I. Welcome

Provost Peterson welcomed the group as Chancellor Leland was attending the Regents Meeting.

II. Campus-wide Issues

Legal Considerations Impacting the Use of Social Media

Associate Chancellor Putney and Campus Counsel Gunther

[Please note that an update to this information with more recent interpretations will be presented at the January 14, 2015 Leadership Council.]

Campus Counsel Gunther and Associate Chancellor Putney gave a presentation regarding the Social Media Privacy Act. They stated that while they are aware that there are a lot of issues relating to the use of Social Media on campus and how employees and students use it, they would be focusing on a narrow issue that arises out of state law. In 2012 the California Legislature passed two bills - Senate Bill 1349 and Assembly Bill 1844 - to restrict access to student and employee social media by post-secondary institutions and employers.

Senate Bill 1349 applies to students’ social media and prohibits public and private post-secondary educational institutions, their employees and representatives from requiring or requesting a student, prospective student or student group to disclose, access, or divulge personal social media. The law prohibits a public or private post-secondary educational institution from threatening a student, prospective student, or student group with adverse action for refusing to comply with a request or demand that violates that prohibition.

Assembly Bill 1844 applies to employer-employee relationships and prohibits an employer from requiring or requesting an employee or applicant for employment to disclose a username or password for the purpose of accessing personal social media, to access personal social media in the presence of the employer, or to divulge any personal social media. The bill also prohibits an employer from discharging, disciplining, threatening to discharge or discipline, or otherwise retaliating against an employee or applicant for not complying with a request or demand by the employer that violates the law’s provisions.

Campus Counsel Gunther broadly defined social media as an electronic service or account, or electronic content, including but not limited to videos, still photographs, blogs, video blogs, podcasts, instant and text messages, e-mail, online services or accounts, or internet website profiles or locations. This encompasses personal social media such as Facebook, Twitter and
Instagram, which can be shared amongst friends. Gunther explained that the definition was generic so that as social media grows and evolves, other types will fall into the definition. Campus Counsel Gunther also discussed what constitutes personal social media. Personal social media basically has to do with whether or not the individual has a means of restricting access to it. If you have to be friended, need a password, or have to have access to it, it is considered personal social media. It is not personal social media if the person has this information publicly available.

Associate Chancellor Putney reviewed prohibitions under AB 1844. In the context of employment, the Act’s restrictions appear to apply broadly to all managers and supervisors and to restrict certain social media interactions between managers and supervisors and their subordinates in the workplace. Putney provided examples such as sending a subordinate a “friend” request on Facebook or a request to connect on LinkedIn, engaging another individual (including another employee) to send friend/connection/follow requests and report back on social media content, requiring or asking an employee to log into and review social media in the supervisor’s presence, and requiring or asking employees to share photographs, videos, e-mails or text messages stored on personal cell phones, iPods, iPads, tablets, laptops, desktops or other mobile devices.

Associate Chancellor Putney also provided examples of what is permissible under AB 1844. Permissible activities include viewing any publicly available social media content or profiles, such as a public Twitter account, Facebook page, Instagram site, blog, YouTube Channel, accepting unsolicited friend/connection/follow requests from other employees, reviewing or monitoring social media content on institutionally-sponsored sites or accounts and maintaining existing social media relationships with subordinates.

Campus Counsel Gunther discussed the exclusions from AB 1844 and stated that the law does not affect an institution’s existing rights and obligations to protect against or investigate employee or student misconduct. The law does not prevent an institution from taking adverse action against an employee or student for any lawful reason and nothing in the law precludes an employer from requiring or requesting an employee to disclose a username, password or other information for the purpose of accessing an employer-issued electronic device.

