

## **CUCRA MEETING**

October 29, 2009

UCSF Lang Room

Minutes (Final version)

### **OFFICERS:**

Marian Gade (UCB), Chair; Lee Duffus (UCSC), Vice Chair;  
Anne Gray Raventos (UCD), Treasurer; Suzan Cioffi, (UCSD) Secretary;  
Toni Sweet (UCB), Information Officer.

### **ASSOCIATION REPRESENTATIVES:**

Bob Canon (UCSF), Bob Fulton (LBNL), Jeff Garberson (LLNL),  
Adrian Harris (UCLA), Marguerite Jackson (UC San Diego), Iola James (UCB),  
Allan Jensen (UC Berkeley), Dick Jensen (UCSB), Chuck Meier (LLNL),  
Barbara J. Nichols (UCD), Pat Pelfrey (PARRA/UCOP), John Pitts (LLNL),  
Deanna Falge Pritchard (UCD), Lavonne Rochane (UCOP)  
Marianne Schnaubelt (UCI), Dorothy Webster (UCLA), Don Wilkie (UCSD).

### **CENTERS DIRECTORS**

Marjorie Ahl, Program Assistant (UC Davis); Suzan Cioffi (UC San Diego)  
Eddie Murphy (UCLA), Patrick Cullinane (UC Berkeley).

### **SUMMARY OF ACTION ITEMS RESULTING FROM MEETING:**

#### **Discuss at the Spring 2010 meeting**

**Action Item #1 – Discuss how to attract disaffected retirees to become members.**

**Action Item #2 – Determine what items should be password-protected on the website.**

The meeting was called to order by CUCRA Chair, M. Gade.

Chair's Remarks: Marian Gade welcomed everyone to the meeting. The Chair invited everyone around the table to introduce themselves.

Minutes: S. Cioffi. The April 30, 2009 minutes were distributed electronically prior to the meeting and again in the conference packets. M. Gade asked for comments or corrections. Several corrections which had previously been submitted to Suzan, appear not to have made it into the version which had been distributed in the packets. Marian had the corrected version in her possession. It was determined that the incorrect version had been forwarded. The minutes were accepted as corrected.

#### JBC Report

Marian asked Adrian for his recommendations for follow-up to the JBC morning report. Adrian said that each campus will need to determine if it wants to try to identify who are the retirees in this most vulnerable low income group (pension incomes below \$1,000/month), acknowledging that the total numbers are very small. Marian stated that self-identification of retirees in need is the most ideal approach as UC pensions may represent only a portion of an individual's total retirement income. Representatives discussed the difficulties inherent in self-identification. Adrian was asked about the total number in this group, to which he replied that the total number was but a few hundred retirees. CUCRA representatives unanimously endorsed the JBC report and its recommendations.

Q & A following the morning session. Marian opened the floor for any questions following the morning session.

1. Pat Pelfrey asked if the PEB Task Force is going to be considering the **UC COLA policy**; are there are likely to be any new developments there. Marian answered that, yes, this issue is on the list of items under consideration. What is guaranteed to current retirees and employees who are currently vested in the system may be different from what will be adopted as the pension and COLA policies for future UC hires.
2. Patrick Cullinane stated that communication to retirees about the fall Listening Forums had been very spotty. He asked if CUCRA could be instrumental in leaning on OP to better communicate to retirees the details about the next round of forums. Marian responded that with the last round, OP did its job of getting the information out to each campus, but some campuses were slow to get organized (selection of venue), and each campus organized their forums

differently. Marian has urged OP to urge the campuses to finalize event details and to send this information out early to all stakeholders for the next round of forums. Lee Duffus noted that the detailed information about the first round of forums, with date/time/venue/contact information, was only made available electronically, either on the OP website, or via email. He urged retiree associations to utilize other non-web-based methods to disseminate information about the next round of forums. Suzan Cioffi reported that HR at UCSD had organized the forums there very differently, limiting participation in the forums to only the officers of the Retirement and Emeriti Associations. Suzan said that she would return to San Diego to inform HR that the forums have been open to all retirees on other campuses, and to see if a last minute change for the UC San Diego forums could be effected.

### Officers' Reports

President's Report: Marian Gade reported that she had spent a great deal of time at the Office of the President and on the phone with OP dealing with these matters. She represents CUCRA views to the PEB Task Force as well as to the UCRS Advisory Council, and underlined the importance of receiving feedback from CUCRA representatives to help her formulate CUCRA positions. Marian then thanked CUCRA officers for being such a good sounding board, and Toni for facilitating communications. As more and more CUCRA business and information, sharing is carried out electronically, Marian urged members to keep email contact information up to date. Marian reported that she had worked with Lee Duffus and Richard Drake on the website/archive storage issue, but this will be the subject of a separate report.

