



# University Relations

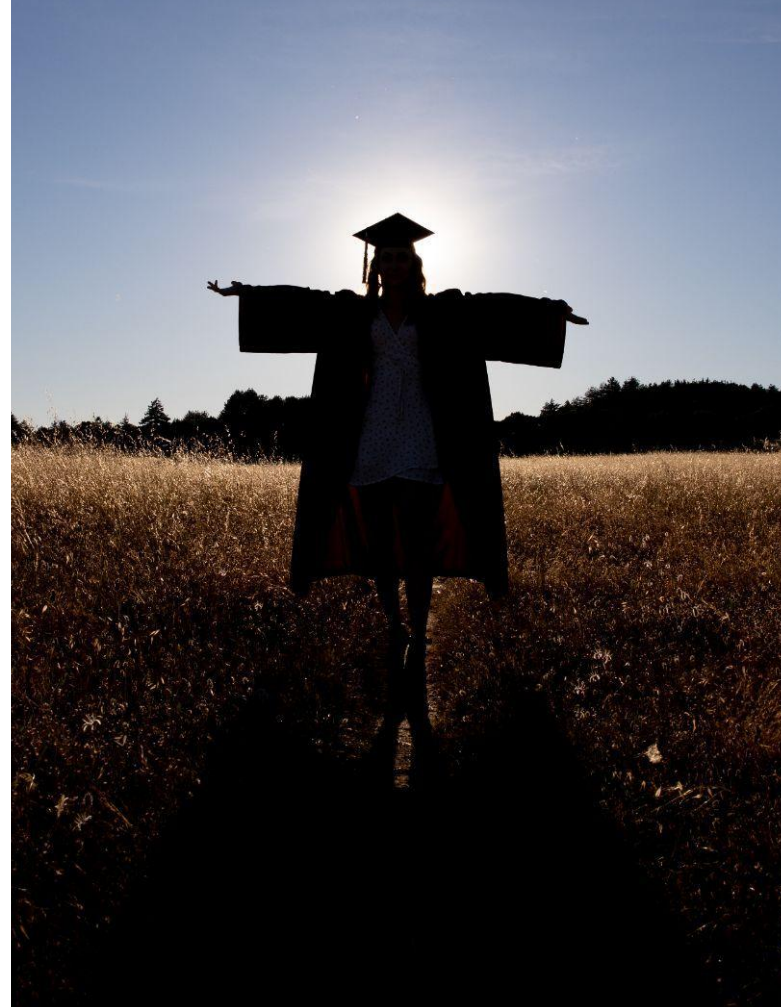
December 12, 2023

UC SANTA CRUZ<sub>1</sub>

# 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?

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# University Relations leadership

