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Office of the President

TO MEMBERS OF THE PUBLIC ENGAGEMENT AND DEVELOPMENT COMMITTEE:

DISCUSSION ITEM

For Meeting of November 15, 2017

UC ADVOCACY NETWORK AND STATE LEGISLATIVE UPDATE

EXECUTIVE SUMMARY

The Office of State Governmental Relations (SGR) oversees and coordinates a variety of advocacy efforts in support of the University's mission each year. A key component among them is the digital grassroots advocacy community, the UC Advocacy Network (UCAN) – a community of committed people who lend their voices to advocate for State and federal policies promoting the University's priorities and mission of education, research, health care, and public service. UCAN, a partnership between SGR, Federal Governmental Relations (FGR), Office of the President (OP) Marketing/Communications, and campuses, has been re-imagined over the last year to leverage advances in technology, cultivate UC's most engaged advocates, and support advocacy efforts on both State and federal issues.

SGR also manages the University of California's State legislative portfolio and works to secure approval of the University of California's budget requests approved by the Regents. In 2017, SGR sponsored five bills that support the efforts of the University of California and its students. SGR is also responsible for working through each bill introduced in the legislative session that has an impact on the University, and collaborates with legislative sponsors and authors on mutually beneficial outcomes. In a few cases, UC requests vetoes of bills where issues cannot be satisfactorily resolved. In the 2017 legislative session, all five of UC's sponsored bills were signed into law, and one of two requests for vetoes was granted. SGR is grateful to the Governor, the Legislature, and the UC community, including UC Advocacy Network members and other external partners, who helped the University to achieve its legislative goals.

BACKGROUND

Ten years ago, SGR, in partnership with UC campuses, created a digital grassroots advocacy community called UC4CA to engage students, alumni, faculty, staff, parents, and friends of UC on issues of mutual interest. Given significant advances in technology and grassroots advocacy efforts in recent years, SGR embarked on a comprehensive review of UC's digital advocacy efforts. Through research and conversations with a diverse group of UC stakeholders, SGR determined that by redesigning UC's advocacy community, leveraging new technologies, and implementing new cultivation strategies, the University's grassroots advocacy efforts could be

more effective in building meaningful relationships with UC's advocates and advancing its State and federal priorities. Therefore, in tandem with the procurement of new digital advocacy tools, SGR partnered with FGR and OP Marketing/Communications to redesign its advocacy community, including changing the name from UC4CA to UCAN. Equally important has been the implementation of several new advocate cultivation strategies.

State Legislative Update

Thus far in the 2017-18 legislative session, the Legislature has introduced nearly 3,000 new bills, 2,800 of which have been subsequently amended by their authors. SGR reads every bill in its initial and amended forms to continually monitor and assess whether the measure directly affects UC's academic affairs, health sciences and services, and business operations. SGR determined which bills to track and act upon through close collaboration with the Office of the President's Issues Management Policy Analysis and Coordination (IMPAC) unit, which coordinates with campuses, the Academic Senate, subject matter experts, and other divisions within the Office of the President to develop the university's position for State legislation. This year , UC took positions on more than 130 measures that directly affect UC. SGR staff testified more than 30 times in 15 different policy and fiscal committees.

This year, UC directly sponsored five bills that support UC students, promote efficient use of State resources, and demonstrate the value of UC's research and public service missions in a manner that also aligns with UC's State budget goals. Additionally, the University requested two bill be vetoed. In the 2017 legislative session, all five of UC's sponsored legislation goals were signed into law, and one of two veto requests was granted.

UC Advocacy Network

The UCAN website is more dynamic than UC4CA and places a greater emphasis on highlighting UC's students and campuses while also tying them more closely to the UC brand. In addition to the UCAN website, the SGR advocacy social media accounts were brought under the UCAN umbrella.

SGR, FGR, and OP Marketing/Communications have strategically implemented UCAN to better cultivate UC's advocacy community. UCAN is comprised of more than 14,000 advocates who have actively participated in UCAN activities this past year. UC is purposeful in the type and number of communications it sends to advocates, balancing calls-to-action (CTAs) about State and federal issues with systemwide news on a routine basis in order to remain top-of-mind with its community. Finally, these marketing efforts will prioritize directly engaging UC's advocates in order to connect them with the issues they care about most and to tailor advocacy messages and personalized invitations to UCAN events. OP Marketing/Communications is achieving this through research, better tracking of how advocates engage with UC, and via surveys of advocates – all of which are now possible because of the implementation of new e-Advocacy platforms.

