UNIVERSITY OF CALIFORNIA **ACADEMIC SENATE**

UNIVERSITY COMMITTEE ON RESEARCH POLICY

Minutes of Meeting
March 9, 2015

I. Announcements, *Liane Brouillette, Chair*

Update: Chair Brouillette reported to the committee from the Academic Council meeting of February 25:

- Regent Kieffer wants to know "What is the meaning of the UC degree?
- 2015-16 Vice Chair for the systemwide Academic Senate nominations are due March 16, 2015.
- Anthem data breach. AVC plus plan—most preferred plan by faculty. Anthem hacked in 2004. Credit monitoring and repair.
- Committee of Two visiting UC campuses. They already visited UC Irvine, and soon, they will visit UC Merced.
    - During the UCI visit, they didn't talk to Senate. The Senate expressed some concerns. From now on, Senate Chair/leadership will be present at those visits. The UCI visit included the Provost, Deans, and various Vice Chancellors.
- Texas governor stated that there will be a large boost in funding for the University of Texas (UT) system to replace UC as largest, premiere public University.
    - Relationship of national labs – if UC backs out, then UT will probably grab them.
- In the SF Chronicle, an article stated that there is an additional $1.2 billion in extra funds in California. 50% people surveyed said the monies should go to K-12 education, then towards higher education.
- Statistics of UC salary growth is misleading. From 2007-2014, there was a growth of Physician Practice Plans, so there was an increase of UC physicians with large salaries.

II. Consent Calendar

DRAFT Minutes of February, 2015

Changes to the minutes:

1. Under the section that describes the Tech Industry Alliances, it was suggested that UCOP offer training. (It was also suggested that UCOP talks to them.)
2. With the sentence, "Systemwide Senate Associate Director Todd Giedt is moving the UCSF…," change *the* to *to*.
3. Take out the sentence that has "~~UC personnel – "thus to…" publications~~."

III. Campus Updates

Berkeley – Not present.

Davis – No update.

Irvine – No update.

Merced – Faculty grants program launched, and getting the schools involved. There is more expertise in the review of proposals. Next week, there will be a meeting, and they will discuss better indirect cost recovery.

Riverside – Not present.

San Diego – At their COR, ORU review and UCORP report. Some discussion on international strategy for graduate and undergraduate students. Chancellor and VCR sponsored grants for new

interdisciplinary initiatives and new centers. The Chancellor interdisciplinary fellows call is for six $75,000 awards given to groups planning for large initiatives. Twenty fellows already funded.
San Francisco – There was a presentation on indirect cost, which was very good. He will forward the presentation to Committee Analyst Banaria, so that she can forward it to the UCORP members. The federal government caps administrative costs at 26%. UCSF administrative costs are at 32%, so 6% has to come from elsewhere.

A new building, Mission Hall, at UCSF opened based on new, open-concept model. During the first week, it was noisy. Then, after, it has been very quiet with a lot of reminders to be quiet. The faculty and staff do not like this layout and have brought up the issue with the Chancellor. There is a new space committee task force. In the future, a hybrid model will be used with 100 square feet offices. The decrease in office space seems to be cost-driven. Discussion followed and that at Merced there is the issue of increasing lab space versus increasing student recreational space. Is there a UC-wide space task force? Analyst Banaria will find out. At UCSF, there is a new hospital with no faculty space. This presents a challenge in recruiting new faculty with no faculty office spaces.

The last update from San Francisco is that with the Committee on Research (COR), there are new programs to help bridge funding. This is to help with transitioning to awards. For example, going to the K-series from NIH and having mentors.
Santa Barbara – COR hasn't met yet. They are supposed to discuss the *Sexual Harassment and Sexual Violence Policy*.
Santa Cruz – Campus adjudications were discussed at the COR meeting. For the next COR meeting, they may talk about research policy.
Undergraduate student - no comment.

