

PLEASE READ THIS INFORMATION BEFORE YOU PREPARE YOUR BRIEFING.

As the sponsoring unit, you are responsible for preparing this briefing, which has added significance for the new Chancellor as we introduce Dr. and Mrs. Block to our External Affairs constituents, the UCLA family, as well as the greater Los Angeles community.

The Chancellor will rely heavily on these briefings as a uniquely effective tool to acquaint him with the many new faces and wide range of issues he will navigate during his first year on campus. Bear in mind, also, that the briefings you prepare reflect on you, your unit and this department, so please read carefully the instructions outlined herein.

- All briefings will be reviewed by the Executive Assistant and approved by the Vice Chancellor, External Affairs before being delivered to the Chancellor. Nancy Lumsden, Executive Assistant to the Vice Chancellor, is available to assist you in preparing your briefing and to answer any questions.
- Please review your document for content, proofread and correct all typos and be sure to vet it with your supervisor and/or assistant or associate vice chancellor prior to submitting it to Nancy (x6-0601) in the Vice Chancellor's Office, **10 working days before the event or meeting**. Please send it via e-mail to nlumsden@support.ucla.edu. Do not submit briefing material directly to the Chancellor's Office.
- The attached template is a guide and should be adjusted to meet your distinctive needs. Please include any additional information that you feel would be beneficial.
- **Please do not use the template itself as a form in which to insert your event information, as it will not hold format when printed.**
- A brief cover memo should accompany all briefings summarizing your event and conveying appreciation for the Chancellor's participation. A sample is attached.
- When Mrs. Block participates with the Chancellor, please address the memo to both.
- Once the briefing has been finalized in the Vice Chancellor's Office, copies will be distributed to the Vice Chancellor, the Associate or Assistant Vice Chancellor, and others as noted. If Mrs. Block will attend, her copy will be sent electronically or delivered to the Residence from the Vice Chancellor's Office.

- Event Name
- Event Purpose
 - Background
 - Goals and objectives
 - A description of the Chancellor's role
- Contact person and a phone number, including an off-hours phone number, if appropriate, in order to handle emergency or unforeseen situations
- The name of the senior staff member who will accompany him to, or provide staff support for him at the event or meeting
- Location:
 - If off campus, provide name of the venue or event location and street address
 - Provide directions (include a map if possible) and parking information when appropriate
 - Identify where and at what time his staff contact will meet him
- Event Time
 - Chancellor's/Mrs. Block's/EVC's arrival time
- Event format/schedule:
 - Program with timeline
 - Time of Chancellor's/Mrs. Block's/EVC's remarks
 - Format (sit down dinner, stand up reception, combination, etc.)
- Attire, e.g., black-tie, business, casual
- Invitation list:
 - Provide a list (preferably bulleted) of the categories of people invited. For example: *Chancellor's Associates, Coaches Roundtable, Community leaders, Elected Officials, UC leadership*
- Guest list:
 - Provide a guest list. Given the time constraint for submission of the briefing packet, a preliminary guest list can be included with the briefing and a final list submitted shortly before the event.
 - Identify key guests or meeting participants to whom he should pay particular attention. Provide guest bios when appropriate
- The Chancellor's table seating and seating chart (when appropriate). The final seating chart may not be available until the day before the event (or the day of). Please note when submitting the briefing packet that a seating chart and the Chancellor's table seating with bios of his table guests will arrive separately.



**Event/Meeting Briefing
Template
DUE 10 DAYS BEFORE EVENT**

SAMPLE COVER MEMO

DATE

TO: Chancellor Norman Abrams

FROM: Assistant Vice Chancellor Keith S. Parker

RE: Meeting with David Brewer
Superintendent of the Los Angeles Unified School District

cc: Vice Chancellor Rhea Turteltaub
Executive Director Felicia Brannon
Assistant Director Laura C. Romero

I am pleased to provide briefing materials in preparation for your meeting with David Brewer on Thursday, May 31, 2007. A briefing outline, biography, and background information are attached. A copy of his Op Ed piece that ran in the Los Angeles Times on May 15 is also included.

Superintendent Brewer will be on campus beginning at 8:00 a.m. for meetings with Aimee Dorr and members of the GSEIS staff. He will also tour UES prior to meeting with you from 9:00 a.m. to 9:30 a.m. in your office. A copy of his agenda is a part of this briefing.

We are looking forward to building a viable and durable working relationship with the new superintendent that will lead to increased partnerships between UCLA and LAUSD. Your willingness to meet with Superintendent Brewer sends a strong message of support for this important effort and we are grateful for your time.

Please contact me at my ext. 46811 or Felicia Brannon at ext. 46824, if you have questions.

Enclosures