

BETH C. DRAIN, CA CSR NO. 7152

BEFORE THE
COMMUNICATIONS SUBCOMMITTEE OF THE
INDEPENDENT CITIZENS' OVERSIGHT COMMITTEE
TO THE
CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE
ORGANIZED PURSUANT TO THE
CALIFORNIA STEM CELL RESEARCH AND CURES ACT
REGULAR MEETING

LOCATION: VIA ZOOM

DATE: SEPTEMBER 19, 2023
11 A.M.

REPORTER: BETH C. DRAIN, CA CSR
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SEPTEMBER 19, 2023; 11 A.M.

CHAIRPERSON DURON: WELL, GOOD MORNING, EVERYBODY. THANK YOU VERY MUCH FOR JOINING US THIS MORNING. I'M YSABEL DURON, THE CHAIR OF THE COMMUNICATION SUBCOMMITTEE. THANK YOU VERY MUCH FOR JOINING US TODAY. TO THE PUBLIC OUT THERE, WE HOPE WE CAN HEAR FROM YOU IN JUST A BIT AS WE CONTINUE WITH THE PROGRAM.

WHAT I'D LIKE TO DO, SINCE IT'S BEEN AWHILE SINCE THE COMMITTEE MET -- OH, FIRST OF ALL, LET ME SAY THAT PAT HAS LEFT US FOR ANOTHER COMMITTEE ASSIGNMENT, AND MARIA BONNEVILLE HAS JOINED ME AS THE CO-CHAIR OF THE COMMUNICATIONS SUBCOMMITTEE. MARIA, DO YOU HAVE ANYTHING TO SAY FROM YOUR PERCH IN WASHINGTON DC?

VICE CHAIR BONNEVILLE: I'M REALLY EXCITED AND IT CONTINUES SOME OF THE WORK THAT I WAS ABLE TO DO AT CIRM WITH THE COMMUNICATIONS TEAM. SO EXCITED TO HELP THEM OUT IN ANY WAY I CAN.

CHAIRPERSON DURON: GREAT. GLAD TO HAVE YOU ABOARD.

CAN I ASK MEMBERS OF THE SUBCOMMITTEE TO JUST SAY HELLO, INTRODUCE YOURSELVES AGAIN JUST SO WE REMEMBER WHO ALL IS ON OUR COMMITTEE. WE HAVEN'T

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1 SEEN EACH OTHER IN A BIT. LET'S START WITH YOU,
2 GEORGE.

3 DR. BLUMENTHAL: HI, EVERYONE. I'M GEORGE
4 BLUMENTHAL. IT'S GREAT TO BE HERE.

5 CHAIRPERSON DURON: OKAY. THROW IT TO
6 CHRISTINE.

7 DR. MIASKOWSKI: GOOD MORNING. IT'S CHRIS
8 MIASKOWSKI. I'M VERY HAPPY TO BE PART OF THE
9 COMMITTEE. THANK YOU.

10 CHAIRPERSON DURON: KIM.

11 DR. BARRETT: GOOD MORNING, EVERYBODY.
12 KIM BARRETT, UC DAVIS, ALSO HAPPY TO BE PART OF THIS
13 COMMITTEE.

14 CHAIRPERSON DURON: THANKS. DAVID.

15 DR. HIGGINS: GOOD MORNING. I'M DAVID
16 HIGGINS IN SAN DIEGO, AND I'M THE PARKINSON'S
17 DISEASE REPRESENTATIVE ON THE ICOC BOARD. WELCOME.

18 CHAIRPERSON DURON: WHO ELSE AM I MISSING?

19 MR. TOCHER: VITO.

20 CHAIRPERSON DURON: VITO I HAVE IN MY
21 SIGHTS.

22 MR. TOCHER: LINDA MALKAS.

23 CHAIRPERSON DURON: LINDA.

24 DR. MALKAS: HI. I'M LINDA MALKAS. I'M
25 AT CITY OF HOPE. I'M VERY HAPPY TO BE PART OF THIS

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1 GROUP. I ALSO HAVE A VERY WICKED COLD, AND I'M NOT
2 GOING TO -- I LOOK LIKE MEDUSA RIGHT NOW.

3 CHAIRPERSON DURON: ALL RIGHT. SEE, VITO,
4 YOU'RE ONE UP. YOU'RE LOOKING PRETTY GOOD THERE.
5 TO LAUREN.

6 MS. MILLER-ROGEN: I'M LAUREN
7 MILLER-ROGEN, ALZHEIMER'S PATIENT ADVOCATE FROM
8 HILARITY FOR CHARITY. AND I DON'T HAVE A COLD, BUT
9 I DID WORK OUT AND NOT TAKE A SHOWER YET. SO I ALSO
10 LOOK LIKE MEDUSA. I'M THRILLED TO BE JOINING YOU
11 ALL FOR A LOVELY CONVERSATION ABOUT COMMUNICATIONS.

12 CHAIRPERSON DURON: YOU'RE COMMUNICATING.
13 THANK YOU. VITO, OVER TO YOU.

14 CHAIRMAN IMBASCIANI: IS IT ME?

15 CHAIRPERSON DURON: YES, IT'S YOU.

16 CHAIRMAN IMBASCIANI: GREAT. HI, VITO
17 IMBASCIANI. I WISH I HAD ENOUGH HAIR TO DO A MEDUSA
18 LOOK ALIKE. YES. I'M THE CHAIR OF THE BOARD. I
19 LIVE IN LOS ANGELES, BUT I'M ADDRESSING YOU FROM THE
20 COLLEGE OF MEDICINE IN BURLINGTON, VERMONT, MY ALMA
21 MATER TODAY.

22 CHAIRPERSON DURON: VERY GOOD. THANK YOU
23 ALL FOR JOINING US ONCE AGAIN.

24 AND NOW LET ME INTRODUCE KOREN
25 TEMPLE-PERRY. IT'S BEEN VERY EXCITING TO HAVE HER

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1 ABOARD NOW TO LEAD THE COMMS TEAM. AND THEY'VE BEEN
2 VERY BUSY. SO SHE'S GOING TO PUBLISH AN AGENDA FOR
3 US, BUT VERY IMPORTANTLY, WE'RE GOING TO MAKE SOME
4 TIME TO GET SOME FEEDBACK FROM YOU. I REALLY WANT
5 TO HEAR YOUR VOICES REFLECTED HERE TODAY.

6 MS. TEMPLE-PERRY: SO THANK YOU, EVERYONE.
7 IT'S WONDERFUL TO BE HERE TODAY AND TO MEET ALL OF
8 YOU. YOU WANT TO GO INTO THE AGENDA. WE ARE ALL
9 FAMILIAR WITH OUR MISSION, WHICH IS TO ACCELERATE
10 WORLD-CLASS SCIENCE TO DELIVER TRANSFORMATIVE
11 REGENERATIVE MEDICINE TREATMENTS IN AN EQUITABLE
12 MANNER TO A DIVERSE CALIFORNIA AND WORLD.

13 I WANT TO OPEN THIS UP QUICKLY JUST TO SET
14 THE TONE BECAUSE I REALLY LOOK FORWARD TO GETTING TO
15 KNOW EACH AND EVERY ONE OF YOU AND REALLY WORKING TO
16 ADVANCE OUR STRATEGIC COMMUNICATIONS OBJECTIVES SO
17 WE CAN REALLY DELIVER ON THIS MISSION. SO I JUST
18 WANTED TO SET THE TONE, THAT THAT IS AN EXPECTATION
19 THAT I HAVE WITH THIS COMMITTEE, AND I REALLY LOOK
20 FORWARD TO WORKING TOGETHER TO OVERSEE A LOT OF
21 THESE INITIATIVES.

22 NEXT SLIDE. BEFORE WE GET INTO
23 EVERYTHING, BECAUSE WE ARE A NEW TEAM, I REALLY
24 WANTED TO TAKE A MINUTE TO INTRODUCE OUR
25 COMMUNICATIONS TEAM BECAUSE WE HAVE A LOT OF NEW

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1 FACES, INCLUDING MYSELF. I CAN GIVE YOU A LITTLE
2 BACKGROUND ABOUT ME. SO LIKE YSABEL MENTIONED, I'M
3 THE NEW SENIOR DIRECTOR OF MARKETING COMMUNICATIONS.
4 MY PROFESSIONAL BACKGROUND, I'VE SPENT THE LAST 15
5 YEARS WORKING ACROSS A VARIETY OF COMMUNICATIONS IN
6 THE PUBLIC HEALTH AND LIFE SCIENCE SECTORS. I HAVE
7 A BACKGROUND IN JOURNALISM AND SPENT THE MAJORITY OF
8 MY CAREER WORKING AS A WRITER ACTIVE IN MEDICAL
9 CENTERS WHERE I OVERSAW A LOT OF PATIENT EDUCATION
10 AND PATIENT CAMPAIGNS. I ALSO OVERSAW COMMUNITY
11 HEALTH MAGAZINES IN THE BRONX. I SERVED AS A
12 COMMUNICATIONS LEAD FOR SEVERAL MARKETING CAMPAIGNS
13 WHERE I TRANSLATED A LOT OF COMPLEX SCIENTIFIC
14 INFORMATION TO THE PUBLIC. ALSO WORKED AS A GLOBAL
15 COMMUNICATIONS DIRECTOR FOR MARCH FOR SCIENCE. SO
16 VERY FAMILIAR WITH DEVELOPING ADVOCACY CAMPAIGNS FOR
17 REACHING THE PUBLIC. AND MOST RECENTLY SERVED AS A
18 STRATEGIC COMMUNICATIONS ADVISOR FOR MY OWN
19 CONSULTING AGENCY WHERE I PARTNERED WITH A LOT OF
20 BIOTECH AND LIFE SCIENCE ORGANIZATIONS. SO REALLY
21 LOOKING FORWARD TO BRINGING A LOT OF THAT EXPERIENCE
22 AND PERSPECTIVE TO CIRM. I'VE BEEN WITH THE TEAM
23 FOR FOUR MONTHS, ALTHOUGH IT SEEMS LIKE IT'S BEEN
24 MANY YEARS ALREADY. SO, YEAH, I'M VERY EXCITED TO
25 MEET YOU ALL AND TO CONNECT FURTHER.

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1 AND I'LL NOW LET THE REST OF MY TEAM
2 INTRODUCE THEMSELVES, MANY OF THEM YOU KNOW, BUT
3 THEN WE ALSO HAVE A NEW PERSON ON OUR TEAM, ADITI,
4 WHO IS JOINING REMOTELY AND SHE WILL INTRODUCE
5 HERSELF SHORTLY.

6 MR. CORTEZ: GOOD MORNING, EVERYONE. MY
7 NAME IS ESTEBAN CORTEZ. I'M THE DIRECTOR OF
8 MARKETING COMMUNICATIONS. I'VE BEEN WITH THE CIRM
9 TEAM FOR A LITTLE BIT OVER A YEAR AND A HALF,
10 GETTING ON TWO YEARS. AND I'LL KEEP MY INTRO A
11 LITTLE BRIEF, BUT REALLY HAVE A HISTORY AND A
12 BACKGROUND OF WORKING WITH MISSION DRIVEN
13 ORGANIZATIONS. SO REALLY JOINING THE CIRM TEAM HAS
14 BEEN A REALLY GREAT OPPORTUNITY TO COMMUNICATE WITH
15 STAKEHOLDERS AND COMMUNITIES ACROSS CALIFORNIA. I'M
16 REALLY ENJOYING THE COMMUNITY OUTREACH WORK THAT WE
17 ARE DOING. SO I REALLY LOOK FORWARD TO WORKING AND
18 COLLABORATING WITH YOU ALL.

19 MS. SHARIFY: I'M KATIE SHARIFY. I'M
20 HIDING ALL THE WAY AT THE END OF THE TABLE. I DON'T
21 LOOK LIKE MEDUSA. I ACTUALLY LOOK CUTE TODAY. I'M
22 THE COMMUNICATIONS TEAM COORDINATOR AND VERY EXCITED
23 TO HAVE YOU GUYS BACK FOR ANOTHER MEETING.