Vice President's Report and Discussion of Disaffected Retirees: Lee Duffus reported that he was asked at the last meeting to pursue the development of a CUCRA discussion forum, to provide an opportunity for information sharing and discussion between the biennial meetings. Lee reported that he is waiting to hear the report of the website/archive committee before moving forward with this project. After representatives hear the report about the website/archive storage, then a discussion can ensue about an online discussion forum. An online discussion forum would provide a venue for representatives to query each other about their respective programs.

Lee also broached the subject of the changing attitudes of newer retirees, where there may be less loyalty to the institution, and thus less interest in participating in the retirement association. Lee is working with the UC Santa Cruz Public Information Officer to develop some talking points that may help deflect some of the negative feelings that new retirees have about their university. Many university offices (HR, Development, Accounting, and External Relations, etc.) are often located off campus reducing the bond of loyalty that employees feel with their university once they retire.

Dorothy Webster added her thoughts. She said that campus location, being located far away from where many retirees reside, and the difficulty of getting to campus and finding parking, also plays a role in retirees disaffection with attending retiree association events on campus. She said that the UCLA retiree association is looking at different models, considering delivering their programs to those who do not live near the campus. Pat Pelfrey chimed in that this is even a greater problem for PARRA, as there is no tradition of thinking of PARRA as representing retirees at OP. They have few means to develop programs on their own, and the general sense of disaffection for OP by retirees is wide spread because of the recent reorganization efforts where many people have been pushed out prior to normal retirement. Pat said that they are using the members of the Board of Directors to try to reach out to those who are disaffected. She welcomed hearing ideas from other campuses about innovative approaches to this problem.

Marianne Schnaubelt concurred that this is a rising concern at UCI. She said that they are able to attract many retirees by hosting a number of fun activities, such as a golf tournament. She agreed that one major challenge is where retirees reside and the distance and ease of access to campus. As an example of making retiree association programs more accessible to their members, UCLA and UCI co-sponsor some events that are held in Orange County rather than on either campus. This opened her eyes to analyze where people live relative to campus location, how can we best serve them.

Deanna Falge Pritchard commented that UCD's New Retiree Reception is aimed at making new retirees feel valued and appreciated, to combat the disaffection that many retirees feel. This event will now be held at the Chancellor's residence this next year. Dorothy Webster added "we're stealing her idea".

Allan Jensen, UC Berkeley, discussed the pre-retirement program the Berkeley Center runs. This is a 6 to 8 week program – one day a week – for people who are planning to retire. He attended this session some 10 years ago. He thought it was an excellent means to get retirees to become a member and active in the association's activities, by introducing active staff to the value of the retiree group. The association needs to offer a range of programs to be attractive. 50% of their membership lives in the vicinity of campus. But they are now starting to look at what things they can offer on their website to those who cannot come to campus.

Anne Gray Raventos: The number of retiree association members in 1998 was 4,381. Presently, that number is 6,094. That's not a huge increase, considering the number of those who have retired. She concluded that we have a long way to go.

Chuck Meier said that the retirement associations, through CUCRA, serve a vital role in collecting feedback from retirees on health care and pension issues and making collective retiree voices heard in OP discussions on these issues.

Marguerite Jackson added that UCSD gives a paid parking permit to retirees with 20+ years of service.

Marian concluded the discussion by summarizing that the educational and entertainment programs offered by the associations are a hook to get retirees to join, and then when they are members the associations help to preserve and enhance the retiree experience.

Secretary's Report: Suzan Cioffi. Campus Reports were handled a little differently for this meeting. This sprang from the frustration resulting from the last meeting in San Diego, where so many delegates were obliged to leave prior to the end of the meeting, and most delegates did not hear many of the campus reports. Especially now that CUCRA will soon have a website, it is valuable to have the campus reports on line as a resource for each of us to learn from each other. Marian concurred, saying that CUCEA has handled campus reports this way for a long time.

CUCRA Brochure. Suzan will send the final copy to Marian.

Don Wilkie mentioned the importance of association newsletters in communicating with members and describing association programs and activities. Marian asked if the association newsletters were all on-line. She commented that the newsletters from each association should be included in the structure of the new CUCRA website.

Treasurer's Report – Anne Gray Raventos. A three-page report was distributed. CUCRA is in rather good financial shape, largely thanks to the generosity of the Travel Interest Group, which made a gift of over \$6,000 in 2009. For the proposed budget for 2010, projected income includes membership dues of \$3,500 (based on CUCRA dues continuing at the rate of 50 cents per member) and a carry forward of \$15,000. This is a conservative income projection, which does not include any projected gifts from the Travel Group. Projected expenses include \$5,000 for CUCRA meetings, and projected expenses for AROHE and the UCRP Advisory Board. Thus, projected CUCRA expenses will be a great deal less than income. The proposed budget for 2010 was moved and seconded, and unanimously approved by representatives. Later in the meeting, but incorporated in the minutes here, Marian noted that the assembly should recognize Rosemary Norling, the Coordinator of the UC Travel Group, as CUCRA's chief benefactor.

