

**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: MARCH 7, 2024  
9 A.M.

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

FILE NO.: 72138

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**I N D E X**

**ITEM DESCRIPTION** **PAGE NO.**

**OPEN SESSION**

1. CALL TO ORDER
2. ROLL CALL
3. DISCUSSION: REALIGNMENT ON THE  
ROLE OF THE SUBCOMMITTEE
4. COMMUNICATIONS TEAM UPDATE:  
PROGRESS ON THE IMPLEMENTATION OF  
THE 2023-2024 COMMUNICATIONS PLAN
5. PUBLIC COMMENT
6. ADJOURNMENT

**BETH C. DRAIN, CA CSR NO. 7152**

MARCH 7, 2024; 9 A.M.

CHAIRWOMAN DURON: THANK YOU VERY MUCH.

GOOD MORNING, EVERYBODY. WELCOME TO CIRM'S COMMUNICATIONS SUBCOMMITTEE ON THIS BRIGHT THURSDAY MORNING, 7TH OF MARCH. I AM THE SUBCOMMITTEE CHAIR, YSABEL DURON, AND ALONG WITH OUR CO-CHAIR MARIA BONNEVILLE, WHO IS ALSO CO-CHAIR OF THE BOARD. IT IS GREAT TO HAVE YOU AND SUBCOMMITTEE MEMBERS JOINING US AS WELL. OF COURSE, OUR CURRENT PRESIDENT OF CIRM, JONATHAN THOMAS, OR J.T. AS WE WELL KNOW HIM; OUR BOARD CHAIR, VITO IMBASCIANI, MIGHT BE WITH US, ALONG WITH STAFF SCOTT TOCHER AND CLAUDETTE MANDAC. WE ALSO WANT TO WELCOME ANY MEMBERS OF THE PUBLIC, AND WE WELCOME YOUR COMMENTS LATER IN THE MEETING.

SO NOW I'D LIKE TO KICK OFF THE MEETING WITH THE ROLL CALL OF THE SUBCOMMITTEE. SO PLEASE GIVE US YOUR NAME, INSTITUTION, AND IF YOU ARE A PATIENT ADVOCATE. LET'S START WITH YOU, PAT, BECAUSE I CAN SEE YOU. PAT.

DR. LEVITT: OH, SORRY. PAT LEVITT, CHILDREN'S HOSPITAL LOS ANGELES, CHIEF SCIENTIFIC OFFICER, SCIENTIST, AND EDUCATOR, AND STAND-UP COMEDIAN.

**BETH C. DRAIN, CA CSR NO. 7152**

1 CHAIRWOMAN DURON: OH, COOL. WE NEED  
2 THOSE MORE IN OUR LIVES. KIM.

3 DR. BARRETT: KIM BARRETT, UNIVERSITY OF  
4 CALIFORNIA DAVIS SCHOOL OF MEDICINE, VICE DEAN FOR  
5 RESEARCH, SCIENTIST, EDUCATOR, AND EVIL  
6 ADMINISTRATOR.

7 CHAIRWOMAN DURON: OKAY. DAVID.

8 DR. HIGGINS: DAVID HIGGINS. I'M FROM SAN  
9 DIEGO, AND I'M A PATIENT ADVOCATE FOR THE  
10 PARKINSON'S COMMUNITY AND A MEMBER OF THE ICOC.

11 CHAIRWOMAN DURON: THANK YOU. ELENA.

12 DR. FLOWERS: GOOD MORNING, EVERYONE.  
13 ELENA FLOWERS. I'M FACULTY AT UC SAN FRANCISCO,  
14 ALSO RESEARCHER AND EDUCATOR, BUT MY ROLE HERE IS AS  
15 A NURSE AND PATIENT ADVOCATE.

16 CHAIRWOMAN DURON: VERY GOOD. LEONDRA.

17 DR. CLARK-HARVEY: GOOD MORNING, EVERYONE.  
18 DR. LEONDRA CLARK-HARVEY, PATIENT ADVOCATE  
19 REPRESENTING THE CALIFORNIA COUNCIL OF COMMUNITY  
20 BEHAVIORAL HEALTH AGENCIES AND THE CALIFORNIA ACCESS  
21 COALITION FOCUSED ON BEHAVIORAL HEALTH ACCESS FOR  
22 CALIFORNIANS ACROSS THE STATE. THANK YOU.

23 CHAIRWOMAN DURON: THANK YOU. LINDA.

24 DR. MALKAS: GOOD MORNING. I'M JOINING  
25 YOU BY MY PHONE THIS MORNING. I APOLOGIZE. I'M

**BETH C. DRAIN, CA CSR NO. 7152**

1 LINDA MALKAS. I AM THE DEAN OF TRANSLATIONAL  
2 SCIENCE, INTERNAL AFFAIRS HERE AT THE CITY OF HOPE.  
3 I AM A CANCER RESEARCHER RECENTLY BRINGING A NEW  
4 ANTICANCER DRUG TO PHASE 1 CLINICAL TRIAL, EDUCATOR,  
5 AND I SERVE AS AN ADVISOR HERE FOR CIRM. THANK YOU.

6 CHAIRWOMAN DURON: THANK YOU, LINDA.  
7 LARRY.

8 DR. GOLDSTEIN: LAWRENCE GOLDSTEIN,  
9 RETIRED SCIENTIST FROM UC SAN DIEGO, ACTIVE BOARD  
10 MEMBER OF SOME BIOTECHS, AND I SORT OF REPRESENT THE  
11 SAN DIEGO AREA.

12 CHAIRWOMAN DURON: THANK YOU. DOES  
13 ANYBODY EVER RETIRE AS A SCIENTIST? I DON'T THINK  
14 SO. DID I MISS SOMEBODY ON THE SUBCOMMITTEE  
15 MEMBERS? I THINK WE HAVE OTHER MEMBERS OF THE  
16 STAFF. WE COULD GO AROUND AND HAVE THEM INTRODUCE  
17 THEMSELVES AS WELL.

18 MS. TEMPLE-PERRY: GOOD MORNING. MY NAME  
19 IS KOREN TEMPLE-PERRY. I AM SENIOR DIRECTOR OF  
20 MARKETING COMMUNICATIONS AT CIRM, LEADING THIS  
21 LOVELY TEAM. AND I'LL GIVE MY TEAM AN OPPORTUNITY  
22 TO INTRODUCE THEMSELVES.

23 MS. DESAI: MY NAME IS ADITI. I'M THE  
24 COMMUNITY OUTREACH MANAGER HERE AT CIRM.

25 DR. SMITH: AND I'M CHRISTINA SMITH. I'M

**BETH C. DRAIN, CA CSR NO. 7152**

1 THE SOCIAL MEDIA AND CONFERENCE SPECIALIST AT CIRM.

2 MR. CORTEZ: HI, EVERYONE. I'M ESTEBAN  
3 CORTEZ, DIRECTOR OF MARKETING COMMUNICATIONS WITH  
4 THE TEAM.

5 CHAIRWOMAN DURON: OKAY.

6 MS. SHARIFY: I'M KATIE SHARIFY. I'M THE  
7 COMMUNICATIONS TEAM COORDINATOR.

8 CHAIRWOMAN DURON: OKAY. THANK YOU. GOOD  
9 TO SEE YOU, KATIE. ANYBODY ELSE WE'VE MISSED?  
10 GEOFF. LET'S HEAR FROM THE REST OF THE TEAM JUST TO  
11 SAY HI. LET THEIR FACES BE SEEN, AND WE KNOW WHO TO  
12 LOB PIES AT.

13 DR. LOMAX: GEOFF LOMAX, AND I REPRESENT  
14 OUR CLINICAL TRIALS NETWORK, WHICH IS JUST AN AGENDA  
15 ITEM. SO I'M HERE FOR INFORMATIONAL PURPOSES SHOULD  
16 YOU HAVE QUESTIONS.

17 CHAIRWOMAN DURON: VERY GOOD. THANKS.  
18 AND THEN HE'S GOING GOLFING. VITO. BETH. JUST  
19 GOING TO CALL PEOPLE OUT ANSWERING THE MANDATE.

20 THE REPORTER: BETH DRAIN. I'M THE KEEPER  
21 OF THE RECORD.

22 CHAIRWOMAN DURON: OKAY. VERY GOOD.  
23 THANKS, BETH. QUIET, BUT INVALUABLE. WHO DID I  
24 MISS WHO NEEDS OR WANTS TO STEP UP JUST SO OUR  
25 PUBLIC CAN SEE YOU AS WELL?

**BETH C. DRAIN, CA CSR NO. 7152**

1 MR. AGUIRRE-SACASA: YSABEL, RAFAEL  
2 AGUIRRE-SACASA. I'M GENERAL COUNSEL FOR CIRM.  
3 THANK YOU VERY MUCH.

4 CHAIRWOMAN DURON: THANK YOU. I'M GOING  
5 TO CALL YOUR NAME IN VAIN LATER BECAUSE WE KNOW WHO  
6 IT IS. J.T., GO AHEAD.

7 DR. THOMAS: J.T., INTERIM PRESIDENT AND  
8 CEO.

9 CHAIRWOMAN DURON: VERY GOOD. OKAY. ALL  
10 RIGHT. LET'S PROCEED. SPEAKING OF RAFAEL, THIS WAS  
11 AN ISSUE THAT I BROUGHT UP A NUMBER OF MONTHS AGO  
12 WHEN KOREN WAS REVIEWING THE COMMS PLAN AND WE WERE  
13 TALKING ABOUT LOGO CHANGES. I WALKED AWAY WITH THE  
14 QUESTION, WELL, WHAT ACTUAL POWER DO WE HAVE AS A  
15 SUBCOMMITTEE TO MAKE ANY DECISIONS TO WHAT IS YOUR  
16 ROLE. AND SO WE -- DO WE ACTUALLY HAVE TO VOTE ON  
17 THINGS AND THEN GO TO THE FULL BOARD AND TALK ABOUT  
18 WHAT WE RECOMMEND, ET CETERA?

19 WELL, I WENT TO RAFAEL AND I SAID PLEASE  
20 TELL US WHAT OUR ROLE IS. I THINK, SCOTT, YOU HAVE  
21 THE MISSION STATEMENT AGAIN.

22 MR. TOCHER: YES. WE'RE THROWING THAT UP  
23 RIGHT NOW.

24 CHAIRWOMAN DURON: OKAY. THANK YOU. SO  
25 BOTTOM LINE, TO REMIND US, THE SUBCOMMITTEE, WHAT IT

**BETH C. DRAIN, CA CSR NO. 7152**

1 IS WE'RE SUPPOSED TO DO. WE BASICALLY ARE AN  
2 ADVISORY BOARD, AN ADVISORY COMMITTEE. AND THE  
3 COMMS TEAM AND ALL DECISION-MAKING ACTUALLY IS  
4 DECIDED AT THE TOP OF THE FOOD CHAIN, AND THAT'S  
5 J.T. SO WE ARE JUST ADVISING, BUT THE FINAL  
6 DECISIONS AND THAT KIND OF POWER RESTS IN THE  
7 PRESIDENT'S OFFICE.

8 SO OUR MISSION IS TO ENSURE THE FINDINGS  
9 ARE COMMUNICATED TO THE PEOPLE OF CALIFORNIA, THAT  
10 WE SHARE PUBLIC FEEDBACK WITH THE BOARD, THAT WE  
11 MEET QUARTERLY, AND THAT WE REPORT TO THE BOARD AT  
12 LEAST TWICE A YEAR.

13 I THINK NOW THAT KOREN'S GOT HER TEAM IN  
14 PLACE AND THAT EVERYBODY IS KIND OF GETTING UP TO  
15 SPEED, WE'LL PROBABLY BE ABLE TO BE MORE CONSISTENT  
16 AS WE GO FORWARD. I THINK WE'RE ALL KIND OF FINDING  
17 OUR PLACE IN THIS SUBCOMMITTEE, WHICH HASN'T MET IN  
18 A SUPER LONG TIME, AND HOPEFULLY THINGS WILL BECOME  
19 MORE CONSISTENT AND WE'LL ALL GET A FEEL FOR WHAT  
20 WE'RE SUPPOSED TO BE DOING AND HOW IT WORKS.

21 SO I JUST WANTED TO BRING THAT UP. DOES  
22 ANYBODY HAVE ANY QUESTIONS? I WANTED TO CLARIFY MY  
23 OWN UNCERTAINTY ABOUT WHAT KIND OF POWER WE HAVE.  
24 YOU CAN PUT THAT DOWN NOW, SCOTT. THANKS. ANYBODY  
25 HAVE ANYTHING TO COMMENT OR ADD? MARIA.



**BETH C. DRAIN, CA CSR NO. 7152**

1 VICE CHAIR BONNEVILLE: NO, OTHER  
2 THAN -- LARRY CAN GO.

3 CHAIRWOMAN DURON: ALL RIGHT.

4 DR. GOLDSTEIN: MY READING OF THAT MISSION  
5 STATEMENT AND MY OWN THINKING ABOUT WHAT WE COULD DO  
6 AS A GROUP THAT'S UNIQUE AND IMPACTFUL IS I THINK WE  
7 SHOULDN'T BE MESSING AROUND WITH THE MECHANISMS OF  
8 COMMUNICATION. WE SHOULD LEAVE THAT TO THE CIRM  
9 STAFF. WHAT WE CAN DO THAT WOULD MAKE A DIFFERENCE  
10 IS TO SUGGEST AND IN SOME CASES WRITE USEFUL STORIES  
11 THAT WE LEARN FROM OUR INSTITUTIONS OR FROM OUR  
12 SERVICE ON THE BOARD OR IN SUBCOMMITTEES.

13 CHAIRWOMAN DURON: THAT'S A GREAT IDEA.  
14 EVERYBODY COULD BE REPORTERS OUT THERE SHARING GOOD  
15 NEWS OR IMPORTANT SHIFTS IN WHAT RESEARCH IS SEEING  
16 AND KNOWING. AND IF YOU'RE REPRESENTING AS A  
17 PATIENT ADVOCATE, SOME CONCERNS OF PATIENTS OUT  
18 WHERE YOU ADVOCATE. I JUST THINK IT IS IMPORTANT  
19 FOR US TO ALL BE ABLE TO REPORT BACK IN TO KOREN AND  
20 THE TEAM SO THEY HAVE EYES AND EARS IN DIFFERENT  
21 PLACES. BUT I REALLY LIKE THAT, LARRY. NOW WE HAVE  
22 TO LIGHT A FIRE UNDER ALL OUR FOLKS TO PLEASE DO  
23 THAT.

24 MAYBE WE CAN WRITE -- EXCUSE ME. I'VE GOT  
25 A LITTLE BIT OF A VIRUS AND IT KEEPS KICKING IN.

**BETH C. DRAIN, CA CSR NO. 7152**

1 MAYBE WE CAN WRITE THAT UP SOMEPLACE OR WE CREATE  
2 SOME KIND OF MEMORANDUM. LET ME NOT GET FANCY.  
3 LET'S SEE HOW WE CAN MAKE IT WORK FOR US WITH SOME  
4 MEMO GOING OUT TO EVERYBODY WITH SOME OF THESE  
5 ACTION ITEMS. MARIA, CAN YOU PICK IT UP FROM THERE?

6 VICE CHAIR BONNEVILLE: SURE. WHAT I WAS  
7 GOING TO SAY IS THAT THAT'S INCUMBENT ALSO ON OUR  
8 INTERNAL TEAM TO MAKE SURE THAT WE HAVE SOMETHING TO  
9 COMMUNICATE. SO I THINK SOMETHING THAT WOULD BE  
10 IMPORTANT IS DECIDING ON A CADENCE OF IS IT A  
11 MONTHLY SORT OF UPDATE, HERE ARE ALL THE THINGS THAT  
12 HAVE BEEN GOING ON, HERE'S SOME OF THE NEWS. WE  
13 WOULD LOVE FOR YOU TO POST ON LINKEDIN. WE'D LIKE  
14 FOR YOU TO -- IF YOU'RE ON X, DO THERE, WHATEVER  
15 YOUR SOCIAL MEDIA TAKES YOU, COULD YOU PLEASE SHARE  
16 THE FOLLOWING NEWS. AND IT DOESN'T HAVE TO BE  
17 EVERYTHING. IT COULD BE A COUPLE THINGS THAT ARE  
18 IMPORTANT TO US PERSONALLY SO THAT THERE IS A  
19 STANDARD MECHANISM BY WHICH WE ARE COMMUNICATING AND  
20 WHAT WE SHOULD COMMUNICATE ON BECAUSE I DON'T THINK  
21 IT'S OBVIOUS. JUST SOMETIMES THE TOUCHPOINTS ARE A  
22 BOARD MEETING, AND IT'S NOT CLEAR FROM THAT BOARD  
23 MEETING EXACTLY WHAT TO COMMUNICATE.

24 SO I THINK IT REALLY IS INCUMBENT ON OUR  
25 INTERNAL TEAM TO DEVELOP THAT AND MAKE SURE WE HAVE

**BETH C. DRAIN, CA CSR NO. 7152**

1 THOSE MESSAGE POINTS.

2 CHAIRWOMAN DURON: RIGHT. AND ALSO TO BE  
3 SURE THAT WE'RE SAYING IT RIGHT, THAT WE HAVEN'T  
4 GONE OFF THE RESERVATION AND WE'RE TALKING OUR  
5 WANNABES AS OPPOSED TO WHAT IS.

6 SO, LEONDRA.

7 DR. CLARK-HARVEY: THANK YOU. I JUST WANT  
8 TO CONCUR WITH PRIOR COMMENTS. AS A MEMBER, MOST OF  
9 US, I'M ASSUMING, HAVE DAY JOBS OR OTHER THINGS THAT  
10 ARE TAKING UP OUR TIME AS WELL AS OUR SERVICE HERE.  
11 AND I THINK THAT IN TERMS OF STRUCTURING THE  
12 COMMITTEE, FOR ME IT MAKES A LOT MORE SENSE TO BE  
13 UTILIZING THIS PLACE AS HAS BEEN RECOMMENDED FOR THE  
14 POSTINGS, LIKE MARIA JUST SAID, OR LIKE MY PRIOR  
15 COLLEAGUE TALKED ABOUT UTILIZING STORIES, PULLING  
16 FROM OUR FIELDS THAT WE'RE CONNECTED TO TO MAKE SURE  
17 THAT REPRESENTATION AND THAT VOICE IS PRESENT HERE  
18 IN CIRM THROUGH OUR COMMUNICATIONS TEAM. I AM LESS  
19 INTERESTED IN MICROMANAGING KIND OF THE DETAILS AND  
20 ALL OF THAT, ESPECIALLY IF THOSE THINGS RAISE UP TO  
21 THE BOARD MEETING. I DON'T THINK THAT THAT'S AN  
22 APPROPRIATE PLACE TO BE KIND OF GIVING THAT VERY  
23 DETAILED FEEDBACK.

24 SO I THINK THIS COMMITTEE COULD BE  
25 UTILIZED IN THAT WAY BETTER. AND I HOPE THAT WOULD

**BETH C. DRAIN, CA CSR NO. 7152**

1 BE HELPFUL TO THE STAFF AS WELL. SO JUST WANT TO  
2 SUPPORT WHAT MY COLLEAGUES HAVE SAID AND VERY OPEN  
3 TO THOSE POTENTIAL CHANGES IN THE WAY WE DO OUR  
4 BUSINESS HERE.

5 CHAIRWOMAN DURON: GREAT. J.T., DO YOU  
6 HAVE ANY COMMENT TO ADD?

7 DR. THOMAS: I LIKE LARRY'S SUGGESTION.  
8 THAT'S A WHOLE NEW AVENUE OF GETTING CONTENT TO  
9 COMMUNICATE. I THINK THAT YOU ALL ARE WELL PLACED  
10 TO HAVE IDEAS ABOUT THINGS THAT WOULD BE VERY  
11 INTERESTING TO REPORT ON. AND SO I APPLAUD THAT  
12 SUGGESTION. I THINK THAT'S DOABLE.

13 WITH RESPECT TO THE INTERNAL PROCESS  
14 ISSUES THAT MARIA IDENTIFIED, I COMPLETELY AGREE  
15 WITH THAT. WE'LL DISCUSS INTERNALLY HOW TO PUT A  
16 PLAN TOGETHER TO MAKE THAT HAPPEN.

17 CHAIRWOMAN DURON: GREAT. THANK YOU.  
18 LIKE I SAID, OUR INTEREST IS NOT NECESSARILY TO BE  
19 PROBLEMATIC. OUR INTEREST IS TO BE HELPFUL AND  
20 USEFUL AND TO MAKE SURE WE GET THE WORD OUT. AS  
21 LEONDRA SAID, WE DON'T NEED MORE WORK, BUT WE DO  
22 WANT CIRM TO BE SUCCESSFUL. AND ULTIMATELY WE WANT  
23 IT TO BE SUCCESSFUL IN THE PUBLIC KNOWING WHAT WE'RE  
24 DOING, WHAT WE'RE ABOUT, AND HOW WE'RE HOPEFULLY AT  
25 SOME POINT IN TIME MAKING CHANGES IN THEIR LIVES.

**BETH C. DRAIN, CA CSR NO. 7152**

1 SO NOW WE'RE GOING ON -- ANYBODY ELSE  
2 BEFORE I MOVE ON? OH, I'M SORRY. KIM.

3 DR. BARRETT: SO THANKS, YSABEL. I ALSO  
4 LIKE LARRY'S IDEA ABOUT STORIES. AND I AGREE THAT  
5 IT'S NOT OUR JOB TO SORT OF MICROMANAGE THE  
6 MECHANISMS OF DELIVERY. BUT I AM MINDFUL OF THAT  
7 MISSION STATEMENT TO COMMUNICATE TO THE PEOPLE OF  
8 CALIFORNIA AND ALSO AT LEAST THE PERCEPTION ON THE  
9 PARTS OF SOME PEOPLE THAT WE'RE NOT COMMUNICATING  
10 VERY EFFECTIVELY WHAT THE AGENCY IS AND WHAT IT'S  
11 DOING AND THE SUCCESSES THAT IT'S HAVING. AND WHILE  
12 I KNOW THAT NEWSPAPERS ARE A SORT OF DYING  
13 ENTERPRISE, I STILL THINK THERE'S VALUE IN OP-EDS  
14 AND PLACING OP-EDS, HELPING TO DRAFT OP-EDS ON THE  
15 PART OF THE STAFF AND USING THE VERY EMINENT PEOPLE  
16 THAT WE HAVE ON THIS BOARD AS VEHICLES TO MAKE SURE  
17 THAT THOSE MESSAGES GET OUT THERE. AND I THINK  
18 THAT'S ANOTHER ROLE THAT WE CAN PLAY.

19 CHAIRWOMAN DURON: YEAH. SWELL IDEA.  
20 THERE'S SO MUCH HAPPENING IN SCIENCE, THAT THERE'S  
21 ALWAYS A LINK FOR US TO SPEAK INTO THAT IN OP-EDS.  
22 SO I JUST WRAPPED UP A VERY LONG PROCESS FOR THE  
23 GROUP OF ACADEMICS ACROSS THE COUNTRY ON WRITING AN  
24 OP-ED. I KNOW IT IS A LONG PROCESS, BUT IT IS ALSO,  
25 IF THEY CAN GET SOMEWHERE, THEY CAN BE VERY

**BETH C. DRAIN, CA CSR NO. 7152**

1       SUCCESSFUL .

2                   IS THAT ME MAKING DIFFERENT SOUNDS OR IS  
3       THAT LINDA?   LINDA, DID YOU WANT TO SAY SOMETHING?

4                   DR. MALKAS:   YEAH.   ACTUALLY I JUST WANTED  
5       TO TOTALLY AGREE WITH THE POINT THAT WAS JUST MADE.  
6       I THINK SOME VERY WELL-PLACED OP-EDS COULD BE VERY,  
7       VERY HELPFUL TO THE MESSAGE OF CIRM.   SO I FULLY  
8       SUPPORT THAT.   I REALLY DO.

