

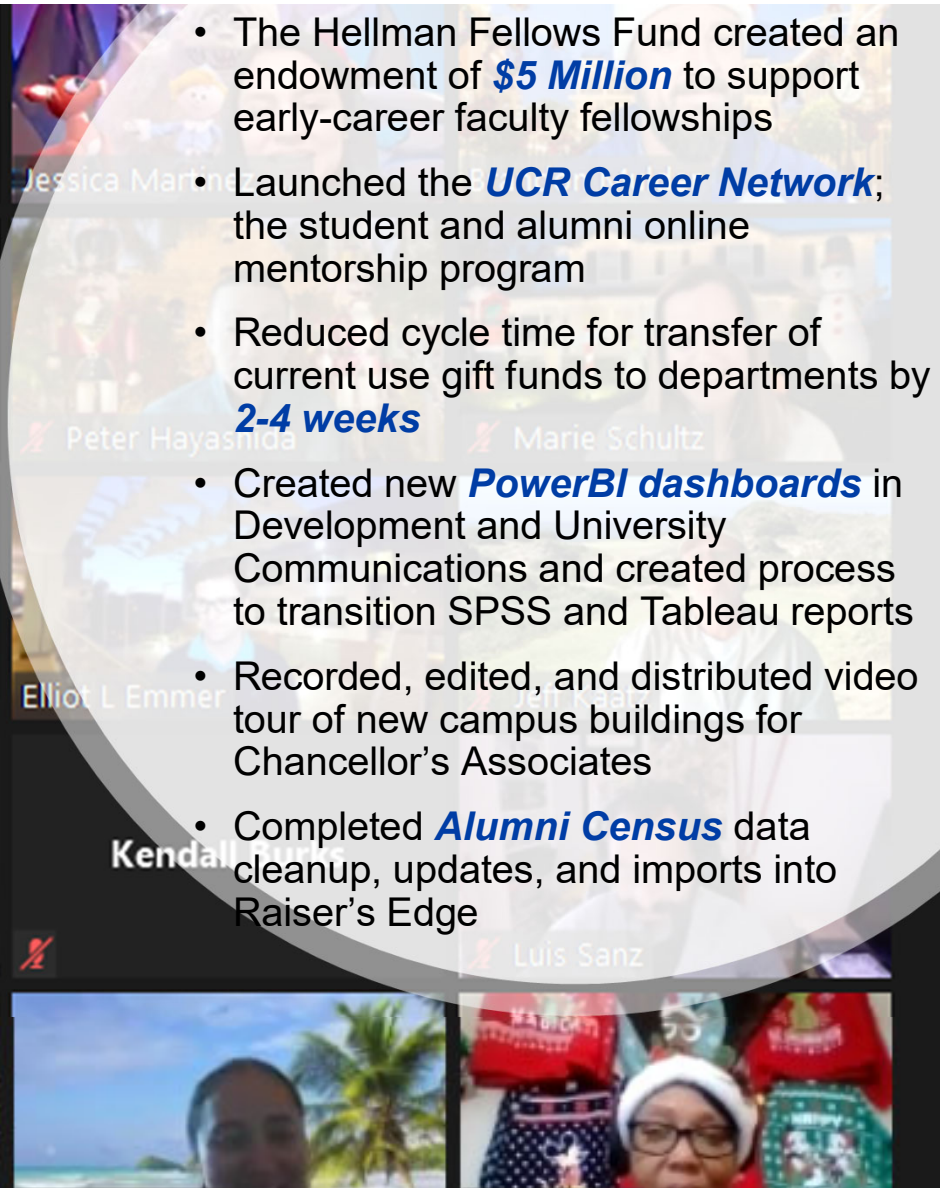
