

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: DECEMBER 12, 2023
1 P.M.

REPORTER: BETH C. DRAIN, CA CSR
CSR. NO. 7152

FILE NO.: 2023-38

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I N D E X

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OPEN SESSION	
1. CALL TO ORDER	3
2. ROLL CALL	6
DISCUSSION ITEMS	
3. UPDATE OF COMMUNICATIONS PLAN FY23-24 AND PUBLIC EDUCATION CAMPAIGNS	7
4. PUBLIC COMMENT	NONE
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DECEMBER 12, 2023; 1 P.M.

CHAIRPERSON DURON: MEANTIME LET ME ASK IF WE CAN -- DO WE HAVE AN AGENDA BEFORE THIS IT AT ALL JUST TO SEE THE FULL AGENDA FOR THE MEETING --

MS. MORALEZ: THIS IS THE AGENDA FOR THE MEETING.

CHAIRPERSON DURON: -- SO ALL US AND THE PUBLIC CAN SEE IT IF THAT'S THE CASE. IN THE MEANTIME, WHAT I'D LIKE IS TO GO AROUND THE ROOM AND HAVE EACH PERSON JUST SAY THEIR NAME AND THEIR ORGANIZATION AS AN INTRODUCTION IN CASE WE HAVE SOME COMMUNITY MEMBERS JOINING US. SO I CAN SEE ONLY SO MANY PEOPLE IN THE HOLLYWOOD SQUARES. SO LET ME START WITH -- OKAY. LET'S START WITH CHRISTINE.

DR. MIASKOWSKI: GOOD AFTERNOON. I'M CHRIS MIASKOWSKI. I'M A PROFESSOR IN THE SCHOOL OF NURSING AT THE UNIVERSITY OF CALIFORNIA SAN FRANCISCO. VERY PLEASED TO BE HERE. THANKS.

CHAIRPERSON DURON: ELENA.

DR. FLOWERS: HI, EVERYONE. ELENA FLOWERS, ASSOCIATE PROFESSOR IN THE SCHOOL OF NURSING AT UCSF AS WELL AND ALSO LOOKING FORWARD TO JOINING THIS GROUP.

CHAIRPERSON DURON: LARRY.

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1 DR. GOLDSTEIN: YEAH. LARRY GOLDSTEIN,
2 DISTINGUISHED PROFESSOR EMERITUS AT UC SAN DIEGO IN
3 A COUPLE OF DIFFERENT DEPARTMENTS AND SCIENTIFIC
4 DIRECTOR EMERITUS AT THE SANFORD CONSORTIUM FOR
5 REGENERATIVE MEDICINE. I THINK I'M APPOINTED AS AN
6 AT-LARGE MEMBER FOR SAN DIEGO.

7 CHAIRPERSON DURON: OKAY. GEORGE.

8 DR. BLUMENTHAL: HI. I'M GEORGE
9 BLUMENTHAL. I'M A CHANCELLOR EMERITUS AT THE
10 UNIVERSITY OF CALIFORNIA SANTA CRUZ.

11 CHAIRPERSON DURON: GREAT. DID I MISS ANY
12 COMMUNICATIONS BOARD MEMBERS?

13 DR. HIGGINS: I'M HERE.

14 CHAIRPERSON DURON: OH, DAVID. I'M SORRY.
15 YOU'RE ON THE TIP OF MY TONGUE. GO AHEAD.

16 DR. HIGGINS: I'M DAVID HIGGINS. I'M IN
17 SAN DIEGO. AND I'M A PATIENT ADVOCATE MEMBER OF THE
18 BOARD.

19 CHAIRPERSON DURON: LINDA, WELCOME.

20 DR. MALKAS: HI. THIS IS LINDA MALKAS.
21 I'M THE DEAN OF TRANSLATIONAL SCIENCE OF THE CITY OF
22 HOPE. AND I LOVE BEING ON THIS BOARD.

23 CHAIRPERSON DURON: GREAT. GOOD. ANYBODY
24 ELSE FROM THE BOARD? OTHERWISE, WE'LL CONTINUE WITH
25 OUR TEAM, OUR CIRM TEAM.

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1 MS. TEMPLE-PERRY: MY NAME IS KOREN
2 TEMPLE-PERRY. I'M SENIOR DIRECTOR OF MARKETING
3 COMMUNICATIONS HERE AT CIRM.

4 DR. SMITH: I'M CHRISTINA SMITH. I'M
5 SOCIAL MEDIA AND CONTENT SPECIALIST AT CIRM.

6 MR. CORTEZ: MY NAME IS ESTEBAN CORTEZ,
7 DIRECTOR OF MARKETING COMMUNICATIONS AT CIRM.

8 MS. SHARIFY: HI, EVERYONE AGAIN. I'M
9 KATIE SHARIFY, THE COMMUNICATIONS TEAM COORDINATOR.

10 MS. DESAI: MY NAME IS ADITI. I'M THE
11 COMMUNITY OUTREACH MANAGER.

12 MR. GUILLEN: DOUGLAS GUILLEN, PROJECT
13 MANAGER, CIRM.

14 MS. MORALEZ: LANA MORALEZ, SENIOR
15 EXECUTIVE ASSISTANT TO BOARD GOVERNANCE.

16 MS. MANDAC: CLAUDETTE MANDAC, ASSOCIATE
17 DIRECTOR BOARD GOVERNANCE.

18 MR. TOCHER: AND SCOTT TOCHER, SENIOR
19 DIRECTOR OF BOARD GOVERNANCE.

20 CHAIRPERSON DURON: SO, VITO, GO FOR IT.

21 DR. IMBASCIANI: THANKS. HI, VITO
22 IMBASCIANI. I'M THE RELATIVELY NEW CHAIR OF THE
23 BOARD OF THE ICOC. WELCOME ALL.

24 CHAIRPERSON DURON: GREAT. SO AM I
25 LOOKING AT THE AGENDA AS WE ARE GOING TO PROCEED

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1 WITH YOU, KOREN?

2 MS. TEMPLE-PERRY: YES. THAT SOUNDS GOOD.
3 WE'LL DO ROLL CALL AND THEN WE'LL GET INTO THINGS.

4 MS. MANDAC: KIM BARRETT. GEORGE
5 BLUMENTHAL.

6 DR. BLUMENTHAL: HERE.

7 MS. MANDAC: MARIA BONNEVILLE.

8 VICE CHAIR BONNEVILLE: PRESENT.

9 MS. MANDAC: LEONDR A CLARK-HARVEY. YSABEL
10 DURON.

11 CHAIRPERSON DURON: HERE.

12 MS. MANDAC: ELENA FLOWERS.

13 DR. FLOWERS: PRESENT.

14 MS. MANDAC: LARRY GOLDSTEIN.

15 MR. GOLDBERG: HERE.

16 MS. MANDAC: DAVID HIGGINS.

17 DR. HIGGINS: PRESENT.

18 MS. MANDAC: VITO IMBASCIANI.

19 DR. IMBASCIANI: HERE.

20 MS. MANDAC: LINDA MALKAS.

21 DR. MALKAS: HERE.

22 MS. MANDAC: CHRIS MIASKOWSKI.

23 DR. MIASKOWSKI: PRESENT.

24 MS. MANDAC: LAUREN MILLER-ROGEN.

25 MS. MILLER-ROGEN: HERE.

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1 MS. MANDAC: OKAY. WE HAVE QUORUM.

2 YSABEL, BACK TO YOU.

3 CHAIRPERSON DURON: I GUESS I'M JUST GOING
4 TO TOSS IT RIGHT OVER TO KOREN TO START.

5 MS. TEMPLE-PERRY: ONE, HAPPY HOLIDAYS.
6 WELCOME TO THE COMMUNICATIONS SUBCOMMITTEE MEETING.
7 I'M VERY HAPPY TO BE HERE TODAY TO SHARE UPDATES
8 FROM OUR TEAM AS WELL AS TO PROVIDE A PREVIEW OF
9 UPCOMING INITIATIVES. SO RIGHT NOW WE ARE LOOKING
10 AT THE AGENDA SLIDE. AND WE ALREADY STARTED WITH
11 TEAM INTRODUCTIONS, BUT WE CAN GIVE ANOTHER ROUND OF
12 INTRODUCTION TO OUR TEAM ONCE AGAIN.

13 I'D LIKE TO PREVIEW A FEW OF OUR KEY
14 STRATEGIES IN OUR UPDATED COMMUNICATIONS PLAN, AND
15 THEN I'D LIKE TO SHARE OUR OUTREACH CALENDAR SHOULD
16 YOU WANT TO PARTICIPATE IN SOME OF THE UPCOMING
17 EVENTS.

18 SO WE HAVE JUMPED THE GUN HERE. WE
19 ALREADY INTRODUCED OUR TEAM; BUT, AGAIN, MY NAME IS
20 KOREN TEMPLE-PERRY. I'M THE SENIOR DIRECTOR OF
21 MARKETING COMMUNICATIONS HERE AT CIRM. I'VE BEEN
22 HERE FOR ABOUT SEVEN AND A HALF MONTHS, AND I'VE HAD
23 THE PLEASURE OF LEADING THIS AMAZING TEAM. I WILL
24 JUST QUICKLY GO THROUGH AND JUST SAY OUR NAMES ONCE
25 MORE, BUT I WANT TO GIVE CHRISTINA AN OPPORTUNITY TO

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1 INTRODUCE HERSELF SINCE SHE IS THE NEWEST MEMBER OF
2 OUR TEAM.

3 MS. SMITH: HI. CHRISTINA SMITH, SOCIAL
4 MEDIA AND CONTENT SPECIALIST. I'VE BEEN WITH CIRM A
5 LITTLE OVER A MONTH NOW. AND I HAVE A SEVEN-YEAR
6 BACKGROUND IN DIGITAL MARKETING, PRIMARILY IN
7 NON-PROFIT START-UP AND GOVERNMENT SECTORS AND HAVE
8 A MASTER'S OF COMMS FROM THE UNIVERSITY OF
9 WASHINGTON.

10 MS. TEMPLE-PERRY: THANK YOU, CHRISTINA.

11 MR. CORTEZ: THANKS, CHRISTINA. AND MY
12 NAME IS ESTEBAN CORTEZ. I'M THE DIRECTOR OF
13 MARKETING COMMUNICATIONS AT CIRM, AND I'VE BEEN WITH
14 THE TEAM FOR A LITTLE OVER TWO YEARS. I ACTUALLY
15 JUST HIT MY TWO-YEAR ANNIVERSARY IN NOVEMBER. SO
16 THANK YOU ALL FOR BEING HERE TODAY.

17 MS. SHARIFY: KATIE SHARIFY. I'M THE
18 COMMUNICATIONS TEAM COORDINATOR. I HAVE BEEN HERE
19 FOR A COUPLE OF YEARS, BUT UNOFFICIALLY WITH CIRM
20 QUITE AWHILE.

21 MS. TEMPLE-PERRY: THE VET OF OUR TEAM.

22 MS. DESAI: ADITI, COMMUNITY OUTREACH
23 MANAGER, AND I'VE BEEN HERE FOR GOING ON FOUR
24 MONTHS.

25 MS. TEMPLE-PERRY: WONDERFUL. NEXT SLIDE.

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1 SO THE LAST TIME WE MET WE PROVIDED A
2 PRETTY ROBUST UPDATE OF OUR DIFFERENT ACTIVITIES AND
3 INITIATIVES AND KIND OF WHAT WE'VE BEEN UP TO. AND
4 NOW I'D REALLY LIKE TO TALK ABOUT WHERE WE ARE GOING
5 AS OUTLINED IN OUR COMMUNICATIONS PLAN.

6 SO OUR COMMUNICATIONS PLAN IS REALLY A
7 BLUEPRINT FOR COMMUNICATING HOW OUR EFFORTS ALIGN TO
8 OUR STRATEGIC PILLARS OF ADVANCING WORLD-CLASS
9 SCIENCE, DELIVERING REAL-WORLD SOLUTIONS, AND
10 PROVIDING OPPORTUNITY FOR ALL. AND SO IN THIS PLAN
11 WE'VE INCLUDED A COUPLE OF PARTS. WE HAVE OUR
12 OVERALL COMMUNICATIONS PLAN, WE HAVE OUR OUTREACH
13 PLAN, AND WE HAVE SOCIAL MEDIA INSIGHTS REPORT.

14 AND SO THE PLAN REALLY AIMS TO ACHIEVE
15 THREE PRIMARY OBJECTIVES. ONE, WE REALLY WANT
16 ROBUST INTEGRATED COMMUNICATIONS SUPPORT FOR ALL
17 CIRM PROGRAMS AND INITIATIVES. AND THAT MEANS
18 REALLY PROVIDING COORDINATED SUPPORT TO ENSURE A
19 COHESIVE AND IMPACTFUL NARRATIVE.

20 TWO, WE WANT TO POSITION CIRM AS A TRUSTED
21 AUTHORITY. SO WE WANT TO BE KNOWN AS THE FOREMOST
22 AND RELIABLE SOURCE OF INFORMATION. WE WANT TO
23 ENHANCE THE ORGANIZATION'S CREDIBILITY BY
24 DISSEMINATING ACCURATE, ACCESSIBLE, AND UP-TO-DATE
25 CONTENT.

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1 AND OUR THIRD OBJECTIVE FOR THIS PLAN IS
2 TO REALLY TO FORGE COLLABORATIVE PARTNERSHIPS FOR
3 AMPLIFIED FINALIZED IMPACT TO COMMUNICATE CIRM'S
4 MISSION. SO WE REALLY WANT TO STRENGTHEN ALLIANCES
5 TO BROADEN OUR REACH AND TO ENHANCE THE MESSAGE.

6 AND SO AS WE WERE CRAFTING THIS
7 COMMUNICATIONS PLAN, WE REALLY WANTED TO TAKE A MORE
8 INTEGRATED AND PROACTIVE APPROACH TO OUR
9 COMMUNICATIONS. THIS HELPS US PLAN OUT OUR
10 RESOURCES, OUR TIME, AND ENSURES THAT OUR CREATIVE
11 IS BETTER AND SO THAT WE CAN ALSO REACH STAKEHOLDERS
12 IN MORE MEANINGFUL WAYS. NEXT SLIDE.

