

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: JUNE 10, 2024
12 P.M.

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

FILE NO.: 2024-26

**133 HENNA COURT, SANDPOINT, IDAHO 83864
208-920-3543 DRAIBE@HOTMAIL.COM**

BETH C. DRAIN, CA CSR NO. 7152

I N D E X

ITEM DESCRIPTION	PAGE NO.
OPEN SESSION	
1. CALL TO ORDER	3
2. ROLL CALL	3
3. COMMUNICATIONS TEAM UPDATE: PROGRESS ON THE IMPLEMENTATION OF THE 2023-2024 COMMUNICATIONS PLAN	4
4. PUBLIC COMMENT	NONE
5. ADJOURNMENT	68

BETH C. DRAIN, CA CSR NO. 7152

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

JUNE 10, 2024; 12 P.M.

CHAIRPERSON BONNEVILLE: GOOD AFTERNOON,
EVERYONE. WE'RE GOING TO START THE COMMUNICATIONS
SUBCOMMITTEE TODAY. YSABEL IS UNABLE TO JOIN US, SO
I WILL BE CHAIRING THE MEETING TODAY. IF WE COULD
PLEASE HAVE CLAUDETTE CALL ROLL.

MS. MANDAC: KIM BARRETT. GEORGE
BLUMENTHAL.

DR. BLUMENTHAL: HERE.

MS. MANDAC: MARIA BONNEVILLE.

CHAIRPERSON BONNEVILLE: PRESENT.

MS. MANDAC: LEONDRA CLARK-HARVEY.

DR. CLARK-HARVEY: HERE.

MS. MANDAC: YSABEL DURON. ELENA FLOWERS.

DR. FLOWERS: PRESENT.

MS. MANDAC: DAVID HIGGINS. VITO
IMBASCIANI.

CHAIRMAN IMBASCIANI: HERE.

MS. MANDAC: PAT LEVITT. LINDA MALKAS.
CHRIS MIASKOWSKI.

DR. MIASKOWSKI: PRESENT.

MS. MANDAC: LAUREN MILLER ROGEN. BACK TO
YOU, MARIA.

CHAIRPERSON BONNEVILLE: THANK YOU,

BETH C. DRAIN, CA CSR NO. 7152

1 CLAUDETTE.

2 I WANTED TO START OFF BY SAYING THAT
3 YSABEL IS -- I'M SORRY SHE COULDN'T BE HERE TODAY.
4 AND SHE DID WANT ME TO MENTION HOW APPRECIATIVE SHE
5 IS OF THE WORK THAT THE TEAM HAS BEEN DOING TO DATE
6 AND ALL OF THE SOCIAL MEDIA AND THE DIFFERENT
7 UPDATES ON OUTREACH ACTIVITIES. SO I JUST WANTED TO
8 START THE MEETING WITH SOME THANKS FROM HER AND
9 PASSING THAT ALONG.

10 I KNOW TODAY WE'LL BE TALKING ABOUT SOME
11 PROGRESS ON THE IMPLEMENTATION OF THE COMMUNICATIONS
12 PLAN. AND I'M GOING TO START -- KOREN, I'M GOING TO
13 PASS IT OFF TO YOU AND YOUR TEAM.

14 MS. TEMPLE-PERRY: ALL RIGHT. THANK YOU
15 SO MUCH, MARIA. CAN EVERYONE HEAR ME OKAY? YEP.
16 THUMBS UP. GREAT.

17 ALL RIGHT. HAPPY MONDAY, EVERYONE, AND
18 GOOD AFTERNOON. WELCOME TO THE COMMUNICATIONS
19 SUBCOMMITTEE MEETING. THANK YOU FOR THE OPPORTUNITY
20 TO PRESENT TODAY. WE ARE, AS MARIA MENTIONED,
21 REALLY EXCITED TO SHARE PROGRESS ON A NUMBER OF
22 INITIATIVES.

23 AND BEFORE WE GET STARTED, AS ALWAYS, I
24 LIKE TO MAKE SURE THAT WE TAKE THE OPPORTUNITY TO
25 INTRODUCE AND HIGHLIGHT OUR TEAM. SO I'M NOT GOING

BETH C. DRAIN, CA CSR NO. 7152

1 TO GO INTO EVERYONE'S TITLE, BUT WE HAVE MYSELF,
2 KOREN TEMPLE-PERRY; WE HAVE ESTEBAN CORTEZ, WHO'S
3 OUR DIRECTOR OF MARKETING COMMUNICATIONS; ADITI
4 DESAI, WHO'S OUR COMMUNITY OUTREACH MANAGER; KATIE
5 SHARIFY IS OUR COMMUNICATIONS TEAM COORDINATOR; AND
6 CHRISTINA SMITH IS OUR SOCIAL MEDIA AND CONTENT
7 SPECIALIST.

8 SO TO GUIDE OUR DISCUSSION TODAY, I ALWAYS
9 LIKE TO PROVIDE AN AGENDA OF THE TOPICS WE'LL COVER.
10 SO FIRST I WANTED TO PROVIDE AN UPDATE ON OUR
11 BRANDING INITIATIVES, AND THEN WE'RE GOING TO
12 PROVIDE AN UPDATE ON OUR DIGITAL PROGRESS FOR OUR
13 NEW WEBSITE, AS WELL AS HIGHLIGHT A LOT OF OUR
14 SOCIAL MEDIA CAMPAIGNS AND OUR METRICS, ALL THE
15 WONDERFUL WORK THAT CHRISTINA HAS BEEN OVERSEEING.
16 AND THEN I'D LIKE TO SHOWCASE OUTCOMES FROM A NUMBER
17 OF OUR COMMUNITY OUTREACH CAMPAIGNS. WE'VE BEEN
18 VERY, VERY BUSY IN THE COMMUNITY, AND WE'RE REALLY
19 EXCITED TO SHOWCASE THE WORK THAT WE'VE DONE.

20 AND THEN, FINALLY, I'D LIKE TO TRANSITION
21 TO SPEAK A LITTLE BIT ABOUT AN UPCOMING INITIATIVE.
22 THIS IS OUR PATIENT ACCESS NEWSLETTER AND WOULD
23 REALLY LIKE TO SPEAK AND DISCUSS THE DIRECTION OF
24 THIS NEW CHANNEL.

25 OKAY. PERFECT. SO WE'VE ALL SEEN OUR

BETH C. DRAIN, CA CSR NO. 7152

1 CIRM LOGO. AND PART OF OUR ONGOING EFFORTS TO
2 REALLY STRENGTHEN OUR BRAND AUTHORITY, BACK IN
3 DECEMBER WE RECOGNIZED THE NEED TO UPDATE OUR
4 BRANDING TO BETTER COMMUNICATE WHO WE ARE AND WHERE
5 WE STAND. AND SO AS PART OF THIS INITIATIVE, WE
6 REALLY TOOK A CLOSER LOOK AT OUR LOGO AND REALLY
7 LOOKED AT WAYS TO IMPROVE ITS READABILITY AND TO
8 ENSURE THAT WE WERE BASICALLY EFFECTIVELY
9 REPRESENTING OUR IDENTITY.

10 AND SO IT'S BEEN MANY, MANY MONTHS OF
11 EXPLORING VARIOUS TAGLINES AND TYPEFACES. AND WE
12 HAD A LOT OF FEEDBACK INTERNALLY AND FROM THE BOARD.
13 AND SO WE FINALLY MADE THE DECISION TO MOVE FORWARD
14 WITH A NEW DESIGN, WHICH WE'RE REALLY EXCITED ABOUT.
15 AND SO TODAY, WITHOUT FURTHER ADO, I INTRODUCE
16 CIRM'S NEW LOGO. THIS HAD A LOT OF SUPPORT
17 INTERNALLY AS WELL AS J.T.'S SUPPORT, GUIDANCE, AND
18 APPROVAL.

