

Office of the President

TO MEMBERS OF THE GOVERNANCE COMMITTEE:

ACTION ITEM

For Meeting of June 23, 2021

APPROVAL OF APPOINTMENT OF AND COMPENSATION FOR BRENT COLBURN AS SENIOR VICE PRESIDENT – EXTERNAL RELATIONS AND COMMUNICATIONS, OFFICE OF THE PRESIDENT AS DISCUSSED IN CLOSED SESSION

EXECUTIVE SUMMARY

The President of the University recommends approval for the appointment of and compensation for Brent Colburn as Senior Vice President – External Relations and Communications, Office of the President, at 100 percent time, with a proposed annual base salary of \$415,000 effective upon Mr. Colburn's start date which is estimated to be on or about August 30, 2021.

Additionally, a hiring bonus is being requested within the limitations of policy for an amount equivalent to 20 percent (\$83,000) of the proposed annual base salary.

Mr. Colburn will need additional time to seek a new primary residence within commuting distance to Oakland, California, in light of the extremely challenging housing market in the San Francisco Bay Area. Therefore, in regard to moving and relocation expenses, the following exceptions to policy are being requested:

- Reimbursement of temporary housing-related expenses for up to 180 days (policy allows for temporary lodging and residential parking fees up to 90 days);
- Reimbursement of furnished or unfurnished temporary lodging (policy allows for furnished temporary lodging);
- Reimbursement of storage costs for household goods and personal effects for up to 180 days (policy allows for up to 90 days immediately after their removal from the former primary residence); and
- Reimbursement of expenses related to insurance for household goods and personal effects while in transit if incurred within 180 days (policy allows reimbursement if incurred within 30 days after removal of the household goods and effects from the former primary residence).

RECOMMENDATION

The President of the University recommends that the Governance Committee recommend to the Regents approval of the following items in connection with the appointment of and compensation for Brent Colburn as Senior Vice President – External Relations and Communications, Office of the President:

- A. Per policy, appointment of Brent Colburn as Senior Vice President – External Relations and Communications, Office of the President, at 100 percent time.
- B. Per policy, an annual base salary of \$415,000.
- C. Per policy, a hiring bonus of 20 percent of base salary (\$83,000), which is intended to make the hiring offer market-competitive and to assist in securing Mr. Colburn's acceptance of the offer. The hiring bonus will be paid in two equal lump sums of \$41,500 each on or about September 1, 2021 and on or about September 1, 2022. The hiring bonus will be subject to the following repayment schedule if Mr. Colburn voluntarily separates from the University or voluntarily separates from this position to accept an appointment at another University of California location within two years of his appointment: \$41,500 if separation occurs within the first year of employment, and \$41,500 if separation occurs within the second year of employment, subject to the limitations under policy. Any unpaid hiring bonus will be forfeited at the time of separation if separation occurs for any reason.
- D. Reimbursement of actual and reasonable moving and relocation expenses associated with relocating Mr. Colburn's primary residence, subject to the limitations under Regents Policy 7710, Senior Management Group Moving Reimbursement, except for the specific exceptions to policy listed below. If Mr. Colburn voluntarily separates from this position prior to completing one year of service or accepts an appointment at another University of California location within 12 months from his initial date of appointment, he will be required to pay back 100 percent of these moving and relocation expenses.
 - (1) As an exception to policy, reimbursement for up to 180 days of actual and reasonable temporary housing-related expenses (i.e., cost of temporary lodging, reasonable residential parking fees).
 - (2) As an exception to policy, reimbursement of furnished or unfurnished temporary lodging.
 - (3) As an exception to policy, reimbursement of actual and reasonable expenses related to storage costs for household goods and personal effects for up to 180 days immediately after their removal from the former primary residence.
 - (4) As an exception to policy, reimbursement of actual and reasonable expenses related to insurance for the household goods and personal effects while in transit,

if incurred within 180 days after removal of the household goods and effects from the former primary residence.

- E. Per policy, standard pension and health and welfare benefits and standard senior management benefits including eligibility for Senior Manager Life Insurance and eligibility for Executive Salary Continuation for Disability (eligible after five consecutive years of Senior Management Group service).
- F. Per policy, eligibility to participate in the UC Employee Housing Assistance Program, subject to all applicable program requirements.
- G. Mr. Colburn will comply with the Senior Management Group Outside Professional Activities (OPA) policy and reporting requirements.
- H. This action will be effective on Mr. Colburn's start date, which is estimated to be on or about August 30, 2021.

COMPARATIVE ANALYSIS

Recommended Compensation

Effective Date: On or about August 30, 2021

Annual Base Salary: \$415,000

Incentive Compensation: N/A

Target Cash Compensation:* \$415,000

Funding: Partially or Fully State-Funded

Budget and/or Current Incumbent Data

Title: Senior Vice President – External Relations and Communication

Annual Base Salary: \$370,800

Incentive Compensation: N/A

Target Cash Compensation:* \$370,800

Funding: Partially or Fully State-Funded

*Target Cash Compensation consists of base salary and, if applicable, incentive and/or stipend.

COMPETITIVE ANALYSIS FOR SENIOR VICE PRESIDENT – EXTERNAL RELATIONS AND COMMUNICATIONS (MRZ TITLE: SENIOR VICE PRESIDENT – EXTERNAL RELATIONS)

Percentiles	MARKET REFERENCE ZONE FOR BASE SALARY		MARKET COMPOSITE FOR TARGET CASH COMPENSATION
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	25 th	50 th	60 th	75 th	90 th	Percentiles	25 th	50 th	60 th	75 th	90 th
Market Data	\$261.2k	\$340.3k	\$362.9k	\$404.6k	\$504k	Market Data	\$282k	\$407.7k	\$439.3k	\$494.5k	\$614.3k
% Difference	58.9%	22.0%	14.4%	2.6%	-17.7%	% Difference	47.2%	1.8%	-5.5%	-16.1%	-32.4%

Survey Source: CUPA Administrators in Higher Education Salary Survey, Mercer Benchmark Database Survey, Towers-Watson CDB General Industry Executive Survey, California State University and California State data

The compensation described above shall constitute the University's total commitment until modified by the Regents or President, as applicable under Regents policy, and shall supersede all previous oral and written commitments. Compensation recommendations and final actions will be released to the public as required in accordance with the standard procedures of the Board of Regents.