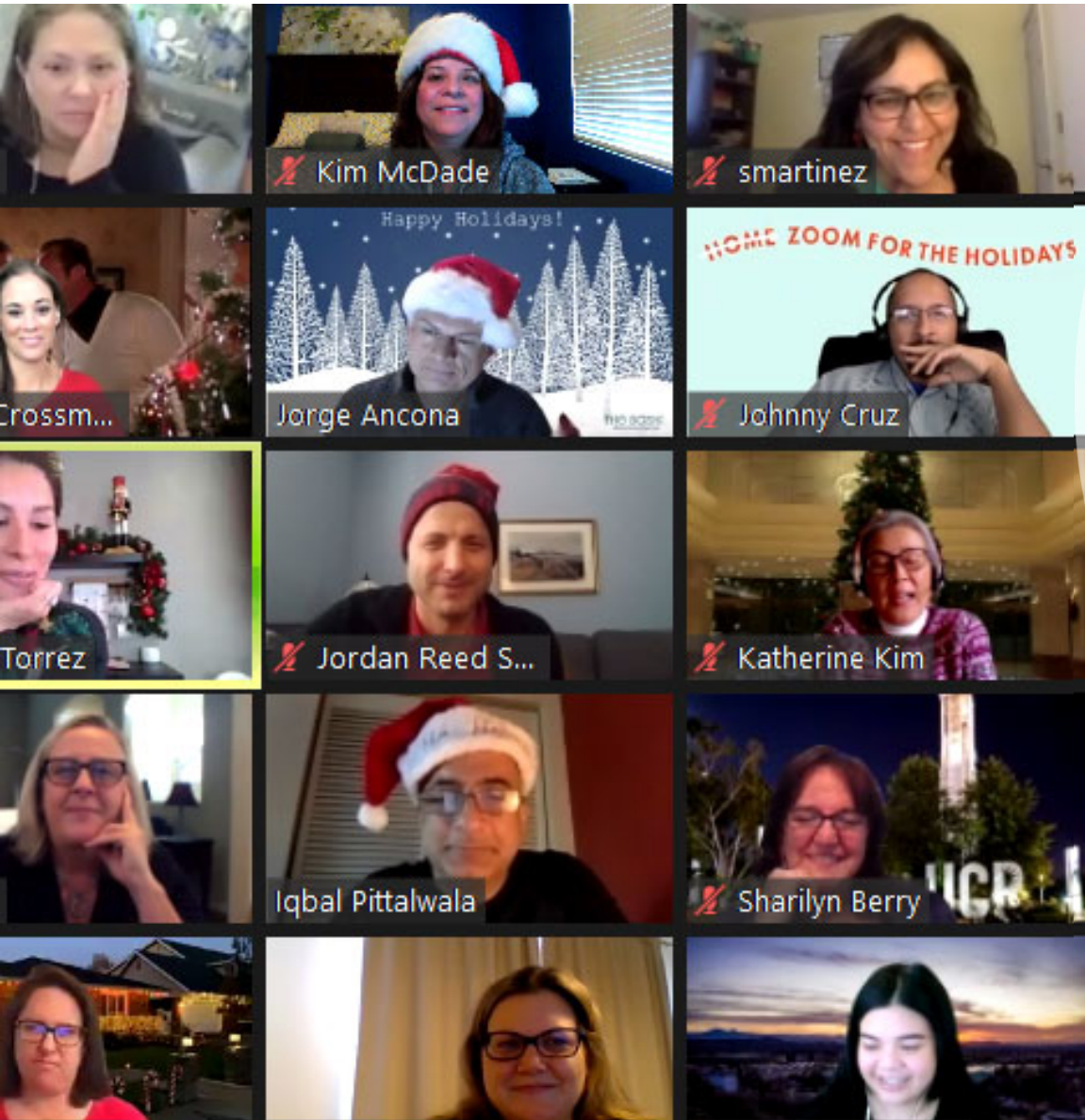
Still Virtual UCR