19 AND SO CIRM'S NEW LOGO IS NOT JUST A
20 VISUAL CHANGE. IT'S REALLY A REFLECTION OF OUR
21 DEDICATION AS AN ORGANIZATION TO ENSURE THAT WE'RE
22 IMPROVING HOW WE PRESENT OURSELVES. THIS LOGO IS
23 LEGIBLE, IT'S APPROACHABLE, IT'S CLEAN, IT'S HUMAN.
24 AND EVERYONE WAS REALLY EXCITED WHEN WE ROLLED THIS
25 OUT AT THE LAST STAFF MEETING.

BETH C. DRAIN, CA CSR NO. 7152

1 AND SO WE'VE GONE THROUGH A COUPLE OF
2 ITERATIONS OF THIS. THE TYPEFACE IS VERY MODERN.
3 THIS WAS THE DIRECTION AND FEEDBACK THAT WE RECEIVED
4 FROM THE BOARD. WE INCREASED THE THICKNESS OF THE
5 LINE TO MAKE SURE THAT WE ARE PRESENTING THE LOGO IN
6 A VERY READABLE WAY. AND MOST IMPORTANTLY, IT
7 ACTUALLY SPELLS OUT OUR NAME SO WE'RE CLEAR ABOUT
8 WHO WE ARE. AND SO A LOT OF STAFF INTERNALLY WAS
9 VERY EXCITED ABOUT THIS DIRECTION.

10 AND WHAT YOU'LL SEE HERE IS NOT JUST ONE
11 LOGO. YOU WILL SEE FOUR DIFFERENT VERSIONS OF OUR
12 LOGO, INCLUDING OUR SPANISH LANGUAGE LOGO WHICH
13 WE'RE REALLY EXCITED TO ROLL OUT.

14 AND SO OUR NEW LOGO IS OBVIOUSLY PART OF
15 OUR BRAND REFRESH INITIATIVE. THIS IS GOING TO
16 LAUNCH EXTERNALLY ON JULY 1ST. AND IT'S ACTUALLY
17 JUST ONE PART OF OUR BRAND REFRESH. SO ALONGSIDE
18 THE LOGO, WE'RE INTRODUCING NEW TEMPLATES, A FRESH
19 DESIGN. WE'VE UPDATED OUR BRAND COLORS TO COMPLY
20 WITH ADA STANDARDS, AND WE'VE TOUCHED ON THAT A
21 NUMBER OF TIMES AT THE SUBCOMMITTEE, THE NEED TO
22 MODIFY OUR CURRENT COLORS TO ENSURE THAT WE HAVE THE
23 PROPER COLOR CONTRASTING RATIOS TO, AGAIN, TO COMPLY
24 TO THE ADA STANDARDS.

25 AND A LOT OF THESE ENHANCEMENTS REALLY

BETH C. DRAIN, CA CSR NO. 7152

1 PRESENT CIRM IN A MORE AUTHORITATIVE, YET MODERN
2 WEIGH. AND SO TO ENSURE THAT THESE CHANGES ARE
3 COMMUNICATED EFFECTIVELY, WE TALKED ABOUT THE FACT
4 THAT WE CREATED BRAND GUIDELINES TO BASICALLY
5 COMMUNICATE THE VISUAL DESIGN SYSTEM OF OUR UPDATED
6 BRANDING. AND WITHIN THE BRAND GUIDELINES, THIS
7 CONTAINS INFORMATION OF THE UPDATED COLORS,
8 ICONOGRAPHY, OUR TYPOGRAPHY. SO THERE'S A NUMBER OF
9 ELEMENTS THAT ARE INCLUDED IN OUR UPDATED BRAND
10 GUIDELINES.

11 AND AS PART OF THIS BRAND REFRESH, WE'VE
12 CREATED A FULL SUITE OF ONE-PAGERS. WE'RE EXCITED
13 TO SHOWCASE, NOT HERE, BUT WE WILL IN THE NEXT
14 MONTH, UPDATED POWERPOINT TEMPLATES WHICH CARRY
15 ACROSS THIS VISUAL DESIGN SYSTEM. WHAT YOU'LL SEE
16 HERE TO THE LEFT OF YOUR SCREEN, WE ACTUALLY CREATED
17 A CIRM BROCHURE. AND MANY OF OUR PROGRAMS
18 THROUGHOUT CIRM WILL BE ABLE TO DEVELOP THEIR OWN
19 BROCHURE. WE DON'T HAVE IT ON THIS SCREEN, BUT THIS
20 BRAND SYSTEM ALSO INCORPORATES CONSISTENT EMAIL
21 SIGNATURES, BRANDED LETTERHEAD, SOCIAL MEDIA
22 HEADERS. AND WE ALSO, I THINK I MENTIONED, ZOOM
23 SCREENS. SO WE'RE VERY EXCITED TO ROLL THIS OUT
24 OVER THE NEXT MONTH.

25 AND WE ACTUALLY HELD OUR FIRST INTERNAL

BETH C. DRAIN, CA CSR NO. 7152

1 BRAND WORKSHOP TO INTRODUCE A LOT OF THESE CONCEPTS
2 AND THE MATERIALS TO OUR STAFF. WE WANTED TO MAKE
3 SURE THAT EVERYONE HAD PROPER GUIDANCE BEFORE
4 ADOPTING AND UTILIZING THESE MATERIALS. WE HAVE A
5 SECOND BRAND WORKSHOP COMING UP IN THE NEXT WEEK
6 WHICH WE WILL RECORD AND THEN START TO DISSEMINATE A
7 BRAND ROLLOUT KIT TO MAKE SURE THAT WE HAVE PROPER
8 COMPLIANCE ACROSS THE ORGANIZATION. AND SO I WOULD
9 SAY THAT THE BRAND WORKSHOP WAS VERY SUCCESSFUL. IT
10 WAS WELL RECEIVED. PEOPLE WERE REALLY ENGAGED AND
11 ENTHUSIASTIC ABOUT IT. AND SO WE LOOK FORWARD TO
12 ROLLING OUT THESE MATERIALS NEXT MONTH.

13 I WANTED TO PAUSE FIRST BEFORE I
14 TRANSITION. DID ANYONE HAVE ANY QUESTIONS?

15 CHAIRPERSON BONNEVILLE: THERE'S ONE HAND
16 UP.

17 DR. MIASKOWSKI: THEY LOOK REALLY
18 BEAUTIFUL. CONGRATULATIONS. I DID WONDER WHERE THE
19 PHOTOGRAPHS COME FROM.

20 MS. TEMPLE-PERRY: THESE ARE STOCK IMAGES
21 RIGHT NOW, BUT WE HAVE A PRETTY ROBUST IMAGE
22 LIBRARY. AND SO A LOT OF THESE MATERIALS WILL
23 FEATURE IN-HOUSE PHOTOS FROM CIRM OR PHOTOS FROM OUR
24 PARTNERS WITH THEIR APPROVAL.

25 DR. MIASKOWSKI: GREAT. I THINK THAT

BETH C. DRAIN, CA CSR NO. 7152

1 WOULD BE REALLY IMPORTANT TO SHOWCASE OUR PARTNERS.
2 THANKS.

3 MS. TEMPLE-PERRY: ANYONE ELSE? PERFECT.

4 AND SO OUR BRAND UPDATES WILL SERVE AS A
5 DESIGN FOUNDATION OF OUR NEW WEBSITE. AND SO AS YOU
6 ALL KNOW, WE'VE BEEN WORKING PARALLEL WITH UPDATING
7 OUR BRAND ON OUR NEW WEBSITE. AND SO OUR NEW
8 WEBSITE WILL FEATURE OUR NEW LOGO, THE SAME DESIGN
9 TEMPLATES, DESIGN ELEMENTS, AS WELL AS THE ADA BRAND
10 COLORS. AND SO THE WEBSITE WILL NOT ONLY ENHANCE
11 OUR VISUAL IDENTITY, BUT REALLY IMPROVE THE USER
12 EXPERIENCE, ENSURE THAT WE ARE EFFECTIVELY
13 PRESENTING OURSELVES ONLINE. AND WE WANT TO ENSURE
14 THAT OUR MISSION AND VALUES ARE ALSO PRESENTED IN
15 THE BEST WAY POSSIBLE.