9                   CHAIRWOMAN DURON:   OKAY.   GREAT.   LEONDRA.

10                  DR. CLARK-HARVEY:   YEAH.   THAT JUST JOGGED  
11       SOMETHING IN MY MEMORY.   I THINK WAS IT A YEAR OR  
12       YEAR PLUS, WE DID DO SOME OR I DON'T KNOW WHO WAS IN  
13       CHARGE OF IT, BUT THERE WERE SOME KIND OF LIKE  
14       EXPERIENCES OF PATIENT ADVOCATES REFLECTED.   I DON'T  
15       KNOW IF THAT WAS VIA BLOG OR SOMETHING.   I REMEMBER  
16       GETTING A NOTE SAYING CAN WE TALK A LITTLE BIT ABOUT  
17       X RELATED TO BEHAVIORIAL HEALTH.   SO I THINK THOSE  
18       TYPES OF THINGS IN CONJUNCTION WITH THE OP-EDS WOULD  
19       BE A GREAT STRATEGY, A GREAT WAY TO USE US.   I  
20       CONCUR AS WELL .

21                  CHAIRWOMAN DURON:   OKAY.   VITO.

22                  CHAIRMAN IMBASCIANI:   HI, YSABEL,  
23       EVERYONE.   THANK YOU.

24                  WITH RESPECT TO THIS COMMUNICATION TOOL OF  
25       REACHING OUT TO THE PUBLIC THROUGH MEDIA LIKE

**BETH C. DRAIN, CA CSR NO. 7152**

1 OP-EDS, I JUST REMIND BOARD MEMBERS, AND THIS IS  
2 SOMETHING I'M WORKING WITH KOREN WITH IN THE COMMS  
3 TEAM IN-HOUSE, AND I'M GOING TO COMMUNICATE THIS TO  
4 THE GOVERNANCE SUBCOMMITTEE. THIS IS OUR 20TH  
5 ANNIVERSARY YEAR, AND THAT'S A WONDERFUL  
6 OPPORTUNITY. THAT MIGHT BE YOUR ENTREE INTO AN  
7 EDITORIAL BOARD. THIS IS OUR 20 YEARS, FOLKS. LET  
8 US TELL YOU WHAT WE'VE DONE WITH YOUR TAXPAYERS'  
9 MONEY IN THE LAST 20 YEARS. NOT AS A PAT OURSELVES  
10 ON THE BACK RETROSPECTIVE, BUT AS A THRESHOLD FOR  
11 LOOKING FORWARD TO WHAT WE'RE GOING TO DO. THAT  
12 MIGHT BE A KEY.

13 CHAIRWOMAN DURON: GREAT HOOK.

14 CHAIRMAN IMBASCIANI: HAPPY BIRTHDAY.

15 CHAIRWOMAN DURON: ABSOLUTELY GREAT HOOK,  
16 INTERSECTING WITH, AS I SAID, THE CONTINUING CONCERN  
17 ABOUT THE CREDIBILITY OF SCIENCE. THIS IS REALLY A  
18 WONDERFUL OPPORTUNITY BOTH TO REACH OUT AT THE STATE  
19 BUT ALSO AT THE NATIONAL LEVEL AND THE FACT THAT  
20 STEM CELL AND GENETIC WORK IS JUST BECOMING VERY  
21 NATIONALIZED, IF NOT INTERNATIONALIZED. AND SO  
22 WE'RE RIGHT THERE IN THE RIGHT MOMENT, AND I THINK  
23 THAT WE CAN REALLY HAVE -- I KNOW -- I'LL ASK J.T.  
24 TO LEAD THAT WRITING. SORRY, J.T., I'M KIND OF  
25 PULLING YOUR LEG, BUT SOMEONE HAS TO GET THE BALL

**BETH C. DRAIN, CA CSR NO. 7152**

1 ROLLING, AND YOU'VE GOT A LOT OF RELATIONSHIP WITH  
2 THIS ORGANIZATION. SO IT'S AN IDEA.

3 DR. THOMAS: WILL DO.

4 CHAIRWOMAN DURON: OH, COOL. OKAY. SO  
5 NOW THANK YOU, EVERYBODY. THAT WAS GREAT. DID I  
6 MISS ANYBODY? OKAY. VERY COOL. OKAY.

7 HOPEFULLY THIS MAKES THE COMMS TEAM FEEL A  
8 WHOLE BUNCH BETTER THAT THEY HAVE SOME BACKUP HERE.

9 SO I'M GOING TO MOVE THIS ON. WE'RE GOING  
10 TO TALK ABOUT THE PROGRESS AND THE IMPLEMENTATION OF  
11 THE 23/24 COMMUNICATIONS PLAN WITH A COMMS TEAM  
12 UPDATE. KOREN TEMPLE-PERRY, PLEASE TAKE IT AWAY.

13 MS. TEMPLE-PERRY: ALL RIGHT. THANK YOU,  
14 YSABEL. I JUST WANT TO SAY THANK YOU FOR ALL THOSE  
15 WONDERFUL IDEAS. THEY'RE WELL RECEIVED. WE WELCOME  
16 THEM AS A COMMUNICATIONS TEAM. YOU ALL BRING A LOT  
17 OF EXPERTISE; AND ANY CONNECTION THAT YOU HAVE, WE'D  
18 DEFINITELY LOVE TO UTILIZE THOSE CONNECTIONS AS WELL  
19 AS WE WELCOME A LOT OF CONTACT. SO WE'LL WORK  
20 INTERNALLY TO PULL TOGETHER A MECHANISM AND A PLAN  
21 REALLY TO MAKE SURE THAT WE ARE GATHERING THE  
22 INFORMATION. NEXT SLIDE.

23 SO TO GUIDE OUR DISCUSSION TODAY, I WANTED  
24 TO PROVIDE AN AGENDA, THE TOPICS WE'LL COVER. WE  
25 ALREADY WENT THROUGH TEAM INTRODUCTIONS. AND SO FOR



**BETH C. DRAIN, CA CSR NO. 7152**

1 THE NEXT TOPIC OF DISCUSSION, THIS IS GOING TO BE  
2 OUR COMMUNICATIONS PLAN PROGRESS BASED ON THE  
3 COMMUNICATIONS PLAN THAT WE PRESENTED AT OUR LAST  
4 MEETING.

5 AND THEN WE REALLY WANT TO SHOWCASE OUR  
6 OUTREACH CAMPAIGN, THE SICKLE CELL OUTREACH  
7 CAMPAIGN, THAT WE JUST RECENTLY LAUNCHED A FEW WEEKS  
8 AGO. AND WE'D LIKE TO SHARE ALL THE AMAZING  
9 PROGRESS THAT WE'VE MADE.

10 AND THEN WE'D LIKE TO SPEND SOME TIME ON  
11 THE DIRECTION OF CIRM'S LOGO. WE'VE DEVELOPED A FEW  
12 NEW OPTIONS BASED ON THE FEEDBACK THAT WE RECEIVED  
13 AT THE LAST BOARD MEETING. SO WE WOULD LOVE TO  
14 CONSIDER THOSE AND DISCUSS THOSE.

15 YOU'VE MET OUR COMMUNICATIONS TEAM. HERE  
16 ARE OUR BEAUTIFUL PHOTOSHOP FACES. SO WE CAN  
17 CONTINUE ON.

18 ALL RIGHT. SO AT OUR LAST BOARD MEETING,  
19 WE PRESENTED OUR NEW COMMUNICATIONS PLAN. AS A  
20 REMINDER TO FOLKS, IT'S REALLY OUR BLUEPRINT FOR  
21 GUIDING OUR WORK AND SETS FORTH A LOT OF OUR KEY  
22 STRATEGIES. SO, AGAIN, OUR PLAN WAS REALLY TO  
23 ACHIEVE THREE PRIMARY OBJECTIVES. SO THAT IS  
24 ROBUST, INTEGRATED COMMUNICATION SUPPORT FOR OUR  
25 CURRENT CIRM PROGRAMS AND INITIATIVES. WE ALSO WANT

**BETH C. DRAIN, CA CSR NO. 7152**

1 TO SHOWCASE AND POSITION CIRM AS A TRUSTED  
2 AUTHORITY. AND, THIRD, WE ARE REALLY FOCUSED ON  
3 FORGING COLLABORATIVE PARTNERSHIPS FOR AMPLIFIED  
4 IMPACT. SO THAT MEANS WE REALLY WANT TO STRENGTHEN  
5 OUR ALLIANCES, TO BROADEN OUR REACH, AND TO ENHANCE  
6 THE RESONANCE OF OUR MESSAGES.

7 AND ESSENTIALLY OUR COMMUNICATIONS PLAN IS  
8 REALLY FOCUSED ON INTEGRATED, PROACTIVE APPROACHES,  
9 REALLY MAKING SURE THAT WE'RE CREATIVE IN A  
10 MEANINGFUL WAY SO THAT WE'RE BETTER ABLE TO REACH  
11 OUR STAKEHOLDERS AND VARIOUS AUDIENCES.

12 ALL RIGHT. SO THIS WAS A SLIDE THAT WE  
13 PRESENTED AT THE LAST BOARD MEETING, AND THIS IS  
14 JUST SORT OF A HIGH LEVEL OVERVIEW OF OUR  
15 COMMUNICATIONS STRATEGY. AND WE BROKE IT UP INTO  
16 THREE PHASES IN MIND. SO AS A REMINDER, THE FIRST  
17 PHASE WAS REALLY FOCUSED ON SETTING THE FOUNDATION,  
18 WHICH WAS REALLY ALL ABOUT IMPROVING OUR CHANNELS  
19 AND BRAND. SO WE SPENT THE LAST COUPLE OF MONTHS  
20 OPTIMIZING, CLEANING UP OUR CHANNELS. WE  
21 STREAMLINED A LOT OF OUR INTERNAL WORKFLOW, MAKING  
22 SURE THAT WAS REPRESENTED ON FINDME.COM, WHICH IS  
23 PROJECT MANAGEMENT SYSTEM. WE CREATED A  
24 COMMUNICATIONS DASHBOARD. WE DEVELOPED AND REFINED  
25 A LOT OF OUR MESSAGING WHICH WE SHARED IN THE

**BETH C. DRAIN, CA CSR NO. 7152**

1 COMMUNICATIONS PLAN.

2 WE'VE ALSO WORKED TO DEVELOP BRAND AND  
3 EDITORIAL STYLE GUIDELINES. THESE ARE JUST  
4 GUIDELINES FOR HOW TO WRITE AND USE OUR BRAND  
5 CONSISTENTLY. AND WE WILL DISCUSS THAT IN THE NEXT  
6 COUPLE SLIDES. WE WENT THROUGH AN EMAIL CLEANUP.  
7 WE HAD A LOT OF JUST OUTDATED INFORMATION AND DATA.  
8 AND REALLY IF WE'RE NOT ABLE TO REACH FOLKS IN A  
9 MEANINGFUL WAY, THEN THAT'S GOING TO PRESENT  
10 CHALLENGES. AND SO WE WENT THROUGH, WE CLEANED UP,  
11 SEGMENTED A LOT OF OUR EMAIL LISTS.

12 OVER THE PAST FEW MONTHS WE'VE ACTIVELY  
13 REACHED OUT TO COMMUNICATION TEAMS STARTING WITH A  
14 LOT OF OUR ALPHA CLINICS AS WELL AS THE FOLKS THAT  
15 ARE RECEIVING CIRM AWARDS. WE WANTED TO CONNECT  
16 WITH A LOT OF THEIR MEDIA TEAMS AS WELL SO THAT  
17 BASICALLY WHEN THERE'S NEWS, WHO TO CONTACT AND HOW  
18 SO THAT WE CAN SHARE CONTENT AND REALLY FOSTER AND  
19 IMPROVE COLLABORATION SO WE CAN ALL HAVE A GREATER  
20 IMPACT.

21 SO THAT WAS OUR FOCUS OVER THE LAST FEW  
22 MONTHS. AND IN OUR CURRENT PHASE, WHICH IS PHASE 2,  
23 WHICH IS ALL ABOUT BUILDING MOMENTUM, WE'RE REALLY  
24 JUST MOVING FORWARD IN TERMS OF INCREASING THE  
25 TRACTION AS WELL AS LAUNCHING WORK FOR PROACTIVE

**BETH C. DRAIN, CA CSR NO. 7152**

1 COMMUNICATIONS STRATEGIES. SO WE ARE VERY BUSY IN  
2 THE MIDDLE OF A WEBSITE REFRESH, WHICH WE WILL TALK  
3 ABOUT IN THE NEXT FEW SLIDES.

4 WE'VE STARTED TO DEVELOP A LOT OF THE CORE  
5 EDUCATIONAL MATERIALS TO SUPPORT OUR EDUCATIONAL  
6 CAMPAIGNS. AND WE'RE ALSO DEVELOPING INTERNAL  
7 BRANDING, WHICH WE WILL ALSO SHARE UPDATES ON THAT.  
8 WE'VE GAINED A LOT OF TRACTION IN TACKLING KEY  
9 STRATEGIES THAT WE'VE IDENTIFIED IN OUR  
10 COMMUNICATIONS PLAN. WE'LL ALSO SHARE THAT IN THE  
11 NEXT COUPLE OF SLIDES. AND THIS IS REALLY GOING TO  
12 SET US UP FOR MOVING INTO PHASE 3, WHICH IS ALL  
13 ABOUT EXPANDING OUR REACH.

14 SO BUILDING UPON THOSE STRATEGIES IS GOING  
15 TO TAKE US INTO THE NEXT FISCAL YEAR, AND THAT'S  
16 REALLY ALL ABOUT DRIVING MORE INTEGRATED  
17 COMMUNICATION CAMPAIGNS. AS WE LOOK TO LAUNCH THE  
18 COMMUNITY CARE CENTERS OF EXCELLENCE AND PSP  
19 PROGRAMS, WE REALLY WANT TO MAKE SURE THAT WE'RE  
20 DRIVING THOSE INTEGRATED CAMPAIGNS IN UNISON WITH  
21 THOSE PROGRAMS, ESPECIALLY AS THEY START TO GET  
22 UNDER WAY.

23 WE PLAN TO LAUNCH OUR WEBSITE VERY SHORTLY  
24 IN THE NEXT COUPLE OF MONTHS. AND ONCE WE DO THAT,  
25 WE CAN REALLY BUILD OFF OF THAT MOMENTUM. AND WE'RE

**BETH C. DRAIN, CA CSR NO. 7152**

1 GOING TO EXPLORE GREATER CONNECTIVITY FOR A CIRM  
2 DIGITAL APP AS WELL AS PLAN FOR FUTURE INVESTMENTS  
3 IN MEDIA RELATIONS AND INTERNAL COMMUNICATIONS.

4 AND SO I'M GOING TO LET ESTEBAN PROVIDE AN  
5 OVERVIEW OF THE UPDATES THAT WE'VE MADE TO OUR  
6 BRANDING.

7 MR. CORTEZ: YEAH. THANK YOU, KOREN. SO  
8 AS KOREN MENTIONED, THERE'S BEEN A LOT OF WORK, BUT  
9 A COUPLE OF THINGS THAT WE REALLY WANTED TO  
10 HIGHLIGHT WERE THIS LAUNCHING OF BRAND GUIDELINES  
11 AND ALSO AN EDITORIAL STYLE GUIDE. SO THESE ARE  
12 THINGS -- WE ARE PUTTING THE FINISHING TOUCHES ON  
13 SOME OF THOSE, BUT THIS IS REALLY EXCITING AND ALSO  
14 JUST REALLY IMPORTANT BECAUSE WE, INCLUDING THE  
15 BOARD, STAFF, AND SOME OF OUR STAKEHOLDERS, WE WANT  
16 TO BE ALIGNED ON HOW WE TALK ABOUT CIRM. WHAT DOES  
17 IT THAT WE WANT PEOPLE TO THINK ABOUT? HOW DO WE  
18 WANT PEOPLE TO THINK ABOUT CIRM? HOW IS CIRM  
19 PERCEIVED TO THE PUBLIC? SO THAT'S WHAT THESE BRAND  
20 GUIDELINES DO. THEY REALLY SUPPORT WITH MAINTAINING  
21 CONSISTENCY AROUND IDENTITY, THINGS LIKE LOGOS,  
22 COLORS.

23 WE DID MAKE SOME UPDATES IN TERMS OF  
24 ACCESSIBILITY, MAKING SURE THAT THE COLORS THAT WE  
25 CHOOSE DO SUPPORT ADA COMPLIANCE. IN ADDITION TO

**BETH C. DRAIN, CA CSR NO. 7152**

1 THAT, IT ALSO SETS GUIDELINES AROUND PHOTOGRAPHY,  
2 JUST THINGS THAT EVEN -- THINGS LIKE OUR FONTS AND  
3 WHAT IS OUR TONE WHEN WE'RE TALKING ON SOCIAL MEDIA  
4 AND IN COMMUNICATIONS. AND THAT'S ALSO WHAT THIS  
5 EDITORIAL STYLE GUIDELINE DOES. I REALLY LOVE THE  
6 IDEA THAT YOU ALL MENTIONED AROUND OP-EDS AND  
7 CONTRIBUTING MORE CONTENT FROM THE BOARD. AND  
8 THAT'S WHERE THESE EDITORIAL STYLE GUIDELINES CAN  
9 COME IN. THEY JUST MAKE SURE THAT WE MAINTAIN  
10 CONSISTENCY IN OUR WRITTEN COMMUNICATION. AND WE'RE  
11 REALLY EXCITED TO SHARE THESE WITH YOU ALL. WE'RE  
12 PUTTING SOME OF THE FINAL FINISHING TOUCHES ON SOME  
13 OF THESE, BUT WE THINK THAT IT'S REALLY GOING TO  
14 SUPPORT MAKING SURE THAT EVERYONE IS ALIGNED ON HOW  
15 THEY TALK ABOUT CIRM.

16 YSABEL, I SEE THAT YOU HAVE YOUR HAND  
17 RAISED.

18 CHAIRMAN IMBASCIANI: YES, THANK YOU.  
19 THIS IS REALLY CRITICAL, ESTEBAN, BECAUSE I'VE BEEN  
20 HAVING THIS CONVERSATION WITH MY FELLOW ACADEMIC  
21 FRIENDS ABOUT THE SCIENCE OF COMMUNICATION AS  
22 OPPOSED TO SCIENCE COMMUNICATION. AND IF WE'RE  
23 TALKING TO EXTERNAL DIFFERENT AUDIENCES, WE HAVE TO  
24 KNOW HOW TO COMMUNICATE SCIENCE AT THEIR LEVEL.

25 SO I'M HOPING THAT WHEN WE TALK ABOUT THE

**BETH C. DRAIN, CA CSR NO. 7152**

1 SCIENCE OF COMMUNICATION, WE'RE RECOGNIZING WE CAN'T  
2 HAVE THE SAME LANGUAGE. IT SHOULD BE ALSO PART OF  
3 EDITORIAL STYLE GUIDELINES, THAT WE HAVE TO HAVE  
4 DIFFERENT LANGUAGE AND DIFFERENT AUDIENCES SO THAT  
5 WE CAN COMMUNICATE SCIENCE SO THAT THEY UNDERSTAND  
6 IT. TO ME THAT'S THE SCIENCE OF COMMUNICATION.

7 SO I'M HOPING THAT YOU'RE THINKING THAT  
8 WAY BECAUSE I'M NOT GOING TO GO OUT AND TALK TO A  
9 PUBLIC ABOUT STEM CELLS THE WAY WE MIGHT TALK ABOUT  
10 IT AT THE SCIENTIFIC REVIEW BOARD. AND WE NEED TO  
11 MAYBE STICK IN SOME GUIDELINES TO THAT POINT WITH  
12 SAMPLES OR EXAMPLES OF WHAT THAT LOOKS LIKE, HOW  
13 THAT SOUNDS. I JUST THINK THAT'S REALLY CRITICAL  
14 BECAUSE THAT'S WHERE WE LOSE SO MUCH OF OUR  
15 AUDIENCE. THEY SAY WHAT THE HECK DOES THAT MEAN.  
16 AND MAYBE YOU FOUND THAT OUT AT THE BLACK JOY PARADE  
17 YOU HEARD AND THE WAY YOU'VE COMMUNICATED WITH THE  
18 FOLKS THERE. AND THAT MIGHT BE GIVING US SOME  
19 LESSONS AS WELL. THANK YOU.

20 MR. CORTEZ: THANK YOU FOR THAT COMMENT.  
21 ABSOLUTELY. I THINK WE WILL TALK MORE ABOUT THE  
22 EXPERIENCE AT THE BLACK JOY PARADE. BUT, YEAH,  
23 THOSE ARE DEFINITELY THINGS THAT WE KEEP IN MIND AS  
24 WE'RE COMMUNICATING ACROSS THESE VARIOUS CHANNELS  
25 THAT WE HAVE: HOW WE TALK IN SOCIAL MEDIA, HOW

**BETH C. DRAIN, CA CSR NO. 7152**

1 WE'RE TALKING TO RESEARCHERS WHO ARE INTERESTED IN  
2 FUNDING. WE DO ENSURE THAT WE ARE ADJUSTING OUR  
3 MESSAGING AND OUR LANGUAGE AROUND THAT TO MAKE SURE  
4 THAT THE MESSAGE DOES RESONATE.

5 CHAIRWOMAN DURON: WHAT I'M SAYING IS IT  
6 SHOULDN'T JUST BE AN INTERNAL AMONGST COMMS TEAM.  
7 EVERYBODY SHOULD KNOW THIS. SO IT'S KIND OF CIRM  
8 CONSTANTLY PUTTING OUT A MESSAGE TO EVERYBODY ABOUT  
9 HOW THEY'RE COMMUNICATING VIS-A-VIS SCIENCE AND  
10 VIS-A-VIS THE ACTUAL THINGS THAT CIRM IS DOING. WE  
11 HAVE TO LEARN TO COMMUNICATE THEM DIFFERENTLY.  
12 EVERYBODY DOES. OTHERWISE YOU GUYS CAN HAVE A  
13 STANDARD; BUT IF IT'S NOT BEING PRACTICED THROUGHOUT  
14 WHOMEVER IS TALKING ABOUT CIRM, THEN IT'S KIND OF  
15 BELYING THE WHOLE PURPOSE.

16 SO MAYBE I SAY WRITTEN DOWN A FEW THINGS,  
17 FEW LESSONS, SOMETHING LIKE THAT THAT CAN GO OUT  
18 EVEN IN THE NEWSLETTER THAT CLAUDETTE IS PICKING UP  
19 AND DOING FOR THE BOARD, INTERNAL STUFF. SO THANK  
20 YOU. I CAN'T REITERATE THAT POINT MORE STRONGLY AND  
21 MORE FREQUENTLY. THERE IS THE DIFFERENCE BETWEEN  
22 SCIENCE COMMUNICATION AND SCIENCE OF COMMUNICATION.  
23 SO WE NEED TO BE VERY ON TOP OF THAT. THANK YOU.

24 MR. CORTEZ: THANK YOU. LARRY.

25 DR. GOLDSTEIN: SO I AGREE WITH WHAT



**BETH C. DRAIN, CA CSR NO. 7152**

1 YSABEL WAS JUST SAYING, ALTHOUGH I MIGHT THINK  
2 DIFFERENTLY ABOUT THE MECHANISM OF MAKING IT HAPPEN.  
3 IT SEEMS TO ME THAT IF SOMEONE SUCH AS MYSELF WROTE  
4 A PIECE ABOUT SOME SCIENTIFIC FINDING, ONE OF THE  
5 FIRST THINGS I SHOULD DO IS SEND IT TO THE COMMS  
6 TEAM TO HAVE THEM REVIEW IT FOR ADHERENCE TO  
7 SENSIBLE STANDARDS, FOR THE PROPER USE OF LAY  
8 LANGUAGE, AND THE AVOIDANCE OF JARGON.

9 CHAIRWOMAN DURON: ABSOLUTELY AGREE,  
10 LARRY. ABSOLUTELY AGREE.

11 MS. TEMPLE-PERRY: IF I CAN JUST CHIME IN  
12 REALLY QUICKLY, OUR EDITORIAL STYLE GUIDE IS ALMOST  
13 A 40-PAGE DOCUMENT THAT REALLY BREAKS DOWN HOW WE  
14 REFERENCE CIRM PROGRAMS, HOW TO AVOID JARGON, ALL  
15 THE THINGS, YSABEL AND LARRY, YOU'RE TALKING ABOUT  
16 ABOUT HOW TO COMMUNICATE EFFECTIVELY. AND SO IF  
17 THAT'S SOMETHING THAT YOU MAY FIND HELPFUL, WE'RE  
18 HAPPY TO SHARE THAT.

