

Office of the President

TO MEMBERS OF THE GOVERNANCE AND COMPENSATION COMMITTEE:

ACTION ITEM

For Meeting of September 26, 2018

APPROVAL OF APPOINTMENT OF AND COMPENSATION FOR CLAIRE HOLMES 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 that the Regents approve the appointment of and compensation for Claire Holmes as Senior Vice President – External Relations and Communications, Office of the President, effective on or about September 28, 2018, using the Senior Management Group (SMG) position of Senior Vice President – External Relations and the corresponding Market Reference Zone (MRZ) which was approved by the Regents in March 2018. As this is a Level One position in the SMG, this action requires the Regents' approval.

Following a nationwide open recruitment, Ms. Holmes emerged as the top candidate for this role. The President proposes a base salary of \$360,000, which is 2.2 percent above the 60th percentile (\$352,300) and 8.4 percent below the 75th percentile (\$392,800) of the MRZ for this position. Ms. Holmes is currently in this role as an interim appointee, and there is no previous career incumbent for this position. The proposed base salary is 12.5 percent over Ms. Holmes's salary as Interim Senior Vice President – External Relations and Communications of \$320,000.

The proposed base salary is consistent with Regents Policy 7701, Senior Management Group Appointment and Compensation, and reflects an appropriate placement within the MRZ for this position, taking into account the scope of responsibilities as well as Ms. Holmes's depth and breadth of experience and skill set.

Reporting directly to the President of the University, the Senior Vice President – External Relations and Communications (SVP) is responsible for developing, integrating, and executing successful public relations, governmental relations, and media relations strategies that support the research, education, and public service missions of the University of California campuses, academic medical centers, and UC-affiliated National Laboratories.

The SVP works with other senior University leaders to cultivate and strengthen relationships with State and federal government legislators and agencies, and with alumni, donors, campuses, Regents, and other internal and external audiences. The SVP also monitors issues and areas that

affect higher educational institutions and oversees teams that monitor and advocate for State and federal legislative proposals that may affect the University.

Ms. Holmes has been a leader in communications and public affairs in the UC system for ten years. Ms. Holmes joined the Office of the President in March 2017 as the Interim Senior Vice President – Public Affairs. In July 2018, Ms. Holmes was appointed as the Interim Senior Vice President – External Relations and Communications, which combines the executive responsibilities overseeing communications, media relations, alumni affairs, and government relations.

Ms. Holmes began her career with UC in 2008 as the Associate Vice Chancellor of Communications for UC Berkeley with a charter to transform the public affairs organization from a transactional, traditional organization into a strategic function focused on advocacy on behalf of UC Berkeley to its key stakeholders. She led the development of the first brand vision and positioning for UC Berkeley and managed a challenging but necessary reorganization of the department. In 2016, she joined UC Davis Health as the Associate Vice Chancellor of Public Affairs and Marketing, where she set a strategic communications agenda and framework and began to reorganize the department.

Throughout her career with UC, Ms. Holmes has worked alongside and collaborated routinely with government relations.

Prior to joining UC, Ms. Holmes worked as a consultant, preceded by ten years with Kaiser Permanente (KP) in communications leadership roles. In her last role with KP as the Vice President of National Media, Public Relations and Stakeholder Management, she led KP’s national communications department which supported the Chief Executive Officer and his leadership team. Her achievements at KP included deploying the highly successful “Thrive” campaign. She also served as KP’s Director of Communications and Organizational Change, gaining change management expertise.

Ms. Holmes received her Bachelor of Arts degree in journalism from San Francisco State University.

RECOMMENDATION

The Committee recommends approval of the following items in connection with the appointment of and compensation for Claire Holmes as Senior Vice President – External Relations and Communications, Office of the President:

- A. Per policy, appointment of Claire Holmes as Senior Vice President – External Relations and Communications, Office of the President, at 100 percent time.
- B. Per policy, an annual base salary of \$360,000, partially or fully funded with State funds.
- C. Per policy, standard pension and health and welfare benefits and standard senior

management benefits (including eligibility for senior management life insurance and executive salary continuation for disability after five consecutive years of Senior Management Group service).

- D. Per policy, eligibility to participate in the UC Employee Housing Assistance Program, subject to all program requirements.
- E. For any outside professional activities related to her professional expertise, Ms. Holmes will comply with Outside Professional Activity (OPA) policies.
- F. This action will be effective on or about September 28, 2018.

COMPARATIVE ANALYSIS

Recommended Compensation

Effective Date: On or about September 28, 2018

Annual Base Salary: \$360,000

Target Cash Compensation:* \$360,000

Funding: Partially or Fully State-Funded

There is no prior career incumbent data.

* 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)**

MARKET REFERENCE ZONE FOR BASE SALARY						MARKET COMPOSITE FOR TARGET CASH COMPENSATION				
Percentiles	25 th	50 th	60 th	75 th	90 th	25 th	50 th	60 th	75 th	90 th
Market Data	\$253.5k	\$330.4k	\$352.3k	\$392.8k	\$489.3k	\$273.8k	\$395.8k	\$426.5k	\$480.1k	\$596.4k
% Difference from Market	42.0%	9.0%	2.2%	-8.4%	-26.4%	31.5%	-9.0%	-15.6%	-25.0%	-39.6%

Survey Source: College and University Professional Association (CUPA) Administration Compensation Survey and Towers Watson General Industry Compensation Survey

The compensation described above shall constitute the University’s total commitment until modified by the Regents or the 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.

**GOVERNANCE AND COMPENSATION -4-
COMMITTEE
September 26, 2018**

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**Submitted by: President Napolitano
Reviewed by: Governance and Compensation Committee Chair Sherman
Office of the President, Systemwide Human Resources**