13 SO WITH ANY GOOD PLAN, WE CAN'T DO IT ALL
14 AT ONCE. SO WE REALLY BROKE UP OUR COMMUNICATIONS
15 PLAN AND WE HAD SORT OF THREE PHASES IN MIND. AND
16 YOU WILL SEE HERE WE HAVE PHASE I, II, AND III.
17 RIGHT NOW FOR THE FIRST PHASE, WHICH IS BETWEEN Q1
18 AND Q2, THIS IS THE CURRENT PHASE THAT WE ARE IN
19 RIGHT NOW. AND THIS IS ALL ABOUT IMPROVING OUR
20 CHANNELS AND OUR BRAND. SO IN ADDITION TO THE
21 HIGHLIGHTS I'M GOING TO SHARE IN A FEW SLIDES, WE'VE
22 BEEN REALLY ACTIVELY OPTIMIZING AND CLEANING UP OUR
23 CHANNELS. WE'VE BEEN STREAMLINING OUR INTERNAL
24 WORKFLOW SO THAT WE CAN WORK BETTER. WE'VE
25 DEVELOPED AND REFINED MESSAGING WHICH WAS PREVIEWED

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1 IN OUR ANNUAL REPORT, WHICH YOU ALL READ. AND WE
2 ARE STILL GOING TO ROLL OUT BRAND AND STYLE
3 GUIDELINES. AND THESE ARE JUST GUIDES ON HOW TO
4 WRITE CONSISTENTLY AND HOW TO USE OUR BRAND
5 CONSISTENTLY.

6 WE'VE ALSO UNDERGONE EMAIL CLEANUP AND
7 FURTHER SEGMENTED OUR LIST. AND WE ARE ACTIVELY
8 DEVELOPING A NETWORK OF COMMUNICATION PARTNERS. SO,
9 AGAIN, WE CAN FOSTER THAT IMPROVED COLLABORATION FOR
10 GREATER IMPACT.

11 SO AS WE GET INTO THE NEXT PHASE, SO THIS
12 IS GOING TO BE NEXT QUARTER AND TAKING US INTO Q4,
13 IT'S REALLY ALL ABOUT BUILDING MOMENTUM. SO WE WANT
14 TO BUILD UPON THE IMPORTANT WORK THAT WE'VE BEEN
15 DOING THE LAST COUPLE OF MONTHS. WE WANT TO BUILD
16 MORE TRACTION, ESPECIALLY AS WE LAUNCH MORE
17 PROACTIVE COMMUNICATION STRATEGIES. WE ARE
18 UNDERTAKING WEBSITE REFRESH, WHICH WE'RE GOING TO
19 TALK ABOUT IN A FEW SLIDES. WE ARE ALSO GOING TO
20 DEVELOP MORE CORE EDUCATIONAL MATERIALS TO SUPPORT
21 WITH LAUNCHING OUR OUTREACH CAMPAIGNS, WHICH ADITI
22 IS GOING TO PREVIEW. AND WE PLAN TO LAUNCH KEY
23 STRATEGIES TO SUPPORT OUR LARGER STRATEGIC PLAN, AND
24 I'M GOING TO GO INTO DETAIL ABOUT THAT IN A MINUTE.

25 SO WHEN WE ARE LOOKING AT THIS THIRD

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1 PHASE, WHICH IS REALLY ALL ABOUT EXPANDING REACH,
2 THIS IS GOING TO TAKE US INTO FISCAL YEAR 2024. WE
3 REALLY WANT TO CONTINUE TO DRIVE THESE INTEGRATED
4 CAMPAIGNS. AS WE LAUNCH MORE INITIATIVES REALLY IN
5 UNISON AS THE COMMUNITY CARE CENTERS OF EXCELLENCE
6 AND PSP PROGRAMS START TO GO UNDER WAY. THAT ALSO
7 MEANS EXPLORING A DIGITAL APP POTENTIALLY WITH
8 GREATER PATIENT CONNECTIVITY. AND ALSO PLANNING OUT
9 FUTURE INVESTMENTS IN MEDIA RELATIONS AND INTERNAL
10 COMMUNICATIONS. NEXT SLIDE.

11 SO I'M GOING TO TURN IT OVER TO KATIE
12 WHO'S GOING TO TALK A LITTLE BIT ABOUT OUR WEB
13 REFRESH PROJECT.

14 MS. SHARIFY: THANK YOU, KOREN. SO I'M
15 JUST GOING TO EXPAND A BIT ON OUR WEBSITE REFRESH.
16 THIS HAS BEEN -- THE WEBSITE REMEDIATION HAS BEEN A
17 LONG-TERM PROJECT INVOLVING SEVERAL TEAMS WITHIN
18 CIRM. AND OVER THE PAST FEW YEARS, WE'VE ACTUALLY
19 ACCOMPLISHED TWO REALLY BIG TASKS. THE FIRST ONE,
20 WE MOVED OUR WEB POSTS FROM ONE TO ANOTHER, MAKING
21 IT JUST EASIER FOR US TO MAKE ALL THESE WEBSITE
22 EDITS THAT WE ARE CONSTANTLY MAKING. WE ARE ALWAYS
23 UPDATING THE WEBSITE TO MAKE SURE THAT WE ARE
24 PROVIDING THE MOST ACCURATE INFORMATION TO THE
25 PUBLIC.

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1 AND SECOND AND EVEN MORE IMPRESSIVE, WE
2 TOOK EVERY SINGLE PIECE OF CONTENT WITHIN THE
3 WEBSITE, AND THERE WERE THOUSANDS, EVERY FORM, EVERY
4 DOCUMENT, ANNUAL REPORTS, ALL OF THAT, AND WE
5 REMEDIATED IT ACCORDING TO THE ADA STANDARDS.

6 AS A STATE AGENCY, CIRM IS REQUIRED TO
7 CONFORM TO LEVEL DOUBLE A STANDARDS OF THE WEB
8 ACCESSIBILITY GUIDELINE. AND ACCORDING TO THE LAST
9 AUDIT THAT WE RAN BACK IN 2001, THERE WERE 579
10 FAILURES NOTED. SO SOME OF THESE FAILURES WERE
11 ACTUALLY THE DOCUMENTS THAT WE ENDED UP REMEDIATING.
12 SO I MYSELF RAN AN INFORMAL AUDIT LAST WEEK JUST TO
13 KIND OF SEE WHERE WE ARE. AND IT LOOKS LIKE WE ARE
14 A HUNDRED PERCENT COMPLIANT WHEN IT COMES TO ALL THE
15 DOCUMENTS THAT WE REMEDIATED, WHICH IS REALLY,
16 REALLY GREAT.

17 HOWEVER, THERE IS A LOT OF STRUCTURAL
18 INACCESSIBILITY ON THE WEBSITE, SUCH AS USER JOURNEY
19 ISSUES, ERROR ISSUES, NAVIGATION ISSUES. AND THAT'S
20 SORT OF WHAT THIS NEXT PHASE IS GOING TO BE ALL
21 ABOUT, WHICH IS TO REFRESH THE WEBSITE, TO MOVE
22 THINGS AROUND, JUST MAKE IT A LOT MORE VISUALLY
23 PLEASING, AND ALSO ADA COMPLIANT.

24 AND OVER THE YEARS I'M SURE YOU CAN ALL
25 SEE WE'VE ADDED SO MUCH NEW INFORMATION TO THE

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1 WEBSITE. IT'S A GREAT RESOURCE FOR MANY PEOPLE.
2 IT'S JUST THAT IT'S VERY HARD TO NAVIGATE THROUGH
3 AND FIND THAT INFORMATION. AND ESPECIALLY FOR
4 MAKING IT ADA COMPLIANT, WE WOULD REALLY LIKE PEOPLE
5 WHO USE ASSISTIVE TECHNOLOGIES LIKE SCREEN READERS
6 OR VISUAL DICTATION SOFTWARE TO BE ABLE TO NOT ONLY
7 GET TO THIS INFORMATION, BUT WE LOOK TO ACTUALLY
8 HAVE THEIR ASSISTIVE TECHNOLOGY READ IT FOR THEM.
9 AND LIKE I SAID, WE ARE REQUIRED TO ABIDE BY THE ADA
10 LAW, AND PART OF THIS REFRESH, IT'S A LABOR OF LOVE,
11 AND WE ALSO JUST WANT TO MAKE SURE THAT THE GREAT
12 CONTENT THAT WE ARE PUTTING OUT THERE IS VERY EASY
13 TO ACCESS AND TO UNDERSTAND FOR THE PUBLIC.

14 MS. TEMPLE-PERRY: THANK YOU, KATIE.

15 MR. CORTEZ: THANKS, KATIE. SO ALONG WITH
16 SOME OF THOSE WEBSITE UPDATES THAT KATIE JUST
17 MENTIONED, WE DID WANT TO TAKE THIS AS AN
18 OPPORTUNITY TO LOOK AT THE CIRM LOGO AND REALLY
19 EXPLORE SOME OF THOSE OPPORTUNITIES IN HOW WE CAN
20 IMPROVE THE ACCESSIBILITY OF OUR BRAND AS WELL.

21 SO TO START, WE HAVE RECEIVED SOME
22 FEEDBACK THAT OUR LOGO CAN BE A LITTLE BIT DIFFICULT
23 TO READ FOR PEOPLE WITH VISUAL IMPAIRMENT. SO WE
24 MADE SOME SUBTLE CHANGES TO THE LETTERING OF THE
25 TYPE THAT YOU SEE THERE, ALSO ADDING SOME SPACING IN

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1 BETWEEN THE LETTERS TO IMPROVE THE READABILITY. AND
2 ALSO REALLY WANTED TO TAKE THIS AS AN OPPORTUNITY TO
3 SPELL OUT OUR NAME, WHICH REALLY, IN TURN, WOULD
4 SPREAD AWARENESS OF OUR WORK IN REGENERATIVE
5 MEDICINE.

6 GOING OUT TO PUBLIC EVENTS, LIKE A
7 RECURRING QUESTION WOULD BE WHAT IS CIRM? WHAT DOES
8 CIRM STAND FOR? AND REALLY THAT WAS A MAIN POINT
9 THAT WE WOULD HEAR FROM SOME OF OUR STAKEHOLDERS.
10 WE'VE ALSO HEARD THAT RECOMMENDATION FROM SOME OF
11 OUR TEAM. SO REALLY BY SPELLING OUT OUR NAME, THIS
12 REALLY MORE CLEARLY EXPRESSES WHO WE ARE AND SAYS
13 THAT WE ARE MORE THAN JUST A STEM CELL AGENCY, WHICH
14 WAS OUR PREVIOUS TAGLINE.

15 AS YOU CAN SEE, THIS ISN'T REALLY TOO MUCH
16 OF A DEPARTURE FROM OUR CURRENT DESIGN, AND IT HAS A
17 VERY SIMILAR LOOK AND FEEL. SO THERE HAVE BEEN SOME
18 SLIGHT UPDATES AS YOU CAN SEE IN THAT COLOR PALETTE
19 THERE ON THE SCREEN. THIS IS SOMETHING THAT WILL
20 ALSO ALLOW FOR MORE VISUAL CONTRAST AND WILL MAKE
21 OUR CONTENT EASIER TO READ IN OUR DESIGNS. BUT WE
22 REALLY DID WANT TO KEEP THOSE PRIMARY COLORS SIMILAR
23 SO THAT THERE'S THAT FAMILIARITY WITH THE BRAND THAT
24 PEOPLE ALREADY KNOW.

25 AND ALSO WE SET SOME VISUAL EDITS AROUND

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1 OUR PHOTOGRAPHY, AND WE FELT THAT THIS REALLY
2 REPRESENTS THE COMMUNITIES THROUGHOUT OUR STATE,
3 ALSO SOME OF THE INNOVATIVE SCIENCE THAT WE FUND.
4 MOVING FORWARD OUR PHOTO STYLE WILL AIM TO BE MORE
5 DYNAMIC, DIVERSE, AND WHENEVER POSSIBLE SHOWCASE THE
6 PEOPLE IN OUR PROGRAMS. AND REALLY THIS IS ALL
7 GOING TO FEED INTO THE ACCESSIBILITY OF OUR WEBSITE
8 THAT KATIE ALSO MENTIONED, BUT ALSO THE CREATION OF
9 OUR MATERIALS THAT REALLY ALLOW US TO REACH THOSE
10 COMMUNITIES THAT WE ARE MENTIONING IN THIS
11 COMMUNICATIONS PLAN.

12 AND WE'VE ALSO DONE A LOT OF --

13 CHAIRPERSON DURON: BEFORE YOU MOVE, CAN I
14 HAVE A QUESTION PLEASE? FIRST OF ALL, AS MUCH AS I
15 LOVE THE FACT THAT YOU ADDED THIS -- FIRST OF ALL,
16 IT LOOKS GREAT -- THAT YOU ADDED A NAME. I'M GOING
17 TO SAY THAT A LOT OF PEOPLE WOULD STILL NOT KNOW
18 WHAT REGENERATIVE MEDICINE IS. BUT SECOND OF ALL, I
19 WONDER IF YOU COULDN'T PUT IN LIGHT ITALIC
20 UNDERNEATH THAT TITLE, "A CALIFORNIA TAXPAYER-FUNDED
21 AGENCY." I'D LIKE TO PUT THAT ON THE TABLE FOR
22 CONSIDERATION. I DON'T KNOW WHO HAS TO APPROVE
23 THAT, ET CETERA, ET CETERA, BUT IT'S TELLING
24 CALIFORNIANS, YOU GUYS MADE THIS POSSIBLE. SO
25 THAT'S A SUGGESTION.

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1 MS. TEMPLE-PERRY: WE CAN LOOK AT HOW WE
2 CAN INCORPORATE SOME OF THAT LANGUAGE, WHETHER OR
3 NOT IT'S ABLE TO BE INCORPORATED INTO THE ACTUAL
4 LOGO BECAUSE IT IS KIND OF SMALL, BUT WHETHER OR NOT
5 WE CAN JUST INCORPORATE THAT IN A LOT OF OUR
6 COMMUNICATIONS MOVING FORWARD. THE IDEA IS TO
7 REALLY BE ACCESSIBLE AND TO MAKE SURE PEOPLE KNOW
8 WHO WE ARE. AND SO HAVING LANGUAGE LIKE THAT IS
9 GOING TO BE IMPORTANT.

10 CHAIRPERSON DURON: MARIA, VITO, DO YOU
11 KNOW IF THERE'S ANY KIND OF PROCESS WE HAVE TO GO
12 THROUGH TO MAYBE ADD SOMETHING LIKE THAT?

13 VICE CHAIR BONNEVILLE: YSABEL, DO YOU
14 MEAN FROM A STATE LEVEL OR INTERNALLY?

15 CHAIRPERSON DURON: YEAH. YEAH.
16 WHICHEVER, BOTH EXTERNALLY AND INTERNALLY.

17 VICE CHAIR BONNEVILLE: I DON'T THINK
18 EXTERNALLY THERE NEEDS TO BE A PROCESS, BUT I WOULD
19 ASK VITO IF HE'S AWARE OF ONE.

20 DR. IMBASCIANI: I'M NOT AWARE -- I'M
21 SORRY, MARIA. GO AHEAD. I DON'T THINK THERE IS ANY
22 PROSCRIPTION AGAINST IT. IT SEEMS TO ME IT'S AN
23 EDITORIAL ADDITION AND IT WOULD BE ALLOWED. I
24 ACTUALLY LIKE IT.

25 VICE CHAIR BONNEVILLE: AND THEN I THINK

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1 IT'S JUST A CONVERSATION INTERNALLY THAT WE WOULD
2 HAVE AND THEN COME BACK, YSABEL, AND TALK TO YOU
3 ABOUT IT AS WELL.