19 CHAIRWOMAN DURON: WELL, I WOULD JUST  
20 SUGGEST YOU JUST SEND IT OUT AS PART OF, EVERYBODY,  
21 HERE IT IS. WE RECOMMEND YOU TAKE A GANDER AT IT.  
22 IF YOU WANT TO REPRESENT AT A SPEECH OR PRESENTATION  
23 OR ANYTHING, WRITING AN OP-ED, HERE ARE SOME  
24 GUIDELINES AS OPPOSED TO WAITING FOR PEOPLE TO COME  
25 TO YOU. JUST PUT IT OUT THERE. THAT'S PART OF

**BETH C. DRAIN, CA CSR NO. 7152**

1 COMMS DOING ITS WORK INTERNALLY AND EXTERNALLY.

2 MR. CORTEZ: THANK YOU, YSABEL. THANK  
3 YOU, KOREN.

4 NEXT SLIDE PLEASE, KATIE.

5 SO AS WE MENTIONED, WE'RE SENDING SOME OF  
6 THOSE FOUNDATIONAL PIECES. AND THIS IS JUST A  
7 PREVIEW OF SOME OF THE THINGS THAT WE'VE BEEN  
8 DEVELOPING THESE PAST COUPLE OF MONTHS. THOSE BRAND  
9 GUIDELINES THAT WE MENTIONED WILL BE INCORPORATED  
10 INTO THESE TEMPLATES FOR COLLATERAL. WE'VE  
11 DEVELOPED A TEMPLATE FOR A BROCHURE, A ONE-PAGER.  
12 AND THIS IS ACTUALLY REALLY EXCITING BECAUSE WE'RE  
13 ALREADY STARTING TO PUT THESE INTO PRACTICE. I DID  
14 SHARE A SNAPSHOT OF ONE OF THE FLIERS WE CREATED FOR  
15 THE BLACK JOY PARADE WHICH FEATURED A PATIENT STORY.  
16 AND THESE ARE REALLY JUST GOING TO STREAMLINE THE  
17 CREATION OF THESE MATERIALS BECAUSE THERE ARE A LOT  
18 OF TEAMS AT CIRM AND THEY ALL HAVE DIFFERENT NEEDS.  
19 AND ALSO, AS WE'RE COMMUNICATING TO VARIOUS  
20 COMMUNITIES, THIS WILL ALLOW US TO BE FLEXIBLE AND  
21 REALLY PROMOTE THE STORIES, WHAT CIRM'S ABOUT, AND  
22 PROMOTE THE INITIATIVES HERE AT CIRM.

23 SO THESE ARE THINGS THAT ARE GOING TO  
24 CONTINUE TO BE IN DEVELOPMENT, BUT I WANTED TO SHARE  
25 A PREVIEW JUST SO YOU CAN HAVE A VISUAL

**BETH C. DRAIN, CA CSR NO. 7152**

1 REPRESENTATION OF SOME OF THE THINGS THAT WE'VE BEEN  
2 LAUNCHING THESE PAST COUPLE OF MONTHS.

3 MS. TEMPLE-PERRY: GO AHEAD, KATIE.

4 MS. SHARIFY: THANK YOU, ESTEBAN. IF  
5 THERE'S ANY COMMENTS, OTHERWISE I CAN GO OVER THIS  
6 ONE. NO QUESTIONS?

7 ALL RIGHT. THANKS, ESTEBAN. SO I JUST  
8 WANTED TO GO OVER THE WEBSITE PROJECT AGAIN JUST TO  
9 REITERATE SOME OF THE WORK THAT WE'VE BEEN DOING AND  
10 SOME OF THE WORK THAT WE'RE CURRENTLY FINISHING UP.  
11 AS KOREN MENTIONED, WE'RE KIND OF IN THE FINAL  
12 PHASES OF PUTTING ALL THIS TOGETHER. AND IT SHOULD  
13 BE READY FOR LAUNCH HOPEFULLY IN THE NEXT COUPLE OF  
14 MONTHS.

15 SO THE WEBSITE PROJECT HAS BEEN A  
16 LONG-TERM PROJECT. IT IS NEARING ITS END. AND IT'S  
17 BEEN ALL ABOUT MAKING OUR CONTENT ACCESSIBLE, MAKING  
18 OUR WEBSITE MORE NAVIGATEABLE, AND REALLY JUST  
19 MAKING SURE THAT WE ARE ADA COMPLIANT AND ADHERING  
20 TO THE INTERNATIONAL WEB CONTENT ACCESSIBILITY 2.0  
21 AND ALL THE 13-POINT CHECKLIST THAT IT CONTAINS.

22 SO THIS HAS BEEN SORT OF A PASSIONATE  
23 PROJECT FOR ME. AS SOME OF YOU MAY KNOW, I HAVE A  
24 SPINAL CORD INJURY. I'M IN A WHEELCHAIR MYSELF. SO  
25 THE PART ABOUT ACCESS IS REALLY HUGE FOR ME. SO

**BETH C. DRAIN, CA CSR NO. 7152**

1 TALKING ABOUT REMOVING BARRIERS TO ACCESS AND  
2 ALLOWING EVERYONE TO HAVE A CHANCE TO BE ABLE TO  
3 ACCESS OUR WEBSITE IS VERY IMPORTANT. AND THAT'S  
4 BECAUSE FOR THE AVERAGE PERSON AND EVEN FOR THOSE  
5 THAT WORK AT CIRM, NAVIGATING THE WEBSITE CAN BE A  
6 BIT DIFFICULT, NOT BECAUSE IT'S POORLY MADE, BUT  
7 REALLY BECAUSE THERE'S SO MUCH GREAT INFORMATION.

8 THERE'S SO MUCH INFORMATION THAT YOU CAN  
9 GO AND FIND ON OUR WEBSITE. UNFORTUNATELY, BECAUSE  
10 THERE'S SO MUCH OF IT, IT'S VERY HARD TO NAVIGATE  
11 AND FIND THAT INFORMATION. AND THAT'S UNFORTUNATE  
12 BECAUSE IF THAT'S HARD FOR THE AVERAGE PERSON, YOU  
13 HAVE TO REALLY IMAGINE SOMEONE WHO'S USING A SCREEN  
14 READER, IT'S EVEN MORE DIFFICULT.

15 AND SO THINKING ABOUT MAKING THE WEBSITE  
16 WITH ACCESSIBILITY IN MIND, IT REALLY ALLOWS ALL  
17 USERS TO HAVE EQUAL ACCESS TO THE INFORMATION AND  
18 THE FUNCTIONALITY OF THE WEBSITE.

19 SO OUR PLAN HASN'T REALLY BEEN TO REDO  
20 EVERYTHING. IT'S JUST TO GIVE THE WEBSITE THAT WE  
21 CURRENTLY HAVE A NICE AND FRESH LOOK AND FEEL. AND  
22 WE ACTUALLY HAVE BEEN WORKING ON SOME OF THOSE PAGES  
23 OF WHAT YOU SEE ON THE POWERPOINT AS AN EXAMPLE OF  
24 ONE OF THE -- ONE OF THE SAMPLES THAT WE'VE BEEN  
25 LOOKING AT WITH OUR WEB DEVELOPERS, TRYING TO REALLY

**BETH C. DRAIN, CA CSR NO. 7152**

1 MAKE OUR PAGES MORE DYNAMIC, EASY TO ACCESS, EASY TO  
2 NAVIGATE THROUGH, CLEANING UP THE CONTENT THAT MAY  
3 BE A LITTLE BIT REPETITIVE. THERE'S SOME DUPLICATE  
4 PAGES, SO WE'RE GETTING RID OF THOSE. WE'RE ADDING  
5 CONTENT WHERE WE FEEL THAT CONTENT IS NEEDED.

6 YSABEL, AS YOU WERE JUST SAYING, THE WAY  
7 THAT INFORMATION, THE WAY THIS CONTENT IS WRITTEN,  
8 THAT'S ALSO VERY IMPORTANT. SO WE'RE ACTUALLY  
9 REWRITING SOME OF THE CONTENT TO MAKE SURE THE  
10 LANGUAGE IS UNDERSTANDABLE FOR EVERYONE. AND LIKE I  
11 SAID, ALONG THE WAY JUST SORT OF GIVING THE WEBSITE  
12 A NICER LOOK AND FEEL TO MAKE IT LOOK MORE ENGAGING.  
13 WE'VE, LIKE ESTEBAN SAID, ADDED SOME ADDITIONAL  
14 COLORS TO OUR BRAND GUIDELINE. SO WE'RE REALLY  
15 HOPING THAT THIS NEW WEBSITE IS GOING TO NOT ONLY  
16 COMPLY TO ADA ACCESSIBILITY LAWS, BUT ALSO JUST  
17 HAVING A MORE REFRESHED AND RENEWED LOOK FOR  
18 EVERYONE.

19 MARIA, DID YOU HAVE A QUESTION?

20 VICE CHAIR BONNEVILLE: I JUST WANTED TO  
21 SAY THANK YOU. AND I KNOW THIS HAS BEEN SUCH A LONG  
22 PROCESS FOR YOU, KATIE. AND I SO APPRECIATE ALL THE  
23 WORK THAT YOU'VE DONE TO BRING US UP TO DATE,  
24 FOLLOWING GUIDELINES AND STANDARDS THAT ARE SO  
25 IMPORTANT TO OUR ORGANIZATION. SO THANK YOU, THANK

**BETH C. DRAIN, CA CSR NO. 7152**

1 YOU, THANK YOU.

2 MS. SHARIFY: AND ALSO, JUST TO MENTION,  
3 WE ARE IN THE PROCESS OF OBTAINING A SMALL COHORT OF  
4 STAFF TO JUST CREATE ACCESSIBLE CONTENT FROM THE  
5 GET-GO, WHICH IS VERY, VERY IMPORTANT. IT'S A VERY  
6 IMPORTANT ISSUE FOR ME TO MAKE SURE THAT FROM HERE  
7 ON OUT WE DO MAKE THAT EFFORT AND THAT WE DON'T HAVE  
8 TO GO BACK AND MEDIATE FILES LIKE WE'VE BEEN DOING.  
9 YEAH, LOOKING FORWARD TO SHOWING YOU GUYS THE  
10 REFRESHED WEBSITE VERY SOON.

11 CHAIRWOMAN DURON: SO DOES VERY SOON  
12 ACTUALLY, KATIE, HAVE A DROP DEADLINE OR SOMETHING  
13 LIKE IN A MONTH OR SOMETHING?

14 MS. SHARIFY: THE NEXT TWO OR THREE  
15 MONTHS.

16 MS. TEMPLE-PERRY: YSABEL, WE'RE HOPING TO  
17 LAUNCH THE NEXT FEW MONTHS. WE DO NEED FOR THE NEW  
18 CONTENT THAT WE'RE DEVELOPING TO HAVE INTERNAL  
19 CONSENSUS. WE'RE WRITING AND DEVELOPING AND  
20 CREATING NEW FEATURES AS PART OF THE WEBSITE. AND  
21 SO ONCE WE HAVE BUY-IN AND APPROVAL FROM OUR  
22 INTERNAL TEAM, THAT'S WHEN WE'LL BE ABLE TO LAUNCH  
23 THE WEBSITE.

24 CHAIRWOMAN DURON: OKAY. THAT'S GREAT.

25 MS. TEMPLE-PERRY: THE NEXT COUPLE OF

**BETH C. DRAIN, CA CSR NO. 7152**

1 MONTHS. SO WE HAVE EVERYTHING ELSE. WE'RE WAITING  
2 ON THE WEBSITE SO WE CAN DO MORE COMMUNICATION.

3 CHAIRWOMAN DURON: NO. IT'S EXCELLENT.  
4 THANK YOU, KATIE. REALLY WONDERFUL. I LIKE THE WAY  
5 THIS LOOKS. IT'S MAKING ME SAY I GOT TO GO BACK AND  
6 WORK ON MY WEBSITE. SO THANK YOU VERY MUCH. GREAT  
7 WORK, TEAM, KATIE. AND MAKE SURE TO REACH OUT TO US  
8 FOR MAYBE SOME HELP WITH SOME OF THOSE BACK STORIES  
9 IF SOMETHING STRIKES A CHORD.

10 ANYBODY ELSE?

11 MS. SHARAIFFY: I THINK DAVID HAS A  
12 QUESTION.

13 DR. HIGGINS: YES. A QUICK QUESTION FOR  
14 IDEAS OF WHAT YOU'VE BEEN WORKING ON TO GET THE  
15 MESSAGE OUT THERE. I SORT OF THINK OF MYSELF HERE  
16 IN SAN DIEGO AS BEING IN THE HINTERLANDS. WE'RE THE  
17 LAST OUTPOST BEFORE YOU HIT WILDERNESS. AND I'M  
18 WONDERING IF YOU'VE THOUGHT ABOUT THE IDEA OF HAVING  
19 A STRIKE TEAM, I GUESS, OF STAFF MEMBERS AND BOARD  
20 MEMBERS OR ONE OR THE OTHER WHO CAN RESPOND TO A  
21 REQUEST IN SOMEPLACE FAR AWAY LIKE SAN DIEGO AND  
22 THEY CAN SHOW UP AT THE COMPANY OR THE ACADEMIC  
23 INSTITUTION OR WHATEVER AND GIVE A PRESENTATION ON  
24 WHO CIRM IS. THIS COULD BE THE PRELUDE TO APPLYING  
25 FOR A GRANT FROM CIRM OR JUST BETTER UNDERSTANDING

**BETH C. DRAIN, CA CSR NO. 7152**

1 OF WHAT YOUR TAXPAYER DOLLARS ARE DOING.

2 BUT HAVE YOU GIVEN ANY THOUGHT TO THE IDEA  
3 OF HAVING A STRIKE TEAM THAT WOULD BE READY TO DO  
4 THIS ON SHORT NOTICE SO YOU DON'T HAVE TO CREATE A  
5 PRESENTATION. YOU CAN JUST PULL IT OUT.

6 MS. TEMPLE-PERRY: SO TO ANSWER THAT  
7 QUESTION, WE HAVE WORKED WITH JACQUELINE HANNIGAN  
8 WHO IS AN OUTREACH CONSULTANT WITH CIRM. SHE'S BEEN  
9 ENGAGED WITH CIRM SINCE BASICALLY OUR CAMPAIGN DAYS.  
10 SO SHE BRINGS A LOT OF HISTORICAL INFORMATION.  
11 SHE'S BASED IN SOUTHERN CALIFORNIA, AND SHE DOES GO  
12 AROUND TO VARIOUS CONFERENCES AND EVENTS. SHE  
13 PRESENTS ON CIRM. SHE ANSWERS QUESTIONS ON CIRM.  
14 AND SO HAS REALLY BEEN INTEGRAL TO A LOT OF OUR  
15 OUTREACH EFFORTS TO MAKING SURE THAT WE HAVE  
16 REPRESENTATION, ESPECIALLY IN THE SOUTHERN PART OF  
17 THE STATE.

18 AND THERE ARE SOME INTERNAL DISCUSSIONS  
19 WITH J.T. ABOUT EVENTS IN TERMS OF MAKING SURE THAT  
20 WE BROADEN OUR NETWORK TO MAKE SURE THAT WE'RE  
21 REALLY GETTING OUT THERE AND REALLY ENGAGING WITH  
22 FOLKS IN THE COMMUNITY.

23 DR. HIGGINS: THANK YOU.

24 CHAIRWOMAN DURON: I LOVE THAT IDEA,  
25 DAVID, OF A STRIKE TEAM. IN OTHER WORDS, BEING



**BETH C. DRAIN, CA CSR NO. 7152**

1 NIMBLE AND QUICK, RIGHT. SOMETHING IS TURNED AND  
2 YOU CAN GET IT OUT THERE IN THE NEXT SEVERAL DAYS IF  
3 NEED BE.

4 DR. HIGGINS: RIGHT.

5 MS. TEMPLE-PERRY: WE HAVE TO REBRAND  
6 THAT, BUT...

7 CHAIRWOMAN DURON: TALKING ABOUT THE  
8 HINTERLANDS, IT REMINDED ME. SUDDENLY I SAID OKAY  
9 SO WHERE IS THE SPANISH SITE? AND SO I THOUGHT, OH,  
10 GIVEN AI -- SHOULD I SAY THE WORD? IT SCARES ME  
11 SOMETIMES -- BUT ALSO GIVEN CHATGPT, GIVEN SOME  
12 REALLY EXCELLENT TRANSLATION WIDGETS COMING ON  
13 BOARD, HAVE YOU GUYS CONSIDERED IF YOU'LL TAKE IT TO  
14 THAT NEXT STEP AND ADD A SPANISH PAGE AND EVENTUALLY  
15 DEVELOP A COUPLE OF OTHERS?

16 MS. SHARIFY: I CAN ANSWER YOUR QUESTION,  
17 YSABEL. ACTUALLY I SHOULD HAVE MENTIONED THIS WHEN  
18 I WAS MENTIONING ACCESSIBILITY BECAUSE OUR NEW WEB  
19 DEVELOPERS ARE LOOKING TO HAVE SOME KIND OF WIDGET  
20 JUST BUILT INTO THE WEBSITE WHERE YOU CAN CHANGE THE  
21 LANGUAGE, YOU CAN CHANGE THE FONT. THERE'S SOME  
22 REALLY INCREDIBLE PRODUCTS OUT THERE NOW. SO THAT'S  
23 DEFINITELY SOMETHING THAT WE'RE LOOKING AT. SO LOOK  
24 FOR THAT SPANISH TRANSLATED PAGE.

25 CHAIRWOMAN DURON: EXCELLENT. GREAT.

**BETH C. DRAIN, CA CSR NO. 7152**

1 GREAT. WHICH KIND OF REMINDS ME, DO WE NEED  
2 ANYBODY, J.T., ANYBODY, DO WE NEED SOME KIND OF A  
3 STATEMENT UP HERE? I'M SORRY, BECAUSE I'VE BEEN  
4 BURIED IN THIS WHOLE ISSUE AROUND AI FOR A NUMBER  
5 OF -- FOR A BIT SO THAT WE CAN GUARANTEE TO  
6 EVERYBODY WHO'S COMING TOWARDS US THAT WE'RE WELL  
7 AWARE OF THE POTENTIAL FOR MIS- AND DISINFORMATION,  
8 AND WE HAVE SOME KINDS OF GUARDRAILS IN PLACE SO  
9 THAT WHAT THEY SEE IS WHAT THEY GET AND IT'S ALL  
10 TRUE? HAVE WE THOUGHT ABOUT THAT AT ALL?

11 DR. THOMAS: THAT'S A GREAT QUESTION,  
12 YSABEL. WE'LL CONFER WITH THE TEAM ON THAT AND  
13 INFORM THE SUBCOMMITTEE ON WHERE WE'RE HEADED, BUT I  
14 THINK THAT'S AN EXCELLENT POINT. YOU CAN'T BE TOO  
15 CAREFUL THESE DAYS.

16 CHAIRWOMAN DURON: EXACTLY. EXACTLY.  
17 OKAY. I'M SORRY. CONTINUE. THIS IS GREAT.

18 MS. TEMPLE-PERRY: KATIE, DO YOU WANT TO  
19 JUST GIVE A QUICK OVERVIEW OF THE WEB DEVELOPMENT  
20 PROCESS?

21 MS. SHARIFY: SAY THAT AGAIN.

22 MS. TEMPLE-PERRY: WOULD YOU LIKE TO GIVE  
23 A QUICK OVERVIEW OF THE WEB DEVELOPMENT PROCESS  
24 PHASE 1, 2, AND WHERE WE'RE AT CURRENTLY?

25 MS. SHARIFY: YEAH. WE'VE BEEN WORKING

**BETH C. DRAIN, CA CSR NO. 7152**

1 WITH OUR WEBSITE DEVELOPERS AND JUST KIND OF GOING  
2 THROUGH IT PAGE BY PAGE TRYING TO SEE WHAT WE CAN  
3 ELIMINATE AND WHERE WE CAN ADD BETTER INFORMATION,  
4 EASIER TO NAVIGATE INFORMATION, EASIER TO UNDERSTAND  
5 INFORMATION. AND SO, YEAH, RIGHT NOW WE ARE IN THE  
6 PROCESS OF CHANGING THAT INTERFACE, LIKE I SAID. IN  
7 THAT PREVIOUS SLIDE, YOU HAD A SAMPLE OF WHAT WE'RE  
8 HOPING THE INTERFACE OF WHAT THE WEBSITE WILL LOOK  
9 LIKE. BIG PICTURE, YOU CAN CLICK, IT WON'T BE GOING  
10 THROUGH TOO MANY LINKS TO TAKE YOU TO FIVE OTHER  
11 PAGES. SO AFTER THAT, YEAH, THE WEBSITE LAUNCH AND,  
12 OF COURSE, LIKE I SAID, THE TRAINING THAT WE'RE  
13 GOING TO REQUIRE FOR THE COHORT OF STAFF WHO ARE  
14 MAINLY RESPONSIBLE FOR CREATING CONTENT.

15 YEAH. SO WE'RE IN FINAL TESTING. AND, OF  
16 COURSE, WE CAN'T WAIT TO LAUNCH IT AND SHOW YOU WHAT  
17 THAT LOOKS LIKE EVENTUALLY.

18 MS. TEMPLE-PERRY: AND I WILL JUST ADD OUR  
19 TEAM HAS BEEN JUST REALLY FOCUSED ON SPENDING A LOT  
20 OF TIME THE LAST FEW MONTHS ON DEVELOPING  
21 MISINFORMATION ARCHITECTURE WHICH IS BASICALLY A  
22 BLUEPRINT OF OUR CURRENT WEBSITE. AND AS KATIE  
23 MENTIONED, WE HAVE A LOT OF PAGES. YOU HAVE VARIOUS  
24 ENTRY POINTS, AND PART OF THE ADA ACCESSIBILITY IS  
25 THAT WE CLEAN UP OUR NAVIGATION. AND SO ALSO WE

**BETH C. DRAIN, CA CSR NO. 7152**

1 WANT TO PREPARE OURSELVES FOR THE FUTURE OF MOBILE  
2 BECAUSE MOST PEOPLE ARE SEEING OUR SITE THROUGH  
3 DESKTOP, BUT YOU HAVE A HIGHER NUMBER THAT ARE  
4 COMING IN THROUGH MOBILE.

5 I DON'T KNOW IF EVERYBODY KNOWS WHAT I  
6 MEAN WHEN I SAY MOBILE. IT'S BASICALLY VIEWING OUR  
7 WEBSITE ON A SMART DEVICE. AND SO RIGHT NOW I THINK  
8 RIGHT NOW OUR MOBILE NUMBER IS AROUND 40 PERCENT.  
9 AND SO WE WANT TO PREPARE FOR THAT NUMBER TO  
10 INCREASE. AND SO WE WANT TO MAKE SURE PEOPLE CAN  
11 ACCESS OUR SITE AND NAVIGATE IT IN A REALLY CLEAR  
12 AND CONSISTENT WAY.

13 SO WE'VE SPENT QUITE A BIT OF TIME IN THE  
14 SECOND STAGE ON THE INFORMATION ARCHITECTURE, MAKING  
15 SURE THAT THERE ARE CLEAR PATHWAYS THAT CAN LEAD  
16 FOLKS TO THE CONTENT THAT THEY'RE LOOKING FOR.