IV. Open Access Implementation *Catherine Mitchell, CDL*

Summary: Director Catherine Mitchell briefly recapped the history of the Open Access policies at UC. In July 2013, the Academic Senate adopted the *Open Access Policy for the Academic Senate of the University of California* to make all scholarly articles open access. Faculty members assert his/her rights, instead of signing all rights to the publisher. For UC, faculty can put in the institutional repository, which is *eScholarship*, and the rights are granted to UC. Faculty members are asked to make a version available.

Following the Senate adopting that policy, implementation followed. The Senate asked the UC California Digital Library (CDL) to provide the infrastructure. The first phase involved manual deposits in *eScholarship*, which is over ten years old. Faculty can waive out of the policy, which is rare. The goal is to have a publication harvesting system. On some campuses, people are hired to do this. For example, at Harvard, graduate students are hired to manually harvest the publications and put them into the institution's repository.

In the agenda, the interim report is enclosed. It states that the goal is to have all UC campuses deposit by the end of Fall 2015 semester. The pilot campuses are UCLA (which started in January 2015), UCI, and UCSF. The harvesting system is up and running, and it goes out and finds all faculty works. It imports into the harvesting system. Faculty members are sent an email that requests to "click and claim". Mostly meta data coming in, which can be edited. The original version has to stay with the source, and faculty can choose the most accurate version.

At UCLA, the request went out to 3,000 faculty members. Within 48 hours, there was a 25% response rate, which is very high, and 5,000 items were claimed with 250 successful deposits. In the first month,

546 publications were collected. Now, there are 720 publications out of total 3100, and there was a 50% increase in 2 months which is higher than the prior 10 years.

Discussion:

- Faculty members don't have to upload if already in an open access room. The system finds all publications connected with the faculty members, and the system can also be a hub for faculty webpages.
- Older publications are not required by policy. Faculty members can upload earlier publications, and CDL can give advice if needed.
- Members asked if the process can be mindful of faculty burden of other systems. For example, NIH grants are required to upload into NIH's open access system. There is also Research Gate, and Google Scholar. If funded by NIH, then, there is already an open version, and it is not expected to deposit. The process is not to duplicate efforts and to make publications openly available.
- This is not about archiving documents; it's about open access.
- The new harvester is to replace the manual process, and make the process less burdensome.
- If put on own faculty website, they don't need to do anything? Answer: They may be in compliance; however, if the faculty website server goes down, then the publication is no longer openly available.
- This policy also puts pressure on the publishers to aggregate data.
- How many researchers are making their research openly available?
- There needs to be more clarification that would help spread the message.
- CDL is not to enforce the policy, but help with the implementation of the policy and process, by complying and being efficient. The hope is to integrate this with reporting systems.
- What is the benefit for all of UC? Answer: Reduce the price of the licenses, and bargain better with the publishers. UC and/or the faculty member have to buy back the research from the publishers. From the library viewpoint, UC pays too much. And, library budgets are decreasing and subscription rates are increasing. This negatively affects the field of Humanities. The commercial publishers are more profit-driven.
- The topic of not having to pay anything (i.e., intellectual property) was discussed. Faculty members should have the rights. Is this a problem? Yes, the UCSF committee member expressed that it is a hassle. He has to write each publisher. Now, with Open Access (OA), he can take derivatives.
- What is being signed now? Answer: the policy. You reserve some rights.
- This benefits faculty as well in the future. However, faculty don't know this. They think that they have to negotiate on a one-on-one basis, and they thought that they had to contact every publisher. It is complex, and CDL are trying to acclimate everyone all at once.
- For the Social Sciences and Humanities, it is thought that this is more of a burden. It will take time to bring everyone to the same understanding. The more that faculty can do to spread the word would be great.
- False alarm rate (i.e., wrong publication to your name)? Answer: This is a pretty low number.
- Director Mitchell described the report (enclosure), and she explained the graphics, rate of deposits, and the budget, which the President denied. CDL is requesting again funds again from the President. The University Committee on Library and Scholarly Communication (UCOLASC) and another group, Provost supports CDL's budget request for this implementation. However, it is important to hear from faculty.
- Analyst Banaria will send the report as a separate document to the UCORP members.