16 AND SO WE'VE BEEN WORKING ON THIS PROJECT
17 PROBABLY SINCE DECEMBER AND REALLY WORKING
18 DILIGENTLY AND COLLABORATIVELY TO ADVANCE IT. AND
19 SO I JUST WANT TO RECOGNIZE OUR TEAM HERE. THIS HAS
20 NOT BEEN AN EASY UNDERTAKING. THERE'S NUMEROUS
21 PRIORITIES GOING ON AT CIRM RIGHT NOW; SUCH AS, EVEN
22 THE STRATEGIC ALLOCATION FRAMEWORK, BUT WE'VE STILL
23 MANAGED TO SUCCESSFULLY WORK WITH TEAMS THROUGHOUT
24 THE ORGANIZATION COLLABORATIVELY TO GATHER FEEDBACK,
25 WHETHER IT'S ON CONTENT, DESIGN, ET CETERA, WHICH IS

BETH C. DRAIN, CA CSR NO. 7152

1 REALLY GOING TO BE CRUCIAL TO SHAPING OUR WEBSITE
2 DESIGN. SO I WANTED TO SAY THANK YOU TO EVERYONE
3 THAT HAS SUPPORTED US THROUGH THIS PROCESS AND
4 PROVIDED FEEDBACK WHILE MANAGING ALL THE NUMEROUS
5 INITIATIVES GOING ON AT THE SAME TIME.

6 AND SO WHAT I WANTED TO ACTUALLY HIGHLIGHT
7 HERE ON THE SLIDE, THESE ARE ACTUAL WIREFRAMES, NOT
8 ALL OF THEM, THERE'S QUITE A BIT. BUT THESE ARE
9 SOME OF THE WIREFRAMES WHICH FEATURE THE NEW DESIGN.
10 AND A WIREFRAME IS JUST SORT OF A MOCK-UP THAT
11 PRECEDES THE ACTUAL DESIGN OF OUR WEBSITE. SO YOU
12 WILL SEE WE HAVE OUR GRANTS WIREFRAME AND ABOUT
13 WIREFRAME. WE ACTUALLY HAVE OUR HOMEPAGE WIREFRAME.
14 THIS IS NOT THE ACTUAL DESIGN, BUT I WILL SAY WE
15 HAVE DESIGNED OUR HOMEPAGE AND IT LOOKS REALLY,
16 REALLY GOOD. SO I'M EXCITED ABOUT THIS. I THINK,
17 J.T., YOU'RE IN AGREEMENT. HE'S SEEN OUR HOMEPAGE.

18 DR. THOMAS: YES. I THINK THIS IS A
19 MARKED IMPROVEMENT OVER OUR CURRENT WEBSITE I THINK
20 BY A CONSIDERABLE MARGIN IN TERMS OF CONTENT AND
21 USER FRIENDLINESS AND THE WAY IT LOOKS. I THINK
22 IT'S GOING TO LOOK REALLY SPIFFY. SO I THINK
23 EVERYBODY IS GOING TO BE VERY PROUD OF THIS. IT
24 WILL BE A TREMENDOUS COMMUNICATION VEHICLE FOR US
25 AND SOMETHING THAT ALL OF OUR STAKEHOLDERS WILL BE

BETH C. DRAIN, CA CSR NO. 7152

1 ABLE TO ACCESS.

2 MS. TEMPLE-PERRY: YES. AND ONE THING I
3 REALLY WANTED TO HIGHLIGHT AS PART OF THIS, BECAUSE
4 THERE IS NOT JUST SORT OF THE DESIGN ASPECT, BUT WE
5 REALLY NEED TO ENSURE THAT WE ARE BEING ADA
6 COMPLIANT AS A STATE AGENCY. AND SO I WANT TO
7 HIGHLIGHT THE WEB REMEDIATION COMPONENT TO THIS
8 WHICH IS VERY, VERY IMPORTANT. AND SO THIS IS BEING
9 BUILT INTO THE DESIGN. AND I WANT TO GIVE KATIE AN
10 OPPORTUNITY, BECAUSE SHE'S BEEN REALLY CRITICAL TO
11 THIS PROJECT, TO REALLY JUST KIND OF GIVE YOU AN
12 OVERVIEW ABOUT THE WEB REMEDIATION STRATEGY PART OF
13 THIS AS WELL AS THE TRAINING. SO, KATIE, CAN
14 YOU --

15 MS. SHARIFY: OF COURSE. I THINK, AS I
16 MENTIONED BEFORE, OUR WEBSITE HAS ALWAYS CONTAINED A
17 LOT OF REALLY GREAT CONTENT. AND ONE OF THE MAIN
18 PROBLEMS, ASIDE FROM MAKING SURE THAT WE
19 REDISTRIBUTE IT AND MAKE SURE THAT WE HAVE A GREAT
20 USER JOURNEY, WAS THAT WE WANTED TO MAKE SURE ALL
21 OUR DOCUMENTS ARE FULLY ADA COMPLIANT. AND SO OVER
22 THE PAST TWO YEARS ACTUALLY WE'VE BEEN SENDING
23 SEVERAL BATCHES THROUGH DIFFERENT PHASES TO HAVE
24 EVERY SINGLE DOCUMENT THAT'S ON THE WEBSITE
25 REMEDIATED. AND WE'VE ACTUALLY ACCOMPLISHED THAT.

BETH C. DRAIN, CA CSR NO. 7152

1 AND ONE OF THE GREAT THINGS THAT WE ARE
2 NOW DOING MOVING FORWARD IS THAT WE ARE TRAINING OUR
3 INTERNAL STAFF TO CREATE ACCEPTABLE DOCUMENTS TO
4 BEGIN WITH SO THAT WE DON'T HAVE TO HAVE THIS EXTRA
5 STEP OF REMEDIATION EVERY TIME. AND WE WILL HAVE A
6 BUILT-IN SORT OF ACCESSIBILITY WIDGET THAT IS GOING
7 TO IN REAL TIME FLAG WHATEVER IS NOT ACCEPTABLE.
8 BUT THE GOAL IS THAT WE HAVE THESE FIVE OR SIX SUPER
9 USERS THAT ARE CONSTANTLY MAKING EDITS TO THE
10 WEBSITE. AND THESE SUPER USERS ARE GOING TO BE
11 TRYING, ALONG WITH THE COMMUNICATIONS TEAM, TO MAKE
12 ACCESSIBLE DOCUMENTS FROM THE GET-GO AND HAVING THAT
13 ALWAYS IN THE BACK OF OUR MIND WHEN WE'RE CREATING
14 DOCUMENTS AND PUT IT ON THE WEBSITE. SO THAT'S
15 COMING UP IN THE UPCOMING PHASE OF THE WEBSITE
16 REMEDIATION AND REFRESH.

17 MS. TEMPLE-PERRY: AND WE'LL ALSO ADD THIS
18 IS GOING TO BE A TREMENDOUS COST SAVINGS FOR THE
19 ORGANIZATION. A LOT OF STATE AGENCIES DO TRAIN
20 INTERNAL STAFF. AND IT'S GOING TO JUST, AS WE
21 LAUNCH THE WEBSITE, MAKE SURE THAT WE HAVE A REALLY
22 TIGHT PRODUCT AND THAT OUR FILES WILL BE ADA
23 ACCESSIBLE. NEXT SLIDE.