4 CHAIRPERSON DURON: YEAH. AND WHETHER OR
5 NOT THERE'S PROTOCOL FLOWING TO THE BOARD AND SO ON
6 AND HAVING A DISCUSSION AROUND IT. BUT IT SUDDENLY
7 STRUCK ME THAT THE MORE WE CAN REMIND OUR TAXPAYERS
8 AND PEOPLE IN CALIFORNIA WE MAKE THIS HAPPEN, SO
9 THEY MAKE THIS HAPPEN. RIGHT? OKAY. THANK YOU.

10 DR. IMBASCIANI: THERE MAY BE PRECEDENT
11 FOR THAT, YSABEL, IN OTHER AGENCIES, LIKE WATER AND
12 POWER MIGHT HAVE A LITTLE EDITORIAL, YOU KNOW, THE
13 AGENCY THAT PRESERVES DRINKING WATER OR FISH AND
14 WILDLIFE OR PARKS AND REC OR THE VETERANS AGENCY.

15 CHAIRPERSON DURON: GREAT. CONTINUE.

16 MS. MANDAC: CHRIS HAS HER HAND RAISED.

17 DR. MIASKOWSKI: YSABEL, IT'S CHRIS. MAY
18 I ASK A QUESTION PLEASE?

19 CHAIRPERSON DURON: YEAH.

20 DR. MIASKOWSKI: I'M THINKING ABOUT YOUR
21 COMMENTS RELATED TO DISABILITY ACCOMMODATION. AND
22 I'M THINKING ABOUT THE WORDS "CALIFORNIA INSTITUTE
23 FOR REGENERATIVE MEDICINE" AND WHETHER OR NOT
24 THERE'S ANY ISSUES WITH RED/GREEN COLOR BLINDNESS
25 AND PEOPLE BEING ABLE TO READ THOSE WORDS. BECAUSE

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1 TO ME ON MY SCREEN THAT'S EITHER A REDDISH COLOR OR
2 ORANGE COLOR.

3 CHAIRPERSON DURON: I THINK THAT WAS PART
4 OF THE RE-DRAW, CORRECT, KOREN, THE RETHINK ON THIS
5 WAS THE COLOR?

6 MS. TEMPLE-PERRY: YEAH. WELL, THE TWO
7 COLORS, THE TWO PRIMARY COLORS ARE THE SAME. SO WE
8 HAVE THE BLUE AND THE ORANGE. WE UPDATED THE THREE
9 SECONDARY COLORS BECAUSE THERE ARE CONTRASTING
10 REQUIREMENTS IN TERMS OF ACCESSIBILITY. WE HAVE A
11 WAY TO CHECK THE CONTRASTING REQUIREMENTS. WE DID
12 SOFTEN IT JUST A LITTLE BIT, AGAIN, TO HELP WITH
13 THAT CONTRASTING. BUT WE CAN DEFINITELY PLAY WITH
14 THE CONTRASTING MODELS TO MAKE SURE THAT WHAT WE ARE
15 PRESENTING IS ADA ACCESSIBLE.

16 MR. CORTEZ: ONE OTHER NOTE TO ADD TOO IS
17 THAT TYPICALLY WITH SOME OF THE DELIVERABLES, WE
18 WOULD GET DIFFERENT COLORS AS WELL. SO YOU WOULD
19 GET, FOR EXAMPLE, AN ALL WHITE THAT COULD BE AGAINST
20 A DARK BLUE BACKGROUND, YOU CAN GET AN ALL BLACK
21 VERSION. SO THOSE ARE THINGS THAT COULD ALSO BE
22 DELIVERED, AND THOSE CAN BE ALTERNATED DEPENDING ON
23 THE DESIGN. SO THAT'S SOMETHING THAT WE WOULD
24 DEFINITELY TAKE INTO ACCOUNT FOR PARTICULAR
25 COMMUNITIES AS WE ARE CREATING SPECIFIC COLLATERAL

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1 AND CONTENT FOR THEM. IT'S DEFINITELY SOMETHING
2 THAT WE'LL CONSIDER.

3 CHAIRPERSON DURON: GREAT. THANK YOU. I
4 JUST WANT TO REMIND THE BOARD. I ACTUALLY CAN'T SEE
5 YOU FROM THE WAY WE ARE CONFIGURED HERE. SO MAYBE,
6 MARIA, YOU CAN CALL FOLK IF YOU SEE A HAND UP AND I
7 DON'T SEE IT.

8 VICE CHAIR BONNEVILLE: SURE. WOULD LOVE
9 TO.

10 CHAIRPERSON DURON: GREAT. THANK YOU. GO
11 AHEAD.

12 MR. CORTEZ: THANK YOU FOR THAT. SO ALSO
13 REALLY WANTED TO RECOGNIZE THAT WE'VE DONE A LOT OF
14 WORK TO GROW ENGAGEMENT IN OUR EMAIL MARKETING. SO
15 WE DID WANT TO SHARE WITH YOU JUST SOME OF THE
16 METRICS THAT WE'VE SEEN OVER THE PAST FEW MONTHS AND
17 THE PAST YEAR, ALSO LOOKING AT SOME OF THE METRICS
18 OVER PREVIOUS YEARS AS WELL. SO WE DID PUT SOME OF
19 THE AVERAGES ON THERE. AND BECAUSE CIRM DOESN'T
20 QUITE FIT INTO ONE SPECIFIC INDUSTRY FOR EMAIL
21 MARKETING, WE ARE NOT QUITE JUST A NON-PROFIT, WE
22 ARE NOT AN EDUCATION ORGANIZATION. SO WE REALLY
23 TOOK THE AVERAGES ACROSS ALL OF INDUSTRY TO COMPARE
24 SOME OF OUR METRICS.

25 AND REALLY, AS YOU CAN SEE THROUGH SOME OF

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1 THESE CHARTS, OUR ENGAGEMENT HAS REALLY BEEN
2 IMPROVING. SO OUR CLICK-THROUGH RATES, OUR OPEN
3 RATES HAVE IMPROVED SIGNIFICANTLY. AND WE REALLY
4 FEEL THAT THIS IS A RESULT OF OPTIMIZING OUR SUBJECT
5 LINES, ALSO OUR DISTRIBUTION TIMES, AND REALLY
6 OVERALL THE CONTENT DESIGN. WE'VE BEEN GETTING A
7 LOT OF REALLY GREAT FEEDBACK THERE.

8 BUT WE REALLY DO RECOGNIZE THAT EMAIL
9 MARKETING PRESENTS A LOT OF OPPORTUNITIES TO REACH
10 COMMUNITIES AND SHARE THAT ENGAGING CONTENT. SO WE
11 ARE REALLY LOOKING TO EVEN FURTHER CLEAN THAT UP AND
12 SEGMENT OUR EMAIL LISTS. AND REALLY WHAT THIS WOULD
13 LEAD TO IS EVEN MORE ENGAGEMENT AS WE CAN REALLY
14 START TO TAILOR SOME OF THOSE UPDATES, SOME OF THOSE
15 STORIES AND THAT CONTENT SO THAT WE MAKE SURE THAT
16 IT'S RELEVANT TO THE COMMUNITIES THAT WE ARE TRYING
17 TO REACH.

18 CHAIRPERSON DURON: SO HANG ON. SORRY.
19 PLAYING WITH MY PICTURE. THAT REMINDED ME, ESTEBAN,
20 AND I THINK THAT'S COOL; BUT WHEN WE TALK ABOUT
21 DIVERSE COMMUNITIES, ARE YOU ACTUALLY INVESTIGATING
22 DIFFERENT WAYS IN WHICH THESE COMMUNITIES DO SOCIAL
23 MEDIA AND YOU WILL AT LEAST TRY TO IDENTIFY A NUMBER
24 OF THOSE TO BE ABLE TO MESSAGE TO THEM? AND IN THIS
25 CASE, I'M THINKING ABOUT LIKE A WHATSAPP, WHICH IS

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1 VERY POPULAR WITH LATINOS IN OUR LOW-INCOME AND OUR
2 SPANISH SPEAKING. SO TAKE A TRY AND SEND SOME
3 THINGS OUT THAT WAY. SO THAT KIND OF DIVERSE AND
4 MUCH MORE PROFUSE DISSEMINATION.

5 MR. CORTEZ: YEAH. ABSOLUTELY. I THINK
6 REALLY IN TERMS OF SOCIAL MEDIA, THERE ARE LOTS OF
7 THINGS THAT WE CAN DO BY REACHING THEIR COMMUNITIES.
8 IF YOU'RE DOING AN ADVERTISEMENT, AS AN EXAMPLE, YOU
9 CAN, OF COURSE, AIM TO REACH SOME SPECIFIC
10 COMMUNITIES, WHETHER IT'S GEOGRAPHICAL OR BY
11 INTEREST. I THINK IN TERMS OF EMAIL SPECIFICALLY,
12 ONE EXAMPLE OF A TACTIC THAT WE'VE EXPLORED IS AS
13 WE'RE GOING OUT INTO A PARTICULAR COMMUNITY, WE CAN
14 CREATE AN EMAIL SIGN-UP. AND THOSE ARE THINGS YOU
15 CAN TAG ON -- WE USE A PROGRAM CALLED MAILCHIMP.
16 THEY'RE ABLE TO TAG THEM AS MAYBE A COMMUNITY EVENT
17 IN PALM DESERT, AS AN EXAMPLE, AND THEY'RE
18 INTERESTED IN THIS TYPE OF CONTENT. SO YOU'RE ABLE
19 TO ACTUALLY SEGMENT THE LIST BY THEIR INTEREST SO
20 THAT MAYBE YOU WANT TO SEND OUT AN EMAIL AROUND
21 CLINICAL TRIAL PARTICIPATION OR A VERY PARTICULAR
22 SUBJECT. THAT'S REALLY WHAT WE MEAN WHEN WE ARE
23 TALKING ABOUT SEGMENTING OUR LIST. AND THAT'S JUST
24 ONE OPPORTUNITY. THERE ARE SO MANY OTHER THINGS
25 THAT WE CAN REALLY EXPLORE THERE, BUT THOSE

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1 DEFINITELY ARE THINGS THAT WE ARE TAKING INTO
2 CONSIDERATION.

3 CHAIRPERSON DURON: CHRISTINA, I APOLOGIZE
4 I DIDN'T ACTUALLY ASK YOU BECAUSE THIS IS ALSO ABOUT
5 SOCIAL MEDIA AND DIVERSE SOCIAL MEDIA. SO IF YOU
6 HAVE ANY THOUGHTS. BUT I ALSO WANT TO SAY TO OUR
7 COMMITTEE TEAM MEMBERS HERE, IF YOU HAVE A SITE OR
8 AN IDEA FOR POPULATIONS THAT YOU WANT TO SEE SERVED,
9 BY ALL MEANS I SAY SEND THEM TO ESTEBAN AND
10 CHRISTINA SO THAT THEY CAN PUT THEM INTO THAT LIST
11 THEY MIGHT BE SENDING. AND YOU MIGHT DESCRIBE WHAT
12 IT IS YOU THINK THAT WOULD BE OF INTEREST, LIKE
13 PARKINSON'S SPECIFICALLY, AND WHO ARE THOSE GROUPS
14 AROUND THAT ISSUE OR ALZHEIMER'S OR WHATEVER THOSE
15 SPECIAL INTERESTS ARE. BUT I REALLY DO THINK WE
16 NEED TO DIVERSIFY OUR OUTREACH LIST.

17 MS. TEMPLE-PERRY: YES, YSABEL. AND ADITI
18 IS GOING TO TALK ABOUT SOME OF THE PROPOSED OUTREACH
19 CAMPAIGNS WHICH I THINK YOU'LL BE VERY EXCITED
20 ABOUT --

21 CHAIRPERSON DURON: GOOD.

22 MS. TEMPLE-PERRY: -- OUR PROPOSED
23 TACTICS. SO WE'LL DEFINITELY GET INTO THAT.

24 CHAIRPERSON DURON: SORRY IF I GET AHEAD
25 OF YOU GUYS, BUT I'M IN THE MOMENT.

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1 MS. TEMPLE-PERRY: THANK YOU, KATIE AND
2 ESTEBAN, FOR THAT REALLY NICE OVERVIEW OF THE PHASE
3 1. THAT'S PRETTY MUCH WHAT HAS CAPTURED OUR
4 ATTENTION THE LAST FEW MONTHS.

5 AND SO GETTING INTO THE NEXT PHASE, WHICH
6 I PROVIDED THAT KIND OF HIGH LEVEL OVERVIEW COMING
7 INTO Q3 AND Q4, AGAIN, WE ARE REALLY STARTING TO
8 BUILD ON THE WORK FROM THE PAST COUPLE OF MONTHS.
9 SO WHAT WE DID HERE IS WE REALLY STARTED TO DEVELOP
10 SPECIFIC COMMUNICATION GOALS AROUND OUR STRATEGIC
11 PILLARS BECAUSE WE WANT TO MAKE SURE THAT THE WORK
12 THAT WE'RE DOING HERE ON THE COMMUNICATIONS TEAM IS
13 ADVANCING THE ORGANIZATIONAL INITIATIVES.

14 SO WE BROKE UP OR WE CREATED TWO GOALS FOR
15 EACH PILLAR. SO UNDER THE FIRST PILLAR OF ADVANCING
16 WORLD-CLASS SCIENCE, OUR FIRST GOAL IS TO PROMOTE
17 FUNDING OPPORTUNITIES TO BROADER CALIFORNIA RESEARCH
18 COMMUNITIES. AND SOME OF THE POTENTIAL TACTICS WE
19 ARE REALLY LOOKING TO ACHIEVE INCLUDE TAKING A MORE
20 INTEGRATED APPROACH TO PUBLICIZING FUNDING
21 ANNOUNCEMENTS ACROSS OUR CHANNELS THAT ALSO INCLUDE
22 THROUGH OUR REVAMPED WEB PAGE AS WELL AS PACKAGING
23 FAQ TOOLKITS AND REALLY ENHANCING THE VISIBILITY OF
24 CIRM'S REVIEW AND FUNDING CYCLE TO SUPPORT THE
25 APPLICANT AND REVIEWER POOL.

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1 OUR SECOND GOAL IS TO ELEVATE THE PUBLIC
2 VISIBILITY OF CIRM-FUNDED SCIENCE AND CIRM-SUPPORTED
3 GRANTEES. SO THERE'S A COUPLE OF TACTICS HERE THAT
4 WE ARE EXPLORING WHICH INCLUDES WORKING CLOSELY WITH
5 A LOT OF THE TEAMS THROUGHOUT CIRM TO REALLY
6 HIGHLIGHT RESEARCH PROJECTS, OUTCOMES ACROSS
7 CHANNELS. WE DO A GREAT JOB OF PUSHING OUT PRESS
8 RELEASES, BUT WE REALLY WANT TO MAKE SURE OUR
9 CONTENT IS ACCESSIBLE. AND THAT MAY MEAN PRESENTING
10 IT IN AN INFOGRAPHIC OR USING SIMPLE CARTOONS SO THE
11 LAY PUBLIC CAN REALLY UNDERSTAND THE IMPACT OF THE
12 SCIENCE WE ARE FUNDING.

