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**PUBLIC AFFAIRS**

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	1996-97		1997-98		1998-99	
	FTE	Budget	FTE	Budget	FTE	Budget
<b><i>Category of Expenses:</i></b>						
Staff Salaries	13.80	574,185	14.09	614,273	14.50	644,787
General Assistance		4,127		7,660		7,660
Nonsalary/Other		250,309		371,909		395,479
<b>TOTAL by Category</b>	<b>13.80</b>	<b>\$828,621</b>	<b>14.09</b>	<b>\$993,842</b>	<b>14.50</b>	<b>\$1,047,926</b>
<b><i>Sources of Funds:</i></b>						
General Funds	12.88	748,453	13.17	897,443	13.50	921,698
Registration Fees	0.92	23,341	0.92	39,572	1.00	44,401
Gift and Endowment		18,327		18,327		18,327
Self Supporting		36,500		36,500		61,500
Other		2,000		2,000		2,000
<b>TOTAL by Fund</b>	<b>13.80</b>	<b>\$828,621</b>	<b>14.09</b>	<b>\$993,842</b>	<b>14.50</b>	<b>\$1,047,926</b>

**MISSION**

The mission of UC Santa Cruz Public Affairs (the general umbrella term used to describe the collective efforts of Public Information, Publications, Community Relations, Governmental Relations and the University Events Office) is to promote understanding, appreciation, and support of UCSC's teaching, research, and public service. We accomplish this through creative use of outreach strategies, internal and external communications, the coordination of welcoming services and public events, and through strong communications and marketing partnerships with other campus and university units. By these efforts we develop effective and productive relations and foster goodwill with UCSC's many constituents, including faculty, students, staff, news media, governmental officials, donors, alumni, parents, prospective students, campus visitors, and the general public.

**GOALS**

- Advance internal and external understanding and support for, campus growth and change.
- Increase internal and external appreciation for overall excellence of UCSC.
- Expand awareness of UCSC's contributions to our region, including Santa Cruz County, Monterey County and Silicon Valley.
- Enhance work environment and employee satisfaction, contributing to making UCSC a first-choice destination for faculty and staff.
- Contribute to development of shared sense of campus community.

**ACTIVITIES**

- Expanded news coverage of UCSC in the region.
- Increased national attention to achievements of UCSC faculty, students and alumni, through expanded use of electronic media and national media.
- Increased participation with Latino community and other underrepresented groups through active attendance of campus representatives at community events.
- Expanded inventory of publications expressing distinctions of UCSC.
- Produced special events and arranged annual Arts and Lectures Series.