24 AND SO THIS SLIDE PROVIDES YOU WITH AN
25 OVERVIEW OF THE PROCESS WHICH WE'VE PRESENTED A

BETH C. DRAIN, CA CSR NO. 7152

1 COUPLE OF TIMES. AND WE'RE PLEASED TO REPORT THAT
2 WE ARE MAKING GREAT PROGRESS. SO JUST TO RECAP, WE
3 STARTED WITH OUR STRATEGY AND DESIGN PHASE, WHICH
4 REALLY INCLUDED A COMPREHENSIVE AUDIT, AUDIENCE
5 EXAMINATION. WE LOOKED AT USER JOURNEYS AND
6 NAVIGATION. WE ALSO EXPLORED OUR SCO, AND THAT WAS
7 IN SORT OF THE SQUARE THAT SAYS NO. 1. WE THEN
8 APPLIED THOSE INSIGHTS, THE DEVELOPMENT OF OUR SITE
9 ARCHITECTURE, WHICH OUR INFORMATION ARCHITECTURE IS
10 BASICALLY A BLUEPRINT OF THE NEW FLOW OF OUR
11 WEBSITE. AND WE USE AN EXTERNAL TOOL TO HELP MAP
12 THAT PROCESS OUT. WE HAVE ABOUT 67 PAGES THAT
13 PEOPLE WILL FLOW INTO, AND WE'VE TAKEN A REALLY
14 COMPREHENSIVE LOOK AT EACH ONE OF THEM.

15 AND AS I MENTIONED IN THE PREVIOUS SLIDE,
16 WE WORKED COLLABORATIVELY WITH TEAMS THROUGHOUT CIRM
17 TO MAKE SURE THAT THE INFORMATION ARCHITECTURE AND
18 THE USER FLOW MADE SENSE. AND THIS LED TO A
19 CLEANED-UP NAVIGATION. SO YOU DON'T SEE IT HERE,
20 BUT WITH OUR NEW NAVIGATION, WE'RE ONLY ACTUALLY
21 GOING TO HAVE FIVE TABS FROM THE TOP. AND THOSE
22 WILL HAVE A COUPLE OF DROPDOWNS THAT WILL HELP USERS
23 FLOW THROUGH A JOURNEY IN A WAY THAT MAKES SENSE.

24 THIS NEXT STAGE HAS TAKEN US INTO THE USER
25 EXPERIENCE AND USER INTERFACE DESIGN. YOU CAN KIND

BETH C. DRAIN, CA CSR NO. 7152

1 OF THINK OF THIS AS SORT OF A LARGER PHASE THAT CAN
2 BE BROKEN UP INTO SEVERAL PARTS. SO THIS HAS
3 INCLUDED OUR CONTENT DEVELOPMENT, OUR WIREFRAMING,
4 AS WELL AS THE DESIGN OF OUR SITE. AND SO WE'VE
5 BEEN WORKING DILIGENTLY TO WRITE NEW CONTENT BASED
6 ON WHAT IS PRESENTED IN OUR INFORMATION ARCHITECTURE
7 AS WELL AS EDITING EXISTING CONTENT.

8 AND PART OF THIS EDITING INCLUDES MAKING
9 SURE WE HAVE PROPER HEADERS AND SUBHEADS, METATAGS,
10 PROPER CALLS TO ACCESS, THINKING THROUGH THE
11 STRATEGY AND APPROACH PHASE, MAKING SURE THAT WE
12 HAVE PROPER LINKS THROUGHOUT. AND AS I MENTIONED,
13 WE'VE BEEN WORKING TO CREATE NEW CONTENT. AND THE
14 CONTENT PORTION IS PRETTY MUCH DONE FOR THE NEW
15 WEBSITE. THE CONTENT IS REALLY, REALLY GOOD. WE'RE
16 VERY PLEASED ABOUT THIS. AND WHAT WE'RE THINKING IS
17 WE TAKE AN INITIAL STAB AT DEVELOPING A LOT OF THE
18 CONTENT. THEN THERE'S GOING TO BE A PHASE 2
19 APPROACH TO THE CONTENT LAYER THIS YEAR AFTER
20 RECOMMENDATIONS FROM THE STRATEGIC ALLOCATION
21 FRAMEWORK ARE PRESENTED AND ADOPTED. AND THEN WE'LL
22 HAVE TO REFRESH ELEMENTS OF CONTENT TO REFLECT THAT.

23 ADDITIONALLY, AS PART OF THIS PHASE, WE'VE
24 CREATED NUMEROUS DESIGNS. AND LIKE I SAID, OUR
25 HOMEPAGE LOOKS REALLY, REALLY GOOD. AND RIGHT NOW

BETH C. DRAIN, CA CSR NO. 7152

1 WE ARE WRAPPING UP SOME OF THE INTERIOR DESIGNS OF
2 THE WEBSITE AND THEN APPLYING THEM ACROSS. I WILL
3 SAY THAT OUR BOARD DESIGN OF THE WEBSITE LOOKS
4 REALLY GOOD. SO JUST SOMETHING TO LOOK FORWARD TO.

5 THANK YOU, CLAUDETTE, FOR WORKING WITH OUR
6 TEAM ON THAT. BIG THUMBS UP THERE.

7 AND SO WE'RE ACTUALLY TRANSITIONING INTO
8 OUR WEB DEVELOPMENT PHASE. SO WE'VE STARTED THIS
9 BACK END. AND SO THIS IS JUST BASICALLY THE CODING.
10 SO NOW THAT CERTAIN PAGES HAVE BEEN DESIGNED AND
11 APPROVED, WE'RE ACTUALLY STARTING TO CODE THOSE
12 PAGES. AND THERE'S GOING TO BE SOME ELEMENTS TO THE
13 WEBSITE THAT WILL CONTAIN SOME INTERACTIVE ITEMS
14 WHICH WILL REQUIRE JAVA SCRIPTS. WE WANTED TO GET
15 STARTED ON THAT EARLY. AND SO WE'RE REALLY EXCITED
16 ABOUT THAT. THE DEVELOPMENT STAGE WILL TAKE ABOUT
17 SEVEN WEEKS, AND THEN AT THAT POINT WE'LL HAVE A
18 STAGING SITE READY TO GO WHICH IS JUST BASICALLY
19 WHAT THE SITE WILL LOOK LIKE, THE ACTUAL SITE, BUT
20 IT JUST WON'T BE LIVE. THIS WILL ALLOW US TO GO
21 THROUGH AND DO INTERNAL REVIEWS, TESTING TO MAKE
22 SURE EVERYTHING MEETS OUR STANDARDS BEFORE WE PUSH
23 THE WEBSITE LIVE. SO REALLY LOOKING FORWARD FOR THE
24 LAUNCH OF THIS PROJECT AND FOR THE CULMINATION OF
25 IT. IT'S BEEN A TREMENDOUS EFFORT FROM OUR TEAM

BETH C. DRAIN, CA CSR NO. 7152

1 INTERNALLY, BUT IT'S REALLY GOING TO HELP PROGRESS
2 AND HIGHLIGHT A LOT OF OUR COMMUNICATION STRATEGIES.

3 ARE THERE ANY QUESTIONS? OKAY.

4 MS. MANDAC: ONE HAND FROM GEORGE.

5 DR. BLUMENTHAL: THANK YOU. IT LOOKS LIKE
6 THIS TOOK A LOT OF EFFORT AND IS AN ONGOING PROCESS
7 THAT WILL LEAD TO SIGNIFICANT IMPROVEMENT. AND I'M
8 REALLY PLEASED TO SEE THAT.

