Tool Kit

SOCIAL MEDIA
Facebook, Instagram, Twitter, Webpage
Interactive constituent software

ASSETS
students, alumni, employees, community-based programs, start-ups
Allies

CAMPUS-BASED
  Alumni Association
  Students

OFF-CAMPUS
  Business organizations
  Community programs
  Other higher education entities
Activities

LOW INTENSITY
- Legislator and candidate visits to campus
- “Coffee” in the district
- Volunteer-to-volunteer meetings

MEDIUM INTENSITY
- “Meet your Legislator” events

HIGH INTENSITY
- Visits to the Capitol
<table>
<thead>
<tr>
<th>Alumni</th>
<th>Students</th>
<th>Employees</th>
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<tbody>
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<td>404</td>
<td>148</td>
<td>348</td>
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**UCLA Impact**

**Alumni, Students, Employees**

$12.7B in regional economic impact

$1.8B generated regionally in local, state, and federal taxes

$10,958,900 UCLA's Direct Payroll Impact in CD 9
UCLA is able to influence and improve public education on every level.
UCLA IN THE COMMUNITY

UCLA’s Commitment to Service

A big part of UCLA’s Mission is service to the community. Los Angeles is a city of boundless opportunities for UCLA to fulfill that mission. More than 62% of UCLA undergraduates volunteer across Southern California every year. And approximately one million area residents come to UCLA to attend classes, cultural events and athletic competitions each year. This map highlights the scope of UCLA’s commitment.
The graduate programs at UCLA rank among the best in the nation.

**UCLA Graduate Students**

- At UCLA, students learn to perform research, investigate complex problems, collaborate across disciplines, and develop creative solutions. The University of California continues to be one of the best and most effective institutions for preparing the leaders of tomorrow.

- UCLA's emphasis on mentoring, community engagement, and professional development prepares our graduate students to become leaders in their fields and true global citizens.

"UCLA graduate students aren't working alone in an ivory tower. Far from it. They're actively engaged in the community, seeking solutions to complex and real life problems. Most are driven by a profound calling to improve the world around them."

- Robin Carroll
  Vice Provost for Graduate Education and Dean of the Graduate Division at UCLA
UCLA research has led to an intellectual-property portfolio that as of year-end FY 2013, includes 2,083 inventions; 764 U.S. patents and 713 foreign patents; and 450 technologies licensed by companies worldwide, and delivered more than 100 new startups to the US market during the past 6 years.