17 WE HAVE A REALLY TOTALLY HIGH RATE FOR OUR  
18 WEBSITE. THAT JUST MEANS FOLKS COMING IN AND NOT  
19 REALLY NAVIGATING THROUGHOUT OUR WEBSITE. THEY GET  
20 FRUSTRATED. THEY CAN'T FIND THE INFORMATION THEY  
21 NEED AND THEY LEAVE RIGHT AWAY. AND SO WITH THIS  
22 NEW WEBSITE, NOT ONLY WILL FOLKS BE ABLE TO COME IN  
23 AND FIND INFORMATION THEY NEED, BUT THERE'S GOING TO  
24 CLEAR CALLS TO ACTION. THERE'S GOING TO BE THINGS  
25 SUCH AS SIGN-UP FOR EMAIL NEWSLETTERS. WE TALKED

**BETH C. DRAIN, CA CSR NO. 7152**

1 ABOUT EMAIL SEGMENTATION EARLIER. HAVING THOSE SORT  
2 OF EMAILS AND NEWSLETTER SIGN-UPS IN VARIOUS PLACES  
3 THAT MAKE SENSE TO WHOMEVER THE AUDIENCE IS.

4 SO THIS IS REALLY GOING TO PROVIDE US WITH  
5 THE CHANNEL OPPORTUNITY TO, AGAIN, COMMUNICATE OUR  
6 MESSAGES AND TO REALLY POSITION OURSELVES IN A MUCH  
7 BETTER WAY.

8 CHAIRWOMAN DURON: SO, KOREN, SORRY I  
9 DIDN'T RAISE MY HAND, BUT IT JUST MADE ME THINK  
10 ABOUT A SOFT LAUNCH, IF YOU WILL. BUT MAYBE SENDING  
11 OUT A NOTE AND A LINK JUST ABOUT BEFORE YOU'RE READY  
12 TO LAUNCH FOR THAT, DOING THAT TESTING, TO HAVE THE  
13 BOARD TAKE A QUICK LOOK. MAYBE YOU GUYS WANT TO  
14 UNVEIL IT IN A SURPRISE, BUT I THINK THAT MAYBE ALL  
15 THE BOARD MIGHT WANT TO SEE IT. THIS IS NOT TO  
16 LEONDRA'S POINT ABOUT MICROMANAGING. IT'S JUST  
17 SOMETIMES YOU SEE SOMETHING FROM AN EXTERNAL POINT  
18 OF VIEW IN WHICH YOU CAN SAY, BY THE WAY, DID YOU  
19 CATCH THIS OR DID YOU SEE THIS OR MAYBE YOU DO IT  
20 THIS WAY BECAUSE I'M LOOKING AT IT THROUGH MOBILE  
21 AND DA, DA, DA. I DON'T KNOW IF YOU WANT THAT KIND  
22 OF INPUT. I THOUGHT IN CASE YOU WANTED TO DO A SOFT  
23 TEST LAUNCH OR SOMETHING LIKE THAT, IF THAT WAS  
24 VIABLE.

25 MS. TEMPLE-PERRY: YEAH. THAT'S

**BETH C. DRAIN, CA CSR NO. 7152**

1 DEFINITELY A CONSIDERATION DURING THIS SORT OF BOARD  
2 STUFF, WHICH IS SORT OF THE END OF WEB DEVELOPMENT.  
3 THE SITE IS ACTUALLY GOING TO BE BUILT AND PUT ON A  
4 STAGING SITE WHICH IS JUST INTERNALLY FOR US TO VIEW  
5 TO DO EVERYTHING THAT YOU JUST MENTIONED, YSABEL.  
6 MAKE SURE THE LINKS ARE WORKING, MAKE SURE PEOPLE  
7 CAN NAVIGATE, MAKE SURE WE CAN SEE THE WEBSITE, AND  
8 IT'S WORKING ON MOBILE. SO THOSE ARE ALL THINGS TO  
9 DEFINITELY CONSIDER. AND THAT WE WILL PROBABLY HAVE  
10 TO BUILD IN THAT TIMELINE, BUT DEFINITELY WE WOULD  
11 WELCOME THE EYES JUST TO MAKE SURE THAT WHAT WE'RE  
12 LAUNCHING BECAUSE IT IS VERY -- THIS IS A MUCH  
13 ANTICIPATED PROJECT. IT'S DONE WELL.

14 CHAIRWOMAN DURON: I DON'T KNOW IF ANY  
15 OTHER MEMBERS OF THE SUBCOMMITTEE CARE TO WEIGH IN  
16 ON THAT AND WHETHER OR NOT THEY FEEL THAT'S  
17 PARTICULARLY IMPORTANT OR THEY'D LOVE TO BE ABLE TO  
18 HAVE AN OPPORTUNITY TO JUST CAST AN EYE AND MAYBE  
19 SEND BACK SOME COMMENTS. IT JUST STRUCK ME THAT  
20 MAYBE THAT WOULD BE HELPFUL TO YOU ALL FOR HAVING  
21 SOMEONE BE A SOFT TESTER.

22 MS. SHARIFY: YSABEL, I JUST WANTED TO  
23 CHIME IN TO SAY THAT THIS PROJECT HAS BEEN  
24 INCREDIBLY COLLABORATIVE. THERE'S BEEN PEOPLE FROM  
25 SEVERAL TEAMS WITHIN CIRM THAT HAVE BEEN INPUTTING

**BETH C. DRAIN, CA CSR NO. 7152**

1 TO THIS AND GOING OVER ANYTHING THAT IS MAYBE  
2 GETTING READY TO LAUNCH. SO JUST WANTED TO LET YOU  
3 KNOW THAT THERE'S BEEN A LOT OF FEEDBACK FROM  
4 DIFFERENT TEAMS AS WELL ON PUTTING THE WEBSITE AND  
5 THE ARCHITECTURE OF THE WEBSITE TOGETHER.

6 CHAIRWOMAN DURON: VERY GOOD. THANKS,  
7 KATIE.

8 MS. MANDAC: LEONDRA.

9 DR. CLARK-HARVEY: YES. I WAS WAITING FOR  
10 MADAM CHAIR TO RECOGNIZE ME.

11 CHAIRWOMAN DURON: I'M VERY SORRY. I'M  
12 NOT SEEING THE HOLLYWOOD STARS.

13 DR. CLARK-HARVEY: THAT'S OKAY. NO. NO.  
14 I DON'T WANT TO BE OUT OF ORDER. YOUR QUESTION WAS  
15 WHAT WAS THE FEEDBACK FROM OTHER COMMITTEE MEMBERS  
16 ABOUT THAT IDEA. AND IT SOUNDS LIKE KATIE HAS  
17 CLARIFIED THAT SOME OF THAT IS GOING ON, BUT I THINK  
18 THAT'S A GREAT WAY TO USE THIS GROUP TO BE THAT KIND  
19 OF LAST SET OF EYES BEFORE IT GOES OUT. SO I WOULD  
20 BE IN SUPPORT OF THAT. I THINK THAT MAKES A LOT OF  
21 SENSE.

22 CHAIRWOMAN DURON: OKAY. AM I MISSING  
23 ANYBODY ELSE? I CAN'T SEE ANY HANDS. SO MAYBE  
24 SCOTT OR MARIA YOU CAN SEE.

25 MR. TOCHER: IT DOESN'T APPEAR SO. I

**BETH C. DRAIN, CA CSR NO. 7152**

1 THINK YOU'RE READY TO PROCEED.

2 CHAIRWOMAN DURON: OKAY. KEEP ON GOING,  
3 KOREN.

4 MS. TEMPLE-PERRY: WE'RE GOING TO HAND IT  
5 OFF TO CHRISTINA.

6 MS. SMITH: HELLO AND GOOD MORNING. SO  
7 JUST SOME HIGH LEVEL KEY METRICS FROM THE BEGINNING  
8 OF FISCAL YEAR TO FEBRUARY OF THIS YEAR. WE SAW A  
9 5-PERCENT INCREASE IN OUR OVERALL SOCIAL MEDIA FOR  
10 FELLOWSHIP ACROSS ALL PLATFORMS. WE'RE ALSO SEEING  
11 CONSISTENTLY OUR CONTENT PERFORMING ABOVE AVERAGE  
12 WITH THE ENGAGEMENT AND RETREATS ACROSS ALL  
13 PLATFORMS, MOST NOTABLY, THOUGH, WITH FACEBOOK,  
14 INSTAGRAM, AND LINKEDIN COMPARED TO GOVERNMENT  
15 INDUSTRY OUTREACH. SO THE INDUSTRY AVERAGE WAS  
16 LISTED THERE IS GOVERNMENT INDUSTRY AVERAGE. AND  
17 QUESTIONS? NEXT SLIDE.

18 AND THE REASON WHY WE'RE SEEING THAT IS  
19 BECAUSE -- HERE'S SOME EXAMPLES OF THE DIFFERENT  
20 TYPES OF CONTENT WE'RE PUTTING UP AND TESTING,  
21 IMPLEMENTING IN OUR SOCIAL MEDIA STRATEGY TO CAPTURE  
22 AND AMPLIFY OUR REACH TO A BROADER AUDIENCE. SOME  
23 OF THAT CONTENT IS STAFF-FOCUSED CONTENT TO SHOWCASE  
24 OUR ORGANIZATION'S CULTURE AND TO TELL OUR STORY,  
25 THE CIRM STORY, CONTENT THAT SHOWS CIRM EMPLOYEES



**BETH C. DRAIN, CA CSR NO. 7152**

1     ENGAGING WITH THE COMMUNITY. SO THE BOTTOM LEFT,  
2     YOU SEE A COUPLE OF STAFF AT AN EVENT. WE'RE ALSO  
3     LEVERAGING OUR RELATIONSHIPS WITH CIRM-FUNDED  
4     INSTITUTIONS WHERE WE SHARE ARTICLES AND PRESS  
5     RELEASES AND MAKING SURE THAT WE TAG EACH OTHER SO  
6     THAT WAY WE'RE LEVERAGING EACH OTHER'S AUDIENCES TO  
7     AMPLIFY MESSAGING AND NEWS.

8             AND WE'RE ALSO USING THE USE OF INSTAGRAM  
9     STORIES AND REELS, VIDEO TO DIVERSIFY OUR CONTENT TO  
10    IMPROVE OUR STORYTELLING. SO THAT EYE ON THE RIGHT  
11    SIDE, THAT'S ACTUALLY A VIDEO. IT ZOOMS INTO THE  
12    EYE AND YOU'RE SEEING NEURONS, AND IT MAKES IT MORE  
13    ENGAGING AND JUST OVERALL MORE EXCITING. NEXT  
14    SLIDE.

15            AND THEN SOMETHING THAT WE WORKED ON WAS A  
16    WORLDS AIDS DAY AND HIV AWARENESS MONTH. IT WAS A  
17    CAMPAIGN. IT WAS A MULTIPLE-CHANNEL CAMPAIGN THAT  
18    FIRST STARTED AT THE HIV PLUS AGING RESEARCH PROJECT  
19    AND OUR HIV WORLD AIDS DAY EVENT IN PALM SPRINGS  
20    WHERE AROUND 150 PEOPLE ATTENDED FROM PATIENT  
21    ADVOCACY GROUPS, CBO'S, AND AWARDEES.

22            WE THEN LAUNCHED -- AFTER THAT EVENT, WE  
23    LAUNCHED A DIGITAL CAMPAIGN INVOLVING EMAIL, SOCIAL  
24    MEDIA, A BLOG SHARING INFORMATION ABOUT HIV/AIDS AND  
25    CIRM-FUNDED STEM CELL AND GENE THERAPY TREATMENTS

**BETH C. DRAIN, CA CSR NO. 7152**

1 FOR HIV AND AIDS RANGING FROM DIFFERENT THINGS THAT  
2 WE'RE FUNDING LIKE DISCOVERY RESEARCH TO CLINICAL  
3 TRIALS. ANY QUESTIONS?

4 MS. TEMPLE-PERRY: SO IN ADDITION TO ALL  
5 THESE WONDERFUL THINGS THAT OUR TEAM SHARED, WE HAVE  
6 ALSO BEEN ADVANCING OUR MEDIA RELATIONS EFFORTS.  
7 RECENTLY WE HAD A PROMINENT FEATURE IN *WIRED*, WHICH  
8 REACHES ABOUT 20 MILLION VISITORS PER MONTH. NOT  
9 ONLY WERE WE MENTIONED IN THE ARTICLE, BUT WE HAD A  
10 QUOTE FROM OUR SENIOR LEADERSHIP TEAM HERE FROM CIRM  
11 FEATURED. WE ALSO HAD A NICE FEATURE IN *PRECISION*  
12 *MEDICINE ONLINE* AS WELL AS WE WERE HIGHLIGHTED  
13 THROUGH A QUOTE IN THE ARTICLE.

14 AND A LOT OF THESE MEDIA OPPORTUNITIES  
15 PRESENTED THEMSELVES THROUGH THAT COMMUNICATION  
16 NETWORK THAT WE TALKED ABOUT HOW WE'VE BEEN REACHING  
17 OUT AND MAKING SURE THAT WE UNDERSTAND WHO THE  
18 COMMUNICATIONS FOLKS ARE AT VARIOUS ORGANIZATIONS,  
19 HOW TO WORK WITH THEM. AND SO THROUGH THAT  
20 RELATIONSHIP BUILDING, ONCE THESE OPPORTUNITIES  
21 PRESENTED THEMSELVES, WE REALLY JUMPED ON IT TO MAKE  
22 SURE THAT WE WERE REPRESENTED IN THIS MEDIA EFFORT.  
23 THIS IS REALLY GOING TO HELP TO BOOST A LOT OF OUR  
24 EFFORTS MOVING FORWARD.

25 I LOVE THE IDEA, YSABEL AND LARRY, THAT

**BETH C. DRAIN, CA CSR NO. 7152**

1 YOU SHARED ON OP-EDS. WE'VE ACTUALLY BEEN  
2 DISCUSSING THIS AND EXPLORING THIS IN OUR SICKLE  
3 CELL DISEASE CAMPAIGN, WHICH WE'LL TALK ABOUT IN A  
4 LITTLE BIT. AND SO I WANTED JUST TO PROVIDE A HIGH  
5 LEVEL OVERVIEW IN TERMS OF SORT OF THE NEXT STEPS  
6 WHEN IT COMES TO OUR MEDIA RELATIONS EFFORT.

7 SO OBVIOUSLY THE WEBSITE IS A BIG PROJECT.  
8 AND ONCE WE GET THROUGH A LOT OF THE BRANDING  
9 UPDATES, I JUST WANT TO EMPHASIZE HOW MUCH OF A  
10 BETTER POSITION CIRM WILL BE TO REALLY TAKE ON MORE  
11 PROACTIVE MEDIA STRATEGIES TO BE ABLE TO TELL OUR  
12 STORIES, TO SHOWCASE OUR STORIES. THIS IS PART OF  
13 WHAT I CALL OWN MEDIA. THE MORE THAT WE'RE ABLE TO  
14 HIGHLIGHT OUR OWN WORK, THE MORE THAT PEOPLE ARE  
15 GOING TO BE INTERESTED IN WHAT WE'RE DOING. AND SO  
16 WE'RE ALREADY SETTING THAT STAGE, WHICH IS EXTREMELY  
17 IMPORTANT.

18 AND I WANT TO JUST EMPHASIZE MOVING  
19 FORWARD, ESPECIALLY IN THE UPCOMING FISCAL YEAR,  
20 WE'RE REALLY TRYING TO BUILD ON A LOT OF THOSE  
21 EFFORTS. SO WE ARE PLANNING TO LAUNCH AN ONLINE  
22 NEWSROOM WITH OUR NEW WEBSITE. WE ARE PLANNING TO  
23 MAKE INVESTMENTS IN PR NEWSWIRE, WHICH IS SORT OF A  
24 DISTRIBUTION SERVICE WHICH WE CURRENTLY DON'T HAVE.  
25 THIS IS REALLY, REALLY IMPORTANT BECAUSE A LOT OF

**BETH C. DRAIN, CA CSR NO. 7152**

1 PUBLICATIONS DO PICK UP PRESS RELEASES IN THAT WAY.

2 WE'RE GOING TO CONTINUE TO WORK WITH OUR  
3 NETWORK BECAUSE THAT RELATIONSHIP BUILDING IS REALLY  
4 CRUCIAL, BUT IT YIELDS A LOT OF GOOD RESULTS AND  
5 HELPS TO BOOST OUR MEDIA RELATIONS EFFORTS.

6 AND IN THE UPCOMING FISCAL YEAR, WE'RE  
7 LOOKING TO INVEST IN PUBLIC RELATIONS SUPPORT.

8 SO THE ONE OTHER THING I REALLY WANT TO  
9 HIGHLIGHT THAT OUR TEAM HAS BEEN WORKING ON IS A  
10 DRAFT SOCIAL MEDIA PR TOOLKIT. THIS WAS A KEY  
11 STRATEGY THAT WE HIGHLIGHTED IN OUR COMMUNICATIONS  
12 PLAN. AND REALLY IT'S A WAY FOR GRANTEES TO  
13 ACKNOWLEDGE CIRM IN THEIR MEDIA CHANNELS. SO HAVING  
14 A KIT THAT OUTLINES WHAT THE EXPECTATIONS ARE: HOW  
15 YOU CONTACT OUR COMMUNICATIONS TEAM. WHAT LANGUAGE  
16 DO YOU NEED TO HAVE IN THERE? WHAT ARE OUR LOGOS  
17 AND WHERE CAN WE ACCESS THEM? WHAT ARE OUR HASHTAGS  
18 AND OUR SOCIAL MEDIA CHANNELS? MAKING SURE THAT WE  
19 HAVE DEVELOPED A PROCESS AND ESTABLISHED AND  
20 COMMUNICATED THOSE EXPECTATIONS IS REALLY GOING TO  
21 BE CRUCIAL.

22 ONCE WE FIRM THAT UP, WE'RE GOING TO WORK  
23 WITH A LOT OF OUR SCIENCE OFFICERS AND INTERNAL  
24 TEAMS TO DISTRIBUTE THAT TO MAKE SURE THAT THERE IS  
25 THAT UNDERSTANDING. SO OBVIOUSLY WE'RE GOING TO

**BETH C. DRAIN, CA CSR NO. 7152**

1 CONTINUE TO DO THE RELATIONSHIP BUILDING, BUT  
2 CLEANING UP OUR PROCESSES AND MAKING SURE THAT WE  
3 SET CLEAR EXPECTATIONS IN TERMS OF GIVING CREDIT TO  
4 CIRM IN THE WAY THAT WE REALLY DESERVE, I THINK, IS  
5 REALLY GOING TO BE CRUCIAL.

6 DR. THOMAS: JUST PICK UP ON THAT. SO  
7 THIS HAS BEEN A FRUSTRATING THEME FOR YEARS,  
8 GRANTEES DOING PRESS RELEASES NOT REFERENCING CIRM'S  
9 ROLE IN FUNDING WHATEVER IT IS THEY'RE TALKING  
10 ABOUT. AND WE'RE SORT OF GETTING INCREASINGLY FED  
11 UP WITH THAT PHENOMENON. SO WE'RE TALKING ABOUT  
12 INTERNALLY HOW WE MIGHT WORK IN MORE OF A  
13 REQUIREMENT TO DO THAT INTO THE WHOLE GRANTMAKING  
14 PROCESS BECAUSE WE HAVE SO MUCH THAT'S OUR THERE  
15 THAT GOES UNMENTIONED. AND EVEN WHEN THERE'S  
16 NEGOTIATED LANGUAGE IN PRESS RELEASES WITH WHOMEVER,  
17 FOR SOME REASON IT GETS LEFT OUT ON THE CUTTING ROOM  
18 FLOOR BY THE TIME A PRESS RELEASE OR ARTICLE OR  
19 WHATEVER IS WRITTEN.

20 SO WE'RE BUSILY FIGURING OUT STRATEGIES TO  
21 BE A LOT TOUGHER ON THAT TO ENSURE THAT THE PROPER  
22 RECOGNITION IS PLACED OUT THERE.

23 MS. TEMPLE-PERRY: AND I WOULD ALSO LIKE  
24 TO MENTION, AGAIN GOING BACK TO THE IDEA OF OP-EDS,  
25 I'M KIND OF JUMPING AHEAD, BUT I THINK IT'S REALLY

**BETH C. DRAIN, CA CSR NO. 7152**

1     EXCITING, WITH OUR SICKLE CELL DISEASE CAMPAIGN IS  
2     WE HAVE BEEN LOOKING, AGAIN, FOR OPPORTUNITIES FOR  
3     PLACING THOSE TYPES OF OP-EDS IN VARIOUS  
4     PUBLICATIONS.

5             ONE THING THAT WE'VE NOTICED IS IT'S A  
6     LITTLE CHALLENGING FOR OP-EDS TO BE PLACED FROM SORT  
7     OF A LARGER ORGANIZATION. THERE'S A LOT OF INTEREST  
8     AND EVEN POTENTIALLY PARTNERING WITH, SAY,  
9     NON-PROFITS AND TO CO-AUTHOR OP-EDS WITH THEM SINCE  
10    THEY HAVE USUALLY A LITTLE BIT OF AN EASIER TIME TO  
11    GET THOSE OP-EDS PLACED. SO WE'RE ACTIVELY LOOKING  
12    AT ALL OF OUR DIFFERENT OPTIONS TO MAKING SURE THAT  
13    WE CAN GET OUT THERE.

14            MS. MANDAC: MARIA HAS HER HAND RAISED.

15            VICE CHAIR BONNEVILLE: YEAH. TWO THINGS.  
16    THANK YOU. THANK YOU FOR THAT.

17            IN THE PAST WE HAVE HAD A LOT OF SUCCESS  
18    WITH OP-EDS BEING OFFERED BY PATIENT ADVOCATES AND  
19    OTHER MEMBERS THAT WE WORK WITH VERSUS SOMETHING  
20    THAT COMES OUT OF CIRM DIRECTLY. SO I AGREE THAT  
21    THAT STRATEGY IS THE WAY TO GO AND HAS BEEN THE MOST  
22    SUCCESSFUL FOR US IN THE PAST.

23            AND I JUST WANTED TO MAKE A NOTE ABOUT NOT  
24    INCLUDING IN THINGS, THE RESEARCHERS NOT ATTRIBUTING  
25    THEIR FUNDING TO CIRM. THERE IS LANGUAGE RIGHT NOW

**BETH C. DRAIN, CA CSR NO. 7152**

1 IN OUR NOA'S ABOUT INCLUDING US. MY UNDERSTANDING  
2 IS THE LANGUAGE ISN'T ALWAYS UNIFORM, THINGS LIKE  
3 THAT. SO I APPRECIATE THE EFFORTS TO CLEAN ALL OF  
4 THAT UP AND MAKE SURE THAT IT'S THERE. SO I JUST  
5 WANT TO MAKE SURE EVERYBODY UNDERSTANDS IT'S THERE.  
6 SO PERHAPS WORDING IT MORE STRONGLY OR CHANGING IT  
7 WILL HELP. I DON'T KNOW THAT THAT'S EXACTLY GOING  
8 TO SOLVE THE PROBLEM.

9 SO WHEN WE'VE HAD A CHANCE TO SORT OF  
10 UNDERSTAND HOW TO REMEDY THAT, I THINK IT WOULD BE  
11 WONDERFUL TO COME BACK TO THE GROUP AND LET US KNOW  
12 WHAT THAT IS. BUT IT IS A PROBLEM THAT HAS PLAGUED  
13 CIRM FROM THE BEGINNING. AND IT'S NOT ALWAYS JUST  
14 THAT THEY DON'T INCLUDE US IN THEIR PRESS RELEASE.  
15 SOMETIMES THEY DO, AND THE MEDIA TAKES IT OUT OR THE  
16 REPORTER DOESN'T THINK IT'S IMPORTANT, AND THERE'S A  
17 LOT LESS CONTROL WE HAVE ABOUT THAT THAN MAKING SURE  
18 IT'S INCLUDED IN THE FIRST PLACE. SO I JUST WANT TO  
19 MAKE SURE EVERYBODY UNDERSTANDS SORT OF, YES,  
20 INCLUDING IT IS IMPORTANT. WHETHER OR NOT A MEDIA  
21 OUTLET ACTUALLY CONTAINS IT IS A DIFFERENT PROBLEM.