9 I WAS GOING TO ASK WHETHER OR NOT IT WOULD
10 BE POSSIBLE FOR THE COMMITTEE TO HAVE ACCESS TO THE
11 WEBSITE FOR COMMENTS BEFORE IT GOES LIVE.

12 CHAIRPERSON BONNEVILLE: THAT'S A GREAT
13 SUGGESTION, GEORGE. THANK YOU.

14 DR. THOMAS: ABSOLUTELY.

15 MS. TEMPLE-PERRY: ANY OTHER QUESTIONS?
16 GREAT.

17 AND SO BASICALLY, AS WE MOVE FORWARD WITH
18 OUR COMMUNICATIONS PLAN, I THINK IT'S REALLY
19 IMPORTANT TO HIGHLIGHT OUR SOCIAL MEDIA METRICS.
20 AND THESE METRICS REALLY SERVE AS KEY INDICATORS OF
21 OUR ENGAGEMENT WITH OUR AUDIENCE. AND THESE METRICS
22 ARE LOOKING AT REACH AND CONVERSIONS. THEY REALLY
23 HELP TO PROVIDE INSIGHTS INTO THE EFFECTIVENESS OF
24 OUR COMMUNICATION STRATEGIES AND IMPACT OF OUR
25 CONTENT AND REALLY SERVE AS A BAROMETER OF OUR

BETH C. DRAIN, CA CSR NO. 7152

1 SUCCESS IN WHAT WE'RE DEVELOPING.

2 AND SO I'M GOING TO HAVE CHRISTINA
3 INTRODUCE AND HIGHLIGHT SOME OF THESE METRICS WHICH
4 OVER THE PAST FEW MONTHS HAVE BEEN REALLY
5 IMPRESSIVE. SO CHRISTINA.

6 MS. SMITH: YEAH. THANK YOU, EVERYONE,
7 FOR JOINING US TODAY. SO THESE ARE JUST SOME OF THE
8 KEY HIGHLIGHTS THAT I WANTED TO PRESENT. FIRST OF
9 ALL, WE'VE SEEN A 4.8 PERCENT INCREASE IN FOLLOWERS.
10 THIS IS NOT INCLUDING THE YOUTUBE SUBSCRIBERS. I'LL
11 GET INTO THAT IN A SECOND. BUT WE'VE SEEN ALMOST
12 5-PERCENT INCREASE IN FOLLOWERS SINCE FEBRUARY WHEN
13 WE LAST PRESENTED TO THE SUBCOMMITTEE, WHICH IS
14 PRETTY IMPRESSIVE AFTER ONLY A COUPLE MONTHS. SO
15 I'M HOPING THAT STAYS ON TRACK TO KEEP INCREASING
16 THROUGHOUT THE REST OF THE YEAR.

17 FACEBOOK CONTENT INTERACTIONS ARE LIKES,
18 SHARES, COMMENTS. THAT'S INCREASED ABOUT 33 PERCENT
19 SINCE THE TIME PERIOD OF LAST YEAR, AND WE'VE
20 REACHED OVER 171,000 ACCOUNTS, WHICH IS LIKE UNIQUE
21 USERS ON FACEBOOK. SO THAT'S REALLY IMPRESSIVE TOO.
22 I WOULD SAY, THOUGH, IN REGARDS TO THAT, AND WE'LL
23 TALK ABOUT IT MORE LATER IN THE PRESENTATION, BUT A
24 GOOD CHUNK OF THAT IS DUE TO THE SICKLE CELL DISEASE
25 AWARENESS CAMPAIGN. AND, AGAIN, ADITI WILL PROBABLY

BETH C. DRAIN, CA CSR NO. 7152

1 GO OVER THAT A LITTLE BIT MORE. BUT A GOOD
2 SIGNIFICANT AMOUNT OF THOSE USERS WERE UTILIZED
3 DURING THAT CAMPAIGN. SO IT'S PRETTY GREAT CONTENT
4 INTERACTION IT'S REACHED OVERALL.

5 SAME WITH INSTAGRAMS. SINCE INSTAGRAM IS
6 OWNED BY META AS WELL AS FACEBOOK, WE SAW A HUGE,
7 HUGE SPIKE IN CONTENT INTERACTION DUE TO THE SICKLE
8 CELL DISEASE AWARENESS CAMPAIGN. AND THEN ALSO IT'S
9 REACHED -- GREW PRETTY SIGNIFICANTLY THE
10 PAST -- SINCE FEBRUARY OR SORRY SINCE THE PREVIOUS
11 TIME PERIOD.

12 LINKEDIN, WE'RE SEEING GREAT, GREAT
13 NUMBERS OVERALL. AND WE SAW OVER 265,000 ACCOUNTS
14 REACHED, WHICH IS 160 PERCENT MORE THAN WE DID LAST
15 TIME PERIOD. SO IT'S JUST GREAT NUMBERS OVERALL.
16 I'M LOVING WHAT WE'RE SEEING.

17 AND THEN TO KIND OF TALK ABOUT YOUTUBE A
18 LITTLE BIT, GOING FORWARD I'M GOING TO START
19 INCLUDING YOUTUBE METRICS. WE HAVEN'T DONE THAT
20 HISTORICALLY BEFORE. IT WILL BE SOMETHING THAT'S
21 GOING TO BE PRESENTED GOING FORWARD. SO WITH THAT,
22 THAT MEANS THAT WE ALSO WILL BE INCLUDING THE 8.8
23 THOUSAND YOUTUBE SUBSCRIBERS IN THE METRIC. SO
24 WE'RE AT 46,000 FOLLOWERS ACROSS ALL SOCIAL
25 CHANNELS, WHICH IS PRETTY GREAT. SO --

BETH C. DRAIN, CA CSR NO. 7152

1 MS. TEMPLE-PERRY: AND I WILL ALSO MENTION
2 THE LAST TIME WE REPORTED ON THIS, WE HAD ABOUT
3 35,000 FOLLOWERS. AND SO YOU SEE THE PERCENT
4 INCREASE THERE. SO WONDERFUL JOB. THANK YOU,
5 CHRISTINA.

6 DR. BARRETT: WHAT ABOUT THE PLATFORM
7 FORMERLY KNOWN AS TWITTER?

8 MS. SMITH: SO THAT'S ALSO BEEN PRETTY
9 CONSISTENT. IT'S BEEN CONSISTENT IN REGARDS TO LIKE
10 ENGAGEMENT AND ACCOUNTS REACHED. FOLLOWERS ARE KIND
11 OF IFFY, BUT IT'S GOOD TO STILL HAVE A PRESENCE ON
12 THAT BECAUSE THAT IS WHERE PEOPLE GET THEIR NEWS
13 STILL. SO YEAH.

14 MS. MANDAC: CHRIS ALSO HAD HER HAND
15 RAISED.

16 DR. MIASKOWSKI: CHRISTINA, THANK YOU FOR
17 THE PRESENTATION. I'M CURIOUS IF YOU KNOW WHO THE
18 FOLLOWERS ARE. DO YOU KNOW IF THEY'RE PATIENTS OR
19 THE PUBLIC OR PROFESSIONALS? I HAVE NO KNOWLEDGE
20 HOW YOU CAN DISCERN THIS, BUT IS THAT POSSIBLE TO
21 UNDERSTAND?

