



Collaboration is Key!

Maximizing Resources to Maximize Your Message

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Today's agenda

- Discuss the importance of collaboration
- Discuss different ways to collaborate
- Share ideas and potential collaborations



Collaboration is...

Working Together | Listening | Asking Questions
Sharing | Planning | Achieving | Solving
Unifying | Aligning | Building
Succeeding





Collaboration is Key

WHY

Collaboration is also a Marketing Opportunity

**Gain Insights/
Objective**

Agree on Strategy

Form an Idea

**Promote/
Communicate**

- **Maximize budgets**
- **Maximize resources**
- **Identify/utilize expertise**
- **Partnerships**



Collaboration is also a Branding Opportunity

What is a Brand:

A brand is a **SUM OF ALL EXPERIENCES** a person has with a product or service.

Each sum is unique to each person. The goal is to make it sum up in the mind of your target audience to what you want them to think and feel.



What experiences do you control?

- Website
- Social Media
- Collateral
- Merchandise
- Events
- Press Release
- Advertising
 - Digital
 - Email
 - Text



What about the other experiences?

UC RIVERSIDE | Teacher Education

Bilingual Authorization (BILA) Workshop **FREE**

For the UCR In-House Spanish Proficiency Assessment (SPA)

Friday, October 3, 2025

1 to 3 pm on 

We'll review the SPA content and resources to help you prepare to take and pass the test!

Register in advance for this meeting:
<https://tinyurl.com/SPAprepWorkshop1>



After registering, you will receive a confirmation email containing information about joining the meeting.

Questions? Contact Dra. Nicholls kristine.nicholls@ucr.edu

UC RIVERSIDE | School of Education


UC ONLINE CROSS-CAMPUS CLASSES

Fall 2025

Take UC Classes Anytime and Everywhere

If you're a UC student, your education isn't limited to UCR campus classes. Good standing students may enroll in two online courses from other UC campuses. With UC Online, you can access online courses taught by expert faculty across the UC system. Satisfy degree requirements or explore new subjects with UC Online.

Note: Do NOT enroll in UC Cross Campus, if this is your last quarter at UCR.



Some courses start on Aug. 27, 2025.

Download a copy of each UC Academic Deadlines Calendar.

Enrollment Process

1. Visit the UC Online Website: <https://search.uconline.edu/>
2. Click Find Course and Enroll
 - o Select your home campus (UC Riverside).
 - o Students can search for classes by term and subject area
 - o Click on the **Course Title** to view more information about the course and to enroll.
 - o You will receive an email confirming enrollment.
3. Meet with your Academic Advisor for any questions

JUSTICE & EQUITY IN EDUCATION IN AN EVOLVING POLITICAL CLIMATE:
A Collective Re-Imagining



Please register by Sept. 29th (linked Google form)

WITH KEYNOTE SPEAKERS:

DR. DANNY MARTINEZ
UC Davis

DR. CARMEN KYNARD
Texas Christian University

SCHOOL OF EDUCATION

INAUGURAL GRADUATE RESEARCH CONFERENCE

Oct. 13, 2023
Registration/Student Success Center opens 8:30 AM/MPR 1-3

Scan QR code for conference schedule & keynote speaker information!



UC RIVERSIDE | School of Education

ENROLLMENT ADJUSTMENT SUPPORT

SPRING 24 EAF Workshop
PRESENTED BY SOE PAA

JOIN US IN-PERSON OR OVER ZOOM FOR ASSISTANCE WITH FILLING OUT YOUR EAF FORM

MAY 8TH
9:30AM-10:30AM
SPROUL 1224
ZOOM: 990 6861 1578

MAY 22ND
9:30AM-10:30AM
SPROUL 1224
ZOOM: 964 9925 5013



ZOOM



ZOOM

EDUC 145
Black Language in Schools & Society

ENROLL NOW FOR FALL 2025

Dr. Alice Y. Lee
Associate Professor of Critical Literacy
School of Education



Overview

This course explores the historic, linguistic, sociolinguistic, and sociopolitical dimensions of Black Language in the U.S., including but not limited to:

- The relationship between Black Language and Blackness;
- Critically interrogates deficit framing of Black Language in classroom instruction, schools, and society;
- Invites students into liberatory learning engagements;
- Course content, assignments, lectures, and discussions center the lived experiences of Black Language speakers.