V. UC Natural Reserve System (NRS) Strategic Plan, *Peggy Fiedler, Director, NRS*

Director Peggy Fiedler explained the NRS Strategic Plan, which was an enclosure to the agenda, which was completed a week ago. In the NRS, there are 39 reserves, no medical sites, and nine managing campuses. Director Fiedler stated the mission statement, administrative structure, and the brief timeline of the NRS Strategy Planning from 2011-2014. In 2011, Director Fiedler was hired as the full-time director to develop a 10-year plan. From October 2014 to March 2015, the NRS Strategy Plan was reorganized and finalized.

There are eight goals described in the strategic plan (page 6).

1. Achieve financial sustainability with seven initiatives.
2. Develop a coordinated, high-functioning NRS faculty and staff with 11 initiatives.
3. Get the word out about the reserve system to partners and stakeholders.
4. Increase effectiveness in training students. Teacher training.
5. Engage groups that are not well represented (such as working with HBCUs and Tribal Colleges) in the conservation community in environmental stewardship.
6. Encourage arts and humanities at the NRS reserves.
7. Continue to foster world-class scientific research while supporting investigations addressing the effects of climate change on California's biodiversity.
8. Exceed NRS stakeholder expectations for meeting the responsibilities of environmental stewardship and ecosystem protection.

Regarding implementation, many of the 40 initiatives are already in the works. On April 10, 2015, subcommittees will be created to work on the implementation.

Discussion:

- Working with Provost's office for more funding. There is $2.6M in deferred maintenance, and that's only two of the six directors who responded.
- What is necessary? Answer: This is a growth document.
- What would NRS like for faculty to do? To involve faculty; managers in these reserves have grant funding.
- It is unknown what the campuses are contributing to the Reserves. Some are running at a deficit.
- What can centralization help with? Director Fiedler will think about it.
- What is lacking? Answer: Concrete dollars. Funding comes through many various paths.
- Director Fiedler stated that it would be great to have a thorough online application system. For example, to keep track of the day-use, DOIs (each reserve has a Digital Object Identifier number assigned to it), etc. The DOIs are attached to reserves, weather centers, and data they collect.
- Committee members stated that some decisions can't be made at the systemwide level. Director Fiedler explained that the weather station maintenance will be funded, and is asking for $165,000.
- Committee members said that an organizational chart would be helpful to connect to a huge body. Directed Fiedler replied that two years ago, there was a request sent out to fill out interactive organizational charts, but NRS hasn't received all of them yet.
- Chair Brouillette explained that at Irvine, with the San Joaquin Marsh, there is a proposal to conduct a Freshman Seminar on the San Joaquin Marsh.

- How can we raise awareness about NRS? Perhaps opening up to the community, community colleges, and/or Extension office.

VI. Systemwide Review Items

Proposed Revisions to Senate Bylaw 128.D.2

Background: The proposed revisions will directly affect six committees in that it will have Vice Chairs serve as at-large members. This was a recommendation by the Academic Senate Committees on Committees (UCOC), and it would make the process more efficient to nominate Chairs and Vice Chairs.

Discussion followed:

- If UCOC should take responsibility, then they should get someone from UCORP. UCOC should go through the UCORP list. The reality is that they may not agree because of faculty responsibilities (such as preparing a publication).
- Does UCOC go through Divisional COCs? Vice Chair Dan Hare explained that not for Chairs and Vice Chairs. From the Senate bylaws, an individual can serve two 2-year terms, and then, a Vice Chair can serve another 2 years.
- At the San Francisco campus, a member can serve 2-3 years, then one year as Vice Chair, two years as Chair, and then can be the UCORP representative.

There was a motion to response to support the proposed revisions. There was a second. **Voting results: unanimous in favor of the proposed revisions to Senate Bylaw 128.D.2.**

Proposed Revisions to the Proposed Presidential Policy – Sexual Harassment and Sexual Violence. There was a suggestion to take a look and discuss next time. Committee Analyst Jocelyn Banaria will send the website.