24 MS. TEMPLE-PERRY: ADITI IS JOINING
25 REMOTELY FROM GLOBAL GENES.

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1 MS. DESAI: HI, EVERYONE. I HOPE EVERYONE
2 CAN HEAR ME OKAY. I'M ACTUALLY AT THE AIRPORT IN
3 SAN DIEGO. SO HOPEFULLY THERE ISN'T AN ANNOUNCEMENT
4 THAT INTERRUPTS ME. BUT MY NAME IS ADITI DESAI. I
5 AM THE COMMUNITY OUTREACH MANAGER GOING ON SIX
6 WEEKS, I THINK. AND I HAVE A BACKGROUND IN
7 OUTREACH, SPECIFICALLY WITH INFECTIOUS AND CHRONIC
8 DISEASES. I'VE ALSO MORE RECENTLY WORKED ON THE
9 VACCINATE ALL 58 CAMPAIGN, WHICH WAS ABOUT
10 DISTRIBUTION AND ACCESS OF THE COVID-19 VACCINE IN
11 AN EQUITABLE MANNER. SO REALLY LOOKING AT
12 COMMUNITIES THAT WERE HARDEST HIT BY COVID AND
13 TRYING TO GET THEM MORE ACCESS TO THE VACCINE AS A
14 PREVENTIVE TOOL. SO I'M REALLY EXCITED TO BE HERE
15 AND BE PART OF THIS TEAM TO HELP SPREAD THE MESSAGE
16 OF CIRM AND WHAT WE DO. THANK YOU.

17 MS. TEMPLE-PERRY: ANOTHER MEMBER OF OUR
18 TEAM WHO RECENTLY JOINED US, HIS NAME IS ALEX
19 CARDENAS. HE'S A MARKETING COMMUNICATIONS
20 CONTRACTOR. AND HE JUST JOINED LAST WEEK, AND SO HE
21 COMES ON-SITE ONCE A WEEK. HIS BACKGROUND IS IN
22 MARKETING COMMUNICATIONS. HE WORKED AT META, HE
23 WORKED AT ROCHE AND IS REALLY HELPING TO AMPLIFY A
24 LOT OF OUR EFFORTS. SO WE ARE REALLY EXCITED TO
25 HAVE HIM HERE. AND WE'LL CONTINUE TO UPDATE YOU OF

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1 ALL OF OUR EXCITING THINGS HAPPENING.

2 SO TO BEGIN, I'D LIKE TO JUST HIGHLIGHT A
3 COUPLE OF THE KEY INITIATIVES AND ACTIVITIES THAT WE
4 OVERSAW THIS LAST QUARTER. THEN WE'RE GOING TO GET
5 INTO COMMUNICATIONS, THAT INCLUDES A COMMUNICATIONS
6 UPDATE AS WELL AS AN UPDATE ON OUR COMMUNITY
7 OUTREACH EFFORTS, AND WE'RE GOING TO TALK ABOUT HOW
8 OUR MESSAGING HAS EVOLVED.

9 SO, AGAIN, THIS IS THE SLIDE THAT WE
10 MENTIONED. WE ARE A NEW TEAM. WE'VE BEEN THROUGH A
11 LOT OF TRANSITION THE LAST FEW MONTHS, BUT WE'VE
12 MANAGED TO ACCOMPLISH QUITE A BIT IN A SHORT TIME
13 FRAME. AND JUST TO GIVE YOU SOME PERSPECTIVE, ONE
14 OF THE FIRST PRIORITIES FOR ME COMING ON BOARD WAS
15 REALLY TO SET UP SYSTEMS FOR SUCCESS TO PREPARE
16 OURSELVES TO WORK IN A SMARTER, MORE ORGANIZED
17 FASHION AS WE BEGIN TO SORT OF TACKLE THESE LARGER
18 SCALE COMMUNICATION ACTIVITIES AND INITIATIVES.

19 SO WHAT DOES THAT MEAN? WE NEEDED TO KIND
20 OF CLEAN UP INTERNALLY. SO WE REALLY FOCUSED ON
21 STREAMLINING OUR OWN PROCESSES, AND THAT INCLUDES
22 OUR INTEGRATION INTO MONDAY.COM. WE DEVELOPED A
23 CENTRALIZED COMMUNICATION DASHBOARD THAT HOUSES
24 SEVERAL CONTENT CALENDARS. WE CENTRALIZED OUR
25 WORKFLOW. THAT INCLUDES ALL OF OUR COMMUNICATION

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1 CHANNELS, AND WE MANAGE EVERYTHING THERE FROM THE
2 INITIAL CONCEPT TO DEVELOPMENT OF CONTENT AND
3 IMPLEMENTATION.

4 WE DEVELOPED CREATIVE BRIEFS AND CREATED A
5 PROCESS FOR RECEIVING COMMUNICATIONS FROM THE LARGER
6 CIRM TEAM THAT HELPS TO FEED INTO OUR WORKFLOW. WE
7 ORGANIZED TASKS INTO SIMPLE, MEDIUM, COMPLEX
8 COLLECTION TASKS. AND IT ALSO HELPS TO ENHANCE
9 CROSS-FUNCTIONAL COLLABORATION WITH OUR TEAM.

10 AND REALLY ALL OF THESE EFFORTS, I KNOW IT
11 SEEMS A LITTLE MUNDANE, BUT IT'S REALLY IMPORTANT
12 BECAUSE IT'S REALLY GOING TO SET THE STAGE AND
13 FOUNDATION FROM WHICH WE CAN LAUNCH A LOT OF THESE
14 LARGE-SCALE INITIATIVES AND TO TRACK THE METRICS
15 BECAUSE WITHOUT THE METRICS, WE HAVE NO IDEA HOW
16 WE'RE DOING.

17 NEXT SLIDE. ANOTHER PROJECT THAT WE ARE
18 REALLY PROUD OF THAT WE ACCOMPLISHED IN THIS PAST
19 QUARTER WAS A LAUNCH OF OUR ANNUAL REPORT. AND WE
20 ARE REALLY EXCITED ABOUT THIS. YOU ALL, IF YOU'RE
21 HERE NEXT WEEK, YOU WILL RECEIVE COPIES OF THE
22 ANNUAL REPORT. BUT IT REALLY REFLECTS OUR
23 COMMITMENT TO ENHANCE PATIENT ACCESS. SO I LIKE TO
24 DESCRIBE IT AS CAPTURING THE DIVERSE RANGE OF
25 PERSPECTIVES AND THE NEEDS OF THE BROADER COMMUNITY.

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1 SO THERE'S PRETTY MUCH SOMETHING IN HERE FOR
2 EVERYONE. SO WHETHER YOU'RE A COMMUNITY WORKER OR A
3 SCIENTIST, YOU ARE GOING TO BE ABLE TO SEE YOURSELF
4 REFLECTED IN THIS ANNUAL REPORT. YOU'RE GOING TO
5 SEE MORE COLOR, MORE TEXTURE, MORE IMAGES THROUGHOUT
6 THE STATE OF CALIFORNIA. THOSE SQUARES THAT YOU'RE
7 ACTUALLY SEEING IN THE DESIGN, THAT REALLY
8 REPRESENTS OUR CONNECTION IN PARTNERSHIP WITH EACH
9 OTHER AND THE COMMUNITIES WE SERVE. AND SO THIS IS
10 A DIRECTION WE'RE GOING TO GO INTO WITH A LOT OF OUR
11 COMMUNICATIONS MOVING FORWARD.

12 ANOTHER COOL THING ABOUT THE ANNUAL REPORT
13 IS WE DEVELOPED A DISTRIBUTION PLAN FOR BOTH THE
14 DIGITAL AND PRINT. SO IF YOU GO TO CIRM.CA.GOV,
15 YOU'RE GOING TO SEE A CAROUSEL ACROSS OUR WEBSITE
16 WHICH HIGHLIGHTS OUR ANNUAL REPORT. WE CREATED A
17 DEDICATED LANDING PAGE WHICH CAPTURES LITTLE PIECES
18 OF THE ANNUAL REPORT ON ONE SCROLLING PAGE FROM
19 WHICH PEOPLE CAN THEN DOWNLOAD THE ANNUAL REPORT.
20 WE DID IT THAT WAY TO CAPTURE METRICS. SO INSTEAD
21 OF JUST SAYING, HEY, HERE'S A PDF, BY HAVING A
22 DEDICATED LANDING PAGE, WE ARE ABLE TO CAPTURE THE
23 METRICS WHO'S COMING TO OUR PAGE, HOW MANY
24 IMPRESSIONS WE ARE GETTING, AND HOW MANY PEOPLE ARE
25 ACTUALLY DOWNLOADING, WHICH IS A KEY KPI FOR WHEN WE

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1 ARE DEVELOPING OTHER THINGS MOVING FORWARD.

2 CHAIRPERSON DURON: MAY I INTERRUPT TO SAY
3 THAT, IN FACT, I WAS GOING TO ASK ABOUT A PDF
4 BECAUSE WE OLD-FASHIONED PEOPLE LIKE THAT SORT OF
5 THING AND WE THROW IT OUT TO OUR NETWORK WHO THEN
6 CAN COME BACK TO YOUR LANDING PAGE BECAUSE THEY MAY
7 NOT KNOW TO GO DIRECTLY TO CIRM'S PAGES. SO IT
8 REALLY HELPS TO HAVE THAT SO WE CAN SEND IT OUT TO
9 OUR NETWORKS.

10 MS. TEMPLE-PERRY: YES. PEOPLE ALSO WANT
11 A LANDING PAGE. SO OUR PRINT VERSION WE JUST
12 RECEIVED. I'M JUST GOING TO STEAL A COPY RIGHT
13 HERE, WHICH, AS I SAID, YOU ALL WILL GET WHEN
14 YOU --

15 CHAIRPERSON DURON: ACTUALLY LET US DO
16 THAT MORE LIKE THAT.

17 MS. TEMPLE-PERRY: SO THE PRINT VERSIONS
18 ARE ACTUALLY GOING TO GO TO A LOT OF OUR PARTNERS AT
19 OUR ALPHA CLINICS. THEY'LL BE AT OUR COMMUNITY
20 EVENTS, OUR CONFERENCES. AND WE ORDER -- I THINK WE
21 HAD ABOUT 600 WE ORDERED, AND WE ARE ACTUALLY IN THE
22 PROCESS OF WRAPPING UP OUR SPANISH TRANSLATION FOR
23 THE PRINT VERSION. FOR THE DIGITAL LANDING PAGE, WE
24 WILL HAVE A WIDGET THAT WILL TRANSLATE THE ANNUAL
25 REPORT INTO VARIOUS LANGUAGES AS WELL. AND WE ARE

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1 VERY PROUD OF THAT.

2 ANOTHER BIG PROJECT THAT WE ACCOMPLISHED
3 WAS THE COMPLETION OF OUR WEBSITE MIGRATION. SO
4 THIS REALLY CULMINATES A MULTIYEAR PROJECT. IT GETS
5 US CLOSER TO MEETING ACCESSIBILITY COMPLIANCE FOR
6 THE STATE OF CALIFORNIA. AND SO BASICALLY HAD A
7 VERY OLD PROJECT MANAGEMENT SYSTEM WHICH IS DRUPAL,
8 AND WE MIGRATED IT TO WORDPRESS. AND THIS ALLOWS US
9 TO MAKE FUTURE IMPROVEMENTS TO GLOBAL NAVIGATION,
10 OUR LANDING PAGE, THE FUNCTIONALITY, THE LOOK AND
11 FEEL. SO THERE'S NO DESIGN UPDATES YET, BUT IT'S
12 REALLY GOING TO LAY THE GROUNDWORK FOR MAKING THOSE
13 IMPROVEMENTS, WHICH IS REALLY CRUCIAL, ESPECIALLY AS
14 WE INCREASE OUR OUTREACH EFFORTS TO FOLKS NOT ONLY
15 IN THEIR PHYSICAL COMMUNITIES, WHICH ADITI IS GOING
16 TO LEAD ON THOSE EFFORTS, BUT IN THEIR ONLINE
17 COMMUNITIES AS WELL.

18 AND THEN ANOTHER THING I'D LIKE TO
19 HIGHLIGHT THAT WE ARE REALLY EXCITED ABOUT IS THAT
20 WE PUT OUT AN RFP TO ENGAGE WITH A DIGITAL MARKETING
21 AGENCY TO OVERHAUL THE CONTENT FOR OUR WEBSITE TO
22 MAKE IT MORE ACCESSIBLE TO THE PUBLIC, TO IMPROVE
23 THE LOOK AND FEEL, TO CLEAN UP ALL OF OUR GLOBAL
24 NAVIGATION TO MAKE SURE THAT WE HAVE OUR
25 PRESENTATION OF OUR KEY PROGRAMS ON OUR WEBSITE. SO

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1 WE ARE VERY EXCITED TO WORK WITH THEM TO NOT ONLY
2 IMPROVE THE CONTENT AND THE EXPERIENCE, BUT TO
3 OVERALL IMPROVE OUR DIGITAL PRESENCE.