22 MS. SMITH: IT ABSOLUTELY IS. AND
23 ACTUALLY EVERY PLATFORM HAS A DIFFERENT AUDIENCE.
24 LINKEDIN, WE HAVE MORE OF LIKE THE RESEARCHERS AND
25 THE MORE LIKE CORPORATE PROFESSIONALS AS OUR

BETH C. DRAIN, CA CSR NO. 7152

1 AUDIENCE, WHICH MAKES SENSE. ALSO, I THINK GRAD
2 STUDENTS ARE A PRETTY SIGNIFICANT AUDIENCE TOO. AND
3 INSTAGRAM IS MORE LIKE THE YOUNGER GENERATION, MORE
4 OF THE YOUNGER DEMOGRAPHIC. AND I FEEL LIKE A
5 MAJORITY OF THOSE FOLLOWERS ARE LIKE IN THE SPARK
6 PROGRAM OR IN THOSE PROGRAMS, THE EDUCATIONAL
7 PROGRAMS. FACEBOOK IS KIND OF A MIXED BAG. I'M
8 SEEING MORE OF THE GENERAL PUBLIC AS WELL AS PATIENT
9 ADVOCATES. SO EVERY PLATFORM IS DIFFERENT.

10 IN REGARDS TO TWITTER TOO OR X, THAT'S
11 MORE LIKE LINKEDIN, MORE OF THE RESEARCHER,
12 SCIENTIST, PROFESSIONAL AUDIENCE. SO IT JUST
13 DEPENDS ON WHO WE'RE TRYING TO CONNECT WITH ON EACH.

14 DR. MIASKOWSKI: IS THERE A SENSE THAT
15 WE'VE GOT A GREAT OUTREACH ACROSS THE MARKETS THAT
16 WE WANT TO TARGET? THAT'S WONDERFUL.
17 CONGRATULATIONS.

18 MS. SMITH: YEAH. IT'S PRETTY EXCITING.

19 DR. BARRETT: YEAH. I JUST WOULD
20 ENCOURAGE US TO RETAIN X FOR THE TIME BEING BECAUSE
21 WHILE LINKEDIN DEFINITELY HAS GREAT REPRESENTATION
22 OF PEOPLE IN PRIVATE SECTOR AND INDUSTRY,
23 PARTICULARLY AMONGST THE MORE ESTABLISHED
24 INVESTIGATORS, THERE'S STILL A LOT OF PRESENCE ON
25 TWITTER. AND THERE'S ALSO BEEN A LOT OF ACADEMIC

BETH C. DRAIN, CA CSR NO. 7152

1 DEBATE, THE SORT OF -- THE MORAL STANCE OF STAYING
2 ON TWITTER WITH SOME OF THE CHANGES THAT HAVE
3 OCCURRED IN THE PLATFORM. BUT THE GENERAL
4 CONCLUSION OF MOST OF THOSE PIECES THAT I'VE READ IS
5 THAT THERE REALLY ISN'T SOMETHING THAT SUBSTITUTES.
6 SO I JUST WANT TO MAKE SURE THAT WE DON'T LOSE OUR
7 ACADEMIC AUDIENCE.

8 MS. SMITH: YEAH. I TOTALLY AGREE WITH
9 THAT CONSIDERING, LIKE, FOR A LOT OF MARKETING
10 INDUSTRY, IT'S THE SAME EXACT CONVERSATIONS. SO
11 TOTALLY AGREE WITH YOU THERE.

12 DR. MALKAS: AND I AGREE WITH THAT. THIS
13 IS LINDA MALKAS.

14 CHAIRPERSON BONNEVILLE: I HAVE A QUICK
15 QUESTION FOR YOU, CHRISTINA. WHEN PRESENTING SOME
16 OF THESE MOVING FORWARD, I THINK HIGHLIGHTING ALL OF
17 THE MEDIA CHANNELS IS IMPORTANT. SO INCLUDING X AND
18 I KNOW MOVING FORWARD YOU'LL INCLUDE YOUTUBE. IN
19 ADDITION TO THAT, SOME OF THE CAMPAIGNS THAT HAVE
20 RUN ON EACH OF THESE, I KNOW YOU MENTIONED THAT
21 ADITI WOULD BE TALKING ABOUT SPECIFICALLY THE SICKLE
22 CELL CAMPAIGN, IF THERE ARE OTHER CAMPAIGNS THAT
23 HAVE RUN OR OTHER POSTS THAT HAVE GENERATED
24 PARTICULAR INTEREST, IN ADDITION TO THE METRICS, I
25 THINK IT'S IMPORTANT FOR THE COMMITTEE TO SEE WHAT

BETH C. DRAIN, CA CSR NO. 7152

1 THOSE ARE SO THAT WE CAN REPLICATE THOSE IN THE
2 FUTURE, KNOW TO HIGHLIGHT THEM IF IT'S SOMETHING
3 SPECIFIC THAT WE KNOW IS GOING ON, WE CAN SEND IT TO
4 THE TEAM AND SAY, HEY, BASED ON INTEREST IN THIS
5 PAST SORT OF POST, I'M SENDING YOU THIS. PERHAPS
6 THIS WILL GENERATE ENTHUSIASM AS WELL. SO THAT
7 WOULD BE REALLY GREAT.

8 MS. SMITH: THANKS, MARIA.

9 CHAIRPERSON BONNEVILLE: THANK YOU. ANY
10 OTHER QUESTIONS? OKAY. GO AHEAD.

11 MS. SMITH: I WAS GOING TO SAY, SO AT ONE
12 SUCH CAMPAIGN WE ACTUALLY HAVE DAISY FROM THE
13 EDUCATION AND SCIENTIFIC PROGRAMS TEAM ON -- SHE'S
14 GOING TO GO OVER IT, DO A LITTLE OVERVIEW OF THE
15 CAMPAIGN, AND THEN I CAN GET INTO MORE OF LIKE THE
16 METRICS THAT ARE ON THE SCREEN.

17 DAISY: HI, EVERYONE. SO THANKS SO MUCH
18 FOR THE OPPORTUNITY TO SHARE A QUICK OVERVIEW OF
19 THESE OUTREACH VIDEOS WITH YOU. SO LIKE CHRISTINA
20 MENTIONED, I AM A SCIENCE OFFICER ON THE SCIENTIFIC
21 PROGRAMS AND EDUCATION TEAM.

22 SO FOR THIS EFFORT, YOUR TEAM WORKED ON A
23 SERIES OF OUTREACH VIDEOS REALLY TO HIGHLIGHT NEW
24 PERSPECTIVES AND VOICES IN REGENERATIVE MEDICINE AS
25 WELL AS BRING OUT THE INCLUSIVITY AND DIVERSITY OF

BETH C. DRAIN, CA CSR NO. 7152

1 THIS UP AND COMING FUTURE WORKFORCE.

2 SO FOR THIS EFFORT WE WORKED WITH CIRM
3 TRAINEES, MENTORS, AND PROGRAM DIRECTORS OF OUR
4 TRAINING PROGRAMS TO REALLY SHARE THEIR EXPERIENCES
5 AND LEARNINGS WITH OTHERS. AND THROUGH THESE
6 INTERVIEWS, WE ALSO HEARD A LOT OF INSPIRATIONAL
7 STORIES OF SUCCESS.

8 SO OVERALL WE CREATED THREE VIDEOS, ONE OF
9 WHICH IS BILINGUAL IN SPANISH AND ENGLISH. AND ONE
10 OF OUR GOALS WITH THESE VIDEOS REALLY IS TO
11 ENCOURAGE VIEWERS TO TAKE ACTION BY GETTING
12 INVOLVED, SPREADING THAT AWARENESS, AND, OF COURSE,
13 PARTICIPATING IN CIRM'S TRAINING PROGRAMS.

14 SO THROUGH THESE OUTREACH VIDEOS, WE
15 REALLY HOPE TO ENGAGE STUDENTS AND THEIR FAMILIES
16 AND ESPECIALLY THOSE FROM THE HISPANIC AND LATINX
17 COMMUNITIES. AND WE WANT TO SHARE WITH THEM THE
18 BENEFITS AND OUTCOMES THAT THEY CAN EXPECT FROM
19 PARTICIPATING IN OUR PROGRAMS.

