

Office of the President

TO MEMBERS OF THE COMMITTEE ON EDUCATIONAL POLICY:

DISCUSSION ITEM

For Meeting of September 18, 2013

PROMISE FOR EDUCATION SOCIAL FUNDRAISING PROGRAM LAUNCH

Finding new and creative ways to grow private support for student scholarships has taken on increasing importance in recent years. With Regental support and working collaboratively across UC's campuses, UC Office of the President External Relations has led the development of Promise for Education, an innovative, new crowdfunding effort designed to provide additional scholarship funds for need-based undergraduate scholarships for California students across the system. Senior Vice President Dooley will provide an update on the program's launch and anticipated participation.