**Overview of UC Tuition Stability Plan**

*Provost Peterson*

Provost Peterson provided an overview regarding the UC Tuition Stability Plan. He displayed a graph that showed the percentage change year-over-year in tuition from 1980 until now, which shows a lot of fluctuation. As a parent, you like to have some level of predictability. The Presidents proposal is to have not more than a five percent increase per year over the next four years in conjunction with the four percent increase in revenue from the State. If the State were willing to contribute more support, however, then the need for increases would be mitigated.
Vice Chancellor Feitelberg shared that our non-mandatory cost increases average three to four percent a year just to keep pace with the cost of inflation, the cost of salary increases, heath and welfare benefits and pensions. State funds comprise forty-three percent of our core funds, so when the State gives us a promise of four percent annual growth across forty-three percent of our funds (but under the conditions that no increases of revenue are possible), that means that our core funds would grow by 1.7 percent a year, which is not enough to sustain our growth and non-mandatory costs. We know we need increases in tuition revenue over the long-term just to keep operating at the current level of access and quality, and that is calculated at five percent. The State would be welcomed to buy out those tuition increases by giving us more state funds and increasing the portion of the core funds that come from the State. Without stable increases we will hit a point in time where a twenty-five to thirty percent increase is required. As a system, it is critical to get the revenues necessary to grow enrollment to meet our enrollment plan.

III. Updates / Information-Sharing

Strategic Academic Focusing Update
Provost Peterson

Provost Peterson gave a brief update regarding the Strategic Academic Focusing Initiative. The academic side has been involved in this process for fourteen months and they are now in the final stages of defining approximately five to six key areas. They are developing one-page descriptions of those areas, which will then be shared with staff. Under Vice Provost Camfield’s direction we will have facilitated conversations with the facility to refine those specific areas. As a closing reminder, the Strategic Academic Focusing Initiative is one of four key elements to an overall Strategic Plan for the campus.

Workforce Planning Update
Vice Chancellor Reese

Vice Chancellor Reese started by giving a brief description of Workforce Planning. He affirmed that workforce planning is not a layoff plan because we are growing. Vice Chancellor Reese presented several slides discussing the current and projected staff to faculty ratios. Currently, we are at a 2.8 staff to faculty ratio, however, we cannot afford to maintain this ratio. What is more viable is a 2.5 ratio. The challenge is that as we grow we need to grow in certain areas. Workforce Planning has identified five areas of investment, which include Student Advising, Financial Analysis, Communications/External Relations, Student Employment and Information Technology. Next steps include a Cabinet Meeting on December 9th. They are moving forward with implementation for the compensation strategy and they are beginning to address the most critical equity issues. HR is starting to look at reclassifications, but they are dependent on completed workforce plans because they need to classify to the future state not to current state. They have brought on two additional compensation staff to help them through this process.
IT Updates and Next Steps

Associate Vice Chancellor/CIO Kovalchick

Associate Vice Chancellor Kovalchick presented the IT website and reported that they are having really good response on data recovery, but the bad news is that it’s still going to take a while to receive the recovered data. IT has launched a skills assessment survey as part of workforce planning. Some projects that they are focusing on are “project on demand” management. They are also looking at digital business services 2020 as part of the effort to support the business processes across campus and automate them in a thoughtful way. IT will also be rolling out phase two of CANVAS. They are working on rebuilding the SAN environment on campus. This environment is the one that serves applications on campus. Additionally, IT is looking at implementing solutions that will allow them to automate and push out security and software updates and downloads. Associate Vice Chancellor Kovalchick displayed the new service catalog that they have posted on the website. It is a work in progress and it may take a year to be fully functioning. If you experience any issues or have any feedback please contact Associate Vice Chancellor Kovalchick to let her know.

IV. Brief Announcements

Update on Executive Searches

Announcements will go out next week for the University Librarian position and interviews will be the first week of December. The Engineering Dean search has launched and the ad should be posted soon. They hope to have the position filled by Fall.

V. NEXT MEETING: Thursday, January 15\textsuperscript{th} from 9:00 am to 10:30 am (changed to January 14\textsuperscript{th})