VII. Consultation with Senate Leadership, *Mary Gilly, Academic Council Chair and Dan Hare, Academic Council Vice Chair*

Update: Mary

- Nominations for Vice Chair due March 16, 2015. If you have any questions, please direct them to Mary and/or Dan.
- Governor and President and the Committee of Two (CO2). They met twice, and there will be an update at the March Regents meeting, but no proposals will be forwarded.
    - CO2 is comprised of five staff members each and other invited individuals. For example, the President of College Board was invited to one of the meetings. They have talked about Summer and Advanced Placement (AP) classes. A CFO was invited to discuss cost costing at higher education institutions.
    - The **Cost of Instruction** (COI) measure – the Governor likes the idea. There would be a three-month period to set-up.
    - Former chair Bob Powell talked about **three-year degrees** in his Chemical Engineering major, which would entail full course loads, summer, and AP courses. This would be very challenging. However, the Governor still wants to hear about the three-year degree option. About 3% graduate in three years.
- Governor's Department of Finance (DOF) and Higher Education staff are visiting the UC campuses. Academic Senate was not listed to be visited.
    - During the Berkeley visit, the Berkeley chair was there. The Governor's staff was asking why we need excellence. If we need it, how do we measure it?
    - Last week, they were at Merced. UCORP Merced representative David Noelle found out about the visit after it happened.

        - Now, they are making sure that Senate are included with these visits.
        - The visits will resume after the Regents meeting.
    - Governor's staff has a better understanding of Merced's capacity issue.
- Hearing Season has begun in Sacramento. Some of the topics that the State Legislators have discussed are the following:
    - Rebenching. Non-resident student tuition (NRST) is undoing rebenching.
        - Rebenching is the funding model. Now, tuition stays on the campuses. State monies are distributed based on a new formula.
        - The problem is funding, not rebenching. Rebenching was to address the funding inequities.
    - $3M recruiting for non-resident students. $27M is spent recruiting in-state students.
    - Divestment has gone too far.
    - Faculty workload questions.
    - Adopt the California Public Employees' Pension Reform Act of 2013 (PEPRA) pension-limit ($117,000) vs. IRS cap ($260,000)
- UC Silicon Valley campus by Assemblymember Gatto, Democrat from Glendale. It would focus on Science, Technology, Engineering, and Math (STEAM).
    - It would be a public version of Cal Tech.
- Governor Abbott of Texas: "we also need to elevate our research standing; we need excellence and will invest."

Discussion:

- What is the purpose of these visits? Lark Park, who is on the Governor's staff, is not in higher education. Purpose: talk about throughput and cost-cutting.
- <u>Regents meeting: Kieffer and "Meaning of a UC Degree".</u> Whatever Mary and the Provost put forward to him, it's not what he wants.
    - For the March meeting, the Berkeley Chancellor and Senate chair will discuss the background on the origins of the undergraduate education.
    - Does Regent Kieffer want something economic? Nothing tied to wages.
    - From a Regents perspective, does he want an economic impact statement? He hasn't brought that up.
    - He probably wants more breadth of understanding. More on general education (GE) requirements; probably the "right" amount of requirements.
    - Kieffer has quoted that "Regents delegate…of the faculty"
    - There is no action item; not sure of which path to take.
    - What is the meaning of "meaning"? He is more interested in the (1) history and the process, and (2) how to replace one GE with another.
- California CC Baccaulaureate degree: 15 majors. One major for each of the 15 campuses. Started out to increase the offerings of nursing. The Bill passed, and it excludes any degree offered at UC and CSU. Examples of these degrees are Mortuary Science and Automative Science. This initiative only gave Senate Chair Gilly only a short time to respond.
- <u>Streamline transfer requirements</u>. BOARS recommended more standardization two years ago. (1) Benefits Transfer Students. We want to make it easier for transfer applicants. (2) Legislature passed 14-40 degrees. AA degrees for transfer for different majors. Guaranteed transfer from CC to a CSU. CSU require no more than 60 additional units so that they can graduate in 2 years. UC doesn't want to miss out, so we are engaged in this streamline process. Students may be attracted to CSU.