20 SO THESE VIDEOS REALLY OVERALL EMPHASIZE
21 CIRM'S COMMITMENT TO CREATING LOTS OF EDUCATIONAL
22 PATHWAYS INTO REALLY A VARIETY OF DIVERSE CAREERS.
23 AND IN THESE VIDEOS, WE ACTUALLY HEAR FROM TRAINEES
24 WHO ARE NOW IN THE BIOTECH INDUSTRY, THE
25 MANUFACTURING INDUSTRY, AND IN ACADEMIA AND TEACHING

BETH C. DRAIN, CA CSR NO. 7152

1 COLLEGES AS WELL. SO THAT'S REALLY SHOWCASING ALL
2 OF THE DIFFERENT PATHS THAT ALUMNI CAN TAKE AFTER
3 COMPLETING THEIR TRAINING.

4 SO LIKE CHRISTINA MENTIONED, WE WORKED
5 REALLY CLOSELY WITH THE COMMUNICATIONS TEAM WHO
6 CREATED A LAUNCH STRATEGY INCLUDING EMAIL CAMPAIGNS
7 AS WELL AS A SOCIAL MEDIA STRATEGY TO REALLY HELP
8 PROMOTE THESE OUTREACH VIDEOS. SO I'LL TURN IT OVER
9 TO HER WHO CAN SHARE MORE DETAILS ON THAT AS WELL AS
10 THE VIDEO STATISTICS ON HOW WELL WE DID.

11 MS. SMITH: THANKS, DAISY. SO AS DAISY
12 MENTIONED, WE LAUNCHED AN EMAIL AND SOCIAL MEDIA
13 CAMPAIGN FOR THE INITIAL LAUNCH OF THE VIDEOS. AND
14 THEY'VE BEEN PRETTY SUCCESSFUL SO FAR. AND KEEP IN
15 MIND THE WAY THAT WE'RE VIEWING THESE VIDEOS IS
16 THEIR EVERGREEN CONTENT THAT'S GOING TO LAST US
17 HOPEFULLY MORE THAN A YEAR AND MAYBE TWO YEARS.
18 WE'LL SEE. BUT WE'RE EXPECTING TO REALLY, LIKE,
19 UTILIZE THESE VIDEOS FOR A LONG PERIOD OF TIME. SO
20 WE KIND OF BROKE UP THE LAUNCH INTO PHASES. THE
21 FIRST INITIAL PHASE IS, AGAIN, AN EMAIL CAMPAIGN AND
22 A SOCIAL MEDIA CAMPAIGN. WE SAW -- I DID A LITTLE
23 BIT OF AV TESTING WITH THE EMAIL CAMPAIGN JUST
24 BECAUSE I WANTED TO EXPERIMENT. AND WE SAW A REALLY
25 GOOD OVERNIGHT 24.4 PERCENT. WE ALSO SAW OVER 9,000

BETH C. DRAIN, CA CSR NO. 7152

1 VIDEO VIEWS. IT'S PROBABLY MORE NOW SINCE I LAST
2 PUT THESE NUMBERS TOGETHER, BUT THAT'S ACROSS ALL
3 SOCIAL CHANNELS AS WELL AS -- AND THIS INCLUDES
4 YOUTUBE AND THAT ALSO INCLUDES EMAIL CAMPAIGN OR ON
5 THE BLOG BECAUSE WE DID WRITE A BLOG THAT INCLUDED
6 VIDEO OR HAD THE VIDEO EMBEDDED. AND THEN WE ALSO
7 SAW THAT THE BLOG THAT INCLUDED THE VIDEOS GOT
8 PICKED UP ON OUR NEWS WIRE. AND THAT SAW ABOUT A
9 TWO MILLION REACH.

10 SO IT'S ALL REALLY, REALLY EXCITING AS THE
11 INITIAL LAUNCH FOR THE VIDEOS. IF YOU WANT TO GO TO
12 THE NEXT SLIDE.

13 THIS IS JUST KIND OF SHOWING YOU SOME OF
14 THE POSTS THAT YOU MAY HAVE SEEN ON SOCIAL MEDIA.
15 IT'S ON ALL PLATFORMS. I ALSO KNOW THERE'S A FEW
16 SUBCOMMITTEE MEMBERS WHO HAVE SHARED THE VIDEOS. I
17 APPRECIATE THAT. IF YOU CAN GET YOUR OTHER
18 SUBCOMMITTEE MEMBERS TO SHARE IT, THAT WOULD BE
19 GREAT TOO.

20 AND THEN THE SECOND PHASE, WHICH HAS
21 ALREADY KIND OF STARTED, WE'RE GOING TO KEEP DOING A
22 LITTLE BIT MORE OUTREACH, BUT WE'RE CONNECTING WITH
23 OUR STAKEHOLDERS, MORE SPECIFICALLY PROGRAM
24 DIRECTORS, TO EMBED THE VIDEOS ONTO THEIR WEBSITES.
25 SO THAT WAY WE CAN INCREASE THE VIEWS OF THE VIDEO.

BETH C. DRAIN, CA CSR NO. 7152

1 AND IT'S ALSO JUST ANOTHER WAY TO CONNECT WITH THE
2 AUDIENCE THAT DAISY HAD MENTIONED FOR THESE VIDEOS.

3 SO YEAH. ANY QUESTIONS?

4 CHAIRPERSON BONNEVILLE: LEONDRA.

5 DR. CLARK-HARVEY: OKAY. GREAT JOB ON
6 EVERYTHING. I REALLY DO LOVE THAT YOU WERE TRACKING
7 THE USER EXPERIENCE AS YOU EXPLAINED EARLIER.
8 THAT'S REALLY CRITICAL, I BELIEVE.

9 AND ALSO JUST WANTED TO SUGGEST, IF THIS
10 HASN'T BEEN THOUGHT ABOUT ALREADY, THAT WHEN YOU
11 WANT US TO PUT THINGS OUT AND TO ELEVATE THINGS,
12 MAYBE SEND US LIKE A QUICK EMAIL THAT SAYS, OKAY,
13 EVERYBODY, WE'RE GOING TO -- WE HAVE THIS POST UP
14 THAT WE'D LIKE YOU TO PROMOTE OR LIFT UP. I'M CRAZY
15 BUSY LIKE LOTS OF OTHER FOLKS AND DON'T HAVE TIME TO
16 ALWAYS MONITOR THE CIRM SOCIAL MEDIA. BUT LIKE WITH
17 MY OWN TEAM, WHEN THEY PING ME AND SAY, HEY, MAKE
18 SURE YOU UP LIFT THIS, I KNOW I'D BE WILLING TO DO
19 IT IF I JUST GOT A LITTLE NUDGE. SO HOPEFULLY
20 THAT'S HELPFUL, BUT WANT TO BE HELPFUL IN MY ROLE.
21 THANK YOU.

22 CHAIRPERSON BONNEVILLE: THANK YOU,
23 LEONDRA. I AGREE. I THINK IF IT'S SOMETHING THAT
24 THE COMMUNICATIONS TEAM CAN PACKAGE FOR THE BOARD
25 AND SEND IT OUT PERIODICALLY AS HERE ARE SOME THINGS

BETH C. DRAIN, CA CSR NO. 7152

1 TO HIGHLIGHT, YOU CAN GO HERE. OR EVEN IF THEY SEND
2 LINKS TO WHAT THEY -- SEND LINKS TO WHAT THEY ARE
3 SPECIFICALLY AND CAN BE REPOSTED. SO THANKS.

4 DR. CLARK-HARVEY: YEAH. LIKE A TOOLKIT
5 TOO. THOSE ARE ALWAYS GREAT WHEN IT'S LIKE, HEY,
6 HERE'S THREE THINGS THAT YOU CAN JUST GRAB AND PASTE
7 IN YOUR OWN SOCIAL MEDIA TO HELP US OUT.

