

The Regents of the University of California

PUBLIC ENGAGEMENT AND DEVELOPMENT COMMITTEE

March 18, 2020

The Public Engagement and Development Committee met on the above date by teleconference meeting conducted in accordance with Paragraph 3 of Governor Newsom’s Executive Order N-29-20.

Members present: Regents Guber, Kieffer, Lansing, Leib, Ortiz Oakley, Reilly, Sherman, Simmons, and Zettel; Ex officio members Napolitano and Pérez; Advisory members Gauvain, Mart, Muwwakkil, and Stegura; Chancellors Block and May; Staff Advisor Jeffrey

In attendance: Regents Anguiano, Butler, Cohen, Elliott, Estolano, Kounalakis, Makarechian, Park, Sures, Um, and Weddle, Faculty Representative Bhavnani, Secretary and Chief of Staff Shaw, General Counsel Robinson, Provost Brown, Executive Vice President and Chief Operating Officer Nava, Interim Executive Vice President and Chief Financial Officer Jenny, Senior Vice President Holmes, Chancellors Hawgood, Khosla, and Yang, and Recording Secretary Li

The meeting convened at 1:00 p.m. with Committee Chair Leib presiding.

Committee Chair Leib stated that the third off-site Public Engagement and Development Committee meeting scheduled for April 29, 2020 at Chaffey College had been postponed. He anticipated that it would be rescheduled for later in the year.

1. APPROVAL OF MINUTES OF PREVIOUS MEETING

Upon motion duly made and seconded, the minutes of the meetings of January 23, 30, and 31, 2020 were approved, Regents Guber, Kieffer, Lansing, Leib, Napolitano, Ortiz Oakley, Pérez, Reilly, Sherman, Simmons, and Zettel voting “aye.”¹

2. ENDORSEMENT OF COMPREHENSIVE CAMPAIGN, BERKELEY CAMPUS

The President of the University recommended the endorsement of the public phase of the UC Berkeley campus fundraising campaign, Light the Way: The Campaign for Berkeley, with a dollar goal of \$6 billion, supporting the priorities of funding faculty and fellowships, undergraduate opportunity and experience, research for the public good, and buildings for the future.

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

¹ Roll call vote required by the Bagley-Keene Open Meeting Act [Government Code §11123(b)(1)(D)] for all meetings held by teleconference.

Chancellor Christ thanked the Committee for giving UC Berkeley the opportunity to present its campaign under the present circumstances. She explained that UC Berkeley's "Light the Way" campaign would focus on the campus' distinctiveness in transforming lives, fueling social mobility, and changing the world. The campaign would raise money for core needs, such as 100 new faculty positions and 300 graduate student fellowships, and for equity of experience through scholarships, a mentorship program called Berkeley Connect, and undergraduate research opportunities. The campaign had five interdisciplinary themes: data science and artificial intelligence, democracy and equality, environment, health, and innovation and entrepreneurship. The capital project priorities of this campaign focused primarily on science, technology, engineering, and mathematics (STEM) facilities, student housing, the quality of undergraduate education, and gender equity in athletics. The campaign would support a vision of teaching a diverse student body, attracting the greatest faculty, and leading in research and problem solving. Of its \$6 billion goal over the next ten years, nearly \$3.5 billion has been raised, with 615,919 gifts and pledges and 168,882 unique donors. Gifts included a \$252 million anchor gift, the biggest gift in UC Berkeley history and its most ambitious capital project to date, for a new data science program; \$106 million from The Weill Family Foundation to be shared with UCSF and the University of Washington to create a network of neuroscientists and researchers; an endowment of \$50 million for the College of Natural Resources from former dean and emeritus faculty member Gordon Rausser; and a \$25 million anchor gift to add Heathcock Hall to the College of Chemistry from Terry and Victoria Rosen. Chancellor Christ compared UCB's previous campaigns over the years with Light the Way, which was one of largest campaigns undertaken by a public or private university and was the largest campaign among universities without a medical school. Chancellor Christ provided examples of other institutions that exceeded or extended their campaign goals. She was being advised by a steering committee, campaign co-chairs, and external volunteers. The silent phase began on January 1, 2014, and the public phase would run from February 29, 2020 to December 31, 2023, with a celebration on Leap Day in 2024.

Regent Zettel asked about the possibility of extending the campaign in the event of a recession. Chancellor Christ replied that it was too early to say. Research has shown that recessions may slow the progress of a campaign, but universities have ultimately reached their goal. UC Berkeley was confident that it would also reach its goal.

Regent Reilly asked about UC Berkeley's key to success. Chancellor Christ stated that there has been enormous excitement about supporting a public university, as well as a recognition of the importance of research for the public good and opportunities provided to students at public universities. She was struck by the number of gifts from non-alumni. Regent Reilly asked whether there was a concerted campaign targeting alumni. Chancellor Christ responded in the affirmative. The public phase of the campaign has had far-reaching messaging while it has cultivated donors with the greatest capacity to make a gift. In response to a question by Regent Reilly, Chancellor Christ responded that UC Berkeley has hired Marts and Lundy as its consultation firm for the campaign.

Regent-designate Stegura asked what steps UC Berkeley has taken to reach alumni donors. She noted that, while alumni giving at UC has not been strong, UCB alumni seemed to

give at a higher rate. Chancellor Christ replied that the UC Berkeley Alumni Association was a separate 501(c)(3) nonprofit entity. The campus was developing an in-house alumni engagement program within its development office. Chancellor Christ has created alumni advisory councils in New York, Los Angeles, and Asia. UCB faculty have traveled worldwide to renew the intellectual connection that alumni have with the campus.