13 TO FURTHER OUR REACH, WE ARE LOOKING AT
14 DEVELOPING A SOCIAL MEDIA PR TOOLKIT. AND THIS IS
15 REALLY GOING TO BE KEY TO MAKE IT EASIER FOR THOSE
16 WHO RECEIVE OUR FUNDING TO ACKNOWLEDGE CIRM IN THEIR
17 MEDIA CHANNELS. SO THAT MEANS PACKAGING IT ALL UP,
18 PROVIDING HASHTAGS AND LOGOS AND OUR SOCIAL HANDLES
19 TO MAKE SURE THAT IT'S EASY FOR THEM TO PROVIDE THE
20 PROPER ATTRIBUTION. NEXT SLIDE.

21 SO UNDER THE NEXT STRATEGIC PILLAR OF
22 DELIVERING REAL-WORLD SOLUTIONS, WE'VE ALSO
23 DEVELOPED TWO CONSOLES TO ADVANCE THESE INITIATIVES.
24 FIRST, WE REALLY WANT TO TAKE A CLOSER LOOK AT
25 PROMOTING CIRM'S MANUFACTURING NETWORK AND OUR

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1 INDUSTRY ALLIANCE PROGRAM TO ENCOURAGE INTERNSHIP
2 AND PARTNER GROWTH. AND THAT INCLUDES DEVELOPMENT
3 OF BRANDING AND TALKING POINTS AS WELL AS
4 PROGRAMMATIC COLLATERAL AS WE GEAR UP FOR THE
5 MANUFACTURING SYMPOSIUM AS WELL AS UPCOMING
6 CONFERENCES.

7 WE ALSO REALLY WANT TO SUPPORT THAT
8 THOUGHT LEADERSHIP. AGAIN, THAT'S KEY IN MAKING
9 SURE THAT WE ARE POSITIONING OURSELVES AS A TRUSTED
10 AUTHORITY.

11 THE SECOND GOAL IS TO PROMOTE CIRM'S ALPHA
12 CLINICS, OUR COMMUNITY CARE CENTERS OF EXCELLENCE,
13 OUR PATIENT SUPPORT PROGRAM. THAT TOO INCLUDES
14 ENHANCEMENTS IN SUPPORT TO BRANDING, MESSAGING, THE
15 DEVELOPMENT EVEN OF A MICROSITE FOR OUR ALPHA
16 CLINICS. AND THAT'S JUST SORT OF LIKE A LITTLE,
17 TINY, MINI WEBSITE SO ALL THE ALPHA CLINICS CAN HAVE
18 A PRESENCE.

19 AND AN EXCITING INITIATIVE I'D LIKE TO
20 PREVIEW IS THAT WE ARE LOOKING TO LAUNCH A PATIENT
21 ACCESS NEWSLETTER TOWARD THE END OF THE YEAR. AND
22 REALLY BASICALLY WE GO OUT TO ALL OF THESE WONDERFUL
23 COMMUNITY EVENTS, PEOPLE EMAIL US, CALL US, AND WE
24 REALLY NEED TO MAINTAIN CONSISTENT COMMUNICATION
25 WITH PATIENTS AND PEOPLE FROM THE COMMUNITIES,

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1 ESPECIALLY COMMUNITIES THAT ARE READY FOR MESSAGES
2 OF ACCESS. SO WE REALLY NEED TO COMMUNICATE WITH
3 THEM, AND THIS PUBLICATION IS GOING TO SERVE THAT
4 PURPOSE.

5 AND THEN LASTLY, ONE OF THE BIG STRATEGIES
6 WE ARE LOOKING TO IMPLEMENT IN THIS CURRENT YEAR IS
7 TO REALLY ELEVATE OUR ALPHA CLINICS SYMPOSIUM,
8 AGAIN, SUPPORTING WITH BRANDING, MESSAGING. WE
9 REALLY FEEL AS A COMMUNICATIONS TEAM IT'S A UNIQUE
10 OPPORTUNITY FOR US TO BRING TOGETHER RESEARCHERS IN
11 THE COMMUNITIES. AND WE REALLY WANT TO DEVELOP
12 STRATEGIES AROUND PUBLICIZING IT SO THAT WE CAN HAVE
13 MUCH MORE GREATER REACH. NEXT SLIDE.

14 AND THEN OUR LAST PILLAR UNDER THIS
15 UPCOMING PHASE IS REALLY ALL ABOUT PROVIDING
16 OPPORTUNITY FOR ALL. AND SO, YSABEL, THIS KIND OF
17 GETS INTO SOME OF THE THINGS YOU'RE MENTIONING. BUT
18 WE ARE REALLY LOOKING TO LAUNCH MULTILINGUAL
19 CAMPAIGNS TO SPREAD AWARENESS OF CLINICAL TRIAL
20 ACCESS, PARTICIPATION, AS WELL AS JUST WHAT ARE STEM
21 CELL TREATMENTS. SO WE ARE LOOKING AT THE
22 DEVELOPMENT OF FLYERS AND TOOLKITS, ONE-PAGERS. AND
23 WE REALLY WANT TO COLLABORATE AND PARTNER WITH A LOT
24 OF THE COMMUNITY EDUCATORS TO DEVELOP THAT CONTENT.
25 WE ARE HOPING IN THE FUTURE WE CAN DEVELOP A

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1 CONTENT, A COMMUNITY CONTENT ADVISORY PANEL FROM
2 WHICH DIFFERENT MEMBERS FROM THE COMMUNITY CAN
3 PARTICIPATE.

4 AND THE LAST GOAL IS TO SUPPORT
5 PROMOTIONAL EFFORTS TO SHOWCASE CIRM EDUCATIONAL AND
6 TRAINING PROGRAMS. AND SO SOME OF THE POTENTIAL
7 TACTICS FOR EXPLORING INCLUDE OBVIOUSLY SUPPORT WITH
8 MESSAGING, INTEGRATED STORYTELLING. WE ALSO REALLY
9 WANT TO PROVIDE THAT BRANDING SUPPORT FOR UPCOMING
10 CONFERENCES. AND THERE'S AN INITIATIVE THROUGHOUT
11 CIRM TO DEVELOP AN EDUCATION INFRASTRUCTURE NETWORK
12 PORTAL. AND WE ARE WORKING VERY CLOSELY WITH TEAMS
13 TO DEVELOP THAT BRANDING AND HELPING REALLY TO
14 SUPPORT THE CONTENT.

15 SO THESE ARE VERY EXCITING INITIATIVES.
16 AND WE ARE VERY EXCITED TO WORK CLOSELY WITH TEAMS
17 THROUGHOUT CIRM TO ROLL THEM OUT OVER THIS COMING
18 YEAR.

19 CHAIRPERSON DURON: ANY QUESTIONS?

20 VICE CHAIR BONNEVILLE: YEAH. I HAVE A
21 QUICK QUESTION. A LOT OF THESE PROGRAMS INVOLVE
22 CLOSE COLLABORATION WITH GRANTEES, PROGRAM DIRECTORS
23 INTERNALLY, ALL OF THAT. SO WILL YOU GUYS ROLL THAT
24 OUT INTERNALLY, WORK WITH THE TEAM INTERNALLY?

25 MS. TEMPLE-PERRY: YES. IT'S ALWAYS GOING

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1 TO BE A PROCESS OF COLLABORATION.

2 VICE CHAIR BONNEVILLE: OKAY. GREAT. AND
3 THEN I HAD ANOTHER QUESTION, AND IT BACKS UP A
4 LITTLE. SORRY. I WAS JUST PROCESSING IT. WHEN WE
5 TALK ABOUT SPECIFIC PATIENT OUTREACH OR ANSWERING
6 PATIENT QUESTIONS, I FEEL LIKE THE PATIENT SUPPORT
7 SERVICES PROGRAM, ONE OF THE THINGS THAT ORIGINALLY
8 HAD BEEN ENVISIONED, LIKE WE HAVE THE PHONE NUMBER
9 AND WE WOULD GET THE CALLS, AND WE STILL GET THEM
10 FROM PEOPLE LOOKING FOR CLINICAL TRIALS AND THINGS
11 LIKE THAT, THAT ALL OF THAT WOULD BE REDIRECTED TO
12 THE PATIENT SUPPORT SERVICES PROGRAM WHEN THEY'RE UP
13 AND RUNNING AND THEN THEY CAN ANSWER THOSE
14 QUESTIONS. SO WE WOULD, I ASSUME, WORK WITH THEM.

15 MS. TEMPLE-PERRY: EXACTLY.

16 VICE CHAIR BONNEVILLE: WHOEVER THE
17 GRANTEE ENDS UP BEING, WORK WITH THEM TO HELP THEM
18 UNDERSTAND THE SERVICE AND WHAT WE DO.

19 MS. TEMPLE-PERRY: PROVIDE THE FRAMEWORK.

20 VICE CHAIR BONNEVILLE: YES. AND THEN
21 THEY WOULD HAVE TO WORK WITH THE SPONSORS DIRECTLY
22 TO GET ALL THE INFORMATION THAT RELATES TO CLINICAL
23 TRIALS AND THINGS LIKE THAT?

24 MS. TEMPLE-PERRY: EXACTLY.

25 VICE CHAIR BONNEVILLE: OKAY. GREAT.

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1 THANK YOU.

2 MS. TEMPLE-PERRY: AND, AGAIN, WE WANT TO
3 MAKE SURE THAT THERE'S COHESION. AND SO OUR GOAL
4 WOULD BE TO PROVIDE THE FRAMEWORK, PROVIDE THE
5 ADDITIONAL SUPPORT, PROVIDE THE BRANDING LANGUAGE.
6 THAT REALLY NEEDS TO BE INTEGRATED SO WE ARE NOT
7 WORKING IN SILOS.

8 VICE CHAIR BONNEVILLE: GREAT. OKAY.
9 THANK YOU.

10 CHAIRPERSON DURON: ANYBODY ELSE? I'M
11 GOING TO HAVE A PROCESS QUESTION LATER, KOREN. I'LL
12 LET YOU KEEP GOING.

13 MS. TEMPLE-PERRY: OKAY. THAT SOUNDS
14 GOOD.

15 SO AS WE DEVELOP THESE CAMPAIGNS, IT'S
16 REALLY IMPORTANT TO THINK ABOUT HOW WE'RE GOING TO
17 MEASURE SUCCESS. AND SO WHAT WE CALL IN
18 COMMUNICATIONS, WE LOOK AT KEY PERFORMANCE
19 INDICATORS OR KPI'S FOR SHORT. AND REALLY IT'S
20 GOING TO DEPEND ON HOW WE'RE GOING TO MEASURE KPI'S
21 BASED ON THESE VARIOUS INITIATIVES. IT'S REALLY
22 GOING TO DEPEND ON THE CAMPAIGN, THE AUDIENCE, THE
23 STAKEHOLDER, AND JUST WHAT WE ARE TRYING TO ACHIEVE
24 OVERALL.

25 AND SO AS WE ARE STARTING TO ROLL SOME OF

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1 THESE INITIATIVES OUT, WE ARE REALLY GOING TO
2 DETERMINE THE BEST KPI TO MEASURE SUCCESS. AND I
3 WANTED TO PROVIDE A HIGH LEVEL OVERVIEW OF WHAT SOME
4 OF THESE KPI'S CAN BE. SO MAYBE WE WANT TO MEASURE
5 SOCIAL MEDIA IMPACT, AND THAT COULD INCLUDE LOOKING
6 AT LIKES AND SHARES. AT CERTAIN EVENTS MAYBE WE
7 WANT TO LOOK AT MARKETING TOUCHPOINTS THAT COULD
8 INCLUDE EMAIL OPEN RATES. AT COMMUNITY ENGAGEMENT
9 EVENTS, WE MAY LOOK AT THE ATTENDANCE AT EVENTS. WE
10 CAN ALSO LOOK AT WEBSITE TRAFFIC AND DIGITAL
11 ENGAGEMENT METRICS. SO THAT INCLUDES IMPRESSIONS,
12 REACH, BLOG VISITS. SO AGAIN, EVERY CAMPAIGN IS
13 GOING TO HAVE A DIFFERENT KPI, AND WE WILL DETERMINE
14 THE BEST KPI WHICH WILL SERVE AS A BASELINE FROM
15 WHICH WE'LL MEASURE FUTURE PERFORMANCE.

16 AND SO WITH THAT, I'M GOING TO PAUSE TO
17 SEE IF THERE'S ANY QUESTIONS. SO I'M GOING TO HAND
18 IT OVER TO ADITI, WHO IS GOING TO PROVIDE SOME OF
19 THE UPDATED OUTREACH GOALS THAT WERE PART OF THE
20 COMMUNICATIONS PLAN AS WELL.

21 MS. DESAI: AWESOME. THANKS, KOREN.

22 SO AS YOU CAN SEE ON THIS SLIDE, WE HAVE
23 IDENTIFIED THREE OUTREACH GOALS, AND I'LL GO THROUGH
24 THEM IN A LITTLE BIT MORE DETAIL. SO THE FIRST GOAL
25 IS TO ENHANCE AWARENESS AND UNDERSTANDING. SO HERE

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1 WE ARE REALLY LOOKING TO INCREASE AWARENESS AND
2 UNDERSTANDING OF CIRM'S MISSION AND IMPACT BEYOND
3 THE SCIENTIFIC AND STEM COMMUNITIES. I THINK IN THE
4 PAST, AND, OF COURSE, I'VE ONLY BEEN HERE FOR FOUR
5 MONTHS, BUT LEARNING ABOUT THE HISTORY OF CIRM, I
6 THINK WE'VE DONE A REALLY GOOD JOB OF REACHING
7 SCIENTIFIC AND OTHER COMMUNITIES THAT KNOW ABOUT
8 STEM AND KNOW ABOUT STEM SUBJECTS. BUT WE REALLY
9 WANT TO GROW THAT FOUNDATION OF UNDERSTANDING ABOUT
10 CIRM AND CIRM'S MISSION AND IMPACT.

11 SO WE ARE LOOKING TO IMPLEMENT TARGETED
12 OUTREACH INITIATIVES TO ADDRESS THE GENERAL LACK OF
13 AWARENESS OF CELL AND GENE THERAPIES AND
14 REGENERATIVE MEDICINE AMONG CALIFORNIANS.

15 SO THE SECOND GOAL IS TO STRENGTHEN
16 COLLABORATIVE PARTNERSHIPS. SO HERE WE REALLY WANT
17 TO CONTINUE TO BUILD AND STRENGTHEN THE
18 COLLABORATIVE PARTNERSHIPS WITH COMMUNITY-BASED
19 ORGANIZATIONS TO ESTABLISH MEANINGFUL CONNECTIONS
20 WITHIN THE COMMUNITIES THAT WE ARE WORKING IN,
21 ESPECIALLY DIVERSE COMMUNITIES.