What is the history of Black Language in schools?	How do we imagine Black linguistic justice in schools and society?	What societal structures and ideologies gaslight the legitimacy of Black Language?
We will be exploring the historical background of Black Language in schools, including literacy facts and misconceptions.	With different approaches, we will be analyzing and reflecting on pedagogies on Black Linguistic Justice.	How does the sociopolitical structure affect Black Language? How do we counteract the inequity and misunderstanding the society has for Black Language?

What about the other experiences?

- Advisor meetings
- Admissions
- Faculty conversations
- External presentations
- Media
- Influencers
- Social Media comments
- Rankings
- Peer group conversations



Collaboration Helps Manage Experiences Beyond Your Control

- Work with Advisors
- Share with Admissions
- Engage with Faculty
- Write/Edit presentations
- Develop relationships with media
- Monitor influencers and social media comments
- Address Rankings
- **Acknowledge the importance of WORD OF MOUTH**



Word of Mouth


Prospects and students are most influenced by:

- Colleagues/Friends
- Family
- External sources

When others share their *positive experiences* with prospects, influencers, students, the community...

- We maximize our message
- We maximize our resources
- We maximize our results





The Big Question

HOW

Collaborative Marketing

- Partnerships at Events
- Invite special guests/speakers
- Utilize Alumni
- Include Funders
- Student Organization Participation
- Work with other schools; RCC
- Work with the media or KUCR
- Videos with faculty/staff
- *Communicate, communicate, communicate!*



Unified Message Strategy

Have a common belief system across all stakeholders and make that belief system known.

Bachelor of Arts

EDUCATION, SOCIETY, AND HUMAN DEVELOPMENT

Concentrations

Education for Social Justice
Learning and Behavioral Studies



Why ESHD?

Culture

Choose to make a real difference in the world. SOE students, faculty and staff are committed to creating a more equitable society. We believe educators are liberators because knowledge is transformative. ESHD students are prepared to transform our system of education, society and the lives of our youth – which means making the world a better place.

Career

Choose a degree that will help you get a job. Educators are in great demand in and out of the classroom. ESHD students are well prepared to get their teaching credentials or to become school psychologists, counselors, speech pathologists and more. There are also opportunities in social work, nonprofit management, public policy, research, healthcare, arts education, early education, youth services, adoption services and so much more.

College

Choose a college that will be there for you. UCR is a big, state university with all the great resources of a major, public university. But the SOE operates more like a small college that gets to know its students and supports each student uniquely based on the needs of the student. From writing support to professional development to student engagement, the SOE is there for you!

Unified Message Strategy

Bachelor of Arts PUBLIC POLICY

Public policy is a big umbrella that encapsulates so many areas of interest. We draw students from across the spectrum with varied interests. Just a few policy areas you could study are:

- 1.Environmental Policy
- 2.Health Policy
- 3.Poverty and Income Policy
- 4.Water Policy
- 5.Income and Wealth Inequality
- 6.Crime, Justice, and Drug Policy
- 7.Migration and Citizenship
- 8.Discrimination and Identity (Race, Sex, Gender, Religion)
- 9.Housing and Homelessness
- 10.Urban and Community Development
- 11.Agricultural Policy
- 12.Energy Policy
- 13.Democracy, Corruption, and Voting
- 14.International Policy
- 15.Education Policy
- 16.Geographic Sciences and Policy

The UCR public policy major, housed in the UCR School of Public Policy, will provide you with a set of **research, analytical, and management skills** that are transferable across sectors and across issue areas.

WHAT IS PUBLIC POLICY?