4 ALL RIGHT. INTO THE EXCITING STUFF. SO
5 OUR TEAM HAD THE PLEASURE OF ATTENDING SPARK THIS
6 YEAR, WHICH WAS AMAZING. AND WE WERE TRYING TO
7 FIGURE OUT THE BEST WAYS TO ENGAGE WITH THE HIGH
8 SCHOOL STUDENTS AT SPARK. SO WE CREATED A SOCIAL
9 MEDIA SELFIE BOOTH, WHICH WAS REALLY, REALLY, REALLY
10 POPULAR. IT WAS FILLED WITH FUN SCIENTIST PROPS AND
11 SOCIAL MEDIA FRAMES AND BALLOONS AND STREAMERS IN
12 OUR BRANDING COLORS. WE HAD A HUGE LINE OF STUDENTS
13 WAITING TO TAKE THEIR SELFIES. WE LITERALLY HAD TO
14 QUEUE THEM. AND WE ENCOURAGED THEM TO POST THEIR
15 SELFIES TO INSTAGRAM. AND I WANT TO HIGHLIGHT SOME
16 OF THE METRICS FROM THAT BECAUSE THEY'RE EXTREMELY
17 POPULAR.

18 SO DURING THAT WEEK ON INSTAGRAM, WE HAD
19 151-PERCENT INCREASE IN PROFILE VISITS. WE SAW
20 67-PERCENT INCREASE IN REACH TO OUR EXISTING
21 AUDIENCE. AND WE ALSO SAW A 440-PERCENT INCREASE IN
22 NONDOLLAR REACH JUST ON INSTAGRAM. AND SO THIS IS
23 REALLY IMPORTANT BECAUSE IT SPREADS AWARENESS OF
24 CIRM TO NOT ONLY PEOPLE ON SOCIAL MEDIA; BUT AS IT
25 CONTINUES TO GO VIRAL, WE ARE REACHING COMMUNITIES

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1 THAT WE NOT HAVE BEEN ABLE TO REACH.

2 A COUPLE OF OTHER SOCIAL MEDIA CAMPAIGNS
3 WE OVERSAW THE LAST COUPLE MONTHS WAS GOING GOLD FOR
4 CHILDHOOD CANCER AWARENESS. AND WE JOINED AMERICAN
5 CHILDHOOD CANCER ORGANIZATION TO HELP RAISE
6 AWARENESS ABOUT CANCER, CHILDHOOD CANCER, AND OUR
7 COMMITMENT TO FUNDING CHILDHOOD CANCER RESEARCH. SO
8 WE HAVE A LOT OF SOCIAL MEDIA HIGHLIGHTS THAT WE ARE
9 PUTTING ON ALL OF OUR CHANNELS. WE WROTE A BLOG
10 POST. WE DID A LOT OF REALLY FUN INTERNAL PHOTOS
11 WHERE YOU'LL SEE LIKE A GOLD FRAME THROUGHOUT OUR
12 SOCIAL MEDIA CHANNELS. DON'T FORGET TO LIKE AND
13 SHARE THOSE.

14 WE WORKED CLOSELY WITH OUR SCIENTIFIC TEAM
15 TO LAUNCH AND DEVELOP A LINKEDIN ALUMNI NETWORK FOR
16 THE SPARKS, BRIDGES, COMPASS, AND SCHOLARS PROGRAM.
17 WE HELPED THEM DEVELOP CONTENT AND REBRANDED SORT OF
18 THE LOOK AND FEEL OF THAT LINKEDIN PAGE WHICH YOU
19 WILL SEE AT THE TOP OF THE SLIDE.

20 AND LASTLY, WE ENGAGED IN A PARKINSON
21 AWARENESS CAMPAIGN DURING APRIL'S PARKINSON'S
22 AWARENESS MONTH. WE WENT ON TO HIGHLIGHT CIRM'S
23 MILLION INVESTMENT IN PARKINSON'S RESEARCH AS WELL
24 AS DAVID HIGGINS, WHO'S ON HERE AND HAS A PASSION
25 FOR PARKINSON'S ADVOCACY.

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1 SO ALL IN ALL IT'S BEEN A BUSY COUPLE OF
2 MONTHS SINCE I ONBOARDED. ONE OF THE THINGS WE
3 LEARNED WAS WITH SOCIAL MEDIA THERE'S SO MUCH
4 OPPORTUNITY AND THERE'S SO MUCH POTENTIAL NOT ONLY
5 WITH ADITI'S ROLE TO ENGAGE WITH COMMUNITIES IN
6 THEIR SPACE, BUT ALSO IN A DIGITAL COMMUNITY. SO WE
7 ARE ACTUALLY BRINGING IN AN IN-HOUSE CONTENT SOCIAL
8 MEDIA SPECIALIST WHICH IS THE NEXT ROLE ON OUR TEAM.
9 WE ARE REALLY, REALLY EXCITED TO RECRUIT THIS
10 POSITION. WE'VE HAD WONDERFUL APPLICANTS, AND WE
11 ARE ACTUALLY GOING THROUGH THE INTERVIEW PROCESS.

12 I GUESS A WONDERFUL LAST FOUR MONTHS.
13 FEELS LIKE IT'S BEEN MANY YEARS ALREADY, BUT I'M
14 EXCITED ABOUT WHAT WE'VE BEEN ABLE TO ACCOMPLISH.

15 CHAIRPERSON DURON: DOES ANYBODY OUT THERE
16 HAVE A QUESTION, A HOORAH FOR THE TEAM, ANYTHING?
17 OKAY. I KNOW WE GET REALLY FANCY WITH DATA AND I
18 LOVE IT. CAN YOU BREAK DOWN WHO THOSE INSTAGRAM
19 KIDS WERE? ARE WE REACHING THE DEMOGRAPHICS AS WELL
20 THAT WE WANT TO, WHICH IS OUR COMMUNITIES OF COLOR?
21 ARE THEY GETTING THESE MESSAGES? CAN WE TELL FROM
22 THAT --

23 MR. CORTEZ: INSTAGRAM, IN TERMS OF THOSE
24 SPECIFIC DEMOGRAPHICS, ETHNICITY, WE CAN'T SEE THAT
25 ON INSTAGRAM, BUT WE CAN ACTUALLY SEE OF THE

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1 GEOGRAPHIC LOCATIONS. AND THAT'S DATA THAT WE CAN
2 EXTRACT AND PULL. SO IT DOES BREAK IT DOWN BY
3 REGION. SO SAN FRANCISCO BAY AREA, LOS ANGELES
4 METRO AREA, THOSE ARE THINGS THAT WE CAN SEE.

5 CHAIRPERSON DURON: NOT GOOD. NO. I LOVE
6 THE IDEA OF WHAT YOU GUYS ARE DOING. I THINK IT'S
7 FABULOUS. BUT REMEMBER PART OF OUR OUTREACH WAS TO
8 REACH THE UNREACHABLE. AND THIS IS -- SO WE NEED TO
9 SEE (UNINTELLIGIBLE), ESPECIALLY WITH THE KIDS.

10 MS. TEMPLE-PERRY: IT'S HARD TO TELL. YOU
11 DON'T HAVE THE DEMOGRAPHIC DATA, BUT I CAN TELL YOU
12 MANY OF THE STUDENTS THAT ATTEND SPARK, THEY COME
13 FROM DIVERSE COMMUNITIES THROUGHOUT CALIFORNIA.
14 THEY REPRESENT, THEY'RE THE FACES OF CALIFORNIA. SO
15 WHEN WE ARE TAPPING INTO THEIR NETWORKS, THAT'S THE
16 POWER OF IT. WE ARE TAPPING INTO THEIR COMMUNITIES.

17 CHAIRPERSON DURON: I UNDERSTAND THAT.
18 THAT'S WHY I KEEP ASKING BECAUSE ONE OF THE THINGS
19 YOU SHOULD ALWAYS ADD IS ARE WE REACHING THOSE
20 COMMUNITIES EVEN THROUGH THESE KIDS, AND WHO ARE
21 THESE KIDS? WHAT IS THE DEMOGRAPHIC BREAKDOWN FOR
22 THESE KIDS WHO ARE THERE SO WE AT LEAST GET A SENSE
23 OF WHO WE ARE REACHING THROUGH THEIR COMMUNITIES'
24 KIDS AND INTO THEIR COMMUNITIES.

25 MS. TEMPLE-PERRY: ADDITIONALLY, WE

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1 ENGAGED WITH THE DIGITAL MARKETING AGENCY. THEY'LL
2 HAVE A BETTER IDEA OF HOW TO DEVELOP SPECIFIC
3 CAMPAIGNS THAT CAN REACH GEOGRAPHICAL TARGETS. AND
4 WE DEVELOP SPECIFIC MESSAGING AND LANGUAGE TO REACH
5 THOSE COMMUNITIES. SO I THINK THERE'S A LOT OF
6 OPPORTUNITY. WE ARE REALLY EXCITED ABOUT THAT.

7 CHAIRPERSON DURON: GREAT.

8 MS. TEMPLE-PERRY: ALL RIGHT. THAT'S WHAT
9 I HAVE FOR OUR UPDATE. JUST A COUPLE OF THINGS
10 WE'VE BEEN WORKING ON THE LAST COUPLE OF MONTHS. I
11 WILL THROW THE BATON OVER TO ESTEBAN AND ADITI TO
12 GIVE YOU AN UPDATE ON OUR COMMUNITY OUTREACH
13 EFFORTS.

14 MR. CORTEZ: THANK YOU, KOREN. SO
15 COMMUNITY OUTREACH CONTINUES TO REMAIN A PRIORITY
16 FOR OUR TEAM, AND THIS IS SOMETHING THAT WE ARE, OF
17 COURSE, GOING TO CONTINUE TO EMPHASIZE. AND THIS IS
18 ACTUALLY A PICTURE OF OUR TEAM OVER AT THE SPARK
19 BOOTH WHERE WE HAD A LOT OF GREAT CONVERSATIONS. WE
20 ARE ENGAGING AND ENCOURAGING STUDENTS TO SHOW THEIR
21 STORIES THROUGH SOCIAL MEDIA OR IN PERSON. SO IT'S
22 JUST A VISUAL REPRESENTATION OF US GOING OUT THERE
23 AND WORKING WITH THOSE COMMUNITIES.

24 BUT I DID WANT TO FOLLOW UP ON SOME
25 FEEDBACK THAT WE RECEIVED AT THE LAST COMMUNICATIONS

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1 SUBCOMMITTEE MEETING, WHICH WAS TO REALLY START
2 DOING OUTREACH WITH COMMUNITY COLLEGES. AND WE
3 REALLY VALUE THAT FEEDBACK, AND WE DID WANT TO TAKE
4 ACTION ON THAT. AND REALLY ONE OF THE WAYS THAT WE
5 DID THIS IS WE STARTED TO MAKE INTRODUCTIONS TO SOME
6 OF THOSE COMMUNITIES THAT ARE ALREADY IN COMMUNITY
7 COLLEGES THAT ARE EITHER WORKING WITH CIRM PROGRAMS
8 OR WHO REALLY ALIGN WITH WHAT IT IS THAT WE ARE
9 DOING.

10 SO I DID HAVE A CONVERSATION WITH SOMEBODY
11 FROM BERKELEY CITY COLLEGE WHO ACTUALLY IS GOING TO
12 BE JOINING THE BRIDGES PROGRAM THIS UPCOMING
13 SEMESTER. AND ONE OF THE THINGS THAT WAS SO GREAT
14 ABOUT THAT CONVERSATION IS THAT THEY WERE SO
15 ENTHUSIASTIC TO REALLY GET OUT THERE AND DO THAT
16 OUTREACH EITHER ON OUR BEHALF OR REALLY FOR
17 THEMSELVES AND FOR THEIR CLUB. THEY WERE PART OF
18 WHAT'S CALLED THE BERKELEY CITY COLLEGE STEM CLUB.
19 INITIALLY IT WAS A STEM CELL CLUB, BUT IT'S ACTUALLY
20 NOW FOCUSING MORE ON STEM IN GENERAL, WHICH IS GREAT
21 BECAUSE THAT GIVES US THE OPPORTUNITY TO ALSO RELAY
22 CIRM'S MISSION TO PEOPLE WHO ARE IN VARIOUS AREAS OF
23 STEM, NOT JUST IN STEM CELLS.

24 SO REALLY ONE OF THE THINGS THAT WE
25 LEARNED WAS THERE WAS SO MUCH ENTHUSIASM. AND

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1 REALLY IN ADDITION TO THAT, WE WERE ALSO ABLE TO
2 CONNECT WITH SOME OF THE BRIDGES PERSONNEL WHO ALSO
3 WERE SO ENTHUSIASTIC TO GO OUT THERE AND DO OUTREACH
4 AND SUPPORT CIRM AND PARTNER WITH CIRM SO THAT WE
5 CAN REACH COMMUNITIES IN COMMUNITY COLLEGES.