22 AND THEN THE THIRD GOAL IS TO INCREASE
23 GEOGRAPHICALLY FOCUSED OUTREACH. SO HERE WE ARE
24 REALLY LOOKING TO FOCUS ON OUTREACH AND HISTORICALLY
25 UNDERSERVED AND UNDERREPRESENTED REGIONS OF

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1 CALIFORNIA WHERE THE COMMUNITY CARE CENTERS OF
2 EXCELLENCE CAN BE IMPLEMENTED. AND WE ALSO WANT TO
3 DEVELOP AND MAINTAIN RELATIONSHIPS WITH COMMUNITY
4 LEADERS, TRUSTED MESSENGERS TO SERVE AS CONDUITS FOR
5 EFFECTIVE COMMUNICATION AND OUTREACH IN THE
6 DIFFERENT GEOGRAPHIC AREAS THAT WE ARE LOOKING TO
7 SERVE. NEXT SLIDE PLEASE.

8 SO IN ORDER TO DO THIS, WE REALLY ARE
9 LOOKING TO PROPOSE THREE OUTREACH CAMPAIGNS, THREE
10 LARGE-SCALE OUTREACH CAMPAIGNS, THE FIRST ONE OF
11 WHICH IS SICKLE CELL DISEASE AWARENESS. SO WE
12 REALLY WANT TO BUILD OFF OF THE RECENT FDA APPROVAL
13 OF SICKLE CELL DISEASE TREATMENTS AND USE THIS AS AN
14 OPPORTUNITY TO FOCUS ON AND SPREAD AWARENESS ABOUT
15 SICKLE CELL DISEASE AS WELL AS CIRM'S IMPACT WITH
16 RESEARCH THAT WE ARE FUNDING TO CREATE TREATMENTS,
17 TO DO MORE RESEARCH AND DISCOVERY ABOUT SICKLE CELL
18 DISEASE.

19 SO THE MAIN GOAL AND PURPOSE IS TO
20 HIGHLIGHT THIS RARE CONDITION THAT
21 DISPROPORTIONATELY AFFECTS BLACK AND BROWN
22 COMMUNITIES. AND THIS REALLY ALIGNS WITH THE DEI
23 GOALS OF CIRM. AND WE'RE GOING TO UTILIZE UPCOMING
24 COMMUNITY EVENTS, SUCH AS THE BLACK JOY PARADE,
25 WHICH IS COMING UP IN OAKLAND IN FEBRUARY, TO LAUNCH

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1 THIS CAMPAIGN AND EMPHASIZE CIRM'S COMMITMENT TO
2 DEI, ADVANCING RESEARCH IN SICKLE CELL DISEASE.

3 CHAIRPERSON DURON: SORRY. MY TECHNOLOGY
4 IS NOT BEING COOPERATIVE. I'M WONDERING, I THINK
5 THAT'S YOU, CHRISTINA, I WAS ACTUALLY THINKING ABOUT
6 THIS STORY BECAUSE I'M HERE READING IT IN *THE POST*
7 NOT TOO MANY DAYS AGO. HAVE YOU ACTUALLY AS A
8 RESULT TURNED AND RESPONDED TO CAROLYN JOHNSON WHO
9 WROTE THE ARTICLE AND TELL HER, YOU KNOW, CREATE
10 LINKAGE WITH HER SO THAT SHE COMES AND LOOKS AT CIRM
11 AND THE WORK IT'S DOING AND THE FACT THAT WE WERE
12 DRIVING STEM CELL AND SICKLE CELL RESEARCH LONG AGO,
13 AND WE'VE COME UP WITH SOME GREAT CARE, AND SO ON
14 AND SO FORTH?

15 I JUST THINK IT'S GOOD, EVEN WHILE WE ARE
16 TRYING TO INFORM CALIFORNIA, THAT WE CAN ALSO REACH
17 FURTHER THAN THAT TO SOME OF THE LEADERS IN MANY OF
18 THESE -- IN THIS ADVANCED SCIENCE. BUT TO ME THAT'S
19 THAT BEING NIMBLE AND QUICK AND RESPOND TO ARTICLES
20 THAT HAPPEN.

21 AND, IN FACT, I GUESS I'LL TAKE THIS
22 MOMENT TO REFERENCE BACK TO THE BIG, HUGE ARTICLE ON
23 SCID, THE BUBBLE BABY, AND IT WAS IN *THE POST* ABOUT
24 TWO WEEKS AGO. AND I LOOKED THROUGH THE WHOLE
25 ARTICLE. I WAS TRYING TO FIND CIRM MENTIONED

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1 BECAUSE IT WAS UCSF AND THEN IT WAS UCLA, AND THEN
2 THEY TALKED ABOUT THE MONEY THAT WAS INVESTED AND
3 HOW THE TECHNOLOGY OR THE FINDINGS WOULD NOT BE USED
4 BECAUSE INDUSTRY WAS NOT INTERESTED IN ET CETERA, ET
5 CETERA. WE'VE SEEN IT IN CALIFORNIA PAPERS, BUT IT
6 ENDED UP IN THE *WASHINGTON POST*.

7 AND I WONDERED IF WE TOOK A MOMENT TO,
8 ONE, LOOK AT WHO THE RESEARCHERS WERE AND SAY TO
9 THEM, DID YOU MENTION CIRM WAS YOUR FUNDER? AND
10 TWO, CALL THE REPORTER AND SAY, HEY, WE FUNDED THOSE
11 PROJECTS. BE GLAD TO HAVE AN INTERVIEW WITH YOU AND
12 LET YOU KNOW WHAT WE ARE THINKING, WHAT WE ARE
13 DOING. THAT'S NIMBLE AND QUICK AND THAT'S
14 RESPONDING TO THE DAILY WAYS IN WHICH WE
15 COMMUNICATE. AND THEN IF YOU GET OPPORTUNITIES, YOU
16 TAKE THAT ARTICLE AND YOU SAY OUT THERE IN THE
17 SOCIAL MEDIA LOOK WHAT WE ACTUALLY DID. THIS WAS
18 FUNDED BY AND IT'S IN THE *WASHINGTON POST*.

19 I JUST THINK YOU HAVE TO TAKE ADVANTAGE OF
20 THESE OPPORTUNITIES WHERE PEOPLE CAN SEE WHAT WE ARE
21 HELPING SUPPORT, THE CHANGES OUR INVESTMENTS IS
22 HELPING MAKE IN THE LIVES OF HUMANS. AND SO THAT'S
23 JUST AN IDEA, BUT I WOULD LIKE TO SEE IT DONE AS
24 PART OF, ONE, SOCIAL MEDIA OUTREACH AS WELL AS
25 THINGS THAT YOU CAN DO, ESTEBAN, ON THE WEBSITE.

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1 MR. CORTEZ: I'D LIKE TO HAVE CHRISTINA
2 ADDRESS THAT BECAUSE THERE WAS SOME OF THAT
3 CONNECTION THAT WE'VE DONE.

4 MS. SMITH: YEAH. WE COMPLETELY AGREE
5 WITH YOU, YSABEL. WE DID ACTUALLY RE-SHARE THAT
6 STORY ON OUR SOCIAL CHANNELS AND KIND OF SAID, HEY,
7 LOOK AT WHAT WE FUNDED. AND THAT'S A GREAT POINT,
8 AND MAYBE SOMETHING WE CAN START DOING IN THE FUTURE
9 IS CONNECTING WITH THE REPORTERS. WE DID TAG WHEN
10 THEY'RE AVAILABLE ON WHATEVER SOCIAL CHANNEL. WE
11 DID TAG A REPORTER MORE RECENTLY ON TWITTER,
12 THANKING HER FOR HER STORY AND THEN KIND OF ALSO
13 REITERATING THAT WE FUNDED THE RESEARCH. I THINK IT
14 WAS FOR SICKLE CELL. WE WERE FUNDING RESEARCH FOR
15 SICKLE CELL THERAPY.

16 MR. CORTEZ: YEAH. AND IN ADDITION TO
17 THAT, YSABEL, THAT IS SOMETHING THAT WE HAVE DONE IN
18 THE PAST. LIKE THERE WAS ACTUALLY A SICKLE CELL
19 ARTICLE THAT FEATURED ONE OF OUR PATIENTS. THIS IS
20 MAYBE OVER A YEAR AGO. BUT THAT'S SOMETHING WHERE
21 WE REACHED OUT, INTRODUCED OURSELVES. THEY MAY NOT
22 BE FAMILIAR, BUT REALLY JUST INTRODUCING OURSELVES
23 AS AN EXPERT IN THIS INDUSTRY SHOULD THEY SEEK
24 OPINIONS OR QUOTES IN THE FUTURE. AND THAT REALLY
25 PLAYS INTO SOME OF THE THOUGHT LEADERSHIP GOALS THAT

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1 WE'VE GOT MOVING FORWARD.

2 AND THEN ANOTHER THING THAT WE ARE ALSO
3 DOING IS WE ARE LOOKING TO BUILD A MEDIA DATABASE
4 THAT REALLY DOES HIGHLIGHT, THAT REALLY CALLS OUT
5 SOME OF THOSE REPORTERS SO THAT IN THE FUTURE,
6 SHOULD WE HAVE SOME OF THOSE STORY IDEAS OR IF WE
7 HAVE ANY PITCHES OR REALLY JUST WANT TO, AGAIN,
8 INTRODUCE OURSELVES AND KEEP OUR NAME FRONT AND
9 CENTER, THAT IS REALLY GOING TO STREAMLINE THAT
10 PROCESS. AND THAT'S JUST ALSO PART OF THAT
11 RELATIONSHIP BUILDING AND BUILDING OUR COLLABORATION
12 PARTNERS THAT KOREN MENTIONED EARLIER AS WELL. SO
13 THAT'S SOMETHING THAT WE DO WANT TO MAKE A REGULAR
14 THING AND HAVE THAT BE PART OF OUR STRATEGIES.

15 MS. TEMPLE-PERRY: AND I ALSO WANT TO SAY,
16 YSABEL, THAT WE DO REACH OUT TO REPORTERS. WE,
17 AGAIN, FOLLOW UP, MAKE SURE THAT WE ARE INTRODUCING
18 OURSELVES, MAKING SURE WE ARE FRONT AND CENTER FOR
19 WHEN THEY DO WANT TO INTERVIEW EXPERTS. AND REALLY
20 IT'S ALL ABOUT COLLABORATING WITH OUR PARTNERS. WE
21 DO A REALLY GOOD JOB OF MAKING SURE THAT WE'VE
22 DEVELOPED COMMUNICATION COLLABORATION WITH MEDIA
23 PARTNERS SO THAT WHEN THESE STORIES DO COME UP, THEY
24 DO MENTION CIRM SO THAT WE CAN HAVE A MUCH MORE
25 ROBUST MEDIA OUTREACH. AND WE DO GET A LOT OF

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1 PLACEMENTS THAT WAY.

2 AND SO THAT WAS PART OF THE PHASE I SORT
3 OF DEVELOPING THAT NETWORK OF MEDIA TEAMS,
4 COMMUNICATION TEAMS BECAUSE WE ARE ALL WORKING FOR A
5 LOT OF THE SAME GOALS. AND SO MAKING SURE THAT WE
6 HAVE THAT CONNECTION IS GOING TO BE REALLY IMPORTANT
7 SO THAT WHEN WE HAVE AN OPPORTUNITY COME UP IN THE
8 MEDIA, THAT THEY THINK OF US, WE CONNECT WITH
9 REPORTERS, AND SO ON.

10 SO SOMETHING I WILL MENTION ONE MORE TIME
11 IS WE ARE ACTUALLY DEVELOPING A MEDIA STATEMENT FOR
12 SICKLE CELL DISEASE THAT SHOULD BE GOING OUT
13 SHORTLY.

14 CHAIRPERSON DURON: YEAH. OKAY. SO TWO
15 THINGS I MAY HAVE HEARD. BUT FIRST OF ALL, I THINK
16 THAT RATHER THAN WAIT FOR THE STORY TO COME, YOU
17 SHOULD JUST PUT THEM ON THE MAILING LIST FOR THE
18 REGULAR LINKS TO THE WEBSITE AS WELL AS REGULAR
19 SOCIAL MEDIA OUTPUTS BECAUSE YOU MIGHT ACTUALLY
20 TRIGGER AN IDEA FOR A STORY. SO I WOULDN'T WAIT FOR
21 THEM TO FINALLY DO A STORY ON SOMETHING.

22 THE SECOND THING I WOULD SUGGEST IS THAT
23 YOU ACTUALLY POINT THEM TO SOMEONE IN CALIFORNIA
24 WHO'S BEEN ENGAGED AS A PATIENT OR AS AN
25 ORGANIZATION, LIKE THE SICKLE CELL ORGANIZATIONS

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1 HERE IN CALIFORNIA, AS SPOKESPEOPLE, PEOPLE WHO CAN
2 TALK ABOUT THAT PERSON'S EXPERIENCE JUST LIKE THAT
3 YOUNG MAN WHO WAS FEATURED IN THAT STORY. SO I JUST
4 THINK IT'S -- YEAH, IT WAS A YOUNG MAN. I THINK
5 IT'S REALLY CRITICAL FOR US SORT OF NOT TO WAIT, BUT
6 TO CONSTANTLY KEEP THAT CHURNING, TO LET THEM KNOW,
7 SEND THEM STUFF, SEE WHAT WE ARE DOING. I KNOW THAT
8 BY READING NEWSPAPERS AND STUFF LIKE THAT, I GET
9 IDEAS FOR STORIES. AND SO I JUST ENCOURAGE YOU MAKE
10 THAT PART OF YOUR STRATEGY.

11 DOES ANYBODY, BOARD MEMBER, HAVE SOMETHING
12 TO SAY BECAUSE I REALLY WOULD LOVE --

13 DR. GOLDSTEIN: I DO. SO FIRST, I WANT TO
14 COMPLETELY ENDORSE EVERYTHING YSABEL HAS SAID. THIS
15 HAS BEEN AN ENDURING PROBLEM FOR 20 YEARS SINCE THE
16 AGENCY'S FIRST STEPS TOWARDS THE DEVELOPMENT OF
17 THERAPIES. SO IT'S REALLY IMPORTANT. IT'S
18 IMPORTANT TO STAY IN FRONT OF THE TAXPAYERS, AND
19 WE'VE JUST GOT TO WORK HARDER AT IT AND SMARTER AT
20 IT. IT'S A HARD NUT TO CRACK.