Policy Change is Advocated:

Advocates (including corporations, non-profit organizations, and citizens) lobby legislators and file lawsuits to change policy. Public policy analysts' data collection and policy evaluations are key ingredients to successful advocacy.

Policy is Evaluated:

Public policy analysts study whether the policy had its intended effects and whether there were unintended positive or negative side effects.

Policy Affects Outcomes:

Human behavior and the natural world are changed. Public policy analysts collect data to document change.

Master of PUBLIC POLICY

The Master of Public Policy (MPP) degree **prepares students for a variety of careers** in the public policy sector.

Our MPP degree prepares students to develop new, sound public policy that anticipates how policy will be implemented and prospectively estimates likely behavioral responses and impacts on efficiency, equity, prosperity, and justice; appropriately collect data on the implementation process and outcomes; utilize the best qualitative and quantitative methods to understand policy implementation and evaluate policy effects; and to understand how and when advocacy for policy change is effective.

What will your iMPact be?

BA/MPP DUAL PROGRAM

Home to the only BA/MPP Program in a public policy school in the UC system, the program will allow students to obtain both BA and MPP degrees through an integrated **five-year plan of study**.

Open to Public Policy majors only, students will apply at the end of their junior year to begin MPP coursework in their senior year. Students will be held to UCR Financial Aid Office undergraduate eligibility requirements during their 4th year. Financial support for 5th year will be determined by a financial award package from the MPP program (if applicable).

Policy Change Happens:

Legislators write and pass new bills; courts make decisions. Public policy analysts conduct pre-assessment of likely impacts to inform choices and write new bills.

Policy is Implemented:

Public administrators do the work to enforce new laws. Public policy analysts study whether the policy is implemented as designed.

Student Success Programs

The UCR School of Public Policy is committed to ensuring the success of our public policy students during the course of their studies and after they graduate. Learn about some programs and resources available to our students:

Internship Program

The UCR School of Public Policy offers select internship opportunities to undergraduate Public Policy majors who demonstrate strong academic aptitude and commitment to further advance their **practical learning experiences**. With guidance from our own Career Counselor and Academic Internship Coordinator, students' success rates of attaining and completing an internship are at an all time high.

Peer Academic Advisor Program

Peer Academic Advisors (PAA's) are current public policy students who assist undergraduate students with academic advising, registration, course planning, and navigating advising resources. Along with student advising, PAAs create workshops and provide **mentorship and knowledge of campus resources**. PAAs are here to create strong advising relationships in which we can create opportunities for students to **grow, gain success, and achieve their educational goals**.

Dean's Ambassador Program

The Dean's Ambassador Program is a **leadership and student success initiative** geared towards developing high-achieving public policy students and raising the School's brand profile. Ambassadors serve as brand advocates, marketers and communicators, event staff, and role models to their peers. They learn **information dissemination and community engagement skills** useful for public affairs careers, among many others.

Examples



UC RIVERSIDE School of Education

Educators are liberators because knowledge is transformative.

ABOUT SOE

PROSPECTIVE STUDENTS

CURRENT STUDENTS

FACULTY & RESEARCH

SOE COMMUNITY

SOE Student Success

QUICK LINKS

Welcome to ESHD

Resources for Student Success

Meet with a Student Ambassador

Attend an Information Session

Admissions

Financing Your Education

Sproul Hall

Supporting the Whole Student

At the UCR School of Education, our commitment is to the well-being of each student. From dedicated academic and social support to dedicated professional development, the SOE strives to create meaningful connections between students and their degree, their peers, their career and their community. Our attitude might be a little different, but so are each and every one of our students.

UC RIVERSIDE School of Education

WE'RE HERE FOR you

At the UCR School of Education, our commitment is to the well-being of each student. From dedicated academic and social support to dedicated professional development, the SOE strives to create meaningful connections between students and their degree, their peers, their career and their community. Our attitude might be a little different, but so are each and every one of our students.