22 CHAIRWOMAN DURON: YSABEL HERE SORT OF IN  
23 RESPONSE. I ABSOLUTELY UNDERSTAND THAT. MEDIA ALSO  
24 WORKS ON WORDS, AND SOMETIMES THEY CUT WHAT THEY  
25 THINK IS IN THEIR MINDS THE LEAST IMPORTANT IN DOING

**BETH C. DRAIN, CA CSR NO. 7152**

1 A STORY. SO THAT'S ALWAYS A CHALLENGE.

2 BUT I WANTED TO PLAY THE DEVIL'S ADVOCATE  
3 AND GO BACK TO THE FORMER COMMENT. AND THAT IS THAT  
4 WHILE YOUR COMMUNITY PARTNERS, THAT IS, LARGE  
5 ORGANIZATIONS, NON-PROFITS, MAY HAVE THE ABILITY TO  
6 HELP WITH THAT OP-ED AND GET IT PLACED, BUT THOSE  
7 ARE NORMALLY LARGER ORGANIZATIONS WHO HAVE A DEEPER  
8 STAFF THAN SOME. AS SMALL ORGANIZATIONS WHERE, IN  
9 FACT, I THINK INCREDIBLY UNDERREPRESENTED EVEN HERE,  
10 THEY DON'T HAVE THAT LUXURY OF WHIPPING UP OP-EDS  
11 AND THEN HAVING A LIST OF REPORTERS AND PRESS  
12 ORGANIZATIONS THAT ARE GOING TO IMMEDIATELY TAKE UP  
13 THEIR OP-EDS OR THEIR STORIES, ET CETERA.

14 IT IS REALLY CRITICAL THAT WE BE AWARE.  
15 IT IS ALMOST PART OF THE -- KOREN, SORRY. IT'S  
16 ALMOST A PART OF BUILDING THAT MEDIA RELATION AND  
17 THAT RELATIONSHIP WITH PUBLIC AND THESE NON-PROFIT  
18 AGENCIES AND THESE SMALL CBO'S WHOSE STORIES YOU  
19 WANT TO GET OUT THAT YOU CAN ALMOST -- YOU ALMOST  
20 HAVE TO HELP AND WRITE THAT OP-ED AND THEN GET THEIR  
21 RESPONSE AND THEIR FEEDBACK IN A QUOTE AND THEN PUT  
22 IT OUT THERE IN PARTNERSHIP. AND THAT WOULD HELP  
23 BUILD THEIR EXPOSURE, AND YET THEY WOULD BE  
24 COOPERATIVE WITH YOU IN GETTING SOMETHING DONE. BUT  
25 THEY JUST DON'T -- MOST COMMUNITY-BASED



**BETH C. DRAIN, CA CSR NO. 7152**

1 ORGANIZATIONS DON'T HAVE DEEP MEDIA TEAMS AND A LOT  
2 OF TIME TO DO OP-EDS. SO HOWEVER YOU CAN BUILD THAT  
3 RELATIONSHIP AND BRING THEM IN NONETHELESS WOULD BE  
4 VERY GOOD FOR THEM.

5 MS. TEMPLE-PERRY: AND I COMPLETELY AGREE,  
6 YSABEL. AND THE CONVERSATION FOR US, WE OBVIOUSLY  
7 WANT TO PRESENT A MUCH MORE ROBUST MEDIA RELATION  
8 STRATEGY. BUT TO GIVE YOU A PREVIEW OF WHAT WE'RE  
9 THINKING, NOT ONLY WITH THE OP-EDS AND WORKING WITH  
10 OUR PARTNERS, BUT WE'RE REALLY GOING TO TAKE MORE OF  
11 AN APPROACH OF LOOKING AT OBVIOUSLY WHAT WE'RE DOING  
12 NOW, WHICH IS REALLY EMPHASIZING OUR OWN MEDIA  
13 ACROSS OUR OWN CHANNELS, BUT THEN ALSO LOOKING AT  
14 EARNED MEDIA. SO NOT JUST THROUGH TRADITIONAL  
15 PUBLICATIONS, BUT, FOR EXAMPLE, IF WE'RE TRYING TO  
16 REACH THE COMMUNITY, LOOKING AT NEWSLETTERS AND  
17 WHERE THEY CONSUME MEDIA AND MAKING SURE THAT WE,  
18 CIRM, ARE GETTING IN SOME OF THOSE COMMUNICATIONS.

19 AND SO IT'S LOOKING AT SORT OF THE WHOLE  
20 LANDSCAPE. ARE THERE NEWSLETTERS THAT SPECIFIC  
21 COMMUNITIES READ? THEN WE SHOULD PROBABLY BE IN  
22 THERE. SO IT'S REALLY LOOKING AT SORT OF THE WHOLE  
23 EARNED MEDIA LANDSCAPE. AND THAT'S REALLY GOING TO  
24 BE A KEY THAT WE'RE GOING -- I'M PREVIEWING THAT  
25 RIGHT NOW. BUT AS WE START TO THINK THROUGH A MUCH

**BETH C. DRAIN, CA CSR NO. 7152**

1 MORE ROBUST MEDIA RELATIONS PLAN, THAT'S GOING TO BE  
2 A KEY DRIVER TO THAT.

3 CHAIRWOMAN DURON: AND I'M SURE YOU  
4 UNDERSTAND THAT THE VERY FIRST PIECE OF DATA THAT  
5 MIGHT MAKE THAT PARTICULAR SMALL NEWSPAPER OR SOCIAL  
6 MEDIA GROUP, SPECIAL INTEREST GROUP, IF YOU WILL,  
7 INTERESTED IS WHEN YOU POINT OUT THE IMPACT OF THESE  
8 ISSUES IN THEIR OWN COMMUNITIES AND THAT'S WHY THEY  
9 NEED TO KNOW ABOUT IT.

10 MS. TEMPLE-PERRY: YES, EXACTLY.

11 CHAIRWOMAN DURON: BECAUSE I DON'T SEE  
12 ENOUGH OF THAT. WE'RE VERY GENERIC IN SOME WAYS ON  
13 THE STATEMENTS THAT ARE MADE. TO ME THE VERY FIRST  
14 SENTENCE IS THIS IS IMPACTING THIS COMMUNITY THIS  
15 WAY, AND THEN YOU BRING UP THE GENERAL FACTS. BUT  
16 WHEN THEY SEE THEMSELVES REFLECTED IN THESE STORIES,  
17 THEN THEY -- FIRST OF ALL, YOU'RE SEEING THE  
18 INCLUSION, SECOND OF ALL, AN AWARENESS OF THE  
19 PROBLEM, AND YOU MIGHT BE RAISING THE AWARENESS WITH  
20 THEM AS WELL. AND SO IT'S REALLY CRITICAL TO MAKE  
21 SURE THAT THE SPANISH LANGUAGE AND INCREASING  
22 NUMBERS OF ASIAN AND ARAB LANGUAGE SOCIAL MEDIA AND  
23 EVEN LITTLE TV CABLE NEWS PLACES -- I'M AMAZED HOW  
24 MANY THERE ARE -- WHO MIGHT BE VERY INTERESTED IN  
25 THIS SORT OF THING IF YOU COUCH IT IN THIS IS

**BETH C. DRAIN, CA CSR NO. 7152**

1 IMPACTING YOUR COMMUNITY THIS WAY.

2 MS. TEMPLE-PERRY: THANK YOU.

3 MS. MANDAC: PAT HAS HIS HAND RAISED.

4 DR. LEVITT: ME?

5 CHAIRWOMAN DURON: YES, PAT. GO AHEAD.

6 DR. LEVITT: OKAY. I DIDN'T HEAR. IT  
7 SOUNDED LIKE AN ECHO.

8 FOR THE PRESS RELEASES, I DON'T KNOW HOW  
9 MANY THERE ARE IN A DAY, A WEEK, A MONTH, OR A YEAR.  
10 BUT THE ONE THING THAT YOU COULD DO IS TO REQUIRE  
11 THOSE WHO ARE FUNDED TO CONTACT YOUR OFFICE WHEN  
12 THERE'S GOING TO BE A PRESS RELEASE. AND THEN YOU  
13 WILL THEN REQUIRE A DRAFT TO MAKE SURE THAT IT'S IN  
14 THERE.

15 THE CHALLENGE THAT I THINK MARIA MENTIONED  
16 IS THAT -- IT'S HAPPENED TO ME A LOT. I MENTION IN  
17 GOOD FAITH THAT I'M FUNDED BY X OR Y AND THEN THE  
18 REPORTER OR WHOEVER IT IS CUTS IT OUT BECAUSE  
19 CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE IS  
20 FIVE WORDS. IT'S FIVE WORDS, AND THEY HAVE 120.  
21 AND SO THAT'S A CHALLENGE, BUT YOU COULD MAKE IT A  
22 REQUIREMENT THAT THE INVESTIGATOR -- HERE WHERE I AM  
23 AND A LOT OF INSTITUTIONS, I'M REQUIRED TO TELL OUR  
24 MARKETING COMMUNICATIONS GROUP THAT I WAS CONTACTED  
25 BY A REPORTER. THERE'S GOING TO BE A STORY. AND IF

**BETH C. DRAIN, CA CSR NO. 7152**

1 IT'S NOT LIKE EVERY DAY THERE'S A PRESS RELEASE  
2 ABOUT SOMETHING THAT CIRM HAS FUNDED, THEN IT MAY  
3 NOT BE TOO OVERWHELMING.

4 THERE'S JUST ONE OTHER THING I WANTED TO  
5 SAY IS THAT OP-EDS -- I MEAN THE NUMBER OF PEOPLE  
6 WHO ARE READING STANDARD OP-EDS AND STANDARD NEWS  
7 STORIES FROM NEWSPAPERS, ET CETERA, IS DIMINISHING.  
8 AND SO I'M NOT SUGGESTING THAT YOU DON'T TRY TO DO  
9 THAT, BUT I THINK WITH THE LIMITED AMOUNT OF TIME,  
10 THE RETURN ON INVESTMENT OF TIME FOR THINGS THAT WE  
11 ALL KNOW AND MAYBE ARE QUITE SAD ABOUT, LIKE I AM, I  
12 STILL READ THE OP-EDS, BUT I'M SURROUNDED BY PEOPLE  
13 WHO DON'T EVEN KNOW WHAT AN OP-ED IS. WHAT ARE YOU  
14 TALKING ABOUT? THEY GET THEIR NEWS IN OTHER WAYS.

15 AND SO THE ONE AUDIENCE THAT I THINK IS  
16 MISSING. I THINK YOUR IN BRIEFS ARE REALLY -- GOING  
17 BACK TO YOUR IN BRIEFS, I WON'T TAKE MUCH TIME, IT'S  
18 A REALLY GREAT IDEA. THEY'RE SHORT. THERE IS A  
19 NEED FOR USING GRAPHICS OR CARTOONS BECAUSE IT TURNS  
20 OUT NOW THAT RESEARCHERS -- WE'RE SUBMITTING GRANTS  
21 TO NIH WHERE WE HAVE LOTS OF CARTOONS IN IT BECAUSE  
22 THE ATTENTION SPAN OF STUDY SECTION REVIEWERS HAS  
23 GOTTEN SHORTER. I'M NOT KIDDING, RIGHT. EVERY  
24 JOURNAL HAS A CARTOON ABSTRACT, RIGHT, AND SO THAT'S  
25 SOMETHING TO THINK ABOUT.

**BETH C. DRAIN, CA CSR NO. 7152**

1           BUT MY FEELING IS THAT EVERY LEGISLATOR  
2           AND THEIR AIDES SHOULD GET EVERY IN BRIEF. ANY TIME  
3           THERE'S AN IN BRIEF GENERATED, THEY SHOULD GET IT  
4           BECAUSE WE JUST DON'T HAVE A PUBLIC REACH AND SO  
5           YOUR JOB IS VERY DIFFICULT. IT'S HARD TO REACH THE  
6           PUBLIC. AND THERE'S SOME TWEAKING AND STUFF YOU  
7           COULD DO; BUT IF WE DON'T GET IT TO THOSE PEOPLE WHO  
8           THEN GO OUT IN THE COMMUNITY AND TALK ABOUT HOW THEY  
9           SUPPORTED THIS AGENCY THAT'S MAKING A HUGE  
10          DIFFERENCE IN TERMS OF THE PEOPLE OF CALIFORNIA,  
11          THEY ARE OUR MESSENGERS. THERE'S ONLY SO MANY OF US  
12          WHO CAN GO OUT AND GIVE A PUBLIC TALK. BUT IF WE  
13          DON'T IMPRESS LEGISLATORS, IN MY OPINION, IT'S AN  
14          UNTAPPED SOURCE FOR GETTING THE WORD OUT. AND THE  
15          IN BRIEFS ARE PERFECT FOR THEM BECAUSE THEY TOO HAVE  
16          A SHORT ATTENTION SPAN.

17                 SO THAT'S JUST ONE SUGGESTION IN TERMS OF  
18          THINKING ABOUT HOW TO GET THIS OUT AND TO MAKE THE  
19          MULTIPLE CONNECTIONS THAT YOU'RE MAKING. THAT'S IT.

20                 CHAIRWOMAN DURON: AND TO THAT POINT, PAT,  
21          IF A LEGISLATOR HAS A FEW TALKING POINTS WHEN HE  
22          REMINDS FOLKS, HEY, YOU GUYS, YOU THE PUBLIC, THE  
23          TAXPAYER MADE THIS POSSIBLE, AND HERE'S WHAT'S  
24          HAPPENING WITH THAT MONEY AND I SUPPORTED IT, SO IT  
25          HAS A CIRCULAR EFFECT AND REALLY REMINDS THE PUBLIC

**BETH C. DRAIN, CA CSR NO. 7152**

1 WE KNOW YOU PAID FOR IT, THANK YOU. LOOK AT HERE'S  
2 WHAT'S HAPPENING, AND I WAS GLAD TO SUPPORT IT.

3 DR. LEVITT: THEY REACH MANY MORE PEOPLE  
4 THAN WE'RE EVER GOING TO. IF YOU HAVE EVERY  
5 LEGISLATOR, THEY'RE BASICALLY DISTRIBUTED ACROSS THE  
6 STATE OF CALIFORNIA, AND THEY HOLD TOWNHALLS, THEY  
7 DO ALL SORTS OF THINGS.

8 CHAIRWOMAN DURON: AND THEY ALSO HAVE  
9 THEIR OWN LITTLE NEWSLETTERS.

10 DR. LEVITT: RIGHT. AND SOMETHING  
11 POSITIVE THAT'S GOING TO AFFECT SOMEBODY IN THEIR  
12 COMMUNITY, EVERY COMMUNITY HAS INDIVIDUALS WHO HAVE  
13 A DISEASE THAT CIRM IS TRYING TO TACKLE, EVERY  
14 COMMUNITY, EVERY LEGISLATIVE DOMAIN. SO I AGREE  
15 WITH YOU. AND IT'S NOT ANY MORE WORK EXCEPT FOR  
16 FIGURING OUT WHO TO SEND IT TO. AND USUALLY IN LIKE  
17 THE STUFF THAT I'VE DONE POLICYWISE, I TRY TO FIND  
18 OUT WHO THE LEGISLATIVE AIDES ARE BECAUSE THEY'LL  
19 ACTUALLY READ IT. BUT EVEN IF IT'S A PAGE, IT'S THE  
20 LEGISLATOR THAT SELLS ME.

21 CHAIRMAN IMBASCIANI: YSABEL?

22 CHAIRWOMAN DURON: YEAH.

23 CHAIRMAN IMBASCIANI: CAN I INTERJECT AT  
24 THIS POINT?

25 CHAIRWOMAN DURON: SURE.

**BETH C. DRAIN, CA CSR NO. 7152**

1                   CHAIRMAN IMBASCIANI: SO I REALLY  
2                   APOLOGIZE FOR NOT HAVING SENT WHAT I'M ABOUT TO TALK  
3                   ABOUT TO YOU, YSABEL, AND TO PAT AND OTHERS ON THIS  
4                   PHONE CALL. I'VE WORKED WITH J.T. JUST IN THE LAST  
5                   24 HOURS, YESTERDAY, ON A TEMPLATE OF A LETTER THAT  
6                   I AND MARIA BONNEVILLE ARE GOING TO SIGN AND SEND TO  
7                   EVERY ASSEMBLYMEMBER AND SENATOR IN WHOSE DISTRICT  
8                   SOME SCIENTIST HAS WON A GRANT. I'LL SHOW YOU THAT  
9                   LETTER. I'LL SEND YOU THE TEMPLATE. I'D ASK YOU  
10                  PLEASE DON'T SEND IT OUT UNTIL WE BUFF IT UP A  
11                  LITTLE BIT MORE.

12                  BUT IT GOES ON TO SAY THAT DR. SO-AND-SO  
13                  AT CITY OF WHATEVER OR UNIVERSITY OF WHATEVER HAS  
14                  JUST BEEN AWARDED A GRANT BY CIRM FOR \$8 MILLION TO  
15                  STUDY, FOR EXAMPLE, METASTATIC OVARIAN CANCER OR THE  
16                  EFFECT ON THE IMMUNE SYSTEM ON WHATEVER. AND IT  
17                  GOES ON FOR THREE OR FOUR MORE PARAGRAPHS PRECISELY  
18                  ADDRESSING ALL THE THINGS THAT PAT JUST MENTIONED,  
19                  THAT THESE PEOPLE HAVE A LARGE VOICE, THAT THEY ARE  
20                  VERY LIKELY TO TURN AROUND AND WRITE A LETTER TO  
21                  THIS UNIVERSITY PROFESSOR THEMSELVES AND TO  
22                  REFERENCE HOW OUR TAX DOLLARS ARE BEING PUT TO WORK.

23                  SO I'M HOPING THAT THIS WILL BE A PILLAR  
24                  IN OUR ARMAMENTARIUM, AND I INTEND TO DO THAT FOR  
25                  EVERY SINGLE GRANT. I'VE ALREADY GOT 12 SETS OF

**BETH C. DRAIN, CA CSR NO. 7152**

1 THESE DOCUMENTS ON MY DESK.

2 VICE CHAIR BONNEVILLE: I WANT TO MENTION  
3 QUICKLY THAT WE'VE DONE THAT. ART USED TO DO THIS  
4 FOR THE ORGANIZATION AND MADE SURE THAT THE  
5 LEGISLATURE WAS KEPT UP TO DATE ON WHERE WE WERE  
6 FUNDING AND HOW WE WERE FUNDING. AND IT LAPSED FOR  
7 ABOUT A YEAR. SO IT'S GOOD THAT WE'VE WORKED TO GET  
8 THAT GOING AGAIN.

9 CHAIRWOMAN DURON: AND THAT'S EXCELLENT  
10 AND I APPRECIATE THAT. AND I'M HOPING, KOREN, WE'RE  
11 NOT EATING INTO YOUR TIME. AND MAYBE SCOTT OR YOU  
12 CAN GIVE US A TIME ABOUT WHAT YOU HAVE LEFT.

13 BUT TO YOUR POINT, VITO, I THINK WHAT I  
14 WOULD LEAD THAT WITH IS DEAR SENATOR, DO YOU KNOW  
15 THAT 300 WOMEN IN YOUR DISTRICT MAY BE FACING AN  
16 OVARIAN CANCER DIAGNOSIS THIS YEAR? WE'RE PLEASED  
17 TO TELL YOU THAT CIRM OR SOME SCIENTIST IN YOUR  
18 DISTRICT IS RECEIVING THIS BECAUSE THEY'RE LOOKING  
19 AT THE TOPIC WITH DA, DA, DA. AND I KNOW IT TAKES  
20 MORE TIME BECAUSE I'VE BEEN WRITING SOME OF THESE  
21 LETTERS MYSELF, BUT I LIKE TO PERSONALIZE THEM WITH  
22 SOMETHING THAT MAKES THAT PARTICULAR REPRESENTATIVE  
23 KNOW THAT YOU KNOW THEIR DISTRICT.

24 SO I THINK IT TAKES YOU TWO MORE MINUTES  
25 PERHAPS TO LOOK UP SOME CALIFORNIA REGISTRY DATA,



**BETH C. DRAIN, CA CSR NO. 7152**

1 AND DEPENDS ON THE ISSUE. SO YOU CAN LOOK IT UP.  
2 GOOGLE DOES HELP A LOT. A SHORT TALK TO SAY THIS IS  
3 HAPPENING IN YOUR DISTRICT OR THIS IS HAPPENING IN  
4 CALIFORNIA AND IT IMPACTS YOUR DISTRICT, AND WE WANT  
5 YOU TO KNOW WHAT WE'RE TRYING TO DO ABOUT IT. DOES  
6 THAT HELP?

7 CHAIRMAN IMBASCIANI: IT'S A WONDERFUL  
8 IDEA. THANK YOU.

9 CHAIRWOMAN DURON: YOU'RE WELCOME. THAT'S  
10 THE OLD JOURNALIST COMING OUT IN ME. I'M -- WHAT'S  
11 THE WORD FOR IT? SORRY. I'M MIRRORING KEVIN.  
12 KEVIN IS COMING OUT IN ME. ALL RIGHT. SO BACK TO  
13 YOU, KOREN, IF NOBODY ELSE HAS THEIR HAND UP?

14 MR. CORTEZ: SO THANK YOU, EVERYONE, FOR  
15 THOSE SUGGESTIONS AND THAT CONVERSATION. AND  
16 CLEARLY AS YOU CAN SEE, THERE'S BEEN A LOT OF WORK  
17 THAT'S BEEN DONE. BUT I DID WANT TO HIGHLIGHT SOME  
18 OF THE PROGRESS ON COMMUNICATION GOALS THAT WE'VE  
19 SET IN THE PLAN. AND I LISTED A FEW OF THEM HERE,  
20 BUT I WANTED TO POINT OUT SOME OF THE THINGS THAT  
21 WE'VE DONE TO REALLY ADVANCE THOSE AND MOVE FORWARD.

22 SO ONE OF THE GOALS THAT WE SET WAS TO  
23 PROMOTE FUNDING OPPORTUNITIES TO BROADER CALIFORNIA  
24 RESEARCH COMMUNITIES. AND WE'VE, OF COURSE,  
25 CONTINUED TO SUPPORT WITH PROMOTING THESE THROUGH

**BETH C. DRAIN, CA CSR NO. 7152**

1 EMAIL CAMPAIGNS, OF COURSE, SOCIAL MEDIA, WORKING  
2 WITH THE TEAMS TO MAKE SURE THAT WE'RE GETTING WORD  
3 OUT TO VARIOUS COMMUNITIES. BUT ONE THING THAT I DO  
4 WANT TO HIGHLIGHT IS THAT WE DID COLLABORATE WITH  
5 THE SCIENTIFIC PROGRAMS AND EDUCATION TEAM TO  
6 DEVELOP A COMMUNICATIONS PLAN FOR THE REMIND  
7 PROGRAM, WHICH, OF COURSE, IS TO PROMOTE FUNDING  
8 OPPORTUNITIES FOR CENTRAL NERVOUS SYSTEM DISORDERS.  
9 AND YOU CAN SEE IT PREVIEWED IN SOME OF THESE  
10 GRAPHICS HERE.

11 SOME OF THE THINGS THAT WE DID FOR THAT  
12 WERE CREATE SOCIAL MEDIA POSTS, SOME TALKING POINTS,  
13 FAQ'S. WE ALSO DEVELOPED A LANDING PAGE THAT WOULD  
14 REALLY BOOST ENGAGEMENT AND ANSWER ALL OF THE  
15 QUESTIONS IN ONE PLACE. SO IF ANYBODY WAS  
16 INTERESTED IN APPLYING FOR SOME OF THAT FUNDING,  
17 THEY COULD LEARN EVERYTHING THERE. AND THIS COULD  
18 BE A MODEL FOR HOW WE CONTINUE TO SUPPORT SOME OF  
19 THESE FUNDING OPPORTUNITIES FOR VARIOUS COMMUNITIES.

20 WE ALSO HAVE DONE SOME DISPLAY  
21 ADVERTISING, TAKING ADVANTAGE OF ANY CONFERENCE  
22 ADVERTISING AS WELL FOR THAT. AND, OF COURSE, THIS  
23 IS SOMETHING THAT WE WILL CONTINUE TO DO AND  
24 IDENTIFY NEW WAYS TO DO THAT.