Marian thanked Anne for her excellent work as CUCRA Treasurer. Anne then distributed a detailed breakdown on dues progression by campus for the last three years.

Dorothy Webster raised the question about whether CUCRA should be sitting on so much cash, with \$34,000 in the bank. Might there not be a better use of this money, with the indigent retirees that are of concern to us. Marian said that it was important to keep a large reserve for two reasons: 1) It is unclear with the current economic situation whether the Travel Group will continue to enjoy success and to give so generously to CUCRA, 2) It is unclear if given the current budget concerns, CUCRA may be called upon to subsidize a larger portion of the expenses of our biennial meetings. Dick Jensen concurred with the necessity of keeping a large reserve, commenting that things can change very quickly, and meeting expenses could quickly consume much of the reserve if the Travel Group ceased its donations. Anne responded to Dorothy's suggestion saying that if CUCRA ever wanted to provide assistance to indigent retirees, we would want to set up a separate Benevolent Fund earmarked for that purpose. It was the general agreement of all attendees to consider the money in the bank as a necessary reserve fund.

Information Officer's Report – Toni Sweet: Suggested the following change: Toni asked that all changes to the draft minutes be sent by email directly to Suzan three weeks before the meeting, so that the final minutes are then sent to Toni two weeks before the meeting. She also requested that all of the campus reports and other committee reports be sent to her two weeks before the next conference to ease the task of preparing the conference packets. Marian suggested that conference documents be sent out to all registered representatives and that each representative print out their own set of documents to decrease the costs for the host campus. Marian recommended that only four sets of documents should be printed by the host campus for any attendees who had not pre-registered for the conference. Toni will send out the documents using lower versions of Microsoft programs to ensure accessibility. Tonia asked everyone if it was acceptable for every member of CUCRA to have access to everyone's email address. Anyone who does not wish to have their email address disclosed to other members must indicate their desire to keep their email address private – or “**opt-out**”.

Marian decided that campus reports will remain as an agenda item, with the reports being sent out electronically two weeks ahead of the meeting. This way the campus reports portion of the meeting could be dedicated to feedback or questions about specific items on a campus report that were of interest to members.

Nominating Committee – Don Wilkie: In October of 2008 we elected the Chair, Marian, the Vice Chair, Lee Duffus, and the Secretary, Suzan, to serve through the year 2010. This year, in accordance with CUCRA bylaws, we elect our Treasurer and Information Officer for two-year terms commencing in January 2010. We present the following slate of officers: for Treasurer,

Anne Gray Raventos and for Information Officer, Antonia Sweet. Then, Marian conducted the election. Representatives unanimously affirmed the election of these two officers.

Travel Group – Rosemary Norling (absent): Marian said that we do not have a report from the Travel Group. Rosemary is putting together some new trips, and will send information to the campuses as soon as it is available.

#### CUCRA Website and Intra-Campus Communications – Marian Gade:

##### A: Committee Recommendations:

- 1) Archives: The Bancroft Library at UC Berkeley maintains the archives of the UC system, and would welcome the hard copy archives of CUCRA as well. Marian recommends that we digitize the small amount of hard copy material that we have and that it be archived at the UC Berkeley library.
- 2) Implementation Timeline: The CUCRA Website Development Committee recommends the development of a basic website in Phase I, and the development of a chat room/discussion forum in Phase II.
- 3) Website Hosting: Marian recommended that CUCRA's website be hosted by the same private firm that hosts both the UC Berkeley Retiree Center and the UC Berkeley Retirement Association. CUCRA would be charged a nominal annual fee for this hosting.
- 4) Website Content: The proposed website content is outlined on the committee's handout (see addendum)
  - i) Home page: including information about the next meeting, important announcements, and CUCRA mission statement.
  - ii) About CUCRA – Mission Statement
  - iii) Directory Information:
    - 1) CUCRA Officers and representatives –with an opt out option,
    - 2) UC Retirement Centers,
    - 3) Campus retirement associations' officers
    - 4) System-wide contacts,
    - 5) UC RS Advisory Board,
    - 6) UC Board of Regents.
    - 7) A link to New Dimensions
  - iv) Meetings
    - 1) Date/place/how to register for the next meeting
    - 2) Minutes and agendas.
    - 3) Past meetings
  - v) History of CUCRA – who the officers were, who served when.
  - vi) Documents: Standing Rules, Bylaws
  - vii) Reports: JBC, and links to pertinent reports from CUCEA, Academic Senate. and OP..
- 5) Staffing of website maintenance: A part-time work-study student would handle the website updating on a fee reimbursement basis.
- 6) Historical information must be stored about who served in what capacity at a given time.
- 7) Backup: The website and all related documents should be backed up onto an external hard drive.
- 8) The Information Officer would be responsible for sending the documents to be uploaded to the web server, so this necessitates a certain level of computer knowledge in this position.
- 9) Costs: Web hosting at \$300/year, with a higher cost for the first year, where the first time web page design is estimated at \$200. Work-study student – an estimate of \$500 for set up, and about \$500 a year.