6 AND IN FOLLOWING UP ON THIS FEEDBACK, WE
7 ALSO RECOGNIZED THAT THERE IS SOME OUTREACH THAT'S
8 ALREADY HAPPENING. WANTED TO HIGHLIGHT OXNARD
9 COLLEGE AND THE UC SANTA BARBARA COMPASS PROGRAM WHO
10 IS GOING OUT INTO SOME OF THOSE COMMUNITIES IN
11 SOUTHERN CALIFORNIA AND REALLY ENCOURAGING THEM AND
12 SHARING INFORMATION ABOUT OUR COMPASS PROGRAM. AND
13 ONE OF THE THINGS THAT WE LEARNED IS THAT, EVEN
14 THOUGH THERE IS OUTREACH THAT'S HAPPENING AND THERE
15 ARE SOME SUCCESSES, THERE ARE STILL LOTS OF
16 CHALLENGES THAT REMAIN.

17 SO IF YOU ACTUALLY GO TO THE NEXT SLIDE,
18 KATIE, SO THIS ACTUALLY TAKES US TO OUR EDUCATIONAL
19 PROGRAM TOOLKITS. WE'VE BEEN HEARING OVER AND OVER
20 THAT OUTREACH IS HAPPENING AND RECRUITMENT IS
21 HAPPENING, BUT REALLY HAVING THOSE RESOURCES TO
22 SUPPORT THE OUTREACH IS WHAT A LOT OF THESE PROGRAM
23 DIRECTORS WANT. SO ONE OF THE THINGS THAT WE'RE
24 GOING TO BE DOING IS CREATING THESE TOOLKITS. SO
25 THINGS LIKE FLIERS, WEB PAGES, TESTIMONIALS,

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1 OUTREACH EVENT LISTINGS, OTHER THINGS THAT THESE
2 PROGRAM DIRECTORS AND RECRUITERS WANT. THEY REALLY
3 WANT TO BE ABLE TO SHOW THE SUCCESS OF THE PROGRAM
4 AND THE OPPORTUNITIES THAT ARE OUT THERE.

5 ONE OF THE THINGS THAT WE HEARD FROM THE
6 RECRUITER OVER AT THE UC SANTA BARBARA COMPASS
7 PROGRAM IS THAT HAVING A VIDEO, SOMETHING THAT WOULD
8 REALLY SHOW THAT EXPERIENCE IS SOMETHING THAT WILL
9 BE REALLY ESSENTIAL, WHICH TAKES ME TO MY NEXT
10 SLIDE. AND I'M HAPPY TO REPORT THAT WE ARE WORKING
11 CLOSELY WITH THE SCIENTIFIC PROGRAMS AND EDUCATION
12 TEAM TO DEVELOP A VIDEO THAT REALLY SHOWCASES THE
13 OPPORTUNITIES AND THE INTERNSHIPS THAT ARE AVAILABLE
14 TO CALIFORNIA -- TO PEOPLE ACROSS CALIFORNIA. AND
15 THIS IS GOING TO BE REALLY IMPORTANT BECAUSE, IN
16 ADDITION TO DRIVING OUR MISSION FORWARD, IT'S REALLY
17 GOING TO HIGHLIGHT THAT STUDENT EXPERIENCE. IT'S
18 GOING TO HIGHLIGHT THE DIVERSITY. AND THIS IS JUST
19 ONE OF THOSE WAYS THAT YOU BUILD TRUST. YOU MAY BE
20 GOING OUT INTO COMMUNITIES AND THERE MAY NOT BE
21 RECOGNITION OF CIRM'S NAME; BUT WHEN PEOPLE SEE
22 OTHER PEOPLE WHO LOOK LIKE THEM IN VIDEOS SHARING
23 THOSE EXPERIENCES, THAT'S SOMETHING THAT REALLY WILL
24 SUPPORT BUILDING TRUST AND HOPEFULLY GAINING MORE
25 INTEREST IN SOME OF THESE PROGRAMS AND IN TURN

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1 REALLY CREATING A MORE DIVERSE COHORT AND
2 PARTICIPANTS THROUGHOUT THOSE PROGRAMS.

3 SO THAT'S SOMETHING THAT WE'RE GOING TO BE
4 WRAPPING UP SOON IN PARTNERSHIP WITH THE SCIENTIFIC
5 PROGRAMS AND EDUCATION TEAM. AND WE REALLY LOOK
6 FORWARD TO SHARING THAT WITH YOU.

7 CHAIRPERSON DURON: ESTEBAN, I'D LIKE TO
8 ACTUALLY ASK THE COMMITTEE. ONE OF THE THINGS I
9 THINK IS WE HAVE SO MUCH EXPERTISE ON THE BOARD.
10 HOW OFTEN ARE THEY ACTUALLY OFFERED TO SCHOOLS TO
11 MAYBE DO A 15-MINUTE PRESENTATION, BRINGING THEIR
12 POINT OF VIEW, THEIR EXPERTISE AROUND THIS PROGRAM
13 AND WHY THEY'VE ENGAGED IN? I JUST THINK THAT WHEN
14 I LOOK AT KIM AND SHE CAN TALK ABOUT WHAT'S GOING ON
15 AT UC DAVIS OR GEORGE WITH HIS LONGEVITY AT BOTH
16 BERKELEY AND SANTA CRUZ, IT'S JUST THERE'S SUCH
17 SMARTS AND EXPERIENCE THERE. HOW DO WE CAPTURE THAT
18 AND LET KIDS SEE IT? THIS IS CIRM BOARD, BUT THESE
19 ARE PEOPLE WHO COME FROM THIS LIVED EXPERIENCE,
20 UNDERSTAND THIS, AND ARE REALLY EMPATHETIC FOR WHAT
21 WE ARE TRYING TO DO.

22 SO I DON'T KNOW IF YOU'RE GOING TO CREATE
23 ANOTHER LITTLE ASK THE EXPERT KIND OF AN OPPORTUNITY
24 AN OFFER -- AND MAYBE GO AROUND AND SEE WHO'S
25 WILLING TO STEP UP AND DO A PRESENTATION. HAVE YOU

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1 THOUGHT ABOUT DOING THAT?

2 MR. CORTEZ: THAT'S A GREAT SUGGESTION,
3 AND I REALLY APPRECIATE THAT FEEDBACK. AND I DO
4 WANT TO RECOGNIZE THAT WE HAVE REALLY STARTED TO
5 LOOK TO THE BOARD TO SHARE THAT EXPERTISE AND THEIR
6 STORIES. JUST GOING BACK TO KOREN'S EXAMPLE OF THE
7 PARKINSON'S CAMPAIGN, THAT WAS WHERE WE WERE ABLE TO
8 INVOLVE ONE OF OUR BOARD MEMBERS, DAVID HIGGINS, WHO
9 WAS REALLY HELPFUL AND JUST REALLY SHARED THEIR
10 WONDERFUL EXPERIENCE IN DOING THAT OUTREACH. AND WE
11 HAVE CONNECTED WITH OTHER BOARD MEMBERS. ANNE-MARIE
12 AS AN EXAMPLE WHO REALLY WAS ENTHUSIASTIC ABOUT
13 SOCIAL MEDIA, AND SHE POINTED OUT THAT LINKEDIN IS
14 PLATFORM OF CHOICE, THAT SHE'D BE HAPPY TO SPREAD
15 THE MESSAGE HOWEVER POSSIBLE. SO KATIE AND I WERE
16 ABLE TO CONNECT WITH HER AND SENT HER A SURVEY, TOOK
17 SOME PHOTOS SO THAT THEY CAN ALSO SHARE IT. BUT I
18 DO AGREE THAT THERE'S DEFINITELY MORE WORK THAT WE
19 CAN DO WITH THE BOARD.

20 CHAIRPERSON DURON: SO MAYBE YOU COULD
21 SEND OUT A QUESTIONNAIRE OF SOME SORT AND GIVE A
22 LIST OF THINGS AND WAYS THEY COULD PARTICIPATE. AND
23 MAYBE THEY CAN CHECK A BOX FOR YOU WHERE THEY WANT
24 TO OR CAN DO. BUT I'D LOVE TO SEE THEM ALL ON
25 VIDEOS DOING A PRESENTATION OR GOING BACK INTO A

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1 CLASSROOM AND TALKING WITH THE KIDS. THERE'S A LOT
2 OF EXPERTISE THERE.

3 MS. TEMPLE-PERRY: AND I WAS GOING TO
4 MENTION, BECAUSE WE WILL HAVE NEW CAPABILITIES WITH
5 OUR DIGITAL MARKETING AGENCY, THERE IS A LINE ITEM
6 FOR DEVELOPING VIDEO VIGNETTES. WE WILL HAVE
7 ADDITIONAL EXPERTISE IN-HOUSE. SO THERE'S SOCIAL
8 MEDIA AND CONTENT SPECIALISTS COMING IN TO DEVELOP A
9 LOT OF THAT CONTENT THAT PEOPLE CAN CONNECT WITH
10 BECAUSE THEY DON'T WANT TO READ LONG PAGES OF
11 POWERPOINT PRESENTATIONS. BUT THEY WILL CONNECT
12 WITH A TWO-MINUTE VIDEO OF SOMEBODY EXPLAINING THE
13 OPPORTUNITIES AND CONNECTING, ESPECIALLY IF THEY
14 LOOK LIKE PEOPLE FROM THE COMMUNITY. SO THERE'S A
15 LOT OF OPPORTUNITIES. AND AS WE DEVELOP
16 MORE -- HAVE MORE RESOURCES COME IN-HOUSE, WHICH IN
17 THE NEXT FEW MONTHS THAT WILL BEGIN TO RAMP UP, WE
18 WILL BE ABLE TO ENGAGE WITH YOU ALL IN DEVELOPING
19 SOME OF THOSE CONTENT PIECES.

20 CHAIRPERSON DURON: OKAY. FIRST OF ALL,
21 THE EXPERTISE MAY NOT BE SOMEONE WHO LOOKS LIKE
22 THEM. WHAT I THINK IS I TOLD THE COMPASS
23 STUDENTS -- THE BRIDGES STUDENTS OVER IN SAN JOSE
24 STATE, YOU NEED TO GET OUTSIDE YOUR COMFORT ZONE AND
25 GO INTO OTHER COMMUNITIES AND START TALKING ABOUT

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1 THE REASONS WHY THIS PROGRAM EXISTS AND WHY IT HELPS
2 THEIR COMMUNITIES.

3 SO I WOULD LOVE FOR OUR BOARD TO GET
4 OUTSIDE ITS OWN COMFORT ZONE AND GO OUT AND TALK TO
5 THE FOLKS OUT THERE BECAUSE THEY BRING -- THEY BRING
6 A MESSAGE WITH A LOT OF HEART. THEY CAN SHARE WHY
7 THEY LOVE SCIENCE AND THINGS LIKE THAT, AND IT
8 DOESN'T HAVE TO COME IN A COLORED PACKAGE, RIGHT.
9 IF ANY ONE OF US IS OUT WITH KIDS OR YOUNG STUDENTS
10 OR PH.D. STUDENTS OR JUST THE REGULAR PUBLIC, WOW,
11 THIS PERSON CARES ABOUT THIS. AND IT ALSO GETS THE
12 BOARD OUT FROM BEHIND THIS KIND OF A MYSTICAL WHO IS
13 THAT BOARD. AND WHEN THEY WRITE ABOUT CIRM, IT
14 MAKES IT SOUND LIKE THE BOARD IS OPERATING IN SOME
15 KIND OF NEFARIOUS WAY. AND IT PUTS THEIR FACES IN
16 THE PUBLIC, AND THEY'RE OUT THERE SHOWING THEIR
17 HUMANITY. IT REALLY MAKES -- IT'S THE HUMAN TO
18 HUMAN KIND OF A CONTACT THAT I THINK IS REALLY
19 CRITICAL FOR CIRM TO CHANGE ITS OWN IMAGE.

20 MS. TEMPLE-PERRY: YES, DEFINITELY. WHEN
21 WE GET TO THE NEXT SLIDE OR TWO, ADITI WILL TALK
22 ABOUT SOME OF HER EFFORTS THAT SHE ALREADY LED.

23 CHAIRPERSON DURON: SORRY, ADITI.

24 MS. TEMPLE-PERRY: AND POTENTIAL
25 OPPORTUNITIES AS WELL. I WON'T STILL HER SHINE.

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1 MR. CORTEZ: AND WITH THAT, I WILL PASS IT
2 OVER TO ADITI TO REALLY JUST GIVE A RECAP OF SOME OF
3 THE OUTREACH EVENTS THAT WE PARTICIPATED IN. SO,
4 ADITI.