- Start with Life Sciences. Senate Vice Chair Dan Hare started some work on this. Starting with 10 majors. Identify common curriculum. 10 majors next year.
- Faculty content experts regarding curriculum will be involved, not Senate representation. Undergraduate Deans will identify.
- Question: A few years ago, there was a meeting and it involved all Mathematics departments. How is this different? They don't know who initiated that meeting, and it was convened at UCOP. This was the same for Anthropology. Vice Chair Hare thinks it's probably for the community colleges.

VIII. Executive Session *with Provost Dorr*

Background: Vice President Steve Beckwith went to full-time status as a faculty member on July 1, 2014. The position has not yet been filled.

Issues:

1. President did a Strategic and Organizational review. It was not reasonable to do a Vice President search if there was a possibility of re-organization.
2. President is interested in innovation and entrepreneurship, which resided in the Office of Research and Graduate Studies (ORGS). Then, it was outside of ORGS since it was so big.
3. There is an Interim appointment for innovation and entrepreneurship, Reg Kelly.

Discussion:

- ORGS will stay, and Graduate Studies will stay there. Research will be the traditional research (not the Entrepreneurial research).
- The Provost is finishing up hearing from relevant groups. She is asking questions such as
  - What do you think of VP ORGS should be doing?
  - How should ORGS be organized?
  - What kind of person should we be looking for?
  - She has spoken to Senate Chair Gilly, the President, Vice Chancellors for Research (VCRs), and will speak to the senate committee Coordinating Committee on Graduate Affairs (CCGA).
- The Provost will re-write the job description and have a search committee, which will involve UCORP and CCGA.
- <u>What is the most desirable?</u> Traditional vs. entrepreneurial research. Entrepreneurial research is a subset of all research, don't think of it as exclusive. Be mindful.
- Has there been a conversation about how the President and ORGS would interface? Not much. Senior Advisor Reg Kelly and Executive Director Bill Tucker do talk. Senior Advisor Kelly has a UCOP office, and has lots of independence.
- The funding went down, then up. Where did it come from? The President.
- It was great that former Vice President Beckwith visited the campuses and engaged with the respective Committees on Research (CORs). He understood the importance. <u>Recommendation</u>: This new VP should have a deep understanding of academic research, be knowledgeable and willing to know the range of faculty categories, and willing to craft set of competitive programs.
- The Irvine Chancellor and Howard Gilman come from a development perspective, engage in partnerships, collaborate with industry and community, and look at the uses for the larger world (patent).
- UCSF had a presentation on revenue from patents and royalties. This seemed small, and a public relations effort.
- Traditional research is something you (personally) are investigating. Innovation is having to create a new environment. <u>Recommendation: Someone with vision</u>.

- Senior Advisor Kelly is supposed to be at UCOP for only 18 months. This may be restructured again, so may want keep Innovation in mind.
- What is the research mission of the OP? OP should do the things to support the academic mission, without doing the academic mission. This is best done for the system here at OP, instead of on the campus.
    - Areas of research include:
      (a) State programs and OP distributes the monies (service to the state)
      (b) Multicampus Research Programs and Initiatives (MRPI)
      (c) Big facilities, such as San Diego's supercomputer and the optical red center. Monies are managed at OP. And, Kelly has a particular focus.
      (d) Manage research policy
      (e) Innovation Alliance services
- Recommendation: Want someone more organic and understand all aspects of research, and can discern what faculty, President, and Sacramento want.
- Recommendation: strong and effective advocate with research in OP and with outside constituents; effective at communicating to President – her office and outside.
- To the Provost: How do you want people to respond? How much longer? **The Provost would be happy to get a letter from UCORP**. The Provost would start working on the job description, and won't finish it until after meeting with CCGA in April.
- Recommendation: To be the voice of UC, instead of one campus.
- Labs? The Provost explained the relationship. Former VP Beckwith went to Lawrence Berkeley National Lab (LBNL) and Lawrence Livermore National Lab (LLNL) Board meetings. However, there was no formal ties.
- Recommendation: Strong advocate for funding, especially at the federal level. Offer opportunities for creating research. Visionary with outreach. Graduate Studies – is not a stepchild.

