

## Purpose and goals

Provide a simple, streamlined method of collecting information from UC academics and program staff regarding key events or engagements with elected officials and/or their staff. Information on other notable attendees such as business/community leaders and prospective donors may also be shared. By capturing this information on a quarterly basis, we can increase collaboration and maximize efficiency within UC ANR by sharing key engagement information with Government Relations, Strategic Communications, and Development Services. Please help us capture your impacts so that we can build upon your relationships and communicate the good work you are doing with various audiences.



## What's in it for me?

Extract all possible benefits from your events and engagements by allowing us to help you build your network and further relationships with elected officials, communicate your successes to the public and throughout UC (news stories, blog posts, media contacts), and identify event attendees with the potential to make a big gift. Also, compiling this data quarterly may help you prepare and capture impacts for your annual programmatic review.

## How will this information be used?

For Government Relations, it is helpful to know which elected officials or their staff are familiar with our work. Anne Megaro will use this information to build upon the relationships you have cultivated. For example, if Anne knows that Assembly Member Wood visited your fire research site, the next time she sees him she will remind him of this visit and of what he saw and who he met. If there is an existing relationship with a legislator, it helps her break the ice and use the knowledge and experiences they already have with UC ANR to remind them of how important we are to their districts, and to build upon their knowledge of our research and programming.

For Development Services, we can add your notable attendees to your donor prospect list with the identifier of the event they attended; this will give you a more robust list for you to utilize at yearend or social media campaigns. In addition, upon request, we can provide research on an attendee you feel is interested in supporting your work.

## Types of engagements/events to include

*Meaningful engagements* with elected officials and/or their staff, as well as any attendance by donors, business/community leaders, etc. that you'd like to share. These visits need to be hosted by UC ANR (in full or in partnership) at one of our facilities or research/programmatic sites. These engagements are significant and must include 1:1 time separate from outside distractions.

For clarification, the Oxford definition of "engagement" is "*the process of encouraging people to be interested in the work of an organization.*" Use that as a guideline and feel free to ask Anne Megaro, Government and Community Relations Director ([ammegaro@ucanr.edu](mailto:ammegaro@ucanr.edu)), additional questions.

## Examples of elected official engagements to include:

- Open houses, field days, private tours, 4-H events, plant sales, anniversary celebrations, receiving an award/certificate/resolution/proclamation, etc.

### Specific examples:

- Senator McGuire visiting Hopland REC to discuss fire activities and fire research. This private tour allowed for a great amount of 1:1 engagement.
- Asm. Garcia touring farms in Imperial County as part of a CDFA Climate Smart Roundtable. It wasn't our event, but what made this a meaningful engagement is that an advisor joined the Assembly Member on the tour and they stopped at a local farm where he was able to discuss how he helped that farmer apply for SWEEP grants. Our advisor had the opportunity to fully engage the legislator and demonstrate how we impacted his district and constituents.
- Elected officials visiting a nutrition education class – as long as we are able to discuss our work specifically and our contribution to the county and critical partnership with the school.

## Examples not to include:

- Regularly scheduled meetings, annual BOS presentations.
- Events hosted by the elected official (i.e. an invitation to their open house or town hall).
- Meetings held at ANR facilities but not hosted by us (i.e. renting meeting/conference rooms to outside entities to hold their events and an elected official or staff attends).
- Meetings in the elected official's office. Although important, this setting doesn't fit the criteria. These meetings are usually very short and the member is having similar meetings back-to-back all day. Compared to an hour-long site visit that allows for greater engagement with our research and programs, the ability to fully engage in an office setting is not as likely.
- Seeing an elected official or staffer at a conference or meeting, unless we are hosting and we had their full, undivided attention and meaningful conversation. Brief hallway conversations should not be included.