University Relations mission

Amplify UC Santa Cruz’s leadership at the intersection of innovation and social justice, giving voice to and actively addressing the challenges of our time—leading to real, transformative change.

- We raise UC Santa Cruz’s reputation through promoting the good work of our students, faculty, and staff
- We build community, engage ambassadors and strengthen institutional advocacy
- We raise philanthropic and other external resources
In our pursuit

● Building a common understanding of what a high performing advancement program should look like
● Building trust and strengthening partnerships across the campus
● Strengthening our skills, expertise and practices
● Creating an inclusive and diverse environment that allows us to do our best work
● Elevating conversations and aspirations
● Maintaining an inherent drive to pursue excellence daily
● Delivering on our goals
University Relations’ units

- Alumni Engagement/UCSC Alumni Association
- Community, State and Federal Relations
- Communications and Marketing
- Constituent/Donor Engagement & University Events
- Development/UCSC Foundation
- Innovation and Business Engagement (in partnership with the Research Division)
Community, State & Federal
https://urelations.ucsc.edu/about/units/government/index.html

- UC Santa Cruz/UC System coordination
- Community contacts
- State agency contacts and meetings
- Federal agency contacts and meetings
Communications and Marketing

https://communications.ucsc.edu/media-relations/

- Division-based communication officers
- Promoting your research
- Media training
- Use of the UC name
- Writing opinion columns
Development, Foundation Relations, Business Engagement

https://giving.ucsc.edu/faculty-faq/

- UC Santa Cruz Foundation/UC
- Division-based development officers
- Foundation relations
- IBE Hub
University Relations future state

$100M
New Fundraising Commitments

4-6%
Undergraduate Alumni Giving Participation Rate

TBD
Enhance Reputation and Positioning

15+
$1M+ Donations/Year Grow Pipeline

TBD
Enhance Alumni & Constituent Engagement
Questions?
University Relations leadership