IX. Consultation with Office of Research and Graduate Studies

Principle Guidelines, *Wendy Streitz, Executive Director*

Background: The intention is to issue the guidelines and rescind the policy, but the policy was rescinded first. The Academic Council referred to the Guidelines in the Summer, and okayed them on July 29th. Two days after Council, UCOP Issues Management, Policy Analysis and Coordination (IMPAC) noticed that it wasn't consistent with unionization with graduate students. Section 2 on students was reworked. Former Senate Chair Bill Jacobs worked with Executive Directors Streitz and Croughan. The version that was sent to UCORP was just Section 2 about the students, which was the only section that was changed.

Discussion: There was much discussion on "with a faculty advisor", the faculty advisor's obligation to the student, and who will advocate for the student. Who is that faculty advisor? The advisor related to the dissertation or to the research project, such as the Principal Investigator. ED Streitz will change "principal investigator". Perhaps add "PI".

Guidelines on Accepting and Managing Equity in Return for Access to University Facilities and/or Services, *John Shih, Director – Patent Prosecution Management, Innovation Alliances & Services, ORGS*

Background: UC Students, faculty, and/or staff want to start a company, and the President is supportive of it. Campus incubators and accelerators provide housing, space, and support. This is basic approval to explore this area. The Berkeley and Davis campuses are already doing this. What are they doing, what they did, what they would like to do? This is similar to licensing equity, and to define a

structure and process to do that. If everything is appropriate, Executive Director Tucker signs. The equity is overseen by the Chief Investment Officer (CIO).

This new process is supposed to mirror licensing equity by taking a percentage in exchange of housing and services. Guidelines for a pilot program is needed.

Discussion:

- Is feedback needed from Divisions? This is not a research policy.
- Should we share with local Industry Alliance? Not research, more of business transactions.
- Academic Affairs facilities? On-campus incubator facilities are dedicated incubators (not research spaces). Accept equity in lieu of cash. At Berkeley, there are defined spaces. Bonds and taxes were used to build the incubator space.
- Gone out to other Senate committees for comment? Yes.
- Students and restrictions – what policies apply? Should be evaluated on an one-on-one basis. The concern includes University employees, not just students.

Larry Adkison, Senior Counsel – Office of General Counsel (OGC)

Some concerns:

1. Space is financed by tax-free bonds used by companies; some think that this should be taxed.
2. Conflict of interest.
3. Non-profit status and we provide a profit benefit. We get fair market value. Really up to the campus on how to do it. OGC will suggest, and OGC is happy to work with them.

Not really pushing anything on campus, and trying to reach out to them early.

Discussion:

- Can individuals directly contact OGC or should they go through the campus? Go through the designated campus person.
- Any lessons? What works and what doesn't work? Depends on the campus. There is a current model for licensing, but it is not flexible for incubators. The cost-benefit has to be calculated at the campuses.

Consultants were invited to talk about just accepting equity.

- The three-year pilot program – how is this going to be evaluated? Make sure that it works well on the campuses.
- An example – Berkeley CITRIS takes 2%.
- Analyst Banaria will work with Dotti Miller, Deputy to the Interim VP to invite Senior Advisor Kelly to the next UCORP meeting

UC MEXUS program review, *Kathleen Erwin, Director, UC Research Initiatives and Mary Croughan, Executive Director, RGPO*

Background: Multicampus Research Units (MRUs) still exist. According to the UC *Compendium*, MRUs go through regular reviews every 5 five years, and a sunset review every 15 years. The reviews resides in her office.

UC MEXUS is up for a Sunset 15-year review. For the next month, her unit will go over the plan. UCORP is the lead committee. The five-year review was a progress report. The 15-year review should determine if UC MEXUS should continue. In the review, the MRU should tell what it wants to do, why is it cutting edge?