- Record pageviews for news story, **“Political scientists make battleground state predictions”** primarily from organic search
- CMT kept University Advancement team up and running remotely for 15 months (so far!) during work from home
- **Post-Campaign Reporting Workgroup** provided extensive campaign close reporting
- Surpassed \$30M Campaign goal for deferred gifts, raising **\$30,133,872**
- Online Alumni Awards of Distinction bestowed on **Anthea M. Hartig, M.A. '89, Ph.D. '01, Pedram Salimpour '90, and Fatima Farheen Mirza '13**
- Held 11 manager trainings



- Transferred ***UCR Foundation endowment*** to Regents Chief Investment Officer
- Launched ***BCOE Parents Advisory Committee*** and ***BCOE retired staff and faculty group***
- **7,900** visitors to the Grad Fair website during the first week of the event
- Communications training webinar series launched with ***Brand 101***
- Conducted **15** all staff professional development sessions
- Identified and researched **726** new portfolio prospects up nearly **17%** from the prior year.





- The Hellman Fellows Fund created an endowment of **\$5 Million** to support early-career faculty fellowships
- Launched the **UCR Career Network**; the student and alumni online mentorship program
- Reduced cycle time for transfer of current use gift funds to departments by **2-4 weeks**
- Created new **PowerBI dashboards** in Development and University Communications and created process to transition SPSS and Tableau reports
- Recorded, edited, and distributed video tour of new campus buildings for Chancellor's Associates
- Completed **Alumni Census** data cleanup, updates, and imports into Raiser's Edge

Kim McDade

smartinez

Jorge Ancona

Johnny Cruz

Jordan Reed S...

Katherine Kim

Iqbal Pittalwala

Sharilyn Berry

Jessica Martinez

Peter Hayashida

Marie Schultz

Elliot L Emmer

Kendall

Luis Sanz

Campaign Goal: \$300,000,000

Total Raised: **\$312,949,759**

MORE THAN DOUBLED THE VALUE
OF THE ENDOWMENT

\$110.03M

June 30, 2010 endowment market value

\$328.23M

December 31, 2020 endowment market value

DOUBLED THE NUMBER OF
ENDOWED CHAIRS

36 at campaign
start

72 currently

ALUMNI PARTICIPATION= 10%

Goal
12,500

Total
12,581

Total living alumni **126,244**

UPDATED AS OF 1/11/2021

- Created **19** all staff Good Day UA gatherings.
- Third **UCR Giving Day** again broke records for cash totals & gifts
- First Spanish language parent orientation via Zoom **60** parents in attendance



- **Crisis communication** responses to Coronavirus, BLM protests, attack on the U.S. Capitol, campus safety, data breaches
- **Volunteer board meetings** moved to Zoom

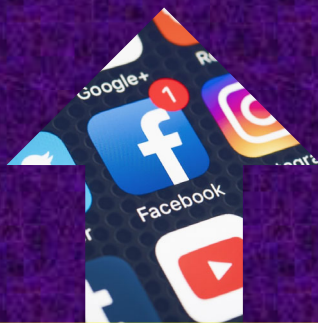


- Created and executed fully virtual **Campaign Closing** celebrations with 4,579 views on YouTube
- Created **Talent Evolution** professional and career development site on UA4U
- Launched Black Alumni Chapter Scholarship and made first four awards





- Launched **Search Engine Marketing campaign**
- Successfully launched ThankView sending **16,855** messages to donors and facilitating **31** unique campaigns
- Implemented paperless processing of **90%** of batch gifts
- **80%** increase in staff and faculty giving in School of Education
- Staged **Chancellor's Distinguished Lectures** featuring UCR Alumna Smithsonian's National Museum of American History's Anthea M. Hartig, M.A. '89, Ph.D. '01, and Former NASA Astronaut José M. Hernandez



