

The Regents of the University of California

COMMITTEE ON EDUCATIONAL POLICY

March 13, 2013

The Committee on Educational Policy met on the above date at UCSF–Mission Bay Conference Center, San Francisco.

Members present: Regents Gould, Island, Reiss, Rubenstein, and Stein; Ex officio members Brown, Lansing, and Yudof; Advisory members Feingold, Flores, and Jacob; Staff Advisors Barton and Smith

In attendance: Regents Blum, De La Peña, Pattiz, Ruiz, Varner, and Zettel, Regent-designate Schultz, Faculty Representative Powell, Secretary and Chief of Staff Kelman, Associate Secretary Shaw, General Counsel Robinson, Chief Investment Officer Berggren, Chief Compliance and Audit Officer Vacca, Provost Dorr, Executive Vice President Brostrom, Chief Financial Officer Taylor, Senior Vice Presidents Dooley and Stobo, Vice Presidents Duckett, Lenz, Mara, and Sakaki, Chancellors Birgeneau, Block, Blumenthal, Desmond-Hellmann, Drake, Katehi, Khosla, Leland, and Yang, Acting Chancellor Conoley, and Recording Secretary McCarthy

The meeting convened at 10:45 a.m. with Committee Chair Reiss presiding.

1. APPROVAL OF MINUTES OF PREVIOUS MEETING

Upon motion duly made and seconded, the minutes of the meeting of January 16, 2013 were approved.

2. UPDATE ON SYSTEMWIDE SOCIAL FUNDRAISING PROGRAM

[Background material was mailed to Regents in advance of the meeting, and a copy is on file in the Office of the Secretary and Chief of Staff.]

Committee Chair Reiss introduced Senior Vice President Dooley who provided an update on projects using social media as a fundraising and engagement tool. He thanked Chairman Lansing for introducing his group to some of her contacts who work in social media, Regent Stein and Regent-designate Flores for their engagement in this effort, and the UC Student Association, who adopted a supportive resolution.

Mr. Dooley described the Promise Platform, an online platform intended to engage students, young alumni, and other friends of the University, using their social networks to generate funds in support of UC. Individuals would make a promise posted to their Facebook, Twitter, LinkedIn, or other social media account to complete a certain task, if their network of friends raised a certain amount of money for UC. For example, a student could promise to make a 100-mile bicycle ride if his or her friends would pledge to

donate a combined \$500 to a UC campus scholarship fund. Mr. Dooley said that UC is partnering in this effort with the Entertainment Industry Foundation, which will identify and recruit celebrities to make promises, and corporate sponsors to make matching gifts. The University and the campuses would develop contacts' information that could be built into databases for ongoing fundraising. Mr. Dooley emphasized that UC owns the platform, which could be used for many other purposes, for instance by campus alumni associations for their annual fundraising drives. The Promise Platform would be launched in October for a limited 30-day term. Mr. Dooley reported a good deal of interest in the business community in underwriting gifts to the program. He said that student participation in the Promise Platform would be critical. Mr. Dooley expressed hope that this program would be successful and could be used as a model for other fundraising and engagement efforts going forward, both by the campuses and by the Office of the President. Funds raised through the Promise Platform will contribute to Project You Can, the \$1 billion fundraising initiative, which has raised more than \$600 million for student aid.

Committee Chair Reiss thanked Chairman Lansing for her leadership and personal assistance in this effort. Chairman Lansing thanked the Regents for their efforts to increase fundraising for the University. She said that the Promise Platform is designed to engage UC students to challenge everyone in the UC system. She encouraged the Regents, chancellors, and UC administrators to make promises through the Promise Platform. The fundraising would be democratic, since those making promises could request donations at any level. Mr. Dooley expressed hope that each Regent would make a promise.

Regent-designate Flores expressed enthusiasm about the Promise Platform and appreciation for the way in which students were consulted. She thanked Chairman Lansing for her leadership in the initiative.

3. **PRESENTATION OF SELECTED FACULTY RESEARCH**

[Background material was mailed to Regents in advance of the meeting, and a copy is on file in the Office of the Secretary and Chief of Staff.]

Committee Chair Reiss emphasized UC's commitment to its important role as a research university. UC research has had enormous effects on countless fields such as energy, environment, health, biotechnology, and art.

Provost Dorr said that a sample of the work of three outstanding UC researchers would be presented later by Senior Vice President Dooley in conjunction with his presentation about the Onward California campaign. A video would feature UC Riverside's Department of Entomology Specialist in the Cooperative Extension Mark Hoddle. Ms. Dorr explained that this type of specialist at UC conducts applied research, engages in professional activity, does community service, and, instead of doing classroom teaching, he or she extends knowledge and information from the campus or university context into the community, particularly to the 50 county extension offices throughout

the state, ensuring that UC continues to support the well-being of the state's agricultural and natural resource endeavors. Mr. Hoddle's research involves the biological control of arthropod pests that attack agricultural and ornamental plants.

A second video would feature the research of Professor Dawn Sumner, a UC Davis Department of Geology full professor, or ladder-rank faculty. In addition to research, professional activities, and service work, ladder-rank faculty also have classroom teaching and student advising responsibilities. Professor Sumner teaches UC Davis graduate courses, numerous undergraduate courses, and freshman seminars. Her research focuses on the early evolution of life and on sedimentary processes during that time period.