Goals

The revitalization of UCAN is geared toward achieving the following goals:

- **Develop an educated, engaged grassroots network:** SGR, FGR, and OP Marketing/Communications are implementing several new strategies that aim to build a robust advocacy community that can be mobilized throughout the year on UC priorities.

- **Engage advocates more frequently and through various media**: The UCAN tools will be used for state and federal advocacy, with offices in Sacramento and Washington, D.C., taking the lead on their respective issues and with support from, and in coordination with, OP Marketing/Communications. In addition, there are opportunities to communicate with advocates via text message and encourage advocates to take their advocacy to social media.

- **Advance UC's State and federal priorities:** Now that UCAN features both State and federal issues, there are more opportunities to educate and empower advocates on issues directly impacting the University and influence legislative and budgetary outcomes.

- **Recognize engaged advocates**: SGR, FGR, and OP Marketing/Communications strives for UC's advocates to *want* to be a part of UCAN – to have a sense of belonging and to know that their efforts are noticed and appreciated. Over time, the OP team wants to work with campuses to recognize and reward advocates who are most engaged in UCAN activities.

- **Cultivate a select group of top-level advocates from UCAN:** Identify a small number of highly engaged UCAN members for further cultivation. These will be top-level advocates in addition to already existing relationships at OP and campuses.

- **Build partnerships across the UC community:** Partner with the UC community – staff, faculty, students, alumni, parents, and other partners – to promote UCAN in order to grow the advocacy network and garner more support for CTAs.

Calls-to-Action

Throughout the year, UC engages its UCAN community to ask them to lend their voices on important State and federal issues impacting UC. Since April, UC has called upon its advocates to express support for federal research funding, the Deferred Action for Childhood Arrivals (DACA) program, UC's State budget priorities, and its climate change research.

Federal issues remain important to the UCAN community and FGR sees this via heightened engagement with our federal CTAs. With FGR taking the lead in April and again in July, UC called upon its UCAN advocates – including faculty, staff, students, alumni, and others – to write to their members of Congress and express support for investments in federal research funding.

As a result of these two CTAs, more than 17,000 messages were delivered to Congress by UC advocates, including to every member of the California delegation.

The University also recently activated the network to advance a bipartisan legislative solution to protect DACA recipients. This call to action is ongoing and has generated more than 5,100 messages to Capitol Hill.

On the state side, SGR led two CTAs – one in June on the State budget and one in September on high-priority legislation. Targeted to a smaller subset of UCAN, these two CTAs generated more than 2,300 letters to State officials. With the State Legislature in recess until the New Year, SGR anticipates, in addition to its ongoing CTA for DACA, another push for sustained federal investments in education and research funding as Congress works to complete action on a fiscal year 2018 budget.

Social Media

With the SGR social media channels now under the umbrella of UCAN, complementary efforts are being pursued to foster a culture of advocacy through an educated and empowered social media community. Since June 2016, these channels have gained a combined 1,380 followers. The goal is to continue to increase the number of followers on these social media channels and simultaneously develop a more engaged audience who will participate in UC's advocacy efforts via social media while also joining UCAN, if they have not already. In addition to building an engaged advocacy community, social media is an important tool for sharing information about UC's legislative and budget priorities and thanking UC's partners in the Legislature and Governor's office.

Collaboration

SGR is working closely with FGR, OP Marketing/Communications, OP Alumni and Constituent Engagement, Regents, students, and campus stakeholders as it transitions to new platforms, tools, and strategies for UCAN. As these efforts move forward, SGR is working to identify ways to collaborate with stakeholders across the campuses and OP to ensure UCAN is shared with engaged and interested students, staff, faculty, alumni, and friends.

UC State Legislation for 2017

The Legislature and the Governor approved UC's entire sponsored legislation package in this first year of the two-year 2017-18 legislative session. In instances where UC has issues with bills that could have a significant impact on its students, patient care, and operations, UC endeavors to work with sponsors and authors to explore compromises that would allow it to support or at a minimum not oppose legislation. In instances where UC must oppose a bill, SGR endeavors to persuade legislators to defeat the bill in order to minimize the number of vetoes SGR must request from the Governor. Despite efforts to achieve compromise, UC did request vetoes on two bills, one of which was granted.