25 IN TERMS OF ELEVATING PUBLIC VISIBILITY OF

**BETH C. DRAIN, CA CSR NO. 7152**

1 CIRM-FUNDED SCIENCE AND CIRM-SUPPORTED GRANTEES, OF  
2 COURSE, WE'RE ALWAYS GOING TO BE FINDING NEW WAYS TO  
3 DO THIS. WE'VE ALREADY HIGHLIGHTED SOME OF THE  
4 THINGS THAT WE'RE DOING, THE WEBSITE BEING ONE OF  
5 THESE TACTICS, ALSO MAKING SURE THAT WE'RE  
6 DEVELOPING SOME MESSAGING FOR SOME OF THESE  
7 PROGRAMS.

8 ONE OF THE THINGS THAT WE'RE ALSO DOING  
9 AND WE HAVE DONE IS FINDING WAYS TO HIGHLIGHT  
10 RESEARCH PROJECTS AND MILESTONES, ALSO PATIENT  
11 TRAINEE AND RESEARCHER PROFILES. AGAIN, WE'RE ALSO  
12 COLLABORATING WITH THE SCIENTIFIC PROGRAMS TEAM TO  
13 COME UP WITH SOME OF THESE WAYS TO STREAMLINE AND  
14 ENCOURAGE RESEARCHERS TO SHARE THEIR STORIES. AND  
15 WE'RE DEVELOPING A SURVEY, SOME QUESTIONNAIRES, AND  
16 ALSO JUST WORKING WITH THEM TO HELP US IDENTIFY SOME  
17 OF THOSE THINGS.

18 ONE OF THE THINGS THAT WE'RE ALSO GOING TO  
19 BE DOING IS WE'RE GOING TO IDENTIFY SOME OF THOSE  
20 MILESTONES AS THEY'RE COMING BEFORE WE FIND OUT THAT  
21 MAYBE SOMETHING IS CLOSE TO GETTING FDA APPROVAL,  
22 REALLY CONNECTING AND WORKING WITH THE SCIENCE  
23 OFFICERS TO IDENTIFY THOSE IN ADVANCE SO THAT WE CAN  
24 PREPARE AND PLAN AND ALSO COLLABORATE WITH SOME OF  
25 THOSE INSTITUTIONS.

**BETH C. DRAIN, CA CSR NO. 7152**

1           IN TERMS OF PROMOTING CIRM'S ALPHA CLINICS  
2           AND SOME OF OUR OTHER PROGRAMS AROUND PATIENT  
3           ACCESS, WE'RE DEVELOPING SOME MESSAGING, ALSO SOME  
4           TALKING POINTS FOR SOME OF THESE PROGRAMS. AS AN  
5           EXAMPLE, WE ARE DEVELOPING MESSAGING AT THE MOMENT  
6           FOR THE ALPHA CLINICS BECAUSE THE ALPHA CLINICS IN A  
7           WAY CONNECTS TO THE COMMUNITY CARE CENTERS, MAY ALSO  
8           CONNECT WITH THE PATIENT SUPPORT PROGRAM, BUT REALLY  
9           JUST MAKING SURE THAT WE'RE DEVELOPING STRONG  
10          MESSAGING SO THAT WE AND ALSO ALPHA CLINICS TEAMS  
11          AND PERSONNEL SO THAT THEY CAN ALSO TALK ABOUT THE  
12          ALPHA CLINICS IN A WAY THAT RESONATES WITH  
13          COMMUNITIES.

14                 AND, KATIE, I SEE THAT YOU HAVE YOUR HAND  
15          RAISED. DID YOU HAVE A SPECIFIC --

16                 MS. SHARIFY: OH, NO. I JUST WANT TO  
17          CHIME IN TO SAY THAT THIS PAGE, WHICH IS ALREADY IN  
18          EXISTENCE, SORT OF REFLECTS THE KIND OF LOOK AND  
19          FEEL WE'RE GOING FOR WITH THE WEBSITE REFRESH. IF  
20          ANYONE WOULD LIKE TO GO AND TAKE A LOOK, I'M GOING  
21          TO JUST DROP A LINK INTO THE CHAT SO THAT YOU CAN  
22          TAKE A LOOK, ESPECIALLY YSABEL, IF YOU WOULD LIKE TO  
23          SEE WHAT WE'RE HOPING OUR WEBSITE WILL LOOK LIKE.

24                 MR. CORTEZ: ABSOLUTELY. THANK YOU FOR  
25          POINTING THAT OUT, KATIE.

**BETH C. DRAIN, CA CSR NO. 7152**

1                   AND REALLY IN TERMS OF INCREASING  
2           AWARENESS, OPPORTUNITIES IN CIRM'S EDUCATIONAL AND  
3           TRAINING PROGRAMS, WE, OF COURSE, WANT TO MAKE SURE  
4           THAT WE'RE REACHING INDIVIDUALS FROM DIVERSE  
5           BACKGROUNDS SO THAT THEY CAN KNOW WHAT ARE THOSE  
6           OPPORTUNITIES THAT ARE AVAILABLE. WE'RE REALLY  
7           EXCITED TO SUPPORT -- AGAIN, WORKING WITH THE  
8           SCIENTIFIC PROGRAMS AND EDUCATION TEAM IN LAUNCHING  
9           A CAMPAIGN TO PROMOTE SOME VIDEOS THAT WE'RE WORKING  
10          ON. AND THESE ARE VIDEOS THAT ACTUALLY, YSABEL, YOU  
11          PARTICIPATED IN THAT. WE ALSO HAD SOME SCIENTISTS  
12          AND TRAINEES FROM OUR PROGRAMS REALLY SHARING THEIR  
13          STORIES AND THE IMPORTANCE OF DEI IN OUR PROGRAMS  
14          AND WHY IT'S IMPORTANT THAT WE GET PEOPLE FROM  
15          DIVERSE BACKGROUNDS INTO CIRM PROGRAMS.

16                   AND WE'VE DEVELOPED SOME MESSAGING, SOME  
17          WAYS THAT WE CAN REALLY ENSURE THAT COMMUNITIES SEE  
18          THESE VIDEOS AND THAT IT IS REACHING THE INTENDED  
19          AUDIENCE. SO THAT'S SOMETHING THAT WE'LL BE  
20          LAUNCHING IN THE COMING WEEKS, BUT WE'RE REALLY  
21          EXCITED TO DO THAT. AND I JUST WANTED TO, AGAIN,  
22          PROVIDE SOME VERY HIGH LEVEL PROGRESS AND TO SHARE  
23          WHAT WE'RE DOING TO CONTINUE TO MOVE SOME OF THOSE  
24          GOALS FORWARD.

25                   MS. DESAI: THANKS, ESTEBAN.

**BETH C. DRAIN, CA CSR NO. 7152**

1 SO THE NEXT TWO SLIDES ARE SIMPLY  
2 REFRESHERS OF --

3 CHAIRWOMAN DURON: KOREN.

4 MS. TEMPLE-PERRY: SORRY.

5 CHAIRWOMAN DURON: JUST HALF A MINUTE.  
6 HOW MUCH LONGER IS YOUR PRESENTATION? I'M SORRY.  
7 WE'VE BEEN REALLY ENGAGED IN ASKING LOTS OF  
8 QUESTIONS, BUT WE HAVE LIKE ABOUT 14 MINUTES LEFT.  
9 OH, NO. WE HAVE 45 MINUTES. SORRY. I WAS THINKING  
10 ABOUT OUR PUBLIC OUT THERE WHO WANTED TO ASK  
11 QUESTIONS. SO GO AHEAD. I'M SORRY.

12 MS. TEMPLE-PERRY: YEAH. WE HAVE TO GO TO  
13 SLIDE 34, AND WE ARE CURRENTLY AT 15.

14 MS. DESAI: SO THIS SLIDE IS SIMPLY A  
15 REFRESHER OF THE OUTREACH GOALS THAT WE HAD REVIEWED  
16 IN MORE DETAIL IN THE PREVIOUS SUBCOMMITTEE MEETING.  
17 SO ENHANCING AWARENESS AND UNDERSTANDING,  
18 STRENGTHENING COLLABORATIVE PARTNERSHIPS, AND  
19 INCREASING GEOGRAPHICALLY FOCUSED OUTREACH.

20 LIKE WE SHARED IN DECEMBER, OUR FIRST  
21 PUBLIC EDUCATION CAMPAIGN IS AROUND SICKLE CELL  
22 AWARENESS. SO THIS CAMPAIGN IS REALLY SHARING  
23 INFORMATION ABOUT WHAT SICKLE CELL DISEASE IS,  
24 CIRM'S COMMITMENT TO FUNDING RESEARCH IN SICKLE CELL  
25 DISEASE, HIGHLIGHTING PATIENT STORIES, AND SHARING

**BETH C. DRAIN, CA CSR NO. 7152**

1 RESOURCES FOR SICKLE CELL PATIENTS, INCLUDING  
2 RESOURCES FROM PARTNER ORGANIZATIONS SUCH AS UCSF  
3 SICKLE CELL CENTER OF EXCELLENCE, WHICH HAS CLINICAL  
4 TRIALS THAT ARE CURRENTLY ACCEPTING PATIENTS, AND  
5 ALSO WORKING WITH AXIS ADVOCACY TO SHARE PROGRAMS  
6 THAT THEY HAVE FOR INDIVIDUALS WHO WANT TO LEARN  
7 MORE ABOUT BEING ADVOCATES FOR SICKLE CELL DISEASE.

8 SO THIS IS A QUICK SNAPSHOT, BUT THE NEXT  
9 SLIDE WILL HAVE MORE EXAMPLES, BUT THIS IS KIND OF  
10 SHARING WHAT THE CAMPAIGN LOOKS LIKE. SO THE  
11 CAMPAIGN THEME IS CHAMPION SICKLE CELL CHANGE  
12 TOGETHER IN CALIFORNIA. WE INCORPORATED FEEDBACK  
13 FROM AXIS ADVOCACY VERY SPECIFICALLY BECAUSE THEY  
14 HAVE VERY MUCH INTEGRATED WITHIN THE SICKLE CELL  
15 COMMUNITY, KNOWING WHAT PATIENTS RESPOND TO, WHAT  
16 THEY WANT TO HEAR, WHAT THEY WANT TO SEE IN TERMS OF  
17 IMAGERY. SO WE REALLY INCORPORATED THAT INTO THE  
18 LOOK AND FEEL OF THE CAMPAIGN AS WELL AS THE  
19 CAMPAIGN THEME.

20 WE'RE ALSO, AS ESTEBAN GAVE A HIGHLIGHT  
21 EARLY ON, WE DID HIGHLIGHT PATIENT STORIES WITH THE  
22 COLLATERAL BY INCORPORATING THE STORIES AND THE  
23 SUCCESS OF THAT CLINICAL TRIAL.

24 WE ALSO HIGHLIGHTED PARTNERSHIPS WITH  
25 CBO'S AND LOCAL ORGANIZATIONS SUCH AS AXIS ADVOCACY,

**BETH C. DRAIN, CA CSR NO. 7152**

1 UCSF SICKLE CELL CENTER OF EXCELLENCE, SICKLE CELL  
2 101, WHICH IS VERY PROMINENT ON SOCIAL MEDIA FOR  
3 PROMOTING SICKLE CELL. AND THEN THE UCSF ALL OF US  
4 PROGRAM, WHICH IS NOT NECESSARILY DIRECTLY RELATED  
5 TO SICKLE CELL, BUT THEY DO -- THEIR GOAL IS TO  
6 BROADEN DIVERSITY IN RESEARCH DATA. AND SO BY  
7 PARTNERING WITH THEM, WE'RE KIND OF SHARING  
8 BENEFITS. AND THEN ALSO HIGHLIGHTING PARTNERSHIPS  
9 WITH FINANCIAL ORGANIZATIONS SUCH AS THE NHLBI CURE  
10 SICKLE CELL INITIATIVE, GLOBAL GENES, AND NORD.

11 SO THIS SLIDE IS JUST VISUAL EXAMPLES OF  
12 SOME OF THE COLLATERAL INCLUDING FLIERS, POSTCARDS,  
13 SOCIAL MEDIA ASSETS, AS WELL AS AN UPDATED LANDING  
14 PAGE WHICH IS (UNINTELLIGIBLE), AND I BELIEVE THE  
15 LINK WAS SHARED WITH YOU ALL. SO WE HOPE YOU'RE  
16 EXCITED ABOUT IT LIKE WE WERE. NEXT SLIDE PLEASE.

17 AND THEN THIS IS KIND OF WHERE I WANTED TO  
18 SPEND A LITTLE MORE TIME WAS RECAPPING THE BLACK JOY  
19 PARADE. SO AS YOU KNOW, THAT WAS THE BIG LAUNCH  
20 EVENT FOR THE SICKLE CELL CAMPAIGN. IT WAS A REALLY  
21 GREAT OPPORTUNITY TO SPREAD AWARENESS NOT ONLY ABOUT  
22 SICKLE CELL, BUT ALSO ABOUT CIRM WITHIN THE BLACK  
23 AND BROWN COMMUNITY.

24 THE EVENT BOASTS OVER 20,000 ATTENDEES  
25 ANNUALLY, WHICH IS REALLY GREAT EXPOSURE FOR CIRM AS



**BETH C. DRAIN, CA CSR NO. 7152**

1 WELL AS THE SICKLE CELL CAMPAIGN. OUR BOOTH HAD  
2 ABOUT 40 TO 50 INDIVIDUAL TOUCHPOINTS OF ENGAGEMENT  
3 AND CONVERSATION, INCLUDING PEOPLE WHO WERE  
4 DIAGNOSED WITH SICKLE CELL THEMSELVES, LOOKING FOR  
5 TREATMENT OPTIONS, LOOKING FOR MORE DETAIL ABOUT  
6 WHAT CIRM IS DOING FOR SICKLE CELL.

7 WE ALSO HAD A VERY PROMINENT BOOTH  
8 LOCATION. SO IF YOU'RE FAMILIAR WITH THE OAKLAND  
9 AREA, WE WERE ON 20TH STREET RIGHT BETWEEN THE MAIN  
10 AREA OF THE EVENT, RIGHT NEAR THE MAIN STAGE OF THE  
11 EVENT. SO THE MAJORITY OF ATTENDEES AT THE EVENT  
12 WERE PASSING OUR BOOTH, EXPOSED TO OUR BOOTH, SAW  
13 OUR BOOTH. THE MAJORITY OF FOLKS IN ATTENDANCE WERE  
14 OF BLACK AND AFRICAN-AMERICAN DESCENT. THERE WERE  
15 SOME ASIAN INDIVIDUALS WHO STOPPED BY OUR BOOTH AND  
16 ALSO WERE INTERESTED. AND AS WE KNOW, SICKLE CELL  
17 DOES IMPACT ASIAN COMMUNITIES. SO THAT WAS A REALLY  
18 BIG WIN.

19 AND WE ALSO BROUGHT SOME ACTIVITIES. SO  
20 WE BROUGHT OUR PLINKO BOARD, WHICH WE REBUILT TO  
21 KIND OF ILLUSTRATE HOW BLOOD STEM CELLS  
22 DIFFERENTIATE INTO DIFFERENT TYPES OF BLOOD CELLS AS  
23 WELL AS IMMUNE CELLS. AND THEN WE ALSO BROUGHT A  
24 BRACELET-MAKING KIT TO VISUALLY DEMONSTRATE THE DNA  
25 STRAND AND FOLKS THAT CAME COULD MAKE THEIR OWN DNA

**BETH C. DRAIN, CA CSR NO. 7152**

1 BRACELETS.

2 I WILL SAY THE PLINKO BOARD WAS THE MOST  
3 POPULAR ACTIVITY. FOLKS WALKED BY, THEY STOPPED,  
4 PLAYED THE PLINKO BOARD OVER AND OVER AGAIN. THERE  
5 WERE SOME FAMILIES THAT CAME, AND THE KIDS HAD TO BE  
6 ALMOST TORN AWAY FROM THE PLINKO BOARD BECAUSE IT  
7 WAS JUST SO ENGAGING. AND WE ACTUALLY HAD A BRIDGES  
8 STUDENT VOLUNTEER WHO CAME AND WAS REALLY GREAT AT  
9 EXPLAINING THE DIFFERENTIATION, MUCH BETTER THAN I  
10 WAS, WAS ABLE TO EXPLAIN WHAT THE DIFFERENT BLOOD  
11 CELLS AND IMMUNE CELLS DID FOR US. SO IT WAS REALLY  
12 GREAT HAVING HIM ON BOARD TO REALLY ENGAGE YOUTH AND  
13 ADULTS.

14 MS. MANDAC: KIM HAS HER HAND RAISED.

15 DR. BARRETT: COULD YOU JUST EXPLAIN WHAT  
16 A PLINKO BOARD IS?

17 MS. DESAI: YEAH. SO A PLINKO BOARD, I  
18 THINK IN ONE OF THE PICTURES THAT WILL FOLLOW IN THE  
19 NEXT SLIDE, THERE'S ACTUALLY A PICTURE OF IT. SO I  
20 CAN KIND OF EXPLAIN IT IN THAT PICTURE BECAUSE I  
21 THINK THE VISUAL CONNECTION TO THE EXPLANATION WOULD  
22 MAKE MORE SENSE, BUT I PROMISE I WILL EXPLAIN IT.

23 AND THEN JUST A LITTLE BIT MORE ABOUT THE  
24 EVENT. SO FOLKS WHO STOPPED BY OUR BOOTH, A LOT OF  
25 THE CONVERSATION WAS SHARING ABOUT CIRM, WHO WE ARE,

**BETH C. DRAIN, CA CSR NO. 7152**

1 WHAT WE DO. AND THE VAST MAJORITY OF FOLKS WHO I  
2 TALKED TO REALLY APPRECIATED CIRM'S EXISTENCE AND  
3 LEARNING MORE ABOUT WHAT WE DO AND REALLY JUST  
4 EXPRESSED A LOT OF GRATITUDE. I HEARD A LOT OF  
5 THANK-YOUS, A LOT OF KIND OF REALLY IMPRESSED FOLKS.  
6 SO THAT WAS REALLY KIND OF THAT FEEL-GOOD MOMENT.

7 AND THEN THE NEXT COUPLE SLIDES ARE GOING  
8 TO BE THOSE PHOTOS THAT I REFERENCED. SO I WILL  
9 EXPLAIN THE PLINKO BOARD.

10 MS. MANDAC: YSABEL HAD A COMMENT.

11 CHAIRWOMAN DURON: YEAH. ADITI, I'M  
12 WONDERING IF IN THE CONVERSATION WITH THOSE PATIENTS  
13 YOU ACTUALLY THOUGHT ABOUT, AND MAYBE YOU GOT THEIR  
14 NAME, BUT ASKING THEM IF THEY WOULD ACTUALLY SHARE  
15 THEIR STORIES.

16 MS. DESAI: SO A LOT OF -- A FEW OF THEM  
17 DID SIGN UP FOR OUR NEWSLETTER. WE HAVE THEIR  
18 INFORMATION TO FOLLOW UP WITH THEM. SOME OF THEM  
19 DIDN'T WANT TO GO INTO THAT MUCH DETAIL, AND WE  
20 WANTED TO RESPECT THE PATIENT'S WISHES. BUT WE DID  
21 HAVE THOSE CONVERSATIONS OF LIKE BEING MORE ENGAGED  
22 WITH THEM.

23 MS. TEMPLE-PERRY: AND JUST TO ADD A  
24 LITTLE BIT MORE, YSABEL, AS WE'RE GOING TO THESE  
25 OUTREACH EVENTS AND ARE CAPTURING FOLKS' CONTACT

**BETH C. DRAIN, CA CSR NO. 7152**

1 INFORMATION, ONE OF THE THINGS THAT WE'RE LOOKING TO  
2 DO AND LAUNCH, WE ARTICULATED THIS IN OUR  
3 COMMUNICATIONS PLAN, WAS TO LAUNCH A PATIENT ACCESS  
4 NEWSLETTER.

5 SO WE'VE ACTUALLY STARTED SORT OF IN  
6 DEVELOPMENT AND THINKING AROUND THAT, STARTING TO  
7 LOOK AT THE STRATEGY. WE'RE NOT READY QUITE YET,  
8 BUT PART OF THE PREPARATION PROCESS IS MAKING SURE  
9 THAT WE'RE COLLECTING INFORMATION AT EACH OF THESE  
10 ENGAGEMENT OPPORTUNITIES SO THAT WE CAN CONTINUE TO  
11 COMMUNICATE AND ENGAGE FOLKS EVEN OUTSIDE OF THESE  
12 EVENTS.

13 CHAIRWOMAN DURON: WELL, I'M SORRY I  
14 WASN'T THERE BECAUSE I DID WANT TO BE THERE BECAUSE  
15 I WOULD HAVE GONE A COUPLE OF STEPS FURTHER. I  
16 WOULD HAVE ACTUALLY TALKED TO THEM ABOUT HOW  
17 IMPORTANT THEIR STORY IS TO THE REST OF THE  
18 COMMUNITY TO UNDERSTAND THIS, AND THAT WOULD REALLY  
19 BE HELPFUL GOING FORWARD, AND SO COULD WE PLEASE GET  
20 THEM TO ENGAGE. I DON'T KNOW IF CIRM AS A RULE, AS  
21 A GROUP WHEN WE GO OUT AND DO THIS STUFF HAS ANY  
22 INHIBITIONS BECAUSE OF IRB WHEN YOU TALK TO PATIENTS  
23 OUT ON THE STREET. I WOULD NOT HAVE INHIBITIONS,  
24 BUT I'M JUST WONDERING IF WE CAN ASK THEM REALLY  
25 SERIOUSLY AND NOT BE AFRAID IN THAT CONVERSATION.

**BETH C. DRAIN, CA CSR NO. 7152**

1 MAYBE THEY'RE TIMID AT FIRST BECAUSE THEY'RE NOT  
2 SURE HOW MUCH YOU UNDERSTAND THEIR ISSUES, BUT  
3 SOMETIMES IT JUST TAKES A LITTLE BIT OF TALKING AND  
4 YOU WILL FIND, ESPECIALLY WHEN THEY THINK THEY CAN  
5 HELP OTHERS, ALWAYS INTERESTED IN SHARING THEIR  
6 STORIES AND THEIR COMMUNITY, THEIR FAMILIES, OTHERS.

7 I WOULD ENCOURAGE YOU TO TAKE THAT NEXT  
8 STEP AND SAY HOW CRITICAL THEIR STORY, THEIR  
9 EXPERIENCE IS TO OTHERS IN THE BLACK COMMUNITY, THE  
10 ASIAN COMMUNITY, THE LATINO COMMUNITY. AND  
11 SOMETIMES THAT REALLY HELPS GET THEM TO JOIN IN.

12 I WOULD LOVE TO SEE THE PHOTO OF THOSE  
13 PEOPLE AND SHARE IT WITH THEM AND SAY CAN WE USE  
14 THIS AND THIS IS SO CRITICAL AND THIS IS SO  
15 WONDERFUL AND THIS IS REALLY IMPORTANT. I THINK YOU  
16 WILL SEE A LITTLE BIT OF SHIFT IN THE RESPONSE AND  
17 THE ENGAGEMENT, AND THAT GOES RIGHT BACK TO YOU  
18 COULD SAY THEY'RE IN OAKLAND. LOOK WE GOT SO-AND-SO  
19 TO TALK WITH US ABOUT THEIR CONCERNS. I'M SORRY.  
20 I'M CHANNELING KEVIN AGAIN, BUT TO ME --

21 MS. DESAI: NO. I THINK -- I DEFINITELY  
22 AGREE, AND I THINK LIKE -- YOU'RE RIGHT. LIKE WE IN  
23 OUR CONVERSATIONS WITH THESE PATIENTS, IT WASN'T  
24 THAT WE HESITATED OR WE DIDN'T ASK THOSE QUESTIONS.  
25 AND I THINK THAT PARTICULAR SPACE DIDN'T ALWAYS LEND

**BETH C. DRAIN, CA CSR NO. 7152**

1 FOR PUSHING A LITTLE BIT MORE. SO I THINK FOR ME  
2 MAKING SURE THAT EACH OF THEM HAD MY PERSONAL  
3 BUSINESS CARD AND KNEW THAT THE DOOR WAS ALWAYS OPEN  
4 AND THAT I WOULD ALSO REACH OUT TO THEM FOR ANY  
5 FOLLOW-UP QUESTIONS, FOR ANY FOLLOW-UP INFORMATION  
6 ABOUT THE CLINICAL TRIALS, AND KEEP THAT DOOR OPEN  
7 BECAUSE MY ROLE IS REALLY TO BUILD THAT RELATIONSHIP  
8 SO THEN THEY DO FEEL COMFORTABLE TELLING ME THEIR  
9 STORY AND MAKING IT PUBLIC. SO YEAH. I THINK WE'RE  
10 IN ALIGNMENT.