21 THE SECOND POINT I WAS GOING TO MAKE IS IS
22 THIS A GOOD PLACE TO DELIVER A SCIENTIFIC AND
23 MEDICAL MESSAGE, WHICH IS THAT THE TECHNOLOGIES
24 DEVELOPED FOR TREATING SICKLE CELL WILL CONTRIBUTE
25 TO THERAPIES FOR OTHER DISEASES OR ACCELERATE

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1 CLINICAL TRIALS FOR OTHER DISEASES, SOMETHING ABOUT
2 HOW THESE RARE DISORDERS ACCELERATE THERAPIES FOR
3 COMMON DISORDERS OR OTHER RARE DISORDERS?

4 CHAIRPERSON DURON: WELL, LARRY, I THINK
5 THAT THERE YOU'VE JUST PROPOSED A POTENTIAL STORY.
6 AND I WOULD LOVE IF YOU WOULD SIT DOWN WITH THEM AND
7 GIVE THEM THE FACTS. THIS IS WHAT I'M ASKING THE
8 BOARD, WITH ALL YOUR EXPERTISE AND WITH YOUR
9 EXTERNAL RELATIONSHIPS, TO COME WITH THOSE IDEAS AND
10 THOSE STORIES. FIRST OF ALL, WE HAVE A SMALL TEAM.
11 THEY'RE DOING GREAT. BUT I THINK WE SEE STORIES OUT
12 THERE AND WOULD LOVE TO HAVE YOU BRING THEM BACK TO
13 THE MEDIA TEAM.

14 MS. TEMPLE-PERRY: THAT'S FOR SURE. AND
15 WE WOULD DEFINITELY WELCOME THAT INFORMATION. IF
16 YOU HAVE CONNECTIONS, IDEAS, WE WOULD DEFINITELY
17 WELCOME IT. AND THESE ARE PROPOSED CAMPAIGNS, AND
18 SO WOULD REALLY LOVE TO HEAR YOUR FEEDBACK. WE HAVE
19 A SLIDE WHERE WE HAVE A DISCUSSION, COUPLE OF
20 DISCUSSION QUESTIONS; BUT, AGAIN, FEEL FREE TO CHIME
21 IN. WE THINK THIS IS REALLY RELEVANT, AND IT'S A
22 GREAT WAY TO, AGAIN, CONNECT WITH COMMUNITIES WITH
23 SOMETHING THAT REALLY AFFECTS THEM IN THEIR
24 DAY-TO-DAY LIVES AND TO MAKE CIRM RELEVANT. AND SO
25 NOT ONLY IS IT RELEVANT IN THE NEWS, BUT, AGAIN,

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1 IT'S VERY RELEVANT IN VARIOUS COMMUNITIES.

2 VICE CHAIR BONNEVILLE: I JUST HAVE A
3 COUPLE OF THINGS. ONE, IN THE PAST -- SO FIRST OF
4 ALL, IT'S IN THE GRANTEES CONTRACTS THAT THEY HAVE
5 TO MENTION US IF THEY'RE INTERVIEWED AND THAT THEY
6 HAVE TO PUT US IN THEIR PRESS RELEASES AS FUNDERS.
7 WHEN THEY'RE TALKING TO MEDIA, THAT THEY NEED TO
8 DISCLOSE THAT CIRM MONEY GOT THEM TO WHERE THEY'RE
9 GOING OR WHERE THEY'VE HIT. AND SO SOMETIMES THEY
10 DO, SOMETIMES THEY DON'T, SOMETIMES THE REPORTER
11 DECIDES THEY DON'T WANT TO PUT THAT IN.

12 SO I UNDERSTAND THERE'S A WHOLE SERIES OF
13 THINGS THAT COULD HAPPEN WHERE WE WOULD NOT BE
14 MENTIONED. IN THE PAST WHAT WE'VE DONE IS WE'VE
15 REACHED OUT TO THE GRANTEE, MADE SURE THEY
16 UNDERSTOOD, DID THEY TALK TO THEM, FOLLOWED UP WITH
17 THE REPORTER, TRIED TO MAKE THEM UNDERSTAND HOW
18 IMPORTANT IT IS FOR THAT TO BE PART OF THE STORY.

19 IN ADDITION TO THAT, I KNOW THAT WE HAVE
20 VERY CLOSE RELATIONSHIPS WITH A LOT OF OUR GRANTEE
21 INSTITUTIONS' MEDIA DEPARTMENTS WHERE THEY DID FEEL
22 COMFORTABLE. THEY WOULD CALL US AND SAY, HEY,
23 LISTEN, THIS STORY IS GOING TO COME OUT. THIS IS
24 WHAT WE'VE SAID. DO YOU HAVE ANY FOLLOW-UP? DO YOU
25 NEED ANYTHING MORE? AND I KNOW KEVIN MANAGED THAT

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1 VERY CLOSELY. THAT WAS HIS EXPERIENCE. THAT WAS
2 HIS BACKGROUND. SO HE HAD ALL THAT.

3 IF THAT'S EXPERTISE THAT WE NEED TO
4 CONSULT OR CONTRACT WITH, LIKE HAVING THAT SORT OF
5 MEDIA RELATIONS, THAT'S SOMETHING WE SHOULD TALK
6 ABOUT. IF YOU THINK THAT WE JUST NEED SOME MORE
7 TIME TO GET BACK IN WITH ALL OF THE INSTITUTIONS,
8 THAT'S GREAT AS WELL. BUT I THINK THAT'S JUST
9 SOMETHING THAT WE SHOULD TALK ABOUT AND SEE WHERE WE
10 ARE.

11 MS. TEMPLE-PERRY: FOR SURE. AND SO WE'VE
12 DEFINITELY STARTED TO THINK THROUGH THAT. THAT WAS
13 PART OF OUR PHASE I WAS, A, TO MAKE SURE THAT WE ARE
14 DEVELOPING THOSE RELATIONSHIPS. A LOT OF TIMES A
15 LOT OF INSTITUTIONS DO COME TO US AND SAY, HEY, THIS
16 IS COMING OUT IN THE MEDIA. THEY LET US KNOW.
17 SOMETIMES, LIKE YOU SAID, IT DOESN'T MAKE ITS WAY
18 THROUGH TO AN ACTUAL STORY. BUT THEN ANOTHER PART
19 OF CLEANING UP OUR PROCESS IS THAT PR SOCIAL MEDIA
20 WHICH IS GOING TO BE VERY INSTRUMENTAL. IT'S GOING
21 TO MAKE IT A LOT EASIER FOR PEOPLE TO, AGAIN,
22 PROPERLY ATTRIBUTE US, TO PROVIDE OUR LOGOS, OUR
23 SOCIAL MEDIA HANDLES ALL IN ONE SORT OF PACKAGE TO,
24 AGAIN, MAKE IT EASY AND MAKE IT VERY CLEAR THAT
25 HERE'S HOW YOU ATTRIBUTE CIRM. AND SO IF WE HAND IT

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1 OFF TO THEM, IT'S GOING TO MAKE THAT SORT OF
2 COMPLIANCE PIECE A LOT EASIER.

3 AND THEN IN 2024 THAT'S WHEN I THINK WE
4 REALLY NEED TO INVEST MORE IN OUR MEDIA RELATIONS
5 STRATEGY, AND THAT'S PART OF WHAT'S IN THE PHASE
6 III. THAT'S REALLY LOOKING AT THE PR TECHNOLOGY
7 THAT WE HAVE. RIGHT NOW WE HAVE MOUNTWATER. I
8 THINK I WOULD LIKE TO INVEST IN SOMETHING DIFFERENT
9 THAT'S GOING TO PROVIDE MORE CAPABILITIES, INCLUDING
10 THE DEVELOPMENT OF AN ONLINE NEWSROOM THAT HAS MUCH
11 MORE INTERACTIVE MEDIA, INCLUDES LIKE SOCIAL MEDIA,
12 HAS DIRECT CONNECTIONS TO REPORTERS. SO WE ARE
13 REALLY GOING TO LOOK AT A LOT OF OUR TECHNOLOGIES TO
14 ASSIST IN THAT PROCESS.

15 SO IT'S A LOT OF RELATIONSHIP BUILDING AND
16 CLEANING UP TO THEN, ONCE WE GET TO THE PHASE III,
17 REALLY STARTING TO MAKE INVESTMENTS IN THAT AREA.

18 CHAIRPERSON DURON: ANYTHING ELSE?

19 VICE CHAIR BONNEVILLE: NO OTHER HANDS ARE
20 UP.

21 MS. DESAI: SO THE SECOND CAMPAIGN WE ARE
22 PROPOSING IS A CAMPAIGN TO ADVANCE STEM-CELL
23 EDUCATION FOR ALL. SO THE MAIN GOAL REALLY IS TO
24 PROVIDE A BROAD -- PROVIDE BROAD AUDIENCE, POTENTIAL
25 POSITIVE IMPACT LIKE INFORMATION RELATED TO THE

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1 POTENTIAL POSITIVE IMPACT OF STEM CELL RESEARCH AND
2 THERAPIES. SO BASICALLY EXPANDING WHO KNOWS ABOUT
3 CIRM, WHO KNOWS ABOUT STEM CELL RESEARCH AND GENE
4 THERAPIES. AND TO ALSO DISPEL MYTHS AND PROMOTE A
5 BETTER UNDERSTANDING OF THE SCIENCE BEHIND STEM
6 CELLS.

7 SO WE ARE PLANNING TO USE A VARIETY OF
8 COMMUNICATION CHANNELS, INCLUDING SOCIAL MEDIA,
9 BLOGS, EDUCATIONAL EVENTS, AND REALLY DEVELOP
10 ENGAGING AND ACCESSIBLE MATERIALS FOR AN EXPANSIVE
11 AUDIENCE TO ENGAGE WITH THIS MATERIAL.

12 AND THEN THE THIRD CAMPAIGN THAT WE ARE
13 PROPOSING IS COMBATING STEM-CELL TOURISM. SO
14 STEM-CELL TOURISM IS A FIELD OF A GROWING NUMBER OF
15 CLINICS THAT HAVE BEGUN ADVERTISING UNPROVEN
16 THERAPIES AT A GREAT COST TO PATIENTS AND AT A GREAT
17 PROFIT TO THOSE SPECIFIC CLINICS. SO LOOKING CLOSER
18 AT THOSE CLINICS, IT'S OFTEN REVEALED THAT NO
19 INFORMATION ABOUT WHAT TYPE OF STEM CELLS THEY'RE
20 USING, WHAT TYPE OF THERAPY THEY'RE PROVIDING IS
21 REALLY GIVEN. IT'S JUST KIND OF LIKE, HEY, THIS
22 STEM-CELL THERAPY IS OFFERED. SO DO IT. AND SO
23 THESE ARE CONSIDERED PREDATORY ACTIONS, AND THESE
24 PREDATORY CLINICS ARE ALSO RELYING HEAVILY ON VIDEO
25 TESTIMONIALS FROM PEOPLE SOON AFTER THEY GET THE

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1 STEM-CELL INJECTIONS, BUT, AGAIN, LITTLE INFORMATION
2 IS PROVIDED ABOUT HOW THOSE PATIENTS FARED LONG
3 TERM, WHETHER THEY ACTUALLY BENEFITED, WHAT DISEASES
4 THEY SUFFERED FROM, WHAT PROTOCOLS WERE INSTALLED.

5 SO WE REALLY WANT TO EDUCATE THE PUBLIC ON
6 THE DANGERS OF THIS PRACTICE OF STEM-CELL TOURISM
7 AND DEBUNKING COMMON MYTHS ABOUT STEM CELLS AND
8 ABOUT WHAT IT REALLY TAKES TO VALIDATE STEM-CELL
9 TREATMENTS AND THERAPIES. SO LOOKING AT ENGAGEMENT
10 THROUGH SOCIAL MEDIA, BLOGS, TARGETED EDUCATION
11 EVENTS TO REALLY SHARE INFORMATION AND PROVIDE
12 SKILLS TO THE GENERAL PUBLIC ON HOW TO VET THESE
13 CLINICS AND HOW TO DECIDE, DETERMINE WHETHER THESE
14 STEM-CELL THERAPIES BEING OFFERED ARE REALLY
15 VALUABLE, VALID, AND WILL ACTUALLY BE SUPPORTIVE OF
16 THEM.

17 AND SO HERE, AS KOREN MENTIONED EARLIER,
18 I'VE BEEN WORKING REALLY HARD TO DEVELOP A COMMUNITY
19 OUTREACH CALENDAR. THIS IS A PRETTY EXPANSIVE
20 CALENDAR TO GIVE AN IDEA OF WHERE CIRM MIGHT BE ABLE
21 TO BE PRESENT. SO IT'S NOT NECESSARILY AN END ALL,
22 BE ALL, WE MUST BE AT THESE EVENTS, BUT IT'S JUST A
23 RECOMMENDATION FROM MY PERSPECTIVE OF THAT EXPANDING
24 OUR REACH AND OUR PRESENCE AND REALLY ALSO
25 INCREASING BRAND RECOGNITION. SO NOT SIMPLY LOOKING

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1 AT EVENTS AND ACTIVITIES AND COMMUNICATION THAT
2 RELATE TO STEM, BUT TO ALSO LOOKING AT LARGER
3 COMMUNITY EVENTS LIKE PRIDE, LIKE THE BLACK JOY
4 PARADE, WHERE SPECIFIC COMMUNITIES ARE PRESENT,
5 HIGHLIGHTED, UPLIFTED, AND SHOW WHERE CIRM CAN BE
6 SUPPORTIVE TO THEM. SO LOOKING TO LAUNCH THE SICKLE
7 CELL DISEASE CAMPAIGN AT THE BLACK JOY PARADE TO
8 SHOW OUR COMMITMENT TO THE BLACK AND BROWN COMMUNITY
9 TO SUPPORT DISEASES THAT AFFECT THEM.

10 SO WITH THIS OUTREACH CALENDAR, A PRETTY
11 EXPANDED VERSION OF THIS CALENDAR IS AVAILABLE IN
12 THE OUTREACH PLAN. AND WE ENCOURAGE BOARD
13 PARTICIPATION AT ANY OF THESE EVENTS THAT REALLY
14 STRIKE YOUR INTEREST AND YOU WANT TO BE INVOLVED. I
15 WOULD BE HAPPY TO WORK WITH YOU ON THAT. NEXT SLIDE
16 PLEASE.

17 AND THEN FINALLY, WE HAVE A FEW DISCUSSION
18 QUESTIONS THAT WE'D LOVE YOUR RESPONSES TO, YOUR
19 THOUGHTS ON. SO I'M GOING TO READ THROUGH THE THREE
20 QUESTIONS, AND THEN I'LL JUST OPEN THE FLOOR SO
21 FOLKS CAN CHIME IN.

22 SO FIRST, WHO MIGHT CIRM PARTNER WITH TO
23 ADVANCE THESE PROPOSED CAMPAIGNS? HAVE ANY OF THE
24 CAMPAIGNS THAT WE'VE PROPOSED PIQUED INTEREST FOR
25 ANY OF THE BOARD MEMBERS TO ENGAGE OR PARTICIPATE

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1 IN? AND THEN WHAT OUTCOMES WOULD YOU LIKE TO SEE
2 OUT OF THESE PROPOSED CAMPAIGNS? SO OPEN THE FLOOR.