5 MS. DESAI: THANK YOU. AGAIN, SORRY IF
6 YOU HEAR THE ANNOUNCEMENT. OF COURSE, AS SOON AS I
7 WANT TO SHARE, THERE'S AN ANNOUNCEMENT. BUT
8 ANYWAYS. SO I THINK IT WAS TWO WEEKS AGO,
9 SEPTEMBER 9TH, WE HAD AN AMAZING EVENT WHERE WE
10 PARTNERED WITH THIS ORGANIZATION CALLED KITSCUBED.
11 IT'S ORGANIZATION WHOSE GOAL IS TO INTRODUCE
12 STUDENTS TO THE WONDERS AND FUN OF SCIENCE. SO THIS
13 IS THEIR BIG KIND OF FLAGSHIP EVENT DURING THE
14 SCHOOL YEAR. SO IT'S LIKE TO KICK OFF THEIR
15 PROGRAMMING THROUGHOUT THE SCHOOL YEAR. SO IT WAS A
16 HUGE STEM FAIR WHERE THEY HAD ORGANIZATIONS AND
17 VOLUNTEERS COME TOGETHER TO DO HANDS-ON EXPERIMENTS
18 AND ACTIVITIES RELATED TO STEM.

19 SO THERE WERE EXPERIMENTS WITH
20 ELECTRICITY, LEARNING ABOUT SOLAR POWER AND BUILDING
21 SOLAR POWERED CARS AND THINGS LIKE THAT. AND IT WAS
22 REALLY AMAZING FOR CIRM TO BE A PART OF THAT EVENT.
23 NOT ONLY DID THE EVENT BUILD HUGE EXPOSURE FOR CIRM
24 WITH OVER 3,000 REGISTRATIONS, OVER 1500 YOUTH IN
25 ATTENDANCE. AND THE VAST MAJORITY OF THOSE YOUTH

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1 WERE YOUTH OF COLOR. BUT WE ALSO WERE ABLE TO
2 ENGAGE YOUTH STAFF IN VOLUNTEERING AT THE EVENT. SO
3 NOT ONLY WERE STAFF PRESENT TO VOLUNTEER, BUT THEY
4 ALSO ENGAGED THEIR FAMILIES. SO MANY OF OUR CIRM
5 STAFF BROUGHT THEIR KIDS, THEIR SPOUSES. I
6 VOLUNTOLD MY SPOUSE TO COME. AND IT WAS REALLY
7 GREAT FOR THEM TO ENGAGE WITH THE YOUTH OF OAKLAND.

8 AND THEN WE ALSO WERE ABLE TO ENGAGE
9 VOLUNTEERS FROM UC BERKELEY CIRM SCHOLARS PROGRAM AS
10 WELL AS BERKELEY CITY COLLEGE STEM CLUB. SO WE HAD
11 TWO VOLUNTEERS FROM BERKELEY CITY COLLEGE COME. ONE
12 OF THEM IS THE FUTURE BRIDGES STUDENT THAT ESTEBAN
13 MENTIONED. AND SO IT WAS REALLY A GREAT OPPORTUNITY
14 FOR CIRM TO BE PRESENT IN THE COMMUNITY. IT WAS
15 GREAT FOR ME AS KIND OF MY FIRST EVENT TO BE A PART
16 OF TO REALLY ENGAGE WITH THE COMMUNITY, TALK ABOUT
17 CIRM, KIND OF GET THE SPIEL IN WHAT REALLY CONNECTS
18 WITH FAMILIES, CONNECTS WITH PARENTS AS FAR AS THE
19 INFORMATION THAT WE HAVE ABOUT CIRM, THE EDUCATIONAL
20 PROGRAMS, THE RESEARCH OPPORTUNITIES THAT THEIR KIDS
21 CAN BE A PART OF.

22 SO, YEAH, IT WAS ABSOLUTELY AMAZING. AND
23 THERE'S CONTINUED POSITIVE ENGAGEMENT WITH CIRM
24 THROUGH KITSCUBED. SO ON THEIR SOCIAL MEDIA
25 CHANNELS, THEY'RE CONTINUING TO TAG US AND MENTION

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1 US, WHICH IS KIND OF, I THINK, DRIVING A LOT OF THAT
2 TRAFFIC TOWARDS OUR INSTAGRAM CHANNELS. BUT THIS IS
3 ALSO A LONG-TERM OPPORTUNITY FOR CIRM TO KEEP
4 CONNECTING WITH KITSCUBED BECAUSE THEY DO HAVE
5 PROGRAMMING THROUGHOUT THE SCHOOL YEAR. SO JUST AS
6 YSABEL MENTIONED, THIS MAY BE A GREAT OPPORTUNITY
7 FOR THE BOARD TO GET INVOLVED IN THE SCHOOLS BECAUSE
8 KITSCUBED DOES STEM DAYS AT SCHOOLS WHERE THEY TEACH
9 ABOUT DIFFERENT SCIENCE, DIFFERENT STEM SUBJECTS AT
10 SCHOOLS TO GET THE YOUTH EXCITED ABOUT WHAT IS GOING
11 ON IN SCIENCE AND STEM.

12 SO THIS MAY BE A GREAT OPPORTUNITY FOR
13 SOME OF THE BOARD TO BE INVOLVED IN SOME OF THE
14 OUTREACH TO NOT ONLY GET YOUTH EXCITED ABOUT CERTAIN
15 SUBJECT MATTERS WHERE THE BOARD MEMBERS ARE EXPERTS,
16 BUT ALSO START TO LEARN ABOUT HOW CIRM CAN BE THAT
17 DOOR TOO TO LEARN ABOUT AND MAYBE POTENTIALLY
18 CONTRIBUTE TO RESEARCH IN THOSE AREAS. SO, YEAH,
19 OVERALL A REALLY GREAT EVENT. YOU CAN GO ON TO THE
20 NEXT SLIDE.

21 SO I'VE ALSO STARTED BUILDING OUT KIND OF
22 A CALENDAR OF POTENTIAL EVENTS FOR ME TO ATTEND TO
23 KEEP CIRM'S EXPOSURE OUT THERE. THESE ARE JUST A
24 FEW EVENTS THAT I'VE NOTED TO KOREN AND ALSO TO THE
25 LEADERSHIP TEAM TO KIND OF REVIEW AND THINK ABOUT.

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1 THESE ARE GREAT OPPORTUNITIES FOR ME TO SHARE WITH
2 ATTENDEES ABOUT CIRM'S EDUCATIONAL PROGRAMS, LEARN
3 ABOUT HOW OTHER ORGANIZATIONS ARE INCORPORATING DEI
4 INTO THEIR WORK, THEIR OUTREACH. SO WE CAN REALLY
5 START TO MOVE FORWARD WITH THOSE MISSION DRIVEN WORK
6 AND REALLY GET STUDENTS OF COLOR ENGAGED IN SPARK,
7 BRIDGES, CIRM SCHOLARS, COMPASS, AS WELL AS REALLY
8 INCORPORATING AND HIGHLIGHTING THE DEI IN OUR
9 RESEARCH PROGRAMS.

10 I SEE A HAND UP.

11 DR. BARRETT: THANK YOU, ADITI. THIS IS
12 VERY EXCITING. I WONDERED IF YOU CONSIDERED THE
13 POSSIBILITY OF A PARTNERSHIP WITH THE GIRL SCOUTS.
14 BEFORE I MOVED TO UC DAVIS, I WAS ON THE BOARD OF
15 THE GIRL SCOUTS IN SAN DIEGO. AND THEY HAVE SUCH A
16 HUGE EMPHASIS AT THE MOMENT ON INTRODUCING YOUNG
17 WOMEN TO STEM SUBJECTS. BUT THEY HAVE A
18 HUGE -- THERE'S A LOT OF CONTENT RELATED TO ROBOTICS
19 AND COMPUTING AND SOLAR DRIVEN CARS, AND I ALWAYS
20 COMPLAINED THAT THEY HAD MUCH LESS EMPHASIS ON LIFE
21 SCIENCES. AND THEY HAVE A PRETTY BIG PRESENCE AND
22 SERVE AN AWFUL LOT OF GIRLS AND YOUNG WOMEN THROUGH
23 THE STATE. AND I REMEMBER THE GOLD AWARDS EVEN
24 SEEING GIRLS WHO PRESENTED PROJECTS RELATED TO
25 REGENERATIVE MEDICINE. I JUST WONDERED IF THAT WAS

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1 SOMETHING THAT WAS ON YOUR RADAR SCREEN.

2 MS. DESAI: THAT'S ABSOLUTELY AN AMAZING
3 IDEA. I MYSELF WAS A GIRL SCOUT BACK IN FLORIDA,
4 AND I DO -- YEAH. THAT WASN'T ON MY RESUME, BUT,
5 YES, I WAS A GIRL SCOUT. BUT, YEAH, THAT'S A REALLY
6 GREAT IDEA. AND I KNOW THAT THEY'VE BEEN DOING THE
7 PATCHES FOR STEM IN SCIENCE. SO I APPRECIATE THAT
8 SUGGESTION. THAT'S A REALLY GREAT IDEA THAT I WILL
9 DEFINITELY NOTE AND PURSUE.

10 DR. BARRETT: I CAN CERTAINLY CONNECT YOU
11 WITH THE CEO IN SAN DIEGO, AND SHE WOULD PRESUMABLY
12 HAVE CONNECTIONS THROUGHOUT THE STATE.

13 MS. DESAI: THAT WOULD BE GREAT. THANK
14 YOU SO MUCH.

15 IF THERE AREN'T ANY OTHER QUESTIONS, WE
16 CAN GO TO THE NEXT SLIDE. SO HERE REALLY ARE NEXT
17 STEPS. THESE ARE KIND OF MY AND OUR AS A TEAM OUR
18 MAIN KIND OF NEXT STEPS. SO ONE IS REALLY REVIEWING
19 IN DETAIL THE COMMUNITY OUTREACH PLAN AND GOALS AND
20 UPDATING IT BASED ON KIND OF WHAT WE'VE HEARD IN
21 SOME OF THE LISTENING SESSIONS ACROSS THE STATE,
22 DEVELOPING OUTREACH MATERIALS BASED ON KIND OF WHAT
23 WE'RE LEARNING COMMUNITIES RESONATE WITH, WHAT
24 REALLY IS APPROPRIATE AND IMPORTANT TO THEM, AND HOW
25 WE CAN ENGAGE THEM BETTER. SO REALLY DEVELOPING

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1 THAT OUTREACH MATERIAL, AND THAT'S WHERE OUR NEW
2 TEAM MEMBERS WILL REALLY COME INTO PLAY, HELPING US
3 CREATE THOSE ASSETS.

4 AND THEN DEEPENING OUR RELATIONSHIP WITH
5 PATIENT ADVOCACY GROUPS. I THINK THAT'S SOMETHING
6 THAT CAN REALLY HELP US THRIVE. AND SO REALLY
7 LOOKING TO -- A LOT OF THE BOARD MEMBERS, I
8 UNDERSTAND, ARE REALLY INVOLVED IN SOME OF THESE
9 PATIENT ADVOCACY GROUPS. SO REALLY ENGAGING WITH
10 THE BOARD MEMBERS AS MUCH AS POSSIBLE AND SEEING HOW
11 WE CAN LEVERAGE THOSE RELATIONSHIPS, REALLY GET
12 CIRM'S MESSAGE OUT, USE THAT TO SUPPORT OUTREACH AND
13 HELP ME DEVELOP THOSE RELATIONSHIPS WITH THOSE KEY
14 STAKEHOLDERS.

15 NEXT SLIDE I THINK IS BACK TO ESTEBAN. SO
16 IF THERE AREN'T ANY OTHER QUESTIONS FOR ME --

17 CHAIRPERSON DURON: ACTUALLY, ADITI, I
18 HAVE ONE. THINKING BACK TO THE KIDS, FIRST OF ALL,
19 ARE YOU ASKING THEM TO THINK BIDIRECTIONALLY NOT
20 ONLY ABOUT BECOMING SCIENTISTS, COMING INTO SCIENCE
21 OF STEM, SO ON AND SO FORTH, BUT ASKING THEM HOW
22 THEY THINK IT APPLIES TO THEIR FAMILIES, TO THEIR
23 COMMUNITIES? SO WHEN THEY GO HOME AND TALK ABOUT
24 NOT THIS NOT JUST AS I WANT TO DO THIS, BUT, HEY,
25 MOM, I LEARNED ABOUT AND THIS HELPED US BECAUSE THEY

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1 BECOME OUR COMMUNICATOR. THEY TAKE OUR MESSAGE
2 HOME. AND SO I WONDER IF YOU CAN CHALLENGE THEM AND
3 SAY, I WOULD LIKE TO HEAR YOU COME UP WITH ONE IDEA
4 ABOUT HOW SOME CIRM INVESTIGATION MIGHT ACTUALLY
5 IMPACT YOUR COMMUNITY, A DISEASE OR AN EVENT STEM
6 CELL RESEARCH MY IMPACT. AND JUST IT GETS THEIR
7 BRAINS THINKING, BUT IT GETS THEM TO THINK ABOUT HOW
8 IT HELPS THEIR COMMUNITY. IT'S KIND OF A LITTLE
9 CHALLENGE YOU THROW OUT THERE. COME BACK IN TEN
10 MINUTES.