The Legislature concluded its legislative work for this first year of the 2017-18 legislative session on September 15 and began its interim study recess. They will reconvene on January 3, 2018 for the final year of this legislative session.

UC Sponsored Legislation

UC sponsored bills, most of which will become effective on January 1, 2018, are:

SB 331 (Jackson) - Domestic Violence Privilege. This measure seeks to amend the definition of what constitutes a "domestic violence victim service organization" under the State's Evidence Code in order to allow UC domestic violence counselors to hold privilege and ensure the complete confidentiality of all conversations with domestic violence victims. The University believes that SB 331, authored by Senator Jackson, will encourage more students, faculty, and staff at the UC and other public institutions of higher education to seek assistance for domestic violence issues. The bill was signed by the Governor on August 7th.

AB 1424 (Levine) - Best Value Construction. The bill removes the sunset date, currently December 31, 2017, on the highly successful Best Value Construction Pilot Program. UC has seen a higher success rate in terms of price, quality, and timely completion of capital projects with the Best Value method of construction contracting. Assemblyman Marc Levin (D-Marin) authored the legislation. The bill was signed by the Governor on October 15th.

AB 616 (Aguiar-Curry) - COSMOS Reauthorization. This bill authorizes the current tuition fee provisions – which allows for annual tuition increases of up to five percent – on the California State Summer School for Mathematics and Science (COSMOS) program to extend until January 1, 2023. COSMOS engages and cultivates the next generation of science, technology, engineering, and math (STEM) students, numbering more than 9,800 so far. In the past decade, at least three out of four COSMOS participants have enrolled in a college or university; over half of those students have enrolled at a UC campus. Failure to extend the sunset date would have automatically reverted tuition to the levels charged in the year 2000, sharply reducing the number of students UC could serve. Assemblywoman Cecilia Aguiar-Curry (D-Davis) authored the bill. The Governor signed the bill on October 14th.

SB 440 (Hertzberg) - Reauthorization of the CBCRF and CCRF. This bill, by Senator Bob Hertzberg (D-Van Nuys) reauthorizes the tax check-offs for the California Breast Cancer Research Fund (CBCRF) and the California Cancer Research Fund (CCRF) for the next seven years. The voluntary programs provide over $800,000 annually for innovative high-impact research, such as identifying environmental factors that may cause breast cancer and early detection and innovative strategies for reducing the cancer burden in disproportionately impacted communities. The American Cancer Society co-sponsored the bill with UC. The Governor signed the bill on October 2.

Another UC sponsored bill, SB 32 by Senator Anthony Portantino (D-La Canada Flintridge), led to the extension of UC's life-saving cord blood matching program, which addresses the critical need for ethnically diverse umbilical cord blood for transplantations resulted in an extension to

2025. This program is an excellent example of UC fulfilling its public service mission, but it was set to end January 1, 2018 absent State action to extend it. It proved preferable to the program to extend the sunset date as soon as possible through a budget trailer bill, AB 114 (Ting). This bill was signed by the Governor on July 10th.

Other significant bills supported by UC in 2017 include the following:

- SB 171 (Hernandez), which increases contract services payments to designated public hospitals including UC medical centers, potentially bringing significant resources to UC to compensate for unfunded Medi-Cal expenditures

- AB 21 (Kalra), which mitigates the negative impacts to UC community members of immigration enforcement activities on campuses

- AB 109 (Ting), which appropriates $11 million to fund research to reduce carbon emissions

- AB 134 (Budget Committee), which appropriates $1 million to UC to assist DACA recipients

- SB 68 (Lara), which allows two years of community college to count toward the three-year requirement for undocumented students to qualify for in-state tuition under AB 540, and

- SB 169 (Jackson), which requires higher education institutions to adopt rules and procedures for the prevention of sexual harassment, among others.

The University also actively opposed and ultimately sought gubernatorial vetoes on two bills: SB 201 (Skinner), which would allow graduate student researchers to unionize, and SB 574 (Lara) which would significantly alter the manner in which UC contracts for outside services. The Governor ultimately signed SB 201 and vetoed SB 574.

Key to Acronyms

CTA	Call to Action
FGR	Federal Governmental Relations
IMPAC	Issues Management, Policy Analysis & Coordination
OP	Office of the President
SGR	State Government Relations
UCAN	UC Advocacy Network
UCBCP	Umbilical Cord Blood Collection Program