The home campus is UCR. The director is renewed every 5 years. Director Erwin's office has had preliminary conversation with the director. In Erwin's staff, Chris Spitzer, is assigned to this project, and he will do preliminary templates. Erwin will bring to UCORP for review.

Director Erwin wants the documents will be streamlined so that a good recommendation is made. In April, she will have more details. In May, the templates should be approved. In Summer 2015, UC MEXUS will fill out the templates. The reviews and site reviews will occur in September. Each committee writes a report. The plan is to be finished in November 2015.

Discussion:

- Senate were frustrated with these Sunset reviews since everyone got B+/A-, even if they weren't doing well.
- Many MRUs do get monies from UCOP.
- What should be reviewed? To maintain MRU status according to the *Compendium*. To keep that status status, the stipend/resources from the campus.
- MRU vs. ORU. ORU is at a single campus. MRU is established on a systemwide basis, so reviewed on a systemwide basis.

Analyst Jocelyn Banaria will send out Compendium section on MRUs – for April UCORP meeting.

PRG Update, *Dotti Miller, Deputy to the Interim VP*
Letters will be sent out to the Directors of the San Diego Super Computer, CalISIS, and another program regarding developing strategic plans. The request asks for drafts by September, and will be shared with UCORP. The implementation is planned for January 2016. The letter asks to think about how and where successful integration could be applied.

X. Communications Updates, *Katherine Edwards, Executive Director of Marketing and Communications*
www.universityofcalifornia.edu – this site is more news driven. There is a very research intensive section under News > Research. Who is accessing? Internal UCOP, students, media, and Legislators.

UCnet – employee portal front door (at your service). Will this replace *At Your Service* (AYS)? No.

YouTube – video content with teachable format. Over 150,000 views. Have partnered with Discovery. Videos made at UC/UCOP, and are published weekly. UCOP Communications spoke to campus VCRs.

Science Today – federal budget advocacy
www.ucsciencetoday.com -- daily radio feature.

UC Research Tumbler
ucresearch.tumblr.com
150,000 rebloggers. Micro-blogging. Lots of followers.

FlipBoard – visual magazine, which aggregate many sites to "flip with one finger"
The readership is young, professional, high income, higher educational level, influential in business and technology. It is the third year working with them.

Instagram – Image-based. Has been around at OP for about six months. The multi-media team takes the photos when they are on the campuses. Is all this coordinated with the campuses? UCSF is short-

staffed. The campuses feed them the information/images and UCOP Communications does environmental scanning and let campus know.

Global Food Initiative
Ucfoodobserver.com
Not exclusively UC research.

Advertising campaign – Power of Public
Public.universityofcalifornia.edu
This has been around for about 18 months. Onward California – 2012. They are trying to make the message more public, and leaning toward sponsored content.

In-person events like Graduate Research Day (April in Sacramento) and Systemwide grad slam (May 2015).

Discussion followed:

- How can we change the public conversation? Perhaps run a longitudinal study. Currently, OP Communications looks at the survey on California voters and UC alums, and tracks the responses.
- Why is it important to have research at the University? Need this message.
  - There is a misconception that research time is taking time away from teaching students. That pot of money is different than the pot for teaching. Having the research grows the pot of money for teaching. There was agreement. The framing of teaching and research is exclusive, such that teaching occurs outside – in the labs. Research is so integrated with teaching. This would be a good conversation with the Undergraduate Deans and Vice Chancellors of Research.
- Starting an electronic newsletter later in March 2015. This strategy would be to get it out vs. people going to it. You can sign up via universityofcalifornia.edu
  - There are concerns that the members haven't heard of them. Are there links on every campus websites?
- One member's department website automatically updates.
- UCLA member asked if UCOP Communications work with faculty who are actively on social media? They would love to, and they do know about the high profile ones. At UCLA, it's by word of mouth.

Executive Director Edwards will give us the (1) list of sites and (2) take-away sheet, and (3) newsletter link

Meeting adjourned at 4:05 p.m.

Minutes drafted by Jocelyn Banaria, Principal Analyst
Attest: Liane Brouillette, UCORP Chair