11 MS. DESAI: YEAH. ACTUALLY -- SO I
12 ATTENDED THE SPARK CONFERENCE, AND EVERY SINGLE
13 YOUTH THAT I TALKED TO ABOUT THEIR RESEARCH, I ASKED
14 THAT QUESTION. HOW DOES THIS IMPACT YOUR COMMUNITY?
15 HOW DOES THIS IMPACT THE COMMUNITY THAT YOU STUDY?
16 HOW DOES THIS IMPACT MEDICINE AND ANY SPECIFIC
17 DIAGNOSES? SO AT THE KITSCUBED EVENT, I DID NOT ASK
18 THAT QUESTION MOSTLY BECAUSE IT WAS ELEMENTARY AGED
19 STUDENTS WHO WERE STILL LIKE INITIALLY BEING EXPOSED
20 TO STEM POTENTIALLY FOR THE FIRST TIME. AND I
21 MOSTLY A MAJORITY OF THE TIME WAS TALKING TO
22 PARENTS.

23 SO I THINK ALSO THAT WAS A CHANCE FOR ME
24 TO LEARN WHAT PARENTS WERE -- LIKE HOW THEY
25 UNDERSTOOD RESEARCH, WHAT THEY KIND OF WERE

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1 INTERESTED IN LEARNING ABOUT OUR PROGRAMS, AND
2 BUILDING CONVERSATIONS OFF OF THAT. BUT DEFINITELY
3 AT SPARK AND WHEN I CHAT WITH BRIDGES STUDENTS,
4 COMPASS STUDENTS, THESE ARE QUESTIONS THAT I
5 CONTINUALLY ASK THEM. EVEN WHEN I'M DOING OUTREACH
6 FOR THOSE EDUCATIONAL PROGRAMS FOR THOSE STUDENT
7 AUDIENCES, THOSE ARE QUESTIONS I ASK. LIKE HOW DO
8 YOU FEEL LIKE THIS RESEARCH COULD IMPACT YOU, YOUR
9 FAMILY, YOUR COMMUNITY? SO, YES, ABSOLUTELY.

10 CHAIRPERSON DURON: GREAT. I REMEMBER
11 BEING AT A CONFERENCE WHERE THEY WERE -- THEY HAD A
12 TABLE SET UP WHERE THEY WERE SHOWING FOURTH GRADERS
13 HOW TO BUILD THE DNA STRAND WITH GUMBALLS OR WITH
14 COLORED CANDY. SO THERE ARE WAYS TO REACH THE
15 YOUNGER FOLK. I ACTUALLY BROUGHT THAT BACK TO MY
16 OWN SUMMIT, AND I MADE IT A CENTERPIECE IN THE
17 MIDDLE OF THE ROOM. AND EVERYBODY WANTED ONE. THEY
18 ALL SAID, OH, THIS IS GREAT. SO YOU CAN ACTUALLY
19 GENERATE EXCITEMENT WITH GROWNUPS WITH THESE KIND OF
20 TEACHING TOOLS AS SIMPLE AS THEY MIGHT BE.

21 MS. DESAI: ABSOLUTELY. SO SHYAM WAS AT
22 THE KITSCUBED EVENT TOO. AND SO HE AND I WERE
23 BRAINSTORMING SOME OF THESE ACTIVITIES THAT WOULD BE
24 REALLY ENGAGING FOR THAT YOUNG AUDIENCE. SO WHAT I
25 REALLY WANTED TO TAKE FROM THE KITSCUBED EVENT WAS

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1 TO LEARN WHAT KIND OF ACTIVITIES KIDS WERE
2 INTERESTED IN, ENGAGED IN, HOW WE COULD REALLY HAVE
3 THOSE KINDS OF ACTIVITIES THAT RELATED TO
4 REGENERATIVE MEDICINE AND RESEARCH AND STEM CELLS.

5 SO SHYAM AND I HAVE BEEN BRAINSTORMING AND
6 CHATTING ABOUT THINGS THAT WE CAN DO AT FUTURE
7 EVENTS FOR YOUNGER AUDIENCES THAT ARE ENGAGING. AND
8 ONE IDEA WAS ACTUALLY MAKING BRACELETS WITH
9 DIFFERENT COLORED BEADS TO CREATE THE DNA STRAND.
10 AND THEN THEY GET SOMETHING TO TAKE HOME TOO. SO
11 IT'S LIKE FUN AND THEN WE CAN TALK ABOUT LIKE HOW
12 RESEARCH CAN CHANGE THE PATTERN. BUT ANYWAYS, YES,
13 ABSOLUTELY. WE ARE ON THE SAME PAGE.

14 CHAIRPERSON DURON: THANK YOU. MARIA HAS
15 A QUESTION.

16 VICE CHAIR BONNEVILLE: HI. TWO THINGS.
17 ONE, THANK YOU, ADITI, FOR THE PRESENTATION, AND I
18 LOVE THAT WE ARE PUTTING GOALS AROUND WHAT THE
19 OUTREACH IS, WHAT WE ARE TRYING TO ACCOMPLISH, AND
20 THEN SEEING IF IT'S WORKING. BECAUSE I THINK WE TRY
21 A LOT OF THINGS, SOME STUFF WORKS, SOME STUFF
22 DOESN'T, AND THAT'S TOTALLY OKAY BECAUSE IT INFORMS
23 US AND THEN WE ARE BETTER PREPARED TO DO OTHER
24 THINGS MOVING FORWARD.

25 THE SECOND THING IS IN THE PAST WE HAVE

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1 FOCUSED ON LOT ON REACHING OUT TO THE PATIENT
2 ADVOCACY ORGANIZATIONS IN CALIFORNIA. AND SOMETIMES
3 WE'VE GONE OUT TO THE NATIONAL CHAPTERS AND THE
4 HEADQUARTERS, BUT NOT ALL THE TIME. HAVING SPENT
5 SOME TIME AT THE CONFERENCE HERE IN DC, A LOT OF THE
6 HEADQUARTER AND NATIONAL ORGANIZATIONS ARE TACKLING
7 THINGS LIKE ACCESS AND AFFORDABILITY BECAUSE FOR
8 SOME OF THEM THERE HAVE BEEN SOME TREATMENTS THAT
9 HAVE GONE THROUGH AND BEEN APPROVED. THERE WAS
10 SOMEONE FROM THE DUCHENNE'S COMMUNITY. AND JUST
11 LISTENING TO HOW SHE WAS MAKING SURE THAT EACH KID
12 COULD HAVE ACCESS TO THE THERAPY AND WORKING WITH
13 THE CHILDREN'S HOSPITALS IN THOSE AREAS WAS JUST
14 REALLY INFORMATIVE, AND IT JUST GOT GEOFF AND I
15 THINKING ABOUT HOW THERE'S AN OPPORTUNITY FOR US TO
16 DO OUTREACH TO THEM AS WELL. AND THEN UNDERSTAND
17 WHAT THEY'RE GOING THROUGH AND HOW THAT INFORMS
18 ACCESS AND AFFORDABILITY FOR US. SO THAT'S JUST
19 SOMETHING I WANTED TO PUT ON YOUR VERY FULL PLATE.

20 MS. DESAI: ABSOLUTELY. THAT'S ACTUALLY
21 ONE OF THE REASONS WHY I'M REALLY EXCITED TO BE AT
22 THIS GLOBAL GENES CONFERENCE BECAUSE IT'S ALL ABOUT
23 THOSE RARE DISEASES AND MEETING ADVOCACY GROUPS AND
24 PARENTS THAT ARE DOING WORK TO HIGHLIGHT THESE RARE
25 DISEASES AND THE NEED FOR RESEARCH. AND SO I'M

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1 REALLY EXCITED TO BE HERE TO MEET FOLKS THAT ARE
2 FROM ALL OVER THE COUNTRY. THIS IS A NATIONAL
3 CONFERENCE. SO IT'S GOING TO BE REALLY GREAT FOR ME
4 TO GET THAT EXPOSURE AND TO MEET THOSE PEOPLE. SO
5 THANK YOU FOR REINFORCING.

6 MS. TEMPLE-PERRY: I'M JUST COGNIZANT OF
7 THE TIME. WE DO HAVE A COUPLE OF DISCUSSION
8 QUESTIONS THAT WE'D LIKE TO POSE TO THE GROUP. WE
9 TALKED A LOT, BUT WE WANT TO HEAR WHAT YOU HAVE TO
10 SAY. DO YOU WANT TO READ OFF THE QUESTIONS?

11 MR. CORTEZ: YEAH. JUST THESE TWO
12 DISCUSSION ITEMS, THAT IF YOU HAVE PARTICIPATED IN
13 ANY COMMUNITY OUTREACH CAMPAIGNS, WHAT ARE SOME OF
14 THE STRATEGIES AND TACTICS THAT YOU HAVE FOUND MOST
15 EFFECTIVE? AND MANY OF YOU ARE PART OF
16 ORGANIZATIONS THAT ALIGN WITH CIRM'S MISSION. SO IF
17 THERE ARE ANY INITIATIVES OR OPPORTUNITIES TO
18 PARTNER, WE'D LOVE TO HEAR ABOUT THOSE AS WELL.

19 CHAIRPERSON DURON: ANYBODY?

20 MS. TEMPLE-PERRY: DON'T BE SHY.

21 MR. CORTEZ: AND THESE ARE ALSO
22 SUGGESTIONS AND COMMENTS, FEEDBACK THAT WE WELCOME
23 OFFLINE AS WELL. SO IF YOU THINK OF SOMETHING AFTER
24 THE FACT, WE ARE ALWAYS OPEN TO HAVING THOSE
25 CONVERSATIONS. OUR TEAM IS OPEN TO HAVING THOSE ONE

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1 ON ONES. WE HAVE ADITI AS WELL FOR ANY OUTREACH
2 OPPORTUNITIES. SO FEEL FREE TO BRING THEM UP NOW OR
3 OFFLINE AS WELL.

4 GEORGE.

5 DR. BLUMENTHAL: SO I'M NOT REALLY
6 ADDRESSING YOUR QUESTIONS DIRECTLY. I APOLOGIZE FOR
7 THAT. BUT I WAS THINKING ABOUT THE EARLIER PART OF
8 YOUR REPORT AND THE FACT THAT WE JUST CAME OUT WITH
9 A NEW ANNUAL REPORT, WHICH I THINK IS QUITE
10 IMPRESSIVE. AND IT MADE ME WONDER WHETHER WE COULD
11 MAKE GREATER USE OF THAT AS A WAY OF OUTREACH. FOR
12 EXAMPLE, MIGHT IT BE AN OPPORTUNE MOMENT FOR
13 SOMEONE, MAYBE VITO, MAYBE MARIA, MAYBE SOME OTHER
14 MEMBER OF THE BOARD TO WRITE AN OP ED ABOUT THE
15 ACCOMPLISHMENTS OF CIRM DURING THE LAST YEAR AND GET
16 THAT PUBLISHED. AND THAT COULD NOT BE IN A MAJOR
17 SAN FRANCISCO CHRONICLE-TYPE NEWSPAPER. IT CAN ALSO
18 BE IN COMMUNITY NEWSPAPERS AND IN SPANISH LANGUAGE
19 NEWSPAPERS AS WELL THAT THAT COULD OCCUR. I WAS
20 JUST THINKING ABOUT THE FACT THAT THIS EVENT, THE
21 RELEASING OF THE ANNUAL REPORT, MIGHT BE AN
22 OPPORTUNITY TO TAKE ADVANTAGE OF IT AND REALLY
23 GREATLY INCREASE OUR OUTREACH.