**Twitter
engagement
up 19%**



**Published
news stories
up 74%**

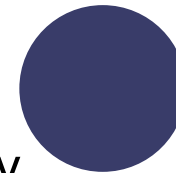


**Inside UCR
stories up
49%**



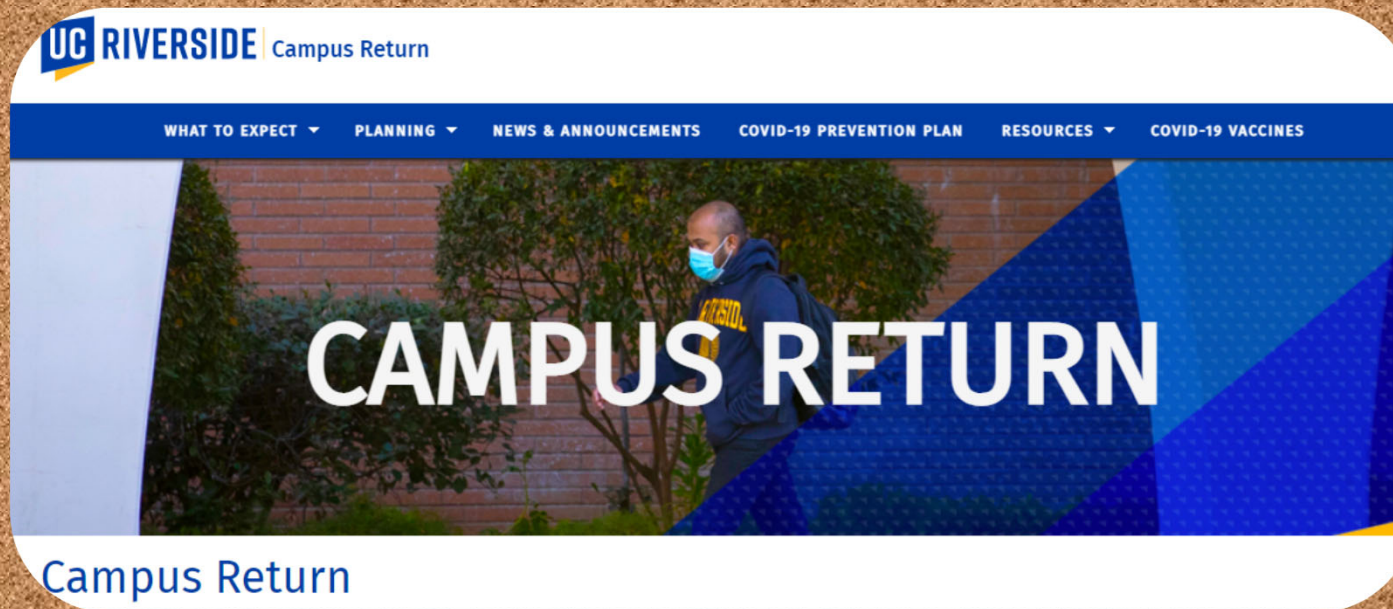
**News
Website
Page views
up 47%**

- UCR news release on soybean oil and the brain named the all-time most visited story on ***EurekAlert***
- Hosted ***GIS@UCR*** panel for alumni who work at Esri
- Development and Communications created ***Football Oral History Project*** to engage athletics alumni and create compelling media content
- Created ***Careers in Professional Sports Virtual Event***
- 52nd Hays Press-Enterprise lecture featured journalist ***Nikole Hannah-Jones***, creator of The New York Times Magazine's "The 1619 Project"
- Physical file servers ("Shared Drives") transitioned to ***SharePoint cloud storage*** to reduce cost, increase security, and improve remote file access





- Launched the UC Riverside *TikTok* account
- Created *Employee Emergency Assistance Fund* through a bequest
- Implemented enhancements to *Karma*, including user interface redesign
- **\$2.8M** in annual gifts raised, including **\$266,442** in unrestricted dollars; **34** more Chancellor's Associates than FY20
- Engaged new scholarship volunteers who expressed interest in engaging on the *Alumni Roll Call*



- Phase 2 of the **brand implementation** went live across all Drupal websites; launched UCR.edu in the campus profile
- Launched **Foundation Gift Fund Details** report to campus
- First **Homeless Support Specialist Scholarship** awarded through Extension made possible by a donation from a UCR Arts and Osher member
- Classes of 2020 and 2021 **Graduate Recognition and Name-Reading** events garnered 48,532 views on YouTube; Class of 2021 **Virtual Commencement** videos received 18,658 views on YouTube

Los Angeles Times

REG. U.S. DESIGNATED AREA HIGHWAY © 2021

THURSDAY, APRIL 8, 2021

latimes.com

EXCESS SPEED CAUSED WOODS TO CRASH

Golfer was driving nearly twice the limit in February accident, L.A. sheriff says.

By RICHARD WINTON

Tiger Woods was driving at nearly twice the posted speed limit of 45 mph when he hit a sharp curve and crashed on the Palos Verdes Peninsula in February, the Los Angeles County sheriff said Wednesday in a long-awaited report on the accident that left the golf legend seriously injured.