11 CHAIRWOMAN DURON: NO. I AGREE AND I  
12 APPRECIATE THAT. I SOMETIMES THINK THAT YOU'RE  
13 GIVEN ONE CHANCE AND ONE CHANCE ONLY TO BRING  
14 SOMEBODY A BOARD. SO MAYBE -- SOME HAPPY MEDIUM  
15 THERE, ADITI.

16 MS. DESAI: ABSOLUTELY.

17 CHAIRWOMAN DURON: AND NEXT TIME I'LL BE  
18 THERE WITH YOU AND I'LL PUSH A LITTLE MORE.

19 MS. DESAI: THAT WOULD BE REALLY GREAT.

20 CHAIRWOMAN DURON: ANYWAY, SORRY. KEEP  
21 GOING.

22 MS. DESAI: SO THE NEXT COUPLE OF SLIDES  
23 ARE PICTURES FROM THE EVENT. AS YOU CAN SEE, SO IN  
24 THE PICTURE WITH ESTEBAN, BEHIND HIM IS THE MAIN  
25 STAGE. AND THAT'S LIKE EXACTLY WHERE WE WERE. SO

**BETH C. DRAIN, CA CSR NO. 7152**

1 IT WAS REALLY PROMINENT PLACEMENT. WE HAD BRANDED  
2 MATERIALS WITH CIRM. THE COLLATERAL THAT WE  
3 DEVELOPED SPECIFICALLY FOR THE SICKLE CELL CAMPAIGN  
4 WAS REALLY WELL RECEIVED. MARSHA TREADWELL FROM THE  
5 UCSF SICKLE CELL CENTER OF EXCELLENCE STOPPED BY THE  
6 BOOTH. AND SHE HAD SAID THE FLIERS AND THE  
7 POSTCARDS LOOKED REALLY NICE AND SHE REALLY LIKED  
8 THEM. SO NEXT SLIDE PLEASE.

9 SO, AGAIN, ANOTHER PICTURE FROM THE EVENT.  
10 YOU CAN KIND OF SEE THE CROWDS. WE HAD VARIOUS CIRM  
11 STAFF MEMBERS VOLUNTEER AT THE BOOTH. SO ON THE  
12 PICTURE TO THE RIGHT THERE'S LILA AND KELLY FROM THE  
13 THERAPEUTICS TEAM AND THE SCIENTIFIC PROGRAMS AND  
14 EDUCATION TEAM RESPECTIVELY.

15 AND SO THE PICTURE TO THE RIGHT, THAT'S  
16 THE PLINKO BOARD. SO BASICALLY WHAT A PLINKO BOARD  
17 IS IS GET A LITTLE CHIP. AND YOU PUT IT AT THE TOP  
18 AND IT FALLS BETWEEN THE LITTLE BUMPS OR BARRIERS TO  
19 GET TO A SPOT ON THE BOTTOM OF THE BOARD. AND  
20 TRADITIONALLY THIS IS THE WAY TO WIN A PRIZE. SO  
21 THE BOTTOM WILL SAY LIKE DIFFERENT VALUES OF MONEY  
22 OR DIFFERENT PRIZES. AND SO FOLKS WILL PUT IN A  
23 CHIP AND HOPE FOR THE BEST PRIZE, BUT YOU NEVER KNOW  
24 WHERE IT'S GOING TO GO.

25 SO IN THE PAST BRIDGES STUDENTS HAVE

**BETH C. DRAIN, CA CSR NO. 7152**

1 ACTUALLY ADAPTED PLINKO BOARDS TO ILLUSTRATE CELL  
2 DIFFERENTIATION. SO WHERE THE CHIP THAT'S PUT IN IS  
3 THE STEM CELL, AND IT DEMONSTRATES VISUALLY HOW THE  
4 CELL SPLITS AT CERTAIN POINTS. AND SO OURS WAS  
5 SPECIFICALLY A BLOOD STEM CELL. AND SO THAT STEM  
6 CELL WOULD BE PUT AT THE TOP, AND THEN AT DIFFERENT  
7 STAGES IT WOULD BE SPLIT BETWEEN A BLOOD CELL --  
8 DIFFERENT TYPES OF BLOOD CELLS OR IMMUNE CELLS. AND  
9 THEN THERE WAS A PART ON THERE WHERE I HAD THE  
10 SICKLE CELL MUTATION. SO FOLKS COULD SEE WHERE THAT  
11 MUTATION WOULD TAKE EFFECT.

12 AND I GOT INPUT FROM THE SCIENTIFIC  
13 PROGRAMS AND EDUCATION TEAM TO MAKE SURE THAT THIS  
14 WAS ACCURATE, AND IT WAS ALSO VALIDATED BY THE  
15 THERAPEUTICS TEAM BECAUSE WHEN IT WAS IN THE OFFICE,  
16 THEY COULDN'T STOP PLAYING IT AND THEY LOVED IT. SO  
17 OVERALL, LIKE, REALLY GREAT ACTIVITY TO HAVE AT  
18 OUTREACH EVENTS. AS DIFFERENT TEAMS ENGAGE IN  
19 OUTREACH, I ENCOURAGE THEM TO TAKE IT WITH THEM IF  
20 THEY CAN AND ALSO ADAPT IT. SO THE BOARD IS  
21 CHANGEABLE SO WE CAN ADAPT IT TO THE AUDIENCE OR THE  
22 TOPIC IF NECESSARY.

23 SO NEXT -- I WANT TO TALK ABOUT THE NEXT  
24 STEPS OF OUR SICKLE CELL CAMPAIGN. SO OUR NEXT  
25 STEPS INCLUDE PLACING DIGITAL GOOGLE ADS WHICH WILL



**BETH C. DRAIN, CA CSR NO. 7152**

1 DRIVE FOLKS TO THAT LANDING PAGE THAT WE'VE  
2 DEVELOPED. WE REALLY WANT TO LOOK AT PLACING THEM  
3 WITHIN THE TOP TEN CITIES WITH HIGHER  
4 AFRICAN-AMERICAN POPULATIONS AS WELL AS CITIES WITH  
5 AFRICAN-AMERICAN POPULATIONS OVER 20 PERCENT. AND  
6 WE'RE PLANNING TO RUN THOSE ADS FOR ABOUT THREE  
7 WEEKS WITH THE GOAL OF ABOUT 200,000 IMPRESSIONS.

8 WE'RE ALSO REACHING OUT TO VARIOUS CBO'S  
9 FOR AD AND CONTENT PLACEMENT. AND SO THIS IS NOT  
10 NECESSARILY EXCLUSIVELY THOSE STATEWIDE CBO'S OR  
11 THOSE NATIONAL CBO'S THAT WE'VE ALREADY PARTNERED  
12 WITH, BUT ALSO LOOKING AT MORE LOCAL, SMALLER CBO'S;  
13 FOR EXAMPLE, WEST FRESNO RESOURCE CENTER. I'VE BEEN  
14 IN TOUCH WITH THEM AND REALLY MOVING FORWARD WITH  
15 DEVELOPING A RELATIONSHIP AND HOPEFULLY HAVING A  
16 PRESENCE SHARING CONTENT ON ANY NEWSLETTERS, ANY  
17 PERIODICALS, OR ANYTHING THEY MAY HAVE.

18 WE'RE ALSO LOOKING AT ENGAGING WITH THOSE  
19 CBO'S ON EVENTS AND ACTIVITIES. SO, AGAIN, GOING  
20 BACK TO THAT WEST FRESNO RESOURCE CENTER, WE'VE BEEN  
21 IN CONVERSATION OF LOOKING FORWARD AT THE CALENDAR  
22 AND DEVELOPING LARGER EVENTS, EDUCATIONAL EVENTS  
23 AROUND SICKLE CELL AS WELL AS RESEARCH. THEY WERE  
24 REALLY EXCITED TO HEAR ABOUT CIRM'S RESEARCH AND HOW  
25 IT IMPACTED DISEASES WHICH IMPACT BLACK AND

**BETH C. DRAIN, CA CSR NO. 7152**

1 AFRICAN-AMERICAN COMMUNITIES. SO IT'S REALLY  
2 HIGHLIGHTING THAT IN THESE FUTURE EVENTS.

3 AND THEN AS KOREN MENTIONED, LOOKING AT  
4 EARNED MEDIA OPPORTUNITIES. SO LOOKING AT  
5 COMMUNITY-BASED, CULTURALLY BASED NEWSPAPERS TO  
6 PLACE EDITORIAL CONTENT. AND THEN OVERALL WE REALLY  
7 WANT TO REVIEW THE DATA OF WHERE OUR PARTNERS ARE  
8 SHARING THIS INFORMATION, HOW THEY'RE SHARING THIS  
9 INFORMATION BECAUSE GENERALLY THEY'VE ALL AGREED  
10 THAT OVER SOCIAL MEDIA THEY'D BE HAPPY TO SHARE A  
11 LOT OF THE MATERIALS THAT WE'VE DEVELOPED FOR THIS  
12 CAMPAIGN. SO REALLY GETTING THAT DATA BACK, GETTING  
13 THOSE METRICS, AND REVIEWING HOW WE'RE DOING.

14 MS. TEMPLE-PERRY: THANK YOU, ADITI. DOES  
15 ANYBODY HAVE ANY QUESTIONS ON THE SICKLE CELL  
16 CAMPAIGN BEFORE WE MOVE ON? I'M COGNIZANT OF TIME.  
17 WE HAVE TO GET THROUGH THE NEXT PART OF THE  
18 PRESENTATION, BUT I JUST WANTED TO PAUSE BEFORE WE  
19 MAKE A QUICK TRANSITION.

20 CHAIRWOMAN DURON: ONLY BECAUSE -- OOPS.  
21 SO, SO, SO SORRY. I WAS GOING TO RAISE MY HAND.  
22 YSABEL. I JUST WAS GOING THROUGH A PUB-ED  
23 PUBLICATION BECAUSE I'M TRYING TO FIND OUT  
24 WHAT -- WE KEEP TALKING ABOUT THE BROWN COMMUNITY,  
25 BUT I NEVER SEE MUCH GOING ON HERE. AND SO I WENT

**BETH C. DRAIN, CA CSR NO. 7152**

1 AND LOOKED IN, AND THIS ONE DATA, WHICH IS FAIRLY  
2 OLD, 2016, 2018, BECAUSE WE KNOW DATA IS SLOW TO  
3 COME TO US, IT SAID AMONG CALIFORNIA 680 -- THIS WAS  
4 6,837 RESIDENTS IN CALIFORNIA IDENTIFIED AS LATINO  
5 WITH SICKLE CELL. AND SO ONE OF THE THINGS I'VE  
6 REALLY COME OVER TIME, BOTH AT THE STATE AND  
7 NATIONAL LEVELS, IS TO RESENT BEING USED. AND THAT  
8 IS THEY TALK ABOUT THESE PEOPLE AND THEY SAY THESE  
9 BROWN PEOPLE AND THEN WE'RE GONE. THERE'S NOTHING  
10 IN HERE TO HELP US UNDERSTAND WHAT IS HAPPENING  
11 WITHIN OUR COMMUNITY.

12 YOU'VE GOT 15 MILLION LATINOS IN THE STATE  
13 OF CALIFORNIA. SO THERE'S A PERCENTAGE OF THEM WITH  
14 SICKLE CELL. WHAT ARE WE DOING TO TRY TO INFORM  
15 THEM TO RAISE AN ISSUE THAT THEY POSSIBLY DON'T EVEN  
16 KNOW ABOUT EVEN THOUGH THEY'RE SUFFERING THE  
17 CONSEQUENCES OF IT? SO I THINK THAT WE NEED TO  
18 ENLARGE OUR FRAME OF REFERENCE FOR TALKING ABOUT  
19 THIS DISEASE.

20 MS. DESAI: ABSOLUTELY. AND I WILL SAY  
21 THAT WHILE THE ORGANIZATIONS HAVE PRIMARILY BEEN  
22 WORKING WITH BLACK AND AFRICAN COMMUNITIES WHO WE'VE  
23 BEEN IN CONTACT WITH, WE HAVE MINDFULLY REACHED OUT  
24 TO ORGANIZATIONS IN THE CENTRAL VALLEY AND CENTRAL  
25 COAST BECAUSE WE KNOW THERE ARE A GREAT DEAL OF

**BETH C. DRAIN, CA CSR NO. 7152**

1 SPANISH SPEAKING COMMUNITIES, LATINO COMMUNITIES  
2 THERE THAT WE WANT TO REACH. WE KNOW THAT -- WE  
3 ARE -- WE KNOW THAT SICKLE CELL DOESN'T EXCLUSIVELY  
4 IMPACT BLACK AND AFRICAN COMMUNITIES OR EVEN ASIAN  
5 COMMUNITIES. SO WE ARE MINDFUL AND WE ARE TRYING TO  
6 EXPAND THAT REACH. AND WE'D BE ABSOLUTELY OPEN IF  
7 THERE ARE ANY SUGGESTIONS FROM THE SUBCOMMITTEE AS  
8 FAR AS ORGANIZATIONS THAT WE COULD REACH OUT TO.  
9 WE'LL BE HAPPY TO REACH OUT TO THEM.

10 CHAIRWOMAN DURON: I DON'T THINK YOU HAVE  
11 TO GO TO THE CENTRAL VALLEY, ALTHOUGH THAT'S A GOOD  
12 THING TO GO TO THE CENTRAL VALLEY BECAUSE A LOT OF  
13 TIMES THE AGRICULTURAL WORKERS ARE THE LEAST SERVED  
14 OF ANYBODY, BUT YOU CAN GO TO LOS ANGELES WHO HAS  
15 THREE MILLION LATINOS. SO THEY'RE ALL OVER THE  
16 PLACE.

17 MS. DESAI: YEAH.

18 CHAIRWOMAN DURON: AND SO AGAIN, ADITI,  
19 I'M SORRY. THIS ISN'T ABOUT A SPECIFIC COMMUNITY ON  
20 SOME LEVEL. THIS IS KIND OF A GENERAL AWARENESS  
21 CAMPAIGN TO THE LATINO COMMUNITY WHEREVER IT LIVES  
22 TO LET THEM KNOW WHEN WE'RE TALKING ABOUT BROWN  
23 PEOPLE, THIS IS WHAT WE KNOW ABOUT THIS DISEASE  
24 WITHIN YOUR COMMUNITY AND WE'RE HERE TO TELL YOU  
25 WHAT'S GOING ON, HOW TO GO TO CLINICAL TRIALS, ET

**BETH C. DRAIN, CA CSR NO. 7152**

1 CETERA, ET CETERA, ET CETERA. I'M VERY SORRY, AND I  
2 WANT TO MOVE ON, BUT I'M JUST TELLING YOU THAT WHEN  
3 WE LOOK AT THESE ISSUES, WE NEED TO DO DEEP DIVES  
4 INTO THE DATA OF EVERY DIVERSE POPULATION IN THIS  
5 STATE TO SEE HOW THIS IS IMPACTING THEM AND WHAT  
6 MESSAGING WE DO.

7 YOU MENTIONED THE ASIAN COMMUNITY. HOW  
8 AND WHO IS IT IMPACTING, WHICH IS ALSO LIKE THE  
9 LATINO COMMUNITY, A DIASPORA, NOT A MONOLITH. AND  
10 SO SOME OF THOSE COMMUNITIES MAY BE IMPACTED  
11 DIFFERENTLY. IF WE'RE REALLY GOING TO DO OUR WORK  
12 AND BE NUANCED, WE NEED TO UNDERSTAND THOSE. AND WE  
13 CAN GET THAT OUT OF CENSUS AND OTHER DIFFERENT  
14 PLACES WHERE WE CAN GET THIS DATA AND REALLY  
15 UNDERSTAND THAT. SO THAT'S WHAT SCIENCE -- THAT'S  
16 WHAT MY ACADEMIC PARTNERS TAUGHT ME, AND LOOK FOR  
17 THE DATA SO IT UNDERLIES OUR MESSAGES SO WE CAN TALK  
18 TO THESE DIFFERENT COMMUNITIES.

19 OKAY. SORRY. I'M GETTING OFF MY SOAP  
20 OPERA. WE CAN MOVE ON.

21 MS. TEMPLE-PERRY: WELL, THANK YOU, YSABEL  
22 AND ADITI.

23 AND SO I'M GOING TO TRANSITION. I'M  
24 MINDFUL THAT WE HAVE ABOUT 20 MINUTES OF TIME. AND  
25 SO I'M GOING TO GO THROUGH THESE NEXT FEW SLIDES

**BETH C. DRAIN, CA CSR NO. 7152**

1 RELATIVELY QUICKLY. I MAY EVEN SKIP OVER A FEW  
2 BECAUSE I WANT TO BE ABLE TO MAKE SURE FOLKS HAD A  
3 CHANCE TO COMMENT.

4 SO AT OUR LAST BOARD MEETING WE PRESENTED  
5 AN UPDATED VERSION OF OUR CURRENT CIRM LOGO TO  
6 ACCOMPANY A LOT OF OUR BRAND UPDATES. AND OBVIOUSLY  
7 AFTER A LOT OF DELIBERATION, THE DECISION WAS FOR US  
8 TO COME BACK WITH A FEW MORE OPTIONS. AND SO JUST  
9 QUICKLY I WANTED TO PROVIDE CONTEXT ON THE GOALS OF  
10 THE LOGO REFRESH AND WHY WE WERE RECOMMENDING THE  
11 UPDATE.

12 FIRST, THERE WERE THREE GOALS. THERE WERE  
13 THREE KEY REASONS. ONE WAS TO IMPROVE THE  
14 READABILITY AND VISIBILITY OF OUR NAME. TWO, TO  
15 INCREASE THE CLARITY OF CIRM AND WHO WE ARE AND WHAT  
16 WE STAND FOR IN MANY COMMUNITIES. AND THREE, TO  
17 STRENGTHEN OUR CURRENT BRAND. YSABEL, I SAW YOUR  
18 HAND UP.

19 CHAIRWOMAN DURON: NO. NO. THAT WAS A  
20 MISTAKE. SORRY.

21 MS. TEMPLE-PERRY: OKAY. SORRY. NEXT  
22 SLIDE.

23 AND SO I WAS GOING TO QUICKLY SUMMARIZE  
24 THIS AS FAST AS I CAN. SO FOR THE WEBSITE REFRESH  
25 THAT WE ARE DOING, WE ARE REQUIRED TO INCORPORATE

**BETH C. DRAIN, CA CSR NO. 7152**

1 ADA STANDARDS INTO OUR NEW DESIGN, WHICH IS REALLY  
2 DRIVING THE NEED TO MAKE SURE THAT WE LAUNCH THIS  
3 WEBSITE RELATIVELY SOON. IN TERMS OF LOGOS, THERE  
4 ISN'T SORT OF AN OFFICIAL STATE REQUIREMENT TO  
5 CONFORM TO ADA STANDARDS, BUT THERE IS SORT OF A  
6 BEST PRACTICE TO INCORPORATE THOSE VALUES AND  
7 TECHNIQUES AS MUCH AS POSSIBLE.

8 AND SO, FOR EXAMPLE, YOU WANT TO MAKE SURE  
9 THERE'S ADEQUATE SPACING IN CHARACTERS SUCH AS O, E,  
10 A, AND C LOOK DISTINCT FROM EACH OTHER. WE WANT TO  
11 MAKE SURE THAT WE HAVE ACCEPTABLE WEIGHT AND WIDTH  
12 FONTS. AND OBVIOUSLY WE WANT TO MAKE SURE THAT WE  
13 HAVE COLOR COMPLIANCE OF THE ADA WEB CONTENT  
14 STANDARDS.

15 SO IN TERMS OF OUR CURRENT LOGO, THERE ARE  
16 SOME CHALLENGES SUCH AS WHAT I MENTIONED, SOME OF  
17 THE LETTERS BEING A LITTLE SPACED TOO CLOSE  
18 TOGETHER. THE C IS NOT DISTINCT IN OUR NAME, AND IT  
19 COULD LEAD TO SOME CONFUSION, AS WELL AS OUR CURRENT  
20 LOGO IN TERMS OF THE ORANGE, ACTUALLY CELS ARE  
21 COLOR-CONTRASTING STANDARDS WHICH WE HAVE A SCREEN  
22 SHOT OF THAT HERE. AND WE'VE ACTUALLY UPDATED THAT  
23 ORANGE COLOR IN OUR BRAND STANDARDS TO KIND OF A  
24 DARKENED VERSION OF THE ORANGE TO MAKE SURE WE HAVE  
25 THAT APPROPRIATE CONTRASTING STANDARDS THAT MEET ADA

1 COMPLIANCE.

2 AND KATIE FROM OUR TEAM ACTUALLY CONDUCTED  
3 A NUMBER OF INTERVIEWS WITH FOLKS WHO WERE FAMILIAR  
4 WITH CIRM, EDUCATIONAL TRAINEES, RESEARCHERS, JUST  
5 FOLKS TO SEE BASICALLY WHAT THEIR FEEDBACK WAS IN  
6 TERMS OF THE CURRENT CIRM LOGO, ANY SUGGESTIONS. I  
7 DON'T THINK WE HAVE ENOUGH TIME TO GO THROUGH THAT  
8 TODAY, BUT I'M HAPPY TO PROVIDE SOME OF THOSE  
9 INSIGHTS VIA EMAIL.

10 AND SO IN TERMS OF OUR DESIGN APPROACH, WE  
11 REALLY FOCUSED ON CREATING SOME OPTIONS THAT WERE  
12 LEGIBLE OR APPROACHABLE, CLEAN AND HUMAN. AND SO WE  
13 REALLY JUST PROVIDED SOME REFINED VERSIONS OF OUR  
14 EXISTING LOGO. ALL OF THEM ARE SANS SERIF  
15 TYPEFACES. OKAY. AND SO WE WANTED TO RETAIN A LOT  
16 OF THE CURRENT ELEMENTS OF WHO CIRM IS, BUT JUST  
17 MAKE SURE THAT WE'RE MODERNIZING THE LOGO AS WELL AS  
18 MAKING SURE THAT IT'S READABLE. AND SO WE ALSO  
19 PROVIDED SOME UPDATES ON THE COLOR IN TERMS OF  
20 ORANGE TO MAKE SURE THAT WE REACHED THE COLOR  
21 CONTRASTING RATIO FOR ADA ACCESSIBILITY.

22 AND SO AT OUR LAST MEETING THIS WAS THE  
23 LOGO THAT WE RECOMMENDED. WE HAD INTERNAL CONSENSUS  
24 FROM THE LEADERSHIP TEAM TO MOVE FORWARD WITH THIS  
25 DIRECTION. AS YOU SEE, THE FIRST LINE IS ONE



**BETH C. DRAIN, CA CSR NO. 7152**

1 MOCK-UP. THE NEXT ONE IS THE SECOND MOCK-UP. SO  
2 THAT IN THE FIRST LINE AND THEN IN THE SECOND LINE  
3 IT RETAINS CALIFORNIA STEM CELL AGENCY. I DON'T  
4 KNOW IF YOU ALL RECALL, BUT SOME OF THE FEEDBACK WAS  
5 THAT THIS OPTION WASN'T AS MODERN AS IT COULD HAVE  
6 BEEN. AND SO WITH THAT FEEDBACK, WE CREATED TWO  
7 ADDITIONAL OPTIONS.