3 CHAIRPERSON DURON: ANY QUESTIONS OUT
4 THERE AMONGST THE BOARD MEMBERS? GEORGE? DAVID?
5 ANY COMMENTS?

6 DR. HIGGINS: CLEARLY GOOD IDEAS. I THINK
7 THOSE ARE THE RIGHT QUESTIONS, WHICH I THINK IS THE
8 MOST IMPORTANT THING AT THIS POINT. AND I GUESS THE
9 ONLY THING SORT OF MISSING FROM HERE, IT'S MISSING
10 FROM HERE FOR A GOOD REASON, IS ARE THE PROJECTS AND
11 THE PRODUCTS AND THE THERAPIES AND THE CATEGORIES
12 THAT ARE NOT ALREADY PART OF WHAT CIRM IS FUNDING OR
13 WORKING ON? IT SURPRISES ME SOMETIMES HOW LITTLE
14 EFFORT IS GOING INTO SOME MAJOR DISEASES THAT SEEM
15 TO BE APPROPRIATE FOR US. AND IT'S NOT A QUESTION
16 OF CIRM NOT WANTING TO DO. IT'S A QUESTION OF
17 WHETHER THOSE APPLICATIONS OR RESPONSES TO
18 APPLICATIONS COME IN.

19 SO I GUESS A LITTLE PIECE OF THIS MIGHT BE
20 HOW DO YOU ACTUALLY NUCLEATE SPECIFIC RESEARCH IN
21 SPECIFIC AREAS AS OPPOSED TO JUST RESPOND TO THE
22 THINGS THAT OTHER PEOPLE ARE STARTING?

23 CHAIRPERSON DURON: OKAY. DAVID, THAT'S A
24 GOOD THOUGHT TO HAVE AND TO THINK ABOUT, AND MAYBE
25 YOU CAN EVEN NAME SOME THINGS THAT YOU THINK ARE

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1 BEING MISSED. PLEASE FEEL FREE TO FORWARD THOSE AS
2 WELL.

3 I'D ASKED GEORGE. SO WE'LL GO WITH GEORGE
4 AND THEN LARRY.

5 DR. BLUMENTHAL: THANKS, YSABEL. I WAS
6 NOTING THE CAMPAIGN THAT YOU ARE PROPOSING TO GO
7 WITH FOR STEM CELL CLINICS WERE QUESTIONABLE AND OF
8 QUESTIONABLE BENEFIT. AND THE THIRD QUESTION YOU
9 ASKED HERE SEEMS PARTICULARLY INTERESTING FOR THOSE
10 CLINICS. WHAT OUTCOMES WOULD YOU LIKE TO SEE OUT OF
11 A CAMPAIGN? HOW WOULD YOU MEASURE WHETHER WE ARE
12 BEING SUCCESSFUL IN TERMS OF EDUCATING THE PUBLIC
13 ABOUT WHERE ARE LEGITIMATE STEM-CELL TREATMENTS AND
14 WHERE ARE THE PLACES THAT MIGHT BE LESS LEGITIMATE
15 OR PLACES THAT THEY SHOULD BE THINKING MUCH MORE
16 CAREFULLY ABOUT? WHAT OUTCOMES WOULD YOU LOOK FOR?

17 MS. DESAI: I THINK THERE'S DIFFERENT WAYS
18 WE CAN GO WITH THIS. I THINK IT DEPENDS ON US AS A
19 TEAM LIKE HOW WE WANT TO APPROACH VETTING THIS
20 PROCESS, BUT THERE'S OPPORTUNITIES FOR PRE, POST
21 TESTS. IF WE ARE DOING GROUPS THAT WE VISIT OFTEN,
22 IF WE ARE LOOKING AT, WORKING WITH THE ALPHA CLINICS
23 AND PROVIDING SOME OF THIS EDUCATION AND
24 INFORMATION, LOOKING AT THOSE PATIENTS AND GETTING
25 FEEDBACK FROM THEM ON WHAT THEY UNDERSTAND, WHAT

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1 THEY GOT OUT OF IT, AND ADJUSTING THE MATERIALS
2 ACCORDINGLY TO MAKE SURE THAT THEY'RE BEING RECEIVED
3 WELL.

4 MR. CORTEZ: I'M HAPPY TO CHIME IN.
5 AGAIN, THIS IS A PROPOSAL CAMPAIGN. AND WE'VE BEEN
6 PUTTING SOME THOUGHT BEHIND THESE AS SOME OF THE
7 POTENTIAL TACTICS. BUT JUST AS AN EXAMPLE, GEORGE,
8 ONE THING THAT WE SEE OFTEN, LOOKING AT OUR PUBLIC
9 INBOX, WE ON A DAILY BASIS WE GET QUESTIONS FROM
10 PEOPLE ASKING, HEY, I HAVE THIS CONDITION. WHAT
11 STEM-CELL TREATMENTS ARE OUT THERE FOR ME? IN SOME
12 CASES THEY'RE EVEN READY TO DO THAT, LIKE THEY'LL
13 REACH OUT TO US AND SAY, HEY, I'M CONSIDERING THIS
14 STEM-CELL TREATMENT. WHAT INFORMATION DO YOU HAVE
15 FOR ME? AND THIS IS SOMEWHERE WHERE THE PATIENT
16 SUPPORT PROGRAM CAN POTENTIALLY COME IN, OF COURSE.
17 BUT I THINK ALSO PROVIDING SOME RESOURCES AND EVEN
18 THINKING AHEAD, ONE OPTION COULD BE SOMETHING LIKE A
19 LANDING PAGE WHERE WE WOULD PROVIDE ALL OF THE
20 FACTS, ALL OF THE RESOURCES, MAYBE A ONE-PAGER OR A
21 BROCHURE THAT REALLY SPELLS OUT INFORMATION THAT IS
22 RELEVANT TO THEM AND THAT THEY SHOULD KNOW.

23 SO I THINK TO ANSWER YOUR QUESTION, ONE
24 OUTCOME WOULD BE HOW MANY DOWNLOADS DO WE GET. WE
25 CAN ALSO HOST WEBINARS. AND MAYBE COMMUNITIES THAT

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1 DO SEEK OUT SOME OF THOSE TREATMENTS MORE OFTEN THAN
2 MAYBE OTHER COMMUNITIES AND LOOK AT PARTICIPATION
3 FOR THOSE WEBINARS, LIKE HOW MANY IN ATTENDANCE. SO
4 THOSE ARE JUST SOME OF THE POTENTIAL THINGS THAT WE
5 WOULD CONSIDER FOR THAT EVEN THOUGH THEY'RE NOT 100
6 PERCENT REALIZED. BUT JUST BASED ON SOME OF THOSE
7 QUESTIONS THAT WE SEE OVER AND OVER AGAIN, I THINK
8 SOME OF THOSE THINGS WOULD MAKE SENSE.

9 MS. TEMPLE-PERRY: I COMPLETELY AGREE. IT
10 MIGHT BE A COMBINATION OF BOTH QUALITATIVE AND
11 QUANTITATIVE METRICS THAT WE LOOK AT TO FIGURE OUT
12 IF WE ARE MAKING IMPACT AND IF WE ARE HAVING REACH
13 IN THE COMMUNITIES THAT WE ARE LOOKING TO CONNECT
14 WITH.

15 MS. DESAI: I THINK ANOTHER POINT IS ALSO
16 LIKE LOOKING AT THE CLINICAL TRIALS THAT WE ARE
17 FUNDING AND PARTICIPATION IN THOSE. BECAUSE THIS
18 COULD ALSO -- A PART OF THIS COULD ALSO BE SHARING
19 THE CLINICAL TRIALS THAT WE HAVE AVAILABLE AND
20 PROVIDING THAT INFORMATION AS AN ACCESS POINT. AND
21 SO THEN LOOKING AND SAYING, OKAY, NOW MORE PATIENTS
22 ARE EXPRESSING INTEREST IN THOSE CLINICAL TRIALS,
23 TRYING TO PARTICIPATE IN THOSE TRIALS. SO THAT
24 COULD ALSO BE AN OUTCOME THAT WE LOOK AT.

25 VICE CHAIR BONNEVILLE: I THINK ONE THING

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1 TO MAKE SURE, OUR ALPHA CLINICS NETWORK, THEY'RE THE
2 PARTNERS TO WORK WITH ON THIS. AND THEN, AGAIN, I
3 THINK THE PATIENT SUPPORT -- I DON'T KNOW THAT WE
4 ARE NECESSARILY -- WHEN WE GET THOSE INCOMING CALLS
5 ABOUT DO I QUALIFY FOR A TRIAL, DO YOU HAVE ONE, ALL
6 OF THESE THINGS, IT WILL BE INCUMBENT, I THINK, ON
7 THE PATIENT SUPPORT PROGRAM TO FIELD THOSE CALLS
8 BECAUSE THEY WILL HAVE THE ABILITY TO CONTACT
9 SPONSORS OR TO DIRECT PEOPLE TO SPONSORS DIRECTLY OR
10 UNDERSTAND WHERE WE ARE IN THAT TRIAL HISTORY VERSUS
11 HAVING IT BE SOMETHING THAT WE TAKE ON.

12 I THINK THAT THE IMPORTANT DISTINCTION TO
13 MAKE IS THAT WHAT IS -- WHAT WOULD WE CONSIDER THE
14 CRITERIA FOR INVOLVEMENT IN A TRIAL AND HAVING THAT
15 ENTIRE EDUCATION, WHICH WE DO HAVE SOME RESOURCES ON
16 OUR WEBSITE NOW. I COMPLETELY AGREE THAT WE COULD
17 BUILD THEM OUT MORE. I THINK THAT REALLY DOES HAVE
18 TO BE DONE IN COLLABORATION WITH THE ALPHA CLINICS
19 WHO CAN HELP YOU WITH LANGUAGE, WITH HOW THEY -- FOR
20 US IT'S DO THEY HAVE AN IND? IS IT GOING TO GO
21 THROUGH THE FDA? HAS THE FDA SAID THIS IS A TRIAL
22 THAT IS OKAY TO PARTICIPATE IN? THAT'S NOT ALWAYS
23 THE CASE OBVIOUSLY FOR TRIALS THAT ARE OUTSIDE OF
24 THE UNITED STATES, ET CETERA, ET CETERA. SO I THINK
25 WORKING WITH THE ALPHA CLINICS WOULD BE REALLY

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1 IMPORTANT.

2 MR. CORTEZ: ABSOLUTELY.

3 CHAIRPERSON DURON: AND THAT REMINDS ME,
4 MARIA, THAT OBVIOUSLY WHILE WE LOVE OUR
5 COMMUNICATIONS TEAM, THEY'RE NOT EXPERTS IN A LOT OF
6 THIS DEEP SCIENCE. AND SO WHEN SOMEONE CALLS,
7 THEY'RE NOT NECESSARILY THE ONES WHO SHOULD PROVIDE
8 THE ANSWERS. SO MAYBE THEY SHOULD KNOW AND HAVE A
9 LIST OF WHEN THIS KIND OF QUESTION COMES IN, WHO OF
10 OUR TEAM REALLY NEEDS TO TAKE THIS ON OR OF OUR
11 EXPANDED GROUPS THAT WE WORK WITH BECAUSE I
12 CERTAINLY COULDN'T ANSWER ALL OF THOSE QUESTIONS.

13 LARRY, YOUR HAND IS UP.

14 DR. GOLDSTEIN: YES. I'LL REMIND US THAT
15 A BABY STEP WAS TAKEN BY THE CALIFORNIA LEGISLATURE,
16 WHICH PASSED A BILL REQUIRING LABELING OF CLINICS
17 DELIVERING NON-FDA APPROVED TRIALS OR THERAPIES.
18 AND SO THAT PROMPTS ME TO SUGGEST THAT WE LOOK FOR A
19 MEMBER OF THE LEGISLATURE OR MEMBERS WHO WANT TO
20 PARTNER ON PUSHING THIS FORWARD FURTHER. THEY CAN
21 ACTUALLY HELP DO SOMETHING ABOUT THIS PROBLEM
22 BECAUSE THE METRIC THAT WE CARE ABOUT IS EITHER THE
23 NUMBER OF PEOPLE GOING TO THESE CLINICS DROPPING OR
24 CLINICS CLOSING.

25 VICE CHAIR BONNEVILLE: AND, LARRY, THERE

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1 WAS AN EFFORT MADE IN THAT REGARD SEVERAL YEARS
2 BACK. GEOFF LOMAX WAS PART OF THIS AS WELL. AND SO
3 IT WOULD BE NICE TO SORT OF GO BACK TO THAT AND SEE
4 IF -- TAKE ANOTHER RUN AT IT. SO ABSOLUTELY. THANK
5 YOU.

6 DR. GOLDSTEIN: TOTALLY AGREE, MARIA.

7 CHAIRPERSON DURON: AND THERE IS ANOTHER
8 MEET OPPORTUNITY TO BEGIN TO BUILD AROUND THIS KIND
9 OF A CAMPAIGN AND THIS KIND OF COLLABORATION WITH
10 OUR SENATORS AND OUR ASSEMBLYMEMBERS TO KIND
11 OF -- IT ALMOST KIND OF PUTS PRESSURE ON THEM AS
12 WELL TO PRODUCE, TO GET SOMETHING DONE.

13 DR. GOLDSTEIN: GREAT POINT. GREAT POINT.

14 CHAIRMAN IMBASCIANI: LARRY, IT ALSO
15 SPOTLIGHTS THEM AS DOING SOMETHING FOR THE PEOPLE OF
16 CALIFORNIA TO PROTECT THEM. SO I THINK IF WE CAN GO
17 THERE AS AN AGENCY AND CAN DO THESE PROACTIVE
18 THINGS, I THINK THAT WOULD BE A FABULOUS THING TO
19 DO.

20 MS. TEMPLE-PERRY: THAT'S A GREAT POINT AS
21 WELL. THANK YOU.

22 CHAIRPERSON DURON: ANYTHING ELSE FROM
23 ANYBODY, ANY TEAM MEMBER? GREAT DISCUSSION, FOLKS.
24 ANYTHING ELSE? CHRISTINE? LINDA? LAUREN? I'M
25 GOING TO CALL YOU GUYS OUT. ELENA?

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1 DR. MALKAS: NO. IT WAS A GREAT
2 DISCUSSION. REALLY, REALLY SHAPING UP BEAUTIFULLY.
3 THIS IS LINDA.

