

**2014-15 CUCSA Internal Operations Workgroup Report**  
**June 19, 2015**

The Internal Operations Workgroup was tasked with the following items:

- 1) Educational Benefits
- 2) Marketing CUCSA
- 3) Assembly by-laws regarding vacancies

**EDUCATIONAL BENEFITS**

This workgroup reviewed the usage data<sup>1</sup> from each campus looking specifically at 2011-2014 data. The information we received was incomplete and varied across the UC system. We were, however able to make some general observations.

- The benefit is primarily used by staff admitted to graduate masters programs.
- The number of staff using the benefit differ greatly between the campus' and we can only speculate why:
  - The size of the staff populations
  - The age of the staff populations
  - The kinds of masters programs offered by each campus
  - The visibility of the benefit program
  - The ability of staff to gain supervisor approval to participate in the program
- There is little communication about the benefit
- The current use of the program is contrary to policy

Recommendations:

We suggest that Staff Assemblies/CUCSA delegates work with their local CHRO in promoting the Educational benefit program as both a retention and recruitment tool. This could be done by asking that it be put on the agenda for the next system-wide CHRO meeting.

We suggest the policy be changed to match the current practice. IE Graduate education discount be allowed.

Outcomes we would like to see in 2015-16:

- i) That the benefit information be included in onboarding packets provided to staff
- ii) That such information be highlighted on HR websites. This could include short videos<sup>2</sup> of staff who have used the program.
- iii) That a single form be developed that could be used by all campuses

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- iv. Expanding the benefit so that UC staff could use the benefit at any UC campus regardless of their home campus.

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**MARKETING CUCSA**

Goals:

- To update the CUCSA website and keep it current
- To develop a social media plan

Documents in the Appendix:

- CUCSA Website Layout<sup>3</sup>
- CUCSA Website Proposed Reorganization<sup>4</sup>
- Sample Social Media Editorial Calendar<sup>5</sup>

**WEBSITE**

One of the key marketing tools available to CUCSA is its webpage. A website is usually the first thing people look at when trying to learn more about an organization. The most important aspect of a successful website is connecting the user with the information they came to find. The following are the changes that were made to help make the CUCSA website useful and more engaging.

**Strong and Clear Message**

The website is an excellent opportunity for CUCSA to make a lasting impression on our target audience. The page should be designed and organized so that a user immediately knows what and who we are, the purpose of the site and what they are being asked to do (call to action.) Once we determine what messages we want to share with our target audience, we can then incorporate those messages throughout the page.

Changes:

Moved the mission statement to the top of the page and highlighted it,

**Clear and Easy Navigation**

Successful websites offer simple and user friendly navigation. Visitors to our site must be able to find everything they need easily and in a short amount of time. If users have to wonder around the site trying to find what they need they will get frustrated and leave.

Changes:

Change the navigation of the site to include menu items that are clear, concise, easy to find and consistent. The titles of the menu items use action words to engage the visitor. The following are the new menu items.

- 1) Meet CUCSA – Includes all the information about the organization.
- 2) Stay Informed – Includes documents distributed by CUCSA.
- 3) Get Involved – Includes information on how to get involved.

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### **Interesting and Useful Content**

A good website focuses on the target audience's needs. Interesting and fresh content builds the visitor's interest and invites them to get involved, recommend the page to others and come back for more. As an added incentive, search engines also seek fresh content. The easiest way to keep content up to date is by having a blog on the website. It's an excellent way of communicating with target audiences and increasing traffic to the website.

### Changes:

The front page is updated at least quarterly to provide information on what took place at the most recent CUCSA meeting. In addition, the front page is updated with information of interest to UC staff. Some examples include:

- 1) New Staff Advisor Designate to the Regents
- 2) UCRS Advisory Board Position for UC Staff Member

Now that changes have been made to the website, the following are recommendations to continue to improve the site.

### Recommendations:

- 1) Update the website quarterly with a summary of what took place at the most recent quarterly meeting. This helps the audience better understand the work being done by the delegates.
- 2) Update the website monthly with the most important piece of news for UC staff that month. This can be anything but should be something of interest to many.
- 3) Look into adding widgets to the website that would like the social media platforms and feed the page with current information.
- 4) Look into adding analytics to the page so that informed changes can be made to make the site more useful.

### **SOCIAL MEDIA**

Organizations use social media to promote and share messages with their target audiences. Social media is used to further the reach of an organization, as a means to spread awareness about key issues, mobilize supporters, and build community.

Social media need not be overwhelming or difficult. It is simply a supplemental communication tool that can add value to our target audiences. The following recommendations will help simplify the management of our social media plan.

### Recommendations:

- 1) Set goals
  - a. Spread awareness about key issues
  - b. Mobilize supporters/staff

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- c. Build community
- 2) Create an editorial calendar<sup>5</sup> which will clarify who is in charge of posting what, where and when. Consider the use of an application like Hootsuite to manage postings on various social media platforms.
- 3) Post at least twice a week. Some possible posts include:
  - a. Question Post (monthly)- Pose questions to the audience based on the information that is shared. For example, if we post information on upcoming changes to the health plan, follow it with a question and turn it into a conversation.
  - b. Staff Member Spotlight (twice a month)– Have each CUCSA delegate nominate a staff member from their campus to spotlight. Create a short list of questions for that person to answer and solicit a photo. If every delegate provides a nominee, there would be 24 to share
  - c. Images (weekly)- Balance posted messages with visuals. Images process quickly and most people are drawn to them. Imagery can be used to communicate visually and would help to add variety to the messaging.
  - d. UCOP News (weekly) – This is a share post that can be easily done weekly.
- 4) Promote the Social Media Links
  - a. Include links to the social media platforms selected on the homepage of the CUCSA website as well as on the website of each staff organization.
  - b. Include links to the social media platforms on all electronic correspondence for CUCSA and each staff organization.
  - c. Ask delegates to include the links to their staff pages
- 5) Start or maintain the following social media platforms:
  - a. Facebook – Maintain the current CUCSA open page. This page will allow us to reach our designated target audiences. The closed CUCSA page is for current and former delegates only and should not be maintained by CUCSA.
  - b. Twitter – Twitter can either feed Facebook or the opposite.
  - c. Instagram – This is a great application for sharing photos.
- 6) Experiment, Monitor and Modify – Review the built in analytics to see what posts have the best reach. Make changes to the posting line-up based on response from current audience.

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**ASSEMBLY BY-LAWS REGARDING CUCSA DELEGATE VACANCIES**

Findings<sup>6</sup>:

Berkeley, Santa Cruz and Irvine have specificity detailed out in their By-Laws the procedure for a CUCSA Delegate vacancy.

Davis, Davis Health, UCLA, Merced, UCOP, Riverside, San Francisco and Santa Cruz have detailed the CUCSA Delegate as a job function under the specific position. Under that are the details of how to fill a vacancy.

Santa Barbara does not have any details of how to fill a vacancy at all.

Lawrence Berkeley National Lab has no Staff Assembly body therefore no By-Laws.

Recommendations:

CUCSA Leadership should encourage Santa Barbara to add into their By-Laws a section on the process required for a midterm vacancy. Otherwise, all other Staff Assemblies have in their By-Laws a process in place.

Appendix

- 1) Educational benefit data
- 2) Sample staff videos
- 3) CUCSA website reorganization
- 4) CUCSA website layout
- 5) CUCSA editorial calendar
- 6) CUCSA delegate vacancy data