000 hours to the Program.

Mr. Colburn invited Regents to visit the UC Washington Center.

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.]

Deputy Director of State Governmental Relations (SGR) Kathleen Fullerton stated that Governor Newsom's proposed budget required that UCLA implement the Associate Degree for Transfer (ADT) and transfer admission guarantee (TAG) programs. From a legislative budget committee hearing, SGR learned that legislators were interested in a systemwide solution that would simplify and standardize the transfer process. SGR was working with President Drake, Provost Newman, the Academic Senate, UCLA, legislators, their staff, and the Governor's office to come to a compromise.

President Drake remarked that there were misconceptions about the ADT and TAG, and that the complexity of the transfer process stemmed from the wide variety of majors and opportunities at UC. He stated that making the process less complex could reduce excellence. With less variability, students would be evaluated using fewer factors, such as grades and test scores, and campuses would tend to favor students coming from community colleges that tended to send more transfers. President Drake emphasized his wish to simplify the transfer process, but he did not wish to oversimplify it.

Committee Chair Reilly introduced Student Observer Celene Aridin, an undergraduate student and External Affairs Vice President of the Associated Students of UC Davis.

Ms. Aridin stated that she looked forward to amplifying students' priorities within the multi-year funding Compact with Governor Newsom. In the Governor's proposed budget, funding would be delayed or held flat for disability services, basic needs, the housing revolving loan fund, and the Cal Grant. Ms. Aridin asked that the University advocate for these programs. Campus disability centers lacked staff to meet growing demand due to rising enrollment and the ongoing effects of the COVID-19 pandemic. Disabled students waited weeks and sometimes months to receive accommodations, and hundreds of students were assigned to one specialist or counselor. This staffing shortage could be addressed with \$18.9 million in ongoing funding and a \$240,000 annual increase in funding for the next four years. UC also needed more basic needs funding to address the rising cost of living. UC basic needs centers served 40 percent more students in 2021–22 than in 2020–21. The UC Davis basic needs center, for instance, was running out of resources and funding. Ms. Aridin asked UC to advocate for an additional \$5 million in ongoing basic needs funding. She thanked Committee Chair Reilly for meeting with a student worker at a food pantry at UC Davis. She urged the University to ask the State not to delay \$250 million in funding for the Higher Education Student Housing Grant program student grant and the start date of the California Student Housing Revolving Loan Program. These delays disproportionately affected the most vulnerable student populations, such as student parents, low-income students, and disabled students. Ms. Aridin asked UC to advocate for prioritizing the Cal Grant equity framework for fiscal year 2024–25, especially in light of enrollment growth. This framework would address eligibility gaps for 11,000 Black students, 95,000 Latino(a) students, and others.

Regent Leib stated that Regents were looking forward to partnering with students in advocacy efforts.

The meeting adjourned at 1:00 p.m.

Attest:

Secretary and Chief of Staff