Marian concluded that this was an extremely useful way to spend part of the Travel Group donation to CUCRA.

##### B. Discussion – Website development and archival storage issues

Marian opened the floor for discussion, by reiterating the things we might wish to password protect, such as the directory of CUCRA representatives, the minutes, and the Treasurer's reports.

Lavonne Rochane and Pat Pelfrey both argued for the inclusion of a comments section where retirees could have the opportunity to contribute their opinions on CUCRA matters, as there is no other ongoing place for retirees to give their feedback. Dick Jensen recommended having a security word that the person submitting a comment must type in below the comment block to ensure that it is an individual submitting the content and not a spam machine. Marian expressed her concern about hosting a forum for anonymous feedback. Suzan C. recommended that a retiree forum should have a moderator who is responsible for filtering out inappropriate material before it is posted. Marguerite J. added that there is also a need to have someone who is responsible for answering concerns raised in the discussion forum.

Patrick C. suggested that these interests might best be handled with three different sections:

- 1) Public input section – where all retirees could anonymously leave comments or input.
- 2) Current issues section with links to more information related to the issue.
- 3) CUCRA Representatives discussion forum – limited only to reps, therefore no need for a moderator.

Dorothy W. suggested that we should include a section that promotes advocacy of CUCRA and Retiree Association viewpoints on particular issues of concern to retirees. This section could include sample letters and links to more information. Dorothy also recognized that there is a need to approach the web site development project in several phases, with the first phase providing a web site which tells the CUCRA story, mission statement, meetings, who we are, and what some of the key issues are. Then, in the next phase, we can develop the password-protected area with information that needs to be protected. The third phase could be the development of the discussion forums. Dorothy summarized by saying that for the initial rollout, we need to keep it simple and static.

Marian asked for a consensus from representatives that Dorothy's summary of a phased rollout was the web site development approach that the committee should pursue. All concurred.

Marian asked for concurrence on what should be password protected, suggesting that it might include:

- 1) Contact information
- 2) Treasurer's reports for the last year
- 3) Minutes for the last year

Since no general concurrence emerged from Marian's question, Suzan suggested that the best approach may be to use a Survey Monkey to gather feedback from representatives about this issue. She suggested that a survey (using the free services of Survey Monkey) be sent to all to collect the opinions of all representatives.

Lee Duffus asked for approval to spend up to the amount of \$800 to begin the process of developing the first phase of the CUCRA website. A motion was introduced and seconded. All representatives unanimously approved the motion. Marian said that with this approval the committee will begin its work of developing the website.

#### UC Advocacy

Marian reported that the Office of the President is deeply concerned about some things going on at the state level. It looks as if the Office of the President is going to be happier about asking retirees to advocate on behalf of UC with their legislators. Marian and CUCEA President Charlie Hess have had discussions about this issue and have responded to Randy Scott (OP) to indicate that they believe that it is more appropriate to ask retirees to advocate on behalf of issues that are more specific to retirees, such as the restart of the state's contributions to UCRP and contributions to retiree health. Marian asked if this met with the approval of the CUCRA board. Marian suggested that she and Charlie would work with OP to develop "Talking Points" and possibly even draft letter templates, so that retirement association members would not be crossing the line into lobbying activities. Lee D. added that all of us can presently advocate. You can all become a member of *UC for California* by going to the website: <http://www.ucforcalifornia.org/uc4ca/home/>. Sample letters are there. The names and addresses of your representatives are there, and you can modify and fire off a letter to your representative. Marian agreed that this is important, but added that what she and Charlie Hess are working on will be targeting issues that are specific to retirees.

Campus Reports: Marian noted that this is why we went with the written campus reports, because we are out of time and there is no time to discuss the campus reports. Marian urged attendees to thoroughly read the reports of your sister campuses.

Next meeting: The date and time was announced this morning. (UC Santa Barbara, April 28-29, 2010).

Marian adjourned the meeting at 3:35 PM.

Respectfully submitted

Suzan Cioffi  
CUCRA Secretary  
March 29, 2010