8 SO THIS OPTION 2, AGAIN, HAVING TWO  
9 OPTIONS FOR MOCK-UP. WE HAVE OUR NAME SPELLED OUT  
10 AT THE TOP AND THEN THE SECOND OPTION BELOW RETAINS  
11 CALIFORNIA STEM CELL AGENCY. IT RESEMBLES PRETTY  
12 MUCH OUR EXISTING LOGO EXCEPT THE C AND THE R,  
13 THEY'RE SPACED APART A LITTLE BIT MORE. YOU CAN  
14 READ THEM. SO WE JUST WANTED TO MAKE SURE THAT  
15 THERE IS THAT READABILITY. IT'S CLEAN, IT'S  
16 UNIFORM, HAS ORGANIZED STRUCTURE, AND JUST PREVENTS  
17 ANY SORT OF CONFUSION IN TERMS OF THE LETTERS. ALSO  
18 PRESERVES A LOT OF THE SIMILAR M. EVEN THOUGH THIS  
19 IS A COMPLETELY DIFFERENT TYPEFACE FROM OUR CURRENT  
20 LOGO, IT LOOKS VERY SIMILAR, BUT, AGAIN, JUST HELPS  
21 WITH THE READABILITY.

22 THIS NEXT OPTION IS REALLY RESPONDING TO  
23 SOME COMMENTS AND SUGGESTIONS ABOUT CREATING A MORE  
24 CONTEMPORARY LOGO. SO WE WANTED TO PROVIDE ONE THAT  
25 HAD A MORE MODERN STYLE, A LITTLE BIT MORE

**BETH C. DRAIN, CA CSR NO. 7152**

1 GEOMETRIC, AND IT PROVIDES A LOT OF SPACING BETWEEN  
2 LETTERS SO THAT PEOPLE CAN ACTUALLY READ THE LETTERS  
3 A LITTLE BIT BETTER. AND SO THIS IS DEFINITELY  
4 FORWARD THINKING AND REALLY CAPTURES THE INNOVATION  
5 THAT WE ARE DEFINITELY TRYING TO PORTRAY IN A LOT OF  
6 OUR BRANDING.

7 AND SO THIS SLIDE BASICALLY HAS ALL OF THE  
8 LOGO OPTIONS ON ONE SLIDE FOR YOU ALL TO REVIEW.  
9 THE FIRST OPTION HAS OUR NAME SPELLED OUT, AND THE  
10 LOWER OPTION HAS CALIFORNIA STEM CELL AGENCY TO  
11 RETAIN WHAT WE CURRENTLY HAVE. WITH THAT, I'D LIKE  
12 TO OPEN IT UP FOR QUESTIONS OR COMMENTS.

13 MS. SHARIFY: I JUST WANT TO CHIME IN THAT  
14 IN MY INTERVIEWS WITH SEVERAL STAKEHOLDERS, THAT  
15 THERE'S A HUGE CONSENSUS THAT WE DO NEED TO SPELL  
16 OUT WHAT C-I-R-M STANDS FOR. JUST WANT TO PUT THAT  
17 OUT THERE. WE HAD A LOT OF PEOPLE THAT PICKED ROW A  
18 FOR THAT SPECIFIC REASON.

19 CHAIRWOMAN DURON: I THINK IT'S IMPORTANT  
20 TOO, KATIE. I'M ALWAYS PUTTING IT IN PAREN AFTER I  
21 SAY CIRM WHENEVER I WRITE BECAUSE -- AND THEN I ALSO  
22 SAY STEM CELLS WHICH STILL DOESN'T TELL YOU WHAT THE  
23 HECK IS REGENERATIVE MEDICINE. SO IT'S REALLY AN  
24 EDUCATION FOR, I THINK, 78 OR 80 PERCENT OF THE  
25 PUBLIC OUT THERE. I LIKE IT. ANYBODY ELSE?

**BETH C. DRAIN, CA CSR NO. 7152**

1           CHAIRMAN IMBASCIANI: A QUESTION. KOREN,  
2 ARE WE BEING ASKED TO OPINE ON A FAVORITE, IF YOU  
3 WILL?

4           MS. TEMPLE-PERRY: I CAN TAKE IT BACK  
5 INTERNALLY. I JUST WANT TO MAKE SURE THAT WE ARE  
6 SHARING THIS FOR FEEDBACK, SUGGESTIONS.

7           CHAIRMAN IMBASCIANI: BUT THE ULTIMATE,  
8 YOU'RE NOT PROPOSING USING ALL THREE OF THEM.  
9 YOU'RE GOING TO SETTLE ON --

10          MS. TEMPLE-PERRY: NO. NO. WE'RE GOING  
11 TO CHOOSE.

12          CHAIRMAN IMBASCIANI: NOT BEING TRAINED AS  
13 AN ARTIST, I DO HAVE A COMMENT WITH COLUMN 2. WHAT  
14 I LIKE ABOUT COLUMN 1 AND COLUMN 3 IS THE LETTERS  
15 LOOK LIKE THEY CAME FROM THE SAME TYPEFACE BOX,  
16 MEANING THEY'RE ALL OF THE SAME FONT. BUT WHAT  
17 STRIKES ME, AND I SAY ACTUALLY WHAT I DON'T LIKE  
18 ABOUT COLUMN 2 IS THE FIRST AND LAST LETTER, THE C  
19 AND THE M, LOOK LIKE THEY COME FROM ONE TYPEFACE;  
20 WHEREAS, THE I AND THE R COME FROM ANOTHER. AND  
21 IT'S THE HYBRID THAT I'M -- I THINK IF I HAD TO  
22 VOTE, THAT WOULD GET MY LOWEST VOTE.

23          CHAIRWOMAN DURON: PAT.

24          DR. LEVITT: YEAH. SO EITHER SPELL IT OUT  
25 OR YOU SPELL WHAT IT DOES. AND CALIFORNIA STEM CELL

**BETH C. DRAIN, CA CSR NO. 7152**

1 AGENCY NEVER WORKED BECAUSE LIKE THE PUBLIC DOESN'T  
2 KNOW WHAT A STEM CELL IS. AND THERE ARE ACTUALLY  
3 RESEARCHERS THAT DON'T KNOW WHAT A STEM CELL IS  
4 EITHER. AND SO THE OTHER OPTION IS TO DESCRIBE WHAT  
5 WE'RE DOING, LIKE CALIFORNIA CURING DISEASE.  
6 BECAUSE YOU CAN SPELL IT OUT, BUT I THINK -- I'M NOT  
7 AN ARTIST EITHER. AND I THINK YOU ALL SHOULD DECIDE  
8 WHAT YOU THINK IS BEST BASED ON YOUR SURVEYS THAT  
9 YOU'VE DONE AND ALL THAT SORT OF STUFF.

10 BUT I THINK THERE IS THIS ISSUE THAT THE  
11 CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE WILL  
12 KIND OF BE LIKE ONE OF THESE "PSST." WHATEVER YOUR  
13 GOAL IS. THIS IS NOT THE MOST IMPORTANT THING THAT  
14 YOU ALL ARE DOING FROM MY PERSPECTIVE. IT'S JUST MY  
15 OPINION, BUT IT DOESN'T TELL ME WHAT -- EVEN WITH IT  
16 SPELLED OUT, IT DOESN'T TELL ME WHAT YOU'RE DOING  
17 AND WHAT CIRM IS DOING. AND CALIFORNIA CURING  
18 DISEASE OR SOMETHING LIKE THAT, RIGHT, DOES. BUT  
19 I'M CERTAIN THAT I'M IN THE VERY SMALL MINORITY.  
20 I'D LIKE TO SEE WHAT IT ACTUALLY IS -- HERE WHAT IT  
21 ACTUALLY DOES OR READ WHAT IT ACTUALLY DOES. LOOK,  
22 CURING DISEASE, MAYBE I'M INTERESTED IN THAT.

23 CHAIRWOMAN DURON: I SEE KIM. GOOD  
24 POINTS. I THINK KIM HAS A HAND UP.

25 DR. BARRETT: THANKS, YSABEL. WHILE I'M

**BETH C. DRAIN, CA CSR NO. 7152**

1 SYMPATHETIC TO PAT'S COMMENT, I THINK CALIFORNIA  
2 CURING DISEASE IS WAY TOO BROAD BECAUSE I CAN APPLY  
3 IT TO ALL SORTS OF DIFFERENT THINGS. AND IF I HAD  
4 TO VOTE ON ANY OF THESE, I WOULD GO FOR 3 A WITH  
5 CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE  
6 SPELLED OUT BECAUSE IF WE'RE GOING TO CHANGE THE  
7 LOGO, I THINK THERE'S ALREADY A SORT OF HISTORIC  
8 THROUGH LINE WITH THE COLOR AND THE FORMAT. BUT IT  
9 NEEDS TO BE MODERN, AND I DON'T SEE THAT 1 OR 2 IS  
10 PARTICULARLY MODERN. AND OTHERWISE WHY BOTHER  
11 CHANGING AT ALL BECAUSE IT'S JUST AN EVOLUTION  
12 RATHER THAN A REVOLUTION.

13 CHAIRWOMAN DURON: LOOKING FOR OTHER HANDS  
14 UP. LEONDRA, I JUST SEE A THUMBS UP, BUT IF YOU  
15 WANT TO COMMENT.

16 DR. CLARK-HARVEY: SURE. THANK YOU. I  
17 THINK I AGREE WITH THE COMMENT ABOUT MODERN, AND  
18 THAT'S BEEN MY CONCERN. IF WE'RE GOING TO MAKE  
19 CHANGES, LET'S MOVE IN THE DIRECTION TOWARDS WHERE  
20 WE REALLY WANT TO BE. AND THERE'S NOT ENOUGH, IN MY  
21 OPINION, SHIFT IN THESE FIRST TWO COLUMNS AND THEN  
22 ALSO VITO'S COMMENT, I BELIEVE I MADE THAT IN A  
23 PRIOR CONVERSATION AS WELL, AND THEY DON'T MATCH,  
24 THE MIDDLE TWO, FOR WHATEVER REASON. SO COMPLETELY  
25 CONCUR WITH THAT.

**BETH C. DRAIN, CA CSR NO. 7152**

1 THE THIRD COLUMN, I DO LIKE IT. IT IS  
2 MORE MODERN. AND I BELIEVE IN DOING SOME FEEDBACK,  
3 BUT IN MY OPINION IF IT COULD BE A LITTLE THICKER IN  
4 TERMS OF HEAVIER FONT BECAUSE IT'S VERY THIN. AND  
5 SO I THINK THAT THAT'S NOT GOING TO BE SUPER  
6 VISIBLE. IF IT'S BETWEEN STEM CELL AND REGENERATIVE  
7 MEDICINE IN TERMS OF LAY PERSON, I THINK STEM CELL  
8 IS A LITTLE CLOSER TO SOMETHING SOMEONE HAS HEARD  
9 ABOUT BEFORE THAN REGENERATIVE MEDICINE. IS THERE  
10 SOMETHING BETTER WE CAN DO? PROBABLY. BUT IF THE  
11 CHOICES ARE JUST A AND B, THEN I WOULD GO WITH STEM  
12 CELL COLUMN NO. 3, AND HOPEFULLY WE CAN FIND  
13 SOMETHING A LITTLE BETTER TO DESCRIBE WHAT WE DO  
14 THAN THAT. IF THAT MAKES SENSE.

15 CHAIRWOMAN DURON: I SEE YOU, MARIA. BUT  
16 LET ME CHIME IN HERE TO LEONDRAS POINT. I TOO  
17 THINK THAT THE CIRM, I'M GOING WITH YOU ON MODERN.  
18 I DO THINK THAT NO. 3, IT DOES LOOK THIN AND IN SOME  
19 WAYS IT DOESN'T HAVE THE WEIGHT OF WHAT WE'RE TRYING  
20 TO DO. THAT TO ME IS WHAT'S MISSING IN NO. 3, AND  
21 THE WEIGHT IS HEAVY. WE CAN GO TO PAT'S CALIFORNIA  
22 CURING DISEASE. THAT'S MESSIANIC, I THINK, BUT WE  
23 ARE ASPIRATIONAL AND WE ARE INTENDING TO GET  
24 PEOPLE'S ATTENTION. SO DRAMA IS SOMEWHAT OF AN  
25 ISSUE HERE.

**BETH C. DRAIN, CA CSR NO. 7152**

1 BUT I AGREE WITH LEONDRA, THAT STEM CELL  
2 SEEMS TO HAVE A LOT MORE AGENCY OUT IN THE WORLD  
3 THAN REGENERATIVE, WHICH TO ME SORT OF SOUNDS LIKE  
4 THE MYSTERY OF AI. WHAT ARE YOU BUILDING? ROBOTS?  
5 I MEAN WHAT'S GOING ON HERE? AND I'VE ALWAYS  
6 THOUGHT THIS, THAT TRYING TO EXPLAIN REGENERATIVE  
7 MEDICINE TO ANYBODY IS OOH, OOH, OOH. SO THOSE ARE  
8 MY FEELINGS, BUT I'M HEADING TOWARDS 3; BUT TO  
9 LEONDRA'S POINT, CAN WE THICKEN IT UP OR MAKE IT  
10 MORE IMPRESSIVE?

11 SO ANYWAY, ON TO YOU, MARIA.

12 VICE CHAIR BONNEVILLE: I THINK JUST TO  
13 CIRCLE BACK, I THINK THE CONVERSATION OR WHAT WE'RE  
14 REALLY TRYING TO GET TO IS DO YOU WANT OUR NAME ON  
15 DO YOU WANT A TAGLINE? IF YOU WANT A TAGLINE,  
16 THAT'S DIFFERENT AND THAT PROBABLY INVOLVES MORE  
17 THOUGHT AND WORK AROUND IT. SO CALIFORNIA STEM CELL  
18 AGENCY WAS A WAY OF TRYING TO DRAW ATTENTION INTO  
19 THE FACT THAT, BECAUSE NOBODY KNEW WHAT REGENERATIVE  
20 MEDICINE WAS, NOT THAT A LOT OF PEOPLE KNOW WHAT  
21 STEM CELL IS EITHER, BUT OF THE TWO, STEM CELL  
22 SEEMED TO DESCRIBE WHAT WE DO A LITTLE BETTER.

23 THAT SAID, WE'VE NOW GONE INTO OTHER  
24 TECHNOLOGIES. IT'S NOT JUST A STEM CELL AGENCY. SO  
25 HOW DO WE CONVEY THAT? SO IF WHAT THE CONVERSATION

**BETH C. DRAIN, CA CSR NO. 7152**

1 IS DO WE WANT A TAGLINE OR DO WE WANT OUR NAME, I  
2 WOULDN'T FOCUS SO MUCH ON CALIFORNIA STEM CELL  
3 AGENCY BECAUSE IT COULD BE SOMETHING DIFFERENT AS  
4 PAT NOTED. I THINK THAT'S JUST SORT OF -- I WOULD  
5 ENCOURAGE THE TEAM, IF THEY THINK THAT WE SHOULD  
6 HAVE A TAGLINE AND THAT THAT WORKS BETTER THAN OUR  
7 NAME, TO EXPLORE THAT OPTION AND NOT FEEL LIKE  
8 YOU'RE TIED TO STEM CELL AGENCY OR CALIFORNIA  
9 INSTITUTE FOR REGENERATIVE MEDICINE. I DON'T HAVE A  
10 STRONG FEELING EITHER WAY. I KNOW THAT'S SHOCKING,  
11 BUT I DON'T HAVE A STRONG FEELING EITHER WAY. I'M  
12 JUST CURIOUS AS TO PERHAPS IF THERE'S OTHER THINGS  
13 YOU'D LIKE TO EXPLORE, THEN I HIGHLY ENCOURAGE IT.

14 CHAIRWOMAN DURON: SO HERE'S THE DEAL.  
15 FIRST OF ALL, KOREN, HOW MUCH TIME DO WE HAVE LEFT  
16 ON YOUR PRESENTATION? WE'VE ONLY GOT SEVEN MINUTES,  
17 BUT I ALSO WANTED TO SEE IF WE COULD GET J.T. TO  
18 WEIGH IN, BEING VERY COGNIZANT THAT WE'RE JUST  
19 ADVISING HERE. WE'RE NOT DIRECTING OR WE'RE NOT  
20 DECIDING. SO, J.T., DO YOU HAVE SOMETHING TO SAY?

21 DR. THOMAS: YEAH. SO I AGREE THAT NOBODY  
22 KNOWS WHAT REGENERATIVE MEDICINE IS. EVEN WHEN YOU  
23 EXPLAIN IT, IT TAKES A LONG TIME JUST TO GET THE  
24 POINT ACROSS. SO I THINK THE B OPTION, SOMETHING  
25 DESCRIPTIVE OF WHAT WE DO IS BETTER.



**BETH C. DRAIN, CA CSR NO. 7152**

1 I DO WANT TO ECHO WHAT MARIA SAID, WHICH  
2 IS WE'RE VERY POINTEDLY NOT JUST STEM CELL ANYMORE.  
3 WE HAVE A VERY ROBUST GENE THERAPY ELEMENT TO WHAT  
4 WE'RE DOING, WHICH IN POINT OF FACT HAS ACTUALLY LED  
5 TO PRODUCTS THAT ARE GETTING CLOSER TO MARKET THAN  
6 SOME OF THE STEM CELL PRODUCTS THAT WE'VE ENABLED AS  
7 WELL. SO WE DO NEED TO GIVE FURTHER THOUGHT TO WHAT  
8 THAT MIGHT BE, BUT I THINK THE IDEA OF BEING  
9 DESCRIPTIVE AND AS UNDERSTANDABLE AS POSSIBLE TO THE  
10 EXTENT WE CAN DO THAT IS THE WAY TO GO BECAUSE  
11 THAT'S CATCHIER THAN SOMEBODY'S EYES GLAZING OVER  
12 WITH THE REGENERATIVE MEDICINE TERMINOLOGY.

13 I LIKE THE COMMENTS ABOUT MODERNIZING. I  
14 THINK THEY'RE GOOD. BOTH OF THE -- I WOULDN'T GET  
15 TOO THICK ON THE LETTERING BECAUSE THEN IT STARTS TO  
16 COME UP AGAINST THE THICKNESS OF THE EXISTING LOGO.  
17 AND I THINK WE WANT TO HAVE SOMETHING THAT'S A  
18 DEPARTURE FROM THAT. SO SOME TONED-DOWN VERSION OF  
19 INCREASED THICKNESS TO GO ALONG WITH THE MODERNIZED  
20 LETTERING, I THINK, IS GOOD. SO I GO WITH 3 B AND  
21 LET US SORT OF COGITATE ON WHAT WE SHOULD BE DOING  
22 WITH RESPECT TO A TAGLINE WOULD BE MY  
23 RECOMMENDATION.

24 CHAIRWOMAN DURON: LET ME ASK SCOTT. DO  
25 WE HAVE ANY POTENTIAL PUBLIC COMMENTS OUT THERE THAT

**BETH C. DRAIN, CA CSR NO. 7152**

1 I WANT TO MAKE SURE WE GET IN BEFORE AND THEN GO  
2 BACK TO KOREN?

3 MR. TOCHER: I HAVEN'T SEEN ANY. I DON'T  
4 SEE ANY HANDS RAISED OTHER THAN LINDA MALKAS AS  
5 WELL. I THINK WE'RE FINE ON PUBLIC COMMENT.

6 CHAIRWOMAN DURON: OH, OKAY. LINDA, GO  
7 AHEAD.

8 DR. MALKAS: YES. REAL QUICK. I THINK  
9 YOU SHOULD GET THE WORD "FUTURE" IN THERE. I DO  
10 LIKE THE THIRD OPTION, THE NUMBER COLUMN 3. BUT IF  
11 YOU ARE GOING TO DO A TAGLINE, YOU WANT TO DO LIKE  
12 CREATING THE FUTURE OR SOMETHING BETTER THAN -- STEM  
13 CELLS, LIKE YOU SAID, SO MUCH OF THE CONVERSATION IS  
14 HOW DO WE MAKE OURSELVES MORE UNDERSTANDING FOR LAY  
15 AUDIENCE. AND SO AS AN AGENCY, IT REALLY IS ABOUT  
16 CREATING THE TREATMENTS OF THE FUTURE. SO THE WORD  
17 "FUTURE" PERSONALLY I WOULD LIKE TO SEE SOMEWHERE IN  
18 THERE. THANK YOU.

19 CHAIRWOMAN DURON: MAKING -- OFF THE TOP  
20 OF MY HEAD, MAKING SOLUTIONS POSSIBLE. BUT YOU'RE  
21 TALKING ABOUT FUTURE, BUT REALLY THEY'RE HERE NOW.

22 DR. MALKAS: YEAH. SO MAKING JUST THE  
23 LANGUAGE VERY USER FRIENDLY. YEAH.

24 CHAIRWOMAN DURON: SO, KOREN, BACK TO YOU.  
25 LEONDRA, DID YOU HAVE YOUR HAND UP? GO AHEAD.

**BETH C. DRAIN, CA CSR NO. 7152**

1 DR. CLARK-HARVEY: YES, BEFORE IT ESCAPES  
2 ME. LINDA, LIKE FUTURE FOCUS JUST SPARKED  
3 SOMETHING. SO REAL QUICK. I JUST WANT TO THROW IT  
4 OUT THERE JUST FOR NOTETAKING. SO SOMETHING AROUND  
5 FUNDING INNOVATION FOR THE FUTURE OF HEALTHCARE,  
6 SOMETHING LIKE THAT THAT KIND OF DRIVES PEOPLE TO  
7 LIKE, OH, THEY'RE A FUNDING AGENCY. IT'S AROUND  
8 INNOVATION AND RESEARCH. SO I LIKE THE WORDS  
9 "INNOVATIVE" OR "INNOVATION AND FUTURE" AND MAYBE IF  
10 WE COULD PUT FUNDING IN THERE TOO. JUST FOOD FOR  
11 THOUGHT.

12 CHAIRWOMAN DURON: FUNDING INNOVATIVE  
13 CARE.

14 DR. CLARK-HARVEY: TREATMENTS FOR THE  
15 FUTURE.

16 CHAIRWOMAN DURON: THERE YOU GO. OKAY.  
17 THANKS. GOOD IDEA.

18 DR. CLARK-HARVEY: OUT OF MY BRAIN.

19 CHAIRWOMAN DURON: OH, NO. LIKE FINE  
20 WINE, IT TAKES TIME TO MELD.

21 KOREN, FINAL WORDS AND THEN ARE WE GOING  
22 TO MOVE THE BUILDING.

23 MS. TEMPLE-PERRY: EXCELLENT. THANK YOU  
24 ALL FOR YOUR FEEDBACK. THIS WAS VERY HELPFUL. AND  
25 WE'LL TAKE OBVIOUSLY A LOT OF YOUR SUGGESTIONS AND

**BETH C. DRAIN, CA CSR NO. 7152**

1 TRY TO INCORPORATE THEM AND WORK INTERNALLY. J.T.,  
2 WE'LL WORK TOGETHER TO COME UP WITH A FEW MORE  
3 OPTIONS INCLUDING LOGO NO. 3, THICKENING OUT AS WELL  
4 AS A POTENTIAL TAGLINE FOR NEXT STEPS. SO THANK YOU  
5 ALL. I APPRECIATE YOUR TIME AND ALL THE WONDERFUL  
6 FEEDBACK.

7 CHAIRWOMAN DURON: FUNDING TOMORROW'S  
8 SOLUTIONS TODAY. KEEP GOING. SORRY. I'LL CALL YOU  
9 UP TONIGHT AT MIDNIGHT, KOREN. ANYTHING ELSE? ANY  
10 COMMENTS FROM THE REST OF THE COMMITTEE?

11 DR. CLARK-HARVEY: I WOULD JUST SAY I  
12 REALLY APPRECIATE THE FOCUS ON HOW THE COMMITTEE IS  
13 GOING TO BE UTILIZED GOING FORWARD. I FEEL REALLY  
14 POSITIVE ABOUT THAT. SO THANK YOU.

15 CHAIRWOMAN DURON: THERE YOU GO.

16 MS. SHARIFY: I JUST WANT TO SAY THANKS TO  
17 EVERYONE FOR THE AMAZING FEEDBACK YOU'VE GIVEN US  
18 TODAY. THANK YOU SO MUCH.

19 CHAIRWOMAN DURON: ALL RIGHT. THE MEETING  
20 IS ENDED. THANK YOU.

21 (THE MEETING WAS THEN CONCLUDED AT 10:58 A.M.)  
22  
23  
24  
25

**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 MARCH 7, 2024, 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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