4 CHAIRPERSON DURON: THANKS, LINDA. I'M
5 SURE THE TEAM APPRECIATES THAT.

6 I HAVE ONLY ONE OTHER QUESTION BECAUSE YOU
7 ACTUALLY TRIGGERED SOME OF OUR THOUGHTS AND MAYBE
8 EVEN OUR CONCERNS. SO WHAT ACTUALLY, AND MAYBE,
9 VITO, YOU KNOW THE ANSWER, WHAT EXACTLY IS THE
10 PROTOCOL FOR YOU'VE NOW SHARED THIS WITH THE
11 COMMUNICATION TEAM. YOU ARE GOING TO SHARE
12 SOMETHING WITH THE FULL BOARD. IS THERE A PROCESS
13 IN WHICH THIS HAS TO BE APPROVED BEFORE YOU CAN
14 ACTUALLY IMPLEMENT IT? WHO APPROVES IT? WE ARE
15 MISSING A PRESIDENT OR CEO. SO THERE'S NO ONE TO
16 OVERSIGHT THAT AND GIVE FINAL PERMISSION. HAVE YOU
17 CHECKED WITH EACH OF THE TEAMS THAT ARE INVOLVED IN
18 SOME OF THE STUFF THAT YOU SHOWED US? SORRY. MY
19 ENGLISH AS WELL. GIVEN THEM AN OPPORTUNITY TO WEIGH
20 IN ON, WELL, THIS IS REALLY DOABLE. THIS IS GOING
21 TO BE TOUGHER. YEAH, WE CAN HELP YOU WITH THIS.
22 THIS IS NOT UP OUR ALLEY. JUST THINGS LIKE THAT SO
23 THAT WHEN YOU IMPLEMENT THIS, YOU KNOW EVERYBODY IS
24 ON BOARD. SO CAN YOU ANSWER THAT, VITO?

25 DR. IMBASCIANI: THERE ARE A LOT OF

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1 QUESTIONS IN THERE, YSABEL. I THINK SOME OF THEM
2 ARE DIRECTED TO KOREN. FIRST OF ALL, KOREN,
3 CONGRATULATIONS. IT WAS A WONDERFUL PRESENTATION,
4 AND YOUR WHOLE TEAM REALLY PUT A LOT OF EFFORT INTO
5 THIS AND IT SHOWS.

6 I WANT TO BE HESITANT BECAUSE THE FULL
7 BOARD THIS WEEK WILL START A DISCUSSION ON WHAT THEY
8 EXPECT TO INSTRUCT OUR NEW PRESIDENT AND CEO ON WHAT
9 HE OR SHE SHOULD BE FOCUSED ON, WHAT THE BOUNDARIES
10 OF THAT ACTIVITY MIGHT BE, AND I THINK THAT THERE
11 PROBABLY ARE SOME UNKNOWNNS. AND WE DON'T WANT TO
12 PUT TOO MANY HANDCUFFS ON OUR NEW LEADER, OUR NEW
13 PRESIDENT AND CEO. AND THAT PERSON MAY WANT TO
14 REVISIT THIS AT SOME POINT IN THE FUTURE. I JUST
15 DON'T KNOW.

16 CHAIRPERSON DURON: WE ALSO DON'T WANT TO
17 PUT TOO MANY HANDCUFFS ON OUR GREAT COMMUNICATIONS
18 TEAM, BUT WE ALSO WANT TO MAKE SURE THAT EVERYBODY
19 FEELS VERY COMFORTABLE WITH THIS PLAN, HAS GIVEN IT
20 A LOOK-SEE AND HAS WEIGHED IN ON THAT JUST SO
21 THERE'S NOBODY WHO COMES BACK LATER AND SAYS, WELL,
22 HE DID THIS AND I DIDN'T SEE ANYTHING AND WE SHOULD
23 HAVE DONE. YOU KNOW HOW THAT WORKS.

24 SO I JUST THINK IT'S CRITICAL FOR US TO
25 ACTUALLY ANSWER THAT QUESTION. DO OR DO THEY

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1 NOT -- CAN THEY ACT AUTONOMOUSLY AND CREATE A GREAT
2 PLAN AND THEN GO THEIR MERRY WAY, OR DOES IT HAVE TO
3 HAVE SOME PROCESS FOR APPROVAL, ET CETERA, AND
4 BUY-IN, ET CETERA?

5 VICE CHAIR BONNEVILLE: YSABEL, I THINK
6 THE KEY QUESTION IS BETWEEN NOW AND WHEN THE CEO,
7 THE NEW CEO COMES ON BOARD -- BECAUSE THIS WOULD BE
8 IN THE PURVIEW OF THE NEW CEO AS HEAD OF THE
9 ORGANIZATION. BUT BETWEEN NOW AND THE TIME THE CEO
10 IS HIRED, IS THIS SOMETHING THAT WOULD BE IN THE
11 PURVIEW OF THE INTERIM CEO TO WEIGH IN ON AND HELP
12 GUIDE THAT? I WOULD IMAGINE THAT, YES, IT WOULD BE
13 SOMETHING THAT THAT PERSON WOULD HELP THE TEAM
14 INTEGRATE AND MAKE SURE THAT EVERYONE WAS BROUGHT
15 INTO THE FOLD. BUT I DON'T KNOW THAT ANSWER, AND I
16 DON'T KNOW HOW THE BOARD IS GOING TO FEEL ABOUT WHAT
17 ACTIVITIES THE INTERIM CEO SHOULD AND SHOULD NOT
18 TAKE ON. SO I THINK WE'LL KNOW MORE ABOUT THAT ON
19 THURSDAY.

20 MS. TEMPLE-PERRY: AND I WILL SAY JUST, AS
21 A COMMUNICATION TEAM, WE ARE DEFINITELY COMMITTED TO
22 BEING COLLABORATIVE AND WORKING WITH TEAMS
23 THROUGHOUT CIRM TO MAKE SURE WE HAVE APPROPRIATE
24 BUY-IN AND WE ARE WORKING CLOSELY WITH TEAMS. A LOT
25 OF THOSE ARE POTENTIAL TACTICS. WE WANT TO MAKE

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1 SURE THAT WE ARE WORKING VERY CLOSELY WITH TEAMS ON
2 IMPLEMENTATION, MESSAGING, ET CETERA. AND WE DID DO
3 A LOT OF WORK PRIOR TO THIS IN REALLY MAKING SURE
4 THAT WE ENGAGED VARIOUS TEAMS TO PROVIDE THEIR
5 OPPORTUNITY TO PROVIDE WHAT THEIR PRIORITIES ARE.
6 SO WE'LL CONTINUE IN THAT DIRECTION AS WELL WHEN WE
7 SHARE THESE PROPOSED CAMPAIGNS. JUST EVEN HAVING
8 YOUR FEEDBACK ON THE SUBCOMMITTEE WAS VERY
9 IMPORTANT. AND WE CAN CONTINUE TO PROVIDE THESE
10 UPDATES ALONG THE WAY AND REALLY ARE COMMITTED TO
11 BEING COLLABORATIVE TO MAKE SURE THAT THESE
12 INITIATIVES ARE REALLY WELL DONE.

13 CHAIRPERSON DURON: SO LET ME PROCEED WITH
14 SCOTT AND/OR RAPHAEL WHO I SAW WERE HERE. ARE THERE
15 ANY CONSTRAINTS THAT YOU SEE IN THIS PLAN THAT THEY
16 SHOULD BE AWARE OF BEFORE MOVING AHEAD? ANY
17 REGULATORY ISSUES? ANY LEGAL ISSUES? OR ANYTHING?
18 I JUST WANT OUR TEAM TO BE PROTECTED AND FOR US TO
19 BE DOING EVERYTHING THAT IS WONDERFUL AND
20 ACCEPTABLE.

21 MR. TOCHER: THIS IS SCOTT. I'LL GO
22 FIRST. EXCUSE ME, RAPHAEL. I DON'T SEE ANYTHING,
23 THANK YOU FOR ASKING, FROM A REGULATORY STANDPOINT.
24 I NOTE THAT THERE'S ACTUALLY SOME COMPONENTS OF OUR
25 IP REGULATIONS THAT MARIA SPOKE OF EARLIER THAT

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1 IMPLICATES AT TIMES OBLIGATIONS OF OUR AWARDEES AND
2 GRANTEES ON WORKING WITH US WHEN THEY'RE WORKING
3 WITH THE MEDIA AND WHEN THEY'RE PREPARING MEDIA
4 EXCHANGES.

5 OUR REACH ISN'T QUITE AS EXTENSIVE WHEN IT
6 COMES TO THE CIRCUMSTANCE OF THE MEDIA JUST WRITING
7 ON THEIR OWN OR COVERING A STORY ON THEIR OWN IF
8 THERE ISN'T THAT INITIAL COOPERATION OR OUTREACH TO
9 OUR AWARDEES. IT'S REALLY OUR RELATIONSHIP WITH OUR
10 AWARDEES THAT WE CAN REGULATE. SO FROM THAT
11 PERSPECTIVE, I THINK WE'VE DONE WHAT WE CAN IN TERMS
12 OF SETTING OUR EXPECTATIONS. AND I THINK YOU'VE
13 HEARD THAT THERE'S A LOT OF WORK THAT WE DO TO TRY
14 TO APPRISE OUR AWARDEES OF WHAT THOSE EXPECTATIONS
15 ARE BECAUSE THE AWARD GETS SIGNED AND FUNDED ONE
16 YEAR AND IT'S SOME TIME DOWN THE ROAD WHEN THESE
17 OBLIGATIONS AND EXPECTATIONS ARE IMPLICATED. SO
18 IT'S ALSO OUTREACH ON OUR PART TO MAKE SURE THAT
19 THEY'RE AWARE OF OUR EXPECTATIONS.

20 CHAIRPERSON DURON: RIGHT. BUT THAT'S ON
21 THEIR PART AND NOT ON THE COMMUNICATION TEAM'S, THAT
22 THERE'S ANYTHING PROHIBITED WITHIN THAT WHICH THEY
23 SHARED WITH US TODAY. AND, RAFAEL, JUST IN CASE YOU
24 WANT TO PIPE IN.

25 MR. AGUIRRE-SACASA: I'VE GOT NOTHING ELSE

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1 TO ADD. I CONCUR WITH SCOTT'S INTERPRETATION.
2 GRACIAS.

3 CHAIRPERSON DURON: SO THAT'S GOOD TO
4 KNOW. AND, MARIA, TAKE SOME DIRECTION FROM YOU. DO
5 WE NEED ANY MORE PROCESS OR DO WE NEED -- DO WE NEED
6 TO STILL DETERMINE WHO ACTUALLY -- DOES SOMEONE HAVE
7 TO APPROVE THIS PLAN? AND WHO MIGHT THAT BE?

8 VICE CHAIR BONNEVILLE: I THINK THE
9 APPROVAL WOULD BE INTERNAL. SO, AGAIN, WORKING WITH
10 THAT PROCESS INTERNALLY. SO I WOULD -- I GUESS
11 WE'LL NEED TO TALK ABOUT THAT AS A BOARD ON THURSDAY
12 ABOUT THE INTERIM CEO BECAUSE I DON'T THINK THIS IS
13 SOMETHING THAT SHOULD WAIT NECESSARILY. SO I THINK
14 THAT THAT WOULD BE SOMETHING THAT WE WOULD WANT TO
15 GIVE THE INTERIM CEO RESPONSIBILITY OVER.

16 CHAIRPERSON DURON: OKAY.

17 DR. IMBASCIANI: I LIKE MARIA'S ANSWER.
18 THIS IS A CONCEPT PLAN, AND WE SHOULD PROBABLY TREAT
19 IT LIKE EVERY OTHER CONCEPT PLAN. IT'S DEVELOPED
20 INTERNALLY AND DISCUSSED AT THE BOARD. AND THEN,
21 MARIA, I THINK YOU'RE RIGHT ON.

22 CHAIRPERSON DURON: I HAVE NO PROBLEM WITH
23 THAT. I JUST WANT TO MAKE SURE THAT WE ALL FEEL
24 COMFORTABLE WITH IT GOES THROUGH PROCESS AND
25 PROTOCOL, ET CETERA, ET CETERA, THAT EVERYBODY HAS

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1 WEIGHED IN, AND THEN SOMEBODY SUDDENLY DECIDES, WHY
2 DID YOU DO THAT? HOW COULD YOU DO THAT? OH, MY.
3 SO ANYWAY.

4 SO ANYTHING ELSE, KOREN, FROM YOUR TEAM OR
5 WE'VE COME MORE OR LESS TO THE END, SO I MIGHT ASK
6 FOR ANY PUBLIC COMMENT.

7 MS. TEMPLE-PERRY: NO. JUST THANK YOU
8 AGAIN FOR YOUR TIME AND ATTENTION TODAY, AND WE LOOK
9 FORWARD OBVIOUSLY TO SHARING MORE OF OUR WORK IN THE
10 NEXT UPCOMING MEETING.

11 CHAIRPERSON DURON: SO LET ME, BEFORE WE
12 SAY SAYONARA, IS THERE ANYBODY IN THE PUBLIC
13 STANDING BY THAT MIGHT WANT TO MAKE A COMMENT?

14 MS. MANDAC: THERE ARE NO HANDS RAISED FOR
15 PUBLIC COMMENT.

16 CHAIRPERSON DURON: OKAY. VERY GOOD. ALL
17 RIGHT. WELL, MARIA, DO YOU HAVE ANY LAST WORDS FOR
18 THE TEAM AS WE HEAD INTO THE -- OH, NO. WE GOT A
19 MEETING ON FRIDAY.

20 VICE CHAIR BONNEVILLE: SOMETHING I WILL
21 HIGHLIGHT IS WE ARE RECEIVING VERY HIGH VOLUMES OF
22 APPLICATIONS FOR ALL OF OUR PROGRAMS. SO WE MAY NOT
23 NEED SUCH COMMUNICATION OUTREACH IN THAT REGARD. I
24 DON'T KNOW. IT SORT OF REMAINS TO BE SEEN, BUT WE
25 ARE RECEIVING JUST INCREDIBLY HIGH LEVELS OF

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1 APPLICATIONS, WHICH IS WONDERFUL, BUT ALSO PROBABLY
2 VERY TIME-CONSUMING FOR OUR TEAMS. SO THANK YOU
3 AGAIN FOR EVERYTHING.

4 CHAIRPERSON DURON: OKAY. WELL, I WANT TO
5 THANK THE BOARD FOR JOINING US. THANK YOU ALL. AND
6 THANK YOU, MARIA, FOR YOUR HELP. THANK YOU, MEDIA
7 TEAM, AND ALL THE REST OF THE FOLKS FROM CIRM. I
8 REALLY APPRECIATE YOUR PARTICIPATION, YOUR
9 ATTENDANCE, AND YOUR ATTENTION. SO I BID YOU HAVE A
10 LOVELY EVENING AND WE'LL SEE YOU AGAIN ON THURSDAY.
11 GOODBYE, EVERYBODY.

12 (THE MEETING WAS THEN CONCLUDED AT 2:17 P.M.)
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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 COMMUNICATIONS SUBCOMMITTEE OF THE INDEPENDENT CITIZEN'S OVERSIGHT COMMITTEE OF THE CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE IN THE MATTER OF ITS REGULAR MEETING HELD ON DECEMBER 12, 2023, 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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