Regent-designate Muwakkil praised the campaign for highlighting the need to hire more faculty and fund more graduate students. He remarked that it was common for donations to go to STEM-based research initiatives and asked whether UCB had strategies for fundraising for humanities, social studies, and fine arts. Chancellor Christ replied that the campaign's goals of hiring faculty and increasing graduate fellowships applied across the campus. Each college and school had its own goals. STEM facilities had a major part in the campaign because UC Berkeley would lose its competitive status without upgrades.

Committee Chair Leib commended Chancellor Christ and the Light the Way campaign for focusing on student success, access, and other student needs.

Upon motion duly moved and seconded, the Committee approved the President's recommendation and voted to present it to the Board, Regents Kieffer, Lansing, Leib, Napolitano, Ortiz Oakley, Pérez, Reilly, Sherman, Simmons, and Zettel voting "aye."

3. **ENDORSEMENT OF PROPOSED GENERAL OBLIGATION BOND MEASURE FOR THE NOVEMBER 2020 BALLOT**

The President of the University recommended that the Board endorse the proposed California Stem Cell Research, Treatment, and Cures Initiative of 2020.

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

Senior Vice President Holmes explained that, at the time of the meeting, signatures were being gathered to qualify the proposed California Stem Cell Research, Treatment, and Cures Initiative for the November 2020 ballot. The measure would authorize bonds to continue funding stem cell and other medical research first funded by Proposition 71, approved by the voters in 2004, which established the California Institute of Regenerative Medicine (CIRM). This measure would provide \$5.5 billion, \$1.5 billion of which would be dedicated to research and treatment of conditions such as dementia, epilepsy, depression, and autism. Proposition 71 funding has yielded outcomes at nearly every UC campus. At UC Davis, the School of Medicine partnered with the School of Veterinary Medicine to correct spina bifida before birth using stem cells. UCSF and Cedars-Sinai Medical Center engineered cells to protect the brain from Parkinson's Disease. UCLA conducted clinical trials for sickle cell disease, and UC Irvine has researched Alzheimer's Disease and spinal cord injuries. UC researchers have received hundreds of awards with a combined value of over \$1.1 billion from CIRM. The new measure would expand CIRM's Independent Citizen's Oversight Committee from 29 to 35 members and add campus

representatives from UC Riverside and UCSF Fresno, who would join representatives from UCLA, UCSF, UC Irvine, UC Davis, and UC San Diego.

Regent Zettel expressed her endorsement of the measure and her wish to see the language of this and future bond measures that the Regents would be asked to support because the messaging for these measures has to be right. It would be essential to the people of California and future cures that this measure passes. She recalled that there had been some trouble with the language of Proposition 13, which was on the March 2020 ballot.

Regent Lansing also expressed her endorsement of the measure and disclosed that she had previously served on the CIRM board for over ten years. She marveled at the scientific research and breakthroughs through CIRM, and she praised its board and dedicated scientists.

Regent-designate Stegura asked whether there would be any difficulty getting enough signatures to qualify the measure for the November 2020 ballot. Ms. Holmes responded in the negative. There were 632,000 signatures gathered at the time of the meeting, and there was still more time to gather signatures. Regent Pérez added that there was an expedited effort to gather signatures. As more people spend less time in public, there would be fewer opportunities to obtain signatures. There was a possibility of an insufficient number of signatures if proponents did not act quickly. Regent-designate Stegura asked how Regents could add their signatures if they so wished. Ms. Holmes asked that the Regents exercise caution with regard to advocacy. Regent Pérez stated that the form could be forwarded to individual Regents who wished to sign it.

Regent Park, who was not a member of this Committee, explained why she could not support the measure at this time. While this effort has been a great benefit to the University and there was the promise of many cures, Regent Park believed that the measure set aside too much money for too narrow a field. She would prefer a \$5.5 billion bond measure for general biomedical research, including developing vaccines for pandemics. The State was limited in the number of bond payments it could absorb, and the current rainy day fund might still not be enough. There were many other priorities, including Proposition 13, which failed to pass.

Regent Zettel stated that the cost of the bond measure concerned her as well and asked whether the bond amount could be reduced to something similar to what was passed previously. Regent Pérez stated his belief that, according to initiative reforms that were passed several years ago, the Legislature could engage with proponents to make adjustments, such as total cost, after an initiative has been qualified to go on the ballot. He asked for confirmation from Associate Vice President Kieran Flaherty. Ms. Holmes stated that she would consult with Mr. Flaherty, who was not attending this meeting.

Regent Reilly wished to address the defeat of Proposition 13 and discuss lessons learned. Committee Chair Leib agreed that it would be worth reviewing what happened. Regent Pérez cautioned against discussing topics that had not been properly noticed for this

meeting. Committee Chair Leib stated that he wished to add it to the agenda for the July meeting.

Upon motion duly made and seconded, the Committee approved the President's recommendation and voted to present it to the Board, Regents Guber, Kieffer, Lansing, Leib, Napolitano, Ortiz Oakley, Pérez, Reilly, Sherman, Simmons, and Zettel voting "aye."

4. **UPDATE ON 2020 CIVIC ENGAGEMENT CAMPAIGN**

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

This item was deferred.

5. **UNDERSTANDING AND COMMUNICATING THE PUBLIC VALUE OF A UNIVERSITY OF CALIFORNIA DEGREE AND CONTRIBUTIONS TO CALIFORNIA**

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

This item was deferred.

The meeting adjourned at 1:40 p.m.

Attest:

Secretary and Chief of Staff