WE'RE HERE FOR YOU

UC RIVERSIDE School of Education

COMMUNITY ENGAGED LEARNING
WE'RE HERE FOR professional development

Community Engaged Learning is where professional development meets community engagement. Our CEL team matches you up with opportunities to help you identify your strengths and goals as you gain the confidence to make a real difference in the world.

WE'RE HERE FOR YOU

Dr. Austin Johnson
Associate Dean of Undergraduate Education
Sproul 1124

UC RIVERSIDE School of Education

GRADUATE STUDENT AFFAIRS
WE'RE HERE FOR grad student success

We understand that grad students need support in different ways, often with managing the school/work/life balance. Our student affairs team is here to help you manage it all, so that you get the very most out of your graduate pursuits.

WE'RE HERE FOR YOU

UC RIVERSIDE School of Education

UNDERGRADUATE PROGRAMS OFFICE
WE'RE HERE FOR student guidance

The SOE advising team meets with students virtually or in person to help keep you on your degree path if you're a major, minor or want to complete a double major. We also help with changes in degree concentration, SOE learning communities or just life at UCR.

WE'RE HERE FOR YOU

Graduate Student Affairs
We're here for Grad Student Success

Dean's Suite
We're here for Whenever you need us

Thinking about Grad School or a Doctoral degree? Our grad

We care about your current and future success. Stop by Sproul

Examples

SCHOOL OF PUBLIC POLICY

"The **B.A. in Public Policy** program has been an excellent stepping stone for **law school**. It has made me more aware of the structures of society and how they are upheld by policy. **I have learned so much**, from how to analyze human behavior and weigh the costs vs. benefits of policies, to how to determine whether or not a policy would be efficient. The UCR School of Public Policy has strengthened my **analytical skills** as well as my **creative ones**."

Bella Engles, Future Attorney

START YOUR CAREER IN
Criminal Law

UC RIVERSIDE
School of Public Policy

SCHOOL OF PUBLIC POLICY

"The **B.A. in Public Policy** program has provided me with invaluable opportunities to **participate in research** and lead my own public health initiative on campus. As I pursue my goal of becoming a **physician**, the Public Policy program has given me the tools to understand the **social factors** shaping healthcare in the U.S. **I am grateful for the foundation it has provided**, as it bridges my passion for medicine with a broader perspective on the social determinants of health."

Sanjana Bollapragada, Future Physician

START YOUR CAREER IN
Healthcare

UC RIVERSIDE
School of Public Policy

UCR School of Public Policy

Dean Mark Long

Dean of the School of Public Policy at UC Riverside

The UCR School of Public Policy's Official Podcast

Celebrating 5 Years
Policy Chats

NEW EPISODE!

Menstrual Equity in Higher Education Institutions
with Marisol Torres and Germaine Ho
Hosted by Dori Pham

Link Here

SPP UNDERGRAD HIGHLIGHTS

Weekly Spotlight

- **New link for advising support and making appointments!**
- **Fall 2025 Course Offerings**
 - Only students who have "tracks" are able to take these courses
 - If you have any questions, make an appointment with an SPP Advisor or email spp-advising@ucr.edu

ADVISING

Academic Support and Appointments

View our **drop-in hours** and book an appointment for **academic advising** or **career and internship support**.

Reply Reply all Forward

Examples



- Presented by, promoted by and partnered with RCC and the Center for Social Justice and Civil Liberties



- KUCR partner
- Participating:
 - Chancellor's office
 - Career Center
 - Summer School Admissions
 - Chicano Student Programs
 - African Student Programs
 - Community Engaged Learning
 - Research and Writing Support Center

Examples



The **University of California, Riverside (UCR) School of Public Policy (SPP)** offers a variety of opportunities for organizations to engage with emerging policy professionals and tackle real-world challenges. Whether you're looking for policy research support, student internships, or talented fellows, UCR provides valuable resources to help advance your organization's mission and build a future workforce in public policy.