24 MS. TEMPLE-PERRY: DEFINITELY. WELL,
25 THANK YOU FOR YOUR COMMENTS. AND THAT WAS THE

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1 PURPOSE OF THE ANNUAL REPORT IS WE WERE THINKING
2 ABOUT DEVELOPING THE CONTENT WE WANTED. THE CONTENT
3 HAD MULTIPLE PURPOSES, RIGHT, WHERE WE COULD
4 REPURPOSE IT ACROSS OUR VARIOUS CHANNELS. YOU
5 HAVEN'T BEEN TO OUR OFFICES, BUT WE HAVE THESE
6 BEAUTIFUL POSTERS AROUND THAT CARRY THE SAME
7 BRANDING AND THE SAME MESSAGING OUT OF THE ANNUAL
8 REPORT. AND OVER THE NEXT COUPLE OF MONTHS, WE PLAN
9 TO, AGAIN, TAKE SOME OF THAT CONTENT, THAT
10 STORYTELLING ASPECT, AND MAKE SURE THAT THAT'S
11 ACROSS ALL OF OUR SOCIAL MEDIA PLATFORMS,
12 REPURPOSING IT POTENTIALLY FOR A WHITE PAPER.
13 THERE'S SO MANY WAYS. WE DIDN'T WANT TO JUST CREATE
14 THE CONTENT. I KNOW WE HAVE TO CREATE AN ANNUAL
15 REPORT, BUT WE WANTED TO CREATE SOMETHING THAT, IF
16 OUR TEAM WAS GOING TO PUT IN THE TIME AND EFFORT
17 WHICH WE WORKED SO DILIGENTLY ON THAT, REALLY MAKING
18 SURE THAT WE CAN REPURPOSE THE COMMUNICATIONS AND
19 THE CONTENT ACROSS MANY OF OUR STRATEGIES AND WITH
20 OUR OUTREACH AS WELL. ALL WONDERFUL INSIGHTS.

21 CHAIRPERSON DURON: ANYBODY ELSE OUT
22 THERE? I KNOW IT'S A HEAVY LIFT, BUT CALIFORNIA IS
23 DIVERSE. OUR NEXT LARGEST POPULATION AFTER LATINO
24 ARE ASIANS AND MULTIPLE LANGUAGES. WHAT ARE WE
25 GOING TO DO BECAUSE I ALWAYS SAY TO PUT IN A LINE

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1 ITEM FOR TRANSLATION. ARE WE GOING TO TRY TO AT
2 LEAST INCREASE SOME OF OUR MATERIALS IN SOME OF
3 THOSE LANGUAGES?

4 MS. TEMPLE-PERRY: SURE. IT'S PART OF THE
5 NEXT DISCUSSION POINT. I'LL GET INTO IT. SO WE CAN
6 MOVE ON TO THE NEXT.

7 SO THIS PART WE HAVE ABOUT TEN MINUTES.
8 I'M GOING TO GO AS QUICKLY AS POSSIBLE IN CASE WE
9 HAVE QUESTIONS. TALKING ABOUT THE EVOLVEMENT OF OUR
10 MESSAGING FRAMEWORK. SO I KNOW WE PUT IN A LOT OF
11 WORK, AND I THINK AT THE LAST COMMUNICATIONS
12 SUBCOMMITTEE MEETING, YOU ALL REVIEWED MESSAGING. I
13 WAS NOT HERE FOR THAT, BUT I JUST WANT TO GO BACK TO
14 THIS BECAUSE A LOT OF THIS MESSAGING HAS BEEN DONE
15 AND PREVIEWED IN OUR ANNUAL REPORT. AND IT'S NOT
16 JUST YOU CREATE MESSAGING AND THEN THAT'S IT AND
17 THEN WE'RE DONE AND WE DON'T THINK ABOUT IT. NO.
18 WE HAVE TO CONTINUE TO BUILD UPON WHAT'S BEEN DONE.
19 WE NEED TO CONTINUE TO TWEAK ASPECTS OF MESSAGING AS
20 WE PUT MESSAGING OUT. WE CAN LOOK AT KEY METRICS TO
21 SEE IF THIS IS RESONATING WITH PEOPLE. IF WE WANT
22 TO GET FANCY, WE CAN POTENTIALLY DO AB TESTING ONCE
23 WE HAVE ADDITIONAL RESOURCES IN-HOUSE. SO THIS IS
24 GOING TO BE SOMETHING THAT'S AN ONGOING, LIVING
25 DOCUMENT THAT WE REFRESH, REFRESH, REFRESH AS WE

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1 DEVELOP MORE INSIGHTS.

2 AND SO ONE OF THE BIG THINGS THAT WE ARE
3 FOCUSED ON, AND THIS IS A HUGE GOAL, BUT WE REALLY
4 ARE GOING TO TRY TO INTEGRATE MORE OF THE PLAIN
5 LANGUAGE IN COMMUNICATIONS. SO AS A STATE AGENCY WE
6 REALLY HAVE A DUTY TO TALK TO PEOPLE IN WAYS THAT
7 THEY CAN UNDERSTAND. THIS IS MY BACKGROUND. THIS
8 IS MY PASSION. AND SO PLAIN LANGUAGE IS VERY
9 IMPORTANT.

10 WE NEED TO EVOLVE OUR MESSAGING AND
11 TALKING TO EVERYDAY CALIFORNIANS IN WAYS THEY
12 UNDERSTAND, ESPECIALLY AS YOU'RE DEVELOPING AND
13 TALKING ABOUT VERY COMPLEX SCIENTIFIC INFORMATION
14 AND YOU'RE TRYING TO REACH DIVERSE COMMUNITIES WHO
15 HAVE A LOT OF HISTORY WHERE PERHAPS THEY DON'T TRUST
16 A LOT OF SCIENTIFIC INSTITUTIONS FOR GOOD REASON.
17 SO WE REALLY NEED TO MAKE SURE THAT THE WAY WE ARE
18 TALKING TO COMMUNITIES IS IN A WAY THAT THEY CAN
19 REALLY UNDERSTAND.

20 AND ALSO THE USE OF PLAIN LANGUAGE IS
21 REALLY GOING TO BE ESSENTIAL TO OUR PATIENT ACCESS
22 AND COMMUNITY OUTREACH STRATEGIES. THIS IS
23 ESSENTIAL. WE HAVE TO GET IT RIGHT.

24 SO TO YSABEL'S POINT, THE GOAL IS OVER
25 THIS NEXT YEAR TO CREATE SOME ASSETS THAT WILL

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1 AUGMENT OUR COMMUNITY OUTREACH STRATEGIES. THAT CAN
2 BE THE DEVELOPMENT OF BROCHURES IN SPECIFIC
3 LANGUAGES THAT WE CAN REACH TO AUGMENT A LOT OF OUR
4 STRATEGIES. IT COULD BE IN FLIERS. THERE COULD BE
5 ADS IN COMMUNITY CENTERS, DRAWINGS, INFOGRAPHICS,
6 CARTOONS, HOWEVER WE NEED TO REACH DIVERSE
7 COMMUNITIES IN LANGUAGE WITH MESSAGING THAT THEY'RE
8 REALLY GOING TO UNDERSTAND. SO THIS IS GOING TO BE
9 PART OF OUR GOAL.

10 AND SO IN THE PAST WE'VE ENGAGED WITH A
11 CREATIVE AGENCY, AND WE'RE NO LONGER ENGAGED WITH
12 THEM BECAUSE THEY ARE NOT PROVIDING GRAPHIC DESIGN
13 SERVICES. SO THIS WAS ACTUALLY A PERFECT
14 OPPORTUNITY TO PUT ANOTHER RFP OUT IN ADDITION TO
15 OUR DIGITAL MARKETING RFP. BUT SPECIFICALLY FOR AN
16 AGENCY BASED IN CALIFORNIA, THAT'S GOING TO HELP US
17 CREATE A LOT OF THAT MESSAGING THAT'S GOING TO HELP
18 US MOVE A LOT OF OUR OUTREACH STRATEGIES INTO SORT
19 OF A TACTICAL COMPONENT. AND WE'RE GOING TO WORK
20 CLOSELY WITH THEM TO DEVELOP THAT SUITE OF CREATIVE
21 ASSETS. WE ARE REALLY EXCITED ABOUT IT. IT GOES TO
22 YSABEL'S POINT WHERE WE WILL HAVE A LINE ITEM FOR
23 TRANSLATION AND DEVELOPING REALLY TARGETED CONTENT
24 FOR EDUCATION CAMPAIGNS AND OUTREACH. SO WE ARE
25 REALLY, REALLY EXCITED ABOUT THAT.

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1 NEXT SLIDE. THE OTHER TACTIC THAT WE ARE
2 REALLY GOING TO INCORPORATE OVER THE NEXT YEAR IS
3 STORYTELLING. SO STORYTELLING IS REALLY, REALLY
4 IMPORTANT AGAIN. WHEN WE ARE TALKING ABOUT
5 SCIENTIFIC, VERY COMPLEX INFORMATION, WE NEED TO
6 REALLY MAKE SURE THE INFORMATION IS DIGESTIBLE. AND
7 IT HELPS MESSAGES STICK. I MEAN TELL STORIES, NOT
8 JUST ABOUT A SPECIFIC TYPE OF RESEARCH WE ARE
9 FUNDING, BUT PEOPLE THAT BENEFITED FROM THAT
10 RESEARCH.

11 AND WHEN WE SHOW PEOPLE FROM COMMUNITIES
12 WHO HAVE BENEFITED FROM THOSE THERAPIES, WE BUILD
13 TRUST. IT INCREASES RELATABILITY. AND STORYTELLING
14 IS GOING TO BE REALLY CRUCIAL TO OUR DIGITAL
15 STRATEGY AS WELL AS WITHIN OUR OUTREACH STRATEGIES.

16 SO WE'VE TRIED TO TAKE SOME OF THOSE
17 ASPECTS OF USING PLAIN LANGUAGE IN STORYTELLING, AND
18 WE HAVE UPDATED SOME OF OUR CIRM MESSAGING. THIS IS
19 CORE MESSAGING. SO THIS MESSAGING IS ABOUT WHAT WE
20 DO, WHO WE ARE WITH SORT OF A STORYTELLING
21 FRAMEWORK. IT'S NOT ENOUGH TO SAY WE WERE CREATED
22 WITH THE PROP. WE NEED TO OWN OUR STORY. WE NEED
23 TO TELL OUR STORY IN EFFECTIVE WAYS. THIS IS
24 IMPORTANT WHEN WE ARE APPROACHING DIFFERENT
25 COMMUNITIES. HELPS TO BREAK DOWN THE SILOS. THEY

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1 NEED TO UNDERSTAND WHO WE ARE, AND IT HELPS TO BUILD
2 TRUST AND HELPS WITH TRANSPARENCY. SO THIS IS
3 REALLY, REALLY CRUCIAL.

4 SO A LOT OF THIS CONTENT IS WITHIN THE
5 ANNUAL REPORT. AND I HAVE THREE SLIDES THAT I WILL
6 GO THROUGH --

7 CHAIRPERSON DURON: WE'VE GOT FIVE
8 MINUTES. AND WE NEED TO SEE IF WE HAVE ANYBODY IN
9 THE PUBLIC OUT THERE.

10 MS. TEMPLE-PERRY: DO YOU THINK I HAVE
11 TIME TO READ IT, OR SHOULD I JUST ALLOW PEOPLE TO
12 READ IT QUICKLY ON THEIR OWN?

13 CHAIRPERSON DURON: YOU CAN SYNTHESIZE.
14 CAN YOU SYNTHESIZE?

15 MS. TEMPLE-PERRY: SURE. SO I CAN GO
16 THROUGH THE SLIDE, AND I'LL LET OTHERS ONLINE JUST
17 KIND OF READ THE OTHER TWO SLIDES.

18 SO BASICALLY WHEN WE SAY WHAT DOES CIRM
19 DO, IF WE WERE TO GO OUT TO DIFFERENT COMMUNITIES,
20 WE NEED TO KIND OF CONSISTENTLY COMMUNICATE WHO WE
21 ARE, OUR VISION IN A WAY THAT PEOPLE CAN UNDERSTAND.
22 SO WE INCORPORATED STORYTELLING ASPECTS INTO THAT TO
23 ANSWER WHAT DOES CIRM DO. SO IMAGINE A CALIFORNIA
24 WHERE PEOPLE FROM ALL WALKS OF LIFE HAVE ACCESS TO
25 THERAPIES TO TREAT THE MOST PRESSING DISEASES AND

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1 HEALTH CONDITIONS. AT CIRM, WE ARE TURNING THIS
2 VISION INTO REALITY BY INVESTING IN INNOVATIVE
3 RESEARCH, EDUCATIONAL PROGRAMS, AND INFRASTRUCTURE
4 TO ADVANCE THE REGENERATIVE MEDICINE FIELD
5 THROUGHOUT OUR STATE.