Provost Dorr introduced UC Berkeley Department of Theater, Dance, and Performance Studies Professor Catherine Cole, a ladder-rank faculty member. Professor Cole teaches a wide range of undergraduate and graduate courses. Her undergraduate courses have included Contemporary South African Fiction, Introduction to Theater, and African Theatre and Performance; Professor Cole's research includes African studies, theater and performance, dance, and cultural studies. She has an outstanding record of obtaining extramural funding from sources such as the National Endowment for the Humanities, National Humanities Center, and the American Association of University Women. She is the lead curator for "Fiat Lux Redux: Ansel Adams and Clark Kerr."

Professor Cole stated that in 1964 the UC Regents hired photographer Ansel Adams and writer Nancy Newhall to picture the University's future, resulting in the book "Fiat Lux" published in 1967. Adams was hired to take 1,000 images of the UC system, but became so captivated by the project that he took 6,700 images, all of which belong to UC, including 605 signed silver gelatin prints housed at UC Berkeley's Bancroft Library. Now that the University is 50 years into the future Adams and Newhall imagined, Professor Cole said it is an appropriate time to ask if the University has become what they imagined, and how the UC community sees its future at the present time, particularly given the University's precarious economic circumstances.

Professor Cole said the "Fiat Lux Redux" exhibit included many platforms for engagement around the Adams photographs, including websites, films, classes, lectures, new artwork, and a reprint of the original "Fiat Lux" book. These projects invite consideration of the notion of UC and public higher education. Professor Cole expressed hope that the exhibit might tour to other campuses and to Sacramento, perhaps adapting to fit circumstances of each location. She discussed components of this constellation of projects. The exhibition contained a number of rare materials from the Bancroft Library including 48 original fine prints and ephemera about former UC President Clark Kerr and UC history. The second component is a documentary film called "Take Five" created by Professor Cole and filmmaker Kwame Braun consisting of current UC personnel responding to Adams' original photographs. A third component was a faculty charrette, a participatory design process to re-engage faculty in the public university's future, hosted at UC Santa Barbara in February 2012 involving faculty from all ten UC campuses. The fourth component was a UC Berkeley curricular program called "On the Same Page" that

sponsored dozens of classes focused on “Fiat Lux” and public education, an interactive website, lectures, performances, and an exhibition of new artwork created by students. The project culminated in a contest “Fiat Lux Remix” that invited students to remix the original images to express their ideas for the future of UC and public higher education. Professor Cole introduced and congratulated the winners: honorable mention winners Yuan Chen for her painting “The Lettuce Picker,” Everto Gutierrez for his photograph “Field Day,” Joseph Mann for his photograph “Rephotography of the Big C,” Pauline Autet for her booklet “A Call to Care,” and Sheila Wagner for her digital photo collage “Fiat Lux”; and grand prize winners Luis Flores for his research paper “The American University and the Establishment of Neoliberal Hegemony: The Persistence of Institutional Habits” and Elena Kempf for her digital photo collage “Fight for Public Education.”

Professor Cole remarked that the arts can bring people together, even in polarized environments, and provoke larger conversations. The prescient images and text created more than 50 years ago by Ansel Adams, Nancy Newhall, and President Kerr remain timely and relevant. Professor Cole noted Ansel Adams’ and Nancy Newhall’s advocacy for conservation, concluding that the University of California is the Yosemite of higher education and must be preserved for future generations.

Senior Vice President Dooley introduced two of the many videos produced as part of his office’s public outreach and awareness campaign “Onward California,” which stresses the role that UC plays in the life of all Californians. Mr. Dooley stated that these videos were viewed on the Onward California website more than 20,000 times and were reposted on Facebook where they were viewed 207,000 times, and on Twitter, with an estimated 1.8 million views. The videos were also featured on UC TV, *Wired* magazine, the *Huffington Post*, the social media site Boing Boing, and are being recognized with a gold medal for university promotion and outreach by the Council for Advancement and Support of Education.

Mr. Dooley displayed a video highlighting the work of Professor Sumner, who is also a member of the National Aeronautics and Space Administration’s Mars Science Laboratory team. The video showed Professor Sumner using virtual reality to understand the geology of the earth and using data from the Mars Curiosity Rover to view the landscape of Mars.

Mr. Dooley showed another video about the work of Mr. Hoddle, who is also Director of the Center for Invasive Species Research at UC Riverside. The video featured Mr. Hoddle’s research to find natural enemies to suppress destructive invasions of harmful insects, such as the goldspotted oak borer infestation of oak trees in San Diego County.

Mr. Dooley said that his office also produces a five-day-a-week radio program called Science Today featuring UC faculty research, broadcast on 100 CBS stations throughout the nation.

Chairman Lansing encouraged the Regents to visit the Onward California website to view the exceptional work being done by Mr. Dooley and his team. Chairman Lansing suggested that Mr. Dooley bring some publicity posters about the videos produced for Onward California to a future meeting. Regent Pattiz said that this campaign would create an online constituency for the University and that he may be able to find a media portal in which to run the videos. Mr. Dooley stated that this public outreach campaign, begun last June, provided a timely backdrop for Governor Brown's campaign for Proposition 30.

The meeting adjourned at 11:35 a.m.

Attest:

Secretary and Chief of Staff