Client-Based Capstone (CBC) Projects

Each year, second-year Master of Public Policy (MPP) students participate in the Client-Based Capstone (CBC) Project as part of their degree requirements. This 6-month project (January-June) pairs student teams with organizations from the public, nonprofit, and private sectors to address real-world policy challenges.

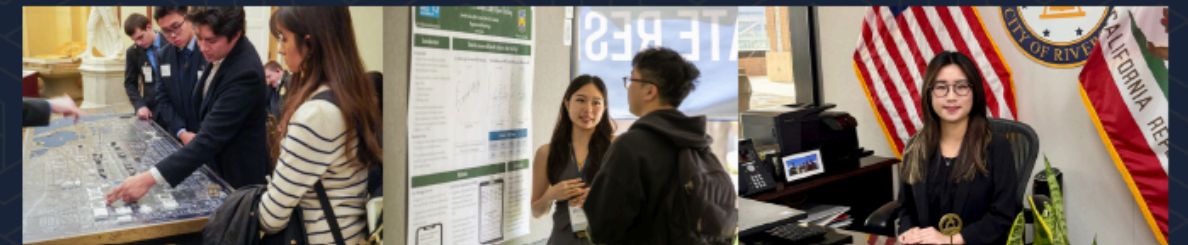
How It Works:

- **Policy Research & Consulting:** Students provide policy analysis, research, and consulting services.
- **Collaboration:** Student teams, supervised by a faculty member, work with organizations to develop policy recommendations.
- **Deliverables:** At the end of the project, students present their findings through both oral and written reports. This is a fantastic opportunity for your organization to receive in-depth policy analysis and recommendations at no cost!

Host a Student Intern

Each year, UCR School of Public Policy houses over 50 MPP students and 300+ undergraduate students. All students are required to complete an internship with a minimum of 120 hours. Hosting a student intern provides a mutually beneficial opportunity:

- **Support the Next Generation of Policy Professionals:** Provide hands-on experience for future leaders in public policy.
- **Flexibility:** Interns can assist in a variety of policy areas, from research to program development, and more. By hosting a student, you're investing in the professional growth of an aspiring policy professional while gaining valuable assistance for your organization.



Randall Lewis Public Policy Fellows

The Randall Lewis Policy Fellows Program, managed by the Center for Community Solutions, connects UCR MPP students with organizations in Riverside and San Bernardino counties. This program offers 380 hours of hands-on work in a policy analyst role.

Program Highlights:

- **Affordable Access to Emerging Talent:** The Center covers \$7,000 of the student's stipend, and your organization contributes only \$1,000.
- **Build Your Workforce:** Engage with top policy talent before they graduate, giving your organization a competitive edge in attracting future employees.
- **Hands-On Policy Work:** Fellows contribute directly to policy analysis, providing valuable insight into local issues. This is an excellent opportunity for organizations looking to access skilled, emerging policy professionals at an affordable cost.

Randall Lewis Public Policy Researchers

Randall Lewis Policy Researchers, housed within UCR's Center for Community Solutions (CCS), strengthens regional research capacity by providing organizations in Riverside and San Bernardino counties with short-term, independent research support by a MPP student.

Program Highlights:

- **Expertise on Demand, Quick Turnaround:** Graduate student researchers provide timely support for small-scale, clearly defined projects that have a turnaround period of (~8 weeks or less), such as policy briefs, literature scans, descriptive statistics for publicly available data, and data availability assessments, among other needs.
- **No-Cost Support:** Organizations receive research assistance at no cost for the graduate student researcher's time.
- **Oversight:** All research is conducted under the guidance of UCR's Center for Community Solutions, ensuring high-quality, policy-relevant analysis that is responsive to the real-world needs of community partners. This is an excellent opportunity for organizations seeking no-cost, immediate support for targeted research questions on pressing policy questions. Requests for the support by a CCS Randall Lewis Policy Researcher are accepted on a first-come, first-served basis.

Contact Information: For more information on how your organization can engage with the UCR School of Public Policy, please contact laura.sosa@ucr.edu.



**Let's
Collaborate**