6 AS THE WORLD'S LARGEST INSTITUTION
7 DEDICATED TO ACCELERATING CELL AND GENE THERAPIES,
8 WE PUSH THE BOUNDARIES OF WHAT IS POSSIBLE. THROUGH
9 COLLABORATION WITH OUR PARTNERS, WE ARE PAVING THE
10 WAY FOR A HEALTHIER, BRIGHTER FUTURE FOR OUR
11 COMMUNITIES. GO TO THE NEXT SLIDE.

12 AND THEN WE ALSO HAVE A BRAND NARRATIVE
13 WHICH I WILL ALLOW YOU TO REVIEW ON YOUR OWN TIME.
14 AND THIS IS ALSO INCORPORATED IN THE FRONT FLAP OF
15 OUR ANNUAL REPORT, AGAIN, TELLING THE STORY OF CIRM
16 IN A WAY THAT PEOPLE CAN KIND OF CONNECT WITH AND
17 RESONATE WITH IN WAYS SO THAT WE CAN REACH THEM SO
18 THAT THEY UNDERSTAND TRULY WHO WE ARE.

19 SO THIS IS THE DISCUSSION POINT. I HAVE A
20 COUPLE OF MESSAGES -- SORRY -- QUESTIONS, SUCH AS
21 DOES CIRM'S NEW BRAND NARRATIVE EFFECTIVELY TELL OUR
22 STORY TO DIVERSE STAKEHOLDERS? HOW DO WE FRAME THE
23 MESSAGE OF WHO WE ARE TO DIFFERENT COMMUNITIES?
24 TAKING SORT OF THAT CORE MESSAGING WORK AND THEN
25 FRAMING IT WITHIN DIFFERENT SEGMENTS AND MESSAGES.

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1 AND THEN THIRD, HAVE YOU PARTICIPATED IN
2 COMMUNICATION CAMPAIGNS WHERE YOU'VE MESSAGED TO
3 DIFFERENT COMMUNITIES? AND WHAT WERE YOUR KEY
4 TAKEAWAYS?

5 TWO MINUTES.

6 CHAIRPERSON DURON: DOES ANYBODY HAVE ANY
7 COMMENTS THAT YOU WANT TO MAKE? I DO WANT TO STEP
8 OUT AND SEE IF THERE'S SOMEBODY IN THE PUBLIC WHO
9 HAS COMMENTS, BUT FIRST OF ALL TO MAKE SURE THAT ALL
10 BOARD MEMBERS HAVE A CHANCE -- COMMITTEE MEMBERS
11 HAVE SOMETHING TO SAY. I JUST WANT TO SAY GREAT
12 WORK AS YOU REALLY WORKED HARD AND IT'S SHOWING SOME
13 GREAT RESULTS.

14 ANYBODY ELSE? DAVID? OKAY. KIM?
15 GEORGE? THESE ARE THE FOLKS I CAN SEE ON MY PICTURE
16 FRAMES.

17 DR. HIGGINS: ACTUALLY I DO HAVE ONE
18 QUESTION. I THINK IT'S MORE FOR THE CIRM STAFF THAN
19 ANYBODY ELSE. BUDGETWISE, WHAT'S THE DIFFERENCE IN
20 THE BUDGET WE HAD ALLOCATED TO THINGS LIKE SPARKS
21 AND BRIDGES PREVIOUSLY IN THE PAST VERSUS GOING
22 FORWARD? IS THERE A BUILT-IN INCREASE IN THE
23 BUDGET? AND IF THERE IS, WOULD WE EXPAND THE
24 PROGRAM OR JUST DO MORE FOR THE SAME NUMBER OF
25 STUDENTS?

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1 MS. TEMPLE-PERRY: WE DON'T HAVE THAT
2 INFORMATION. I'D TO TALK WITH THE SCIENTIFIC TEAM
3 TO GET THAT SPECIFIC INFORMATION. WE DON'T HAVE
4 INFORMATION ON THE BUDGET.

5 CHAIRPERSON DURON: SO WHEN THERE'S
6 CROSS-COLLABORATING AND WHO'S PAYING FOR YOUR
7 OUTREACH VERSUS WHETHER THAT STAFF IS PAYING FOR
8 THIS OUTREACH, I GUESS THOSE ARE QUESTIONS THAT NEED
9 TO BE FIGURED OUT AND ASKED. SO THAT THERE'S
10 CROSS-COLLABORATION WITH EVERY DEPARTMENT WITH THE
11 COMMS TEAM. AND IT LOOKS LIKE WE NEED A BIT MORE OF
12 THE PLAN OR KNOW WHERE OUR TEAM'S PLAN AND HOW IT
13 INTERSECTS WITH THE VARIOUS TEAMS HERE TO MAKE SURE
14 YOU'RE REFLECTING THEIR CONCERNS AS WELL.

15 SO I THINK WE'VE GOT SOME WORK TO DO.

16 MS. TEMPLE-PERRY: YES. WE HAVE SOME WORK
17 TO DO.

18 CHAIRPERSON DURON: AND IF ANY OF THE
19 COMMITTEE MEMBERS HAVE AN IDEA FOR SOMETHING WE
20 SHOULD BE STRIVING TOWARDS FOR THIS COMMS STRATEGY
21 PLAN THAT ANSWERS SOME OF YOUR QUESTIONS, BUT GREAT
22 WORK, YOU GUYS.

23 OKAY. LET ME ASK IF WE HAVE ANYBODY IN
24 THE PUBLIC WHO MIGHT HAVE A QUESTION OR A COMMENT
25 FOR THE COMMS TEAM OR FOR THE COMMITTEE MEMBERS?

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1 MR. TOCHER: I'M NOT SEEING ANYONE. IT
2 DOESN'T APPEAR WE HAVE ANYONE.

3 CHAIRPERSON DURON: IT DOESN'T APPEAR WE
4 HAVE ANYBODY. THEY DON'T KNOW WHAT THEY MISSED.
5 THANK YOU ALL VERY MUCH.

6 VITO, DO YOU HAVE ANY COMMENTS FOR THE
7 TEAM HERE?

8 DR. IMBASCIANI: THANK YOU. THEY DID AN
9 ABSOLUTELY WONDERFUL JOB. I'VE BEEN VERY EAGER FOR
10 THE BOLUS OF THE CREATION OF THE ANNUAL REPORT TO
11 GET THROUGH THE SNAKE SO THAT I CAN START TO WORK
12 WITH KOREN ON EXTERNAL MESSAGING AND HOW MY OFFICE
13 CAN SUPPORT HER DOING TO REALIZE A LOT OF THE
14 SUGGESTIONS THAT CAME FROM YOU AND OTHER MEMBERS OF
15 THE COMMITTEE. SO IT LOOKS LIKE WE ARE ABOUT TO
16 ENTER INTO A NEW PHASE. WONDERFUL.

17 MS. TEMPLE-PERRY: YES.

18 CHAIRPERSON DURON: AND, VITO, MAY I BE SO
19 BOLD AS TO SUGGEST THAT --

20 DR. IMBASCIANI: BOLD AWAY.

21 CHAIRPERSON DURON: -- AT LEAST AT OUR
22 REGULAR MEETING OF THE TOTAL COMMITTEE OR BOARD,
23 THEY SHOULD HEAR POSSIBLY FROM THE COMMS TEAM AT
24 EVERY MEETING. GIVE THEM A FIVE-, TEN-MINUTE TIME
25 TO SEE WHY WE KEEP ASKING THAT THEY HAVE A NICE

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1 TEAM, WELL FUNDED, AND WHY THAT HAS TO IT HAPPEN.
2 SO THAT'S A SUGGESTION.

3 DR. IMBASCIANI: DULY NOTED. JUST MENTION
4 THAT IN THE EAR OF THE PERSON TO YOUR RIGHT.

5 MR. TOCHER: WE CAN MAKE THAT AN ONGOING
6 PART OF THE PRESIDENT'S REPORT. THERE'S AN
7 OPPORTUNITY THERE.

8 DR. IMBASCIANI: THANK YOU. THANK YOU,
9 YSABEL.

10 CHAIRPERSON DURON: THAT'S NOT THE
11 PRESIDENT TALKING.

12 MS. TEMPLE-PERRY: WE ARE OUT OF TIME.
13 THANK YOU, EVERYONE. SO NICE MEETING YOU. AND JUST
14 THANK YOU FOR LISTENING TO THE DIFFERENT INITIATIVES
15 THAT WE'VE WORKED ON. WE ARE REALLY EXCITED ABOUT
16 THIS. WE'RE GOING TO BE BOLD, AND THIS IS A NEW
17 PHASE. AND SO THE NEXT MEETING WE REALLY LOOK TO
18 UPDATE YOU ON A LOT OF OUR EFFORTS MOVING FORWARD.

19 CHAIRPERSON DURON: SPEAKING OF NEXT
20 MEETINGS, SCOTT, DO WE NEED TO SET SOMETHING NOW OR
21 WILL WE SEND SOMETHING OUT TO GET --

22 MR. TOCHER: TYPICALLY WE'LL SEND A SURVEY
23 SUBSEQUENT TO THE MEETING TO SEE EVERYONE'S
24 AVAILABILITY.

25 CHAIRPERSON DURON: WHAT WE DIDN'T DO, WE

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1 TRIED TO WHEN WE STARTED BACK UP, WE DIDN'T
2 ESTABLISH A ROUTINE FOR MEETINGS. SO MAYBE WE WANT
3 TO PLAN TO HAVE THREE IN A YEAR. IT FEELS CATCH AS
4 CATCH CAN. SO MAYBE WE NEED REGULARIZE IT SO THAT
5 EVERYBODY IS AWARE AND ENGAGED BECAUSE I THINK WE
6 LOST A FEW MEMBERS. THEY EITHER MAY BE AWAY, BUT WE
7 MAY HAVE LOST A FEW MEMBERS IN THE MEANTIME SINCE
8 OUR LAST MEETING.

9 VICE CHAIR BONNEVILLE: YSABEL, CAN I
10 SUGGEST QUARTERLY MEETINGS, AND WE CAN HAVE THEM
11 BEFORE THE BOARD MEETING. SO THAT WAY WE CAN HAVE
12 OUR MEETING AND THEN THEY CAN REPORT BACK TO THE
13 BOARD IN SHORT ORDER SO THAT EVERYONE IS ALIGNED.
14 SO OUR NEXT MEETING COULD BE IN DECEMBER.

15 AND SOMETHING I WOULD LOVE THE TEAM TO
16 CONSIDER IS WHAT'S THE PLAN FOR NEXT YEAR. SO
17 PUTTING TOGETHER THE PLAN WITH THE ACTIVITIES.

18 CHAIRPERSON DURON: BUDGET?

19 VICE CHAIR BONNEVILLE: YEAH. WELL,
20 BUDGETS COME IN JUNE. BUT NOW THAT WE ARE BRINGING
21 IN THESE TWO AGENCIES, WHAT'S THEIR ROLE, HOW ARE WE
22 GOING TO WORK TOGETHER WITH THEM? ALL OF THAT, JUST
23 A VERY FULSOME COMMUNICATIONS PLAN WOULD BE GREAT.

24 MS. TEMPLE-PERRY: OKAY. WONDERFUL.

25 CHAIRPERSON DURON: GREAT. THANK YOU FOR

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1 THAT. ALL RIGHT, EVERYBODY. THANK YOU. YOU HAVE A
2 LOVELY REST OF YOUR AFTERNOON. THE COMMUNICATIONS
3 SUBCOMMITTEE OF CIRM IS NOW ADJOURNED.

4 (THE MEETING WAS THEN CONCLUDED.)
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REPORTER'S CERTIFICATE

I, BETH C. DRAIN, A CERTIFIED SHORTHAND REPORTER IN AND FOR THE STATE OF CALIFORNIA, HEREBY CERTIFY THAT THE FOREGOING TRANSCRIPT OF THE VIRTUAL PROCEEDINGS BEFORE THE INDEPENDENT CITIZEN'S OVERSIGHT COMMITTEE OF THE CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE IN THE MATTER OF ITS REGULAR MEETING HELD ON APRIL 13, 2005, WAS HELD AS HEREIN APPEARS AND THAT THIS IS THE ORIGINAL TRANSCRIPT THEREOF AND THAT THE STATEMENTS THAT APPEAR IN THIS TRANSCRIPT WERE REPORTED STENOGRAPHICALLY BY ME AND TRANSCRIBED BY ME. I ALSO CERTIFY THAT THIS TRANSCRIPT IS A TRUE AND ACCURATE RECORD OF THE PROCEEDING.

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