Driving at an unsafe speed for the road conditions and the inability to negotiate the curve of the road way caused the Feb. 25 crash, Sheriff Alex Villanueva said. Woods was driving a borrowed Genesis SUV when he crashed and suffered serious ankle and leg injuries, which could threaten his playing career.

Investigators examined the SUV's advanced data systems to determine that Woods reached speeds of up to 87 mph around the time of the crash in Rolling Hills Estates. The sheriff released the information after Woods waived any objection to the release of the crash information.

Instead of reducing his speed into the curvy stretch of Hawthorne Boulevard, Woods was accelerating down the steep grade on the northbound side, which sometimes catches drivers unaware of their growing momentum.

James C. Powers, captain of the Longbea sheriff's station that patrols the area that includes Hawthorne Boulevard, said the crash happened at 7:12 a.m. Woods hit the median, then a Rolling Hills sign, and then the west curb before striking a tree 75 feet off the roadway.

"The impact of the vehicle when it hit the tree caused it to go airborne and do a somewhat pirouette and land on its side," Powers said. (See Woods, A1)



SHANE KRAVITZ FOR LOS ANGELES TIMES

CASANDRA CARUSO, a senior in environmental science who struggled mightily when she transferred from San Bernardino Valley College, said UC Riverside needs more support for transfer students.

Funding gap sparks equity debate at UC Riverside

By TERRA WATANABE

Casandra Caruso was nearly a straight-A student when she transferred from San Bernardino Valley College to UC Riverside in fall 2018. But that quickly — and disastrously — changed.

She was overwhelmed by UC Riverside's fast-paced quarter system and flummoxed by the process of transferring her credits to Riverside. She didn't know how to seek campus help and, as the first in her family to attend college, couldn't ask her parents. She failed a class for the first time ever

and her first-quarter grades plunged to a 2.8 GPA.

"It was miserable," Caruso said. "You're basically thrown into it. I would have had a better experience if UCRI had more staff and resources."

Although the University of California considers itself one system, its 286,000 students do not have access to equal resources and services across its 10 campuses. Among them, UC Riverside students fall far behind their peers when it comes to receiving essential services — transfer student support, counseling, ad-

(See Campus, A5)

49%
Share of UC Riverside undergraduates who are low-income, compared with 39% UC systemwide.

42%
Underrepresented minorities at UC Riverside, compared with 27% UC systemwide.

1,958
Number of students per counselor at UC Riverside, nearly twice as large as the UC system average.

\$313 million
Funds raised by UC Riverside in the last capital campaign, compared with \$2.5 billion by UCCLA.

Source: University of California, Riverside and UCLA



SHANE KRAVITZ FOR LOS ANGELES TIMES

STUDENTS at UC Riverside fall far behind peers when it comes to services.

Biden taking action on gun violence

By DAVID LAUTER

Mass shootings prod the president to use executive powers on 'ghost' firearms rather than rely on Congress.

WASHINGTON — President Biden, making his first foray into efforts to control gun violence since taking office, plans to announce Thursday an effort to limit so-called ghost guns — weapons sold without serial numbers or other identifying information — and to nominate a figure from a major gun control group to lead the federal agency that regulates firearms.

The executive actions come after two recent mass shootings and as some anti-violence activists have expressed disappointment in the administration for putting gun regulation behind other priorities such as the COVID-19 relief bill and Biden's \$2 trillion infrastructure proposal.

The administration's moves, which Biden plans to announce at an event with Army Gen. Merrick Garland, are relatively limited in scope, but mark a sharp shift in course from the Trump administration's deference to the National Rifle Assn. and other gun rights groups and its opposition to expanding gun regulation.

A senior Biden administration official who briefed reporters Wednesday noted that the moves are "an initial set of actions the administration is taking to address gun violence" and that further steps could come later. The official spoke under the condition that they not be identified by name.

The most concrete of Biden's plans will be new rules aimed at ghost guns, made from kits that purchasers can assemble into weapons with relative ease. The kits are not classified as firearms, which means