8 CHAIRPERSON BONNEVILLE: THANK YOU. KIM.

9 DR. BARRETT: JUST TO AGREE WITH THAT.
10 SOMETHING THAT'S QUICKLY ACCESSIBLE THAT YOU CAN
11 JUST WRITE OFF THE EMAIL AND SEND IT STRAIGHT OFF.
12 TWITTER FEED IS THE SORT OF THING I'D BE LOOKING
13 FOR. BUT BRAVO ON THIS CYCLE. THE VIDEOS WERE
14 REALLY INSPIRATIONAL AND JUST VERY MUCH HEARING THE
15 VOICES OF THE TRAINEES AND THE FACULTY AS WELL. IT
16 WAS GREAT TO SEE TRACY JOHNSON FROM UCLA, A FORMER
17 COLLEAGUE FROM UCSD. SO GREAT JOB.

18 MS. TEMPLE-PERRY: THANK YOU. AND I WILL
19 SAY, CHRISTINA, THANK YOU SO MUCH FOR YOUR
20 LEADERSHIP ON THIS AND WORKING CLOSELY. I'D ALSO
21 LIKE TO THANK OUR SCIENTIFIC PROGRAM AND EDUCATION
22 TEAM FOR PULLING US IN AND WORKING COLLABORATIVELY
23 ON THIS REALLY IMPORTANT CAMPAIGN.

24 AND SO THE OTHER THING I WILL SAY WE'RE
25 ALWAYS LOOKING TO REPURPOSE CONTENT AS A

BETH C. DRAIN, CA CSR NO. 7152

1 COMMUNICATIONS TEAM. AND SO ONE THING I REALLY DO
2 WANT TO HIGHLIGHT IS THERE'S A LOT OF B-ROLL THAT
3 CAME OUT OF THIS PROJECT, HOURS AND HOURS OF B-ROLL
4 AND INTERVIEWS FROM CIRM LEADERSHIP AS WELL AS BOARD
5 MEMBERS. AND SO THE COMMUNICATIONS TEAM IS LOOKING
6 AT THAT B-ROLL. AND PART OF OUR STRATEGY THIS
7 UPCOMING YEAR, AS WE REALLY START TO DEVELOP MORE
8 VIDEO CONTENT, IS TO TAKE THAT B-ROLL, AND WE PLAN
9 TO UTILIZE THAT FOR THE CREATION OF A CIRM-BRANDED
10 VIDEO. AND SO THIS VIDEO ACTUALLY -- THIS VIDEO
11 WILL ACTUALLY BE INCLUDED IN OUR NEW WEBSITE AS WELL
12 AS THE DEVELOPMENT OF OUR CIRM-BRANDED VIDEO
13 UTILIZING THIS B-ROLL. SO IT'S ALL IN ALL GREAT.

14 MR. CORTEZ: I ACTUALLY JUST WANTED TO ADD
15 SOMETHING REALLY QUICK TO THAT TOO IS THAT WE
16 ABSOLUTELY WILL BE SENDING OUT SOME OF THOSE
17 TOOLKITS. I DO WANT TO RECOGNIZE THAT CHRISTINA HAS
18 CREATED SOME OF THOSE TOOLKITS TO SHARE WITH STAFF
19 AND BOARD. AND THAT'S ONE OF THE REASONS I THINK IT
20 HAS BEEN SO SUCCESSFUL.

21 BUT REALLY IN ADDITION TO THAT AND TYING
22 BACK TO THE SOCIAL MEDIA METRICS THAT CHRISTINA
23 RECENTLY SHARED IS THAT YOU'LL START TO SEE THAT A
24 LOT OF OUR CONTENT IS GOING TO BE VERY PEOPLE
25 CENTRIC, FOCUSING ON A LOT OF THE STORIES THAT ARE

BETH C. DRAIN, CA CSR NO. 7152

1 COMING FROM THE PROGRAMS. AND I THINK THAT'S ONE OF
2 THE REASONS WHY OUR CONTENT IS SO SUCCESSFUL AND
3 YOU'RE SEEING A LOT OF THIS GROWTH IS THAT IT'S
4 REALLY SHARING THOSE STORIES THAT ARE IMPACTFUL AND
5 REALLY DO RESONATE WITH THE AUDIENCES THAT WE'RE
6 TRYING TO REACH. SO I DID JUST WANT TO RECOGNIZE
7 THAT. AND THANKS, CHRISTINA, FOR SHARING ALL OF
8 THAT.

9 MS. SMITH: UH-HUH.

10 MS. TEMPLE-PERRY: AND I WILL LET ADITI
11 GIVE YOU AN OVERVIEW OF OUR OUTREACH GOALS AND
12 PROVIDE JUST SOME HIGHLIGHTS FROM SOME OF OUR RECENT
13 OUTREACH INITIATIVES AND EVENTS.

14 MS. DESAI: THANK, KOREN. SO JUST A QUICK
15 REMINDER OF THE OUTREACH GOALS THAT WE HAD
16 ESTABLISHED LAST FALL. SO I WON'T GO INTO SUPER
17 DETAIL BECAUSE I KNOW WE'VE GONE OVER THESE A FEW
18 TIMES NOW, BUT JUST LOOKING AT ENHANCING AWARENESS
19 AND UNDERSTANDING OF CIRM AND CIRM PROGRAMS,
20 STRENGTHENING COLLABORATIVE PARTNERSHIPS, AND THEN
21 INCREASING GEOGRAPHICAL FOCUSED OUTREACH.

22 SO THE FIRST CAMPAIGN THAT WE REALLY
23 LAUNCHED WAS THE SICKLE CELL DISEASE CAMPAIGN. SO
24 THAT WAS REALLY LOOKING AT BRINGING AWARENESS TO
25 WHAT SICKLE CELL DISEASE IS, WHO IT

BETH C. DRAIN, CA CSR NO. 7152

1 DISPROPORTIONATELY IMPACTS, AND CIRM'S COMMITMENT TO
2 FUNDING RESEARCH IN SICKLE CELL DISEASE, AS WELL AS
3 PROVIDING COMMUNITIES AND COMMUNITY MEMBERS WITH
4 ADDITIONAL RESOURCES SUCH AS INFORMATION ABOUT
5 UPCOMING CLINICAL TRIALS FUNDED BY CIRM, CONNECT
6 FOLKS WITH COMMUNITY-BASED ORGANIZATIONS WORKING IN
7 SICKLE CELL DISEASE, AND ALSO CONNECTING FAMILIES
8 AND COMMUNITIES IMPACTED DIRECTLY BY SICKLE CELL
9 DISEASE WITH RESOURCES TO POTENTIALLY PURSUE
10 ADVOCACY WORK.

11 SO JUST KIND OF A QUICK SUMMARY OF THE
12 INITIAL DIGITAL CAMPAIGN. AS YOU CAN SEE ON THIS
13 SLIDE, WE HAD PRETTY SIGNIFICANT NUMBERS IN TERMS OF
14 EMAIL OPEN RATES, BLOG VIEWS, AND SOCIAL MEDIA
15 ENGAGEMENT. WE DID ENGAGE WITH A FIRM TO HELP WITH
16 OUR DIGITAL AD PLACEMENTS. AND AS YOU CAN SEE ON
17 META, WE HAD TREMENDOUS ENGAGEMENT FROM UNIQUE USERS
18 IN TERMS OF THE EXPOSURE OF THOSE DIGITAL ADS. SO
19 THAT WAS REALLY GREAT.

20 IN TERMS OF THE EVENTS, SO WE HAD
21 AROUND -- ABOUT 200 VIEWS FROM EVENTS THAT WE WERE
22 PHYSICALLY PART OF, SHARING THESE PHYSICAL
23 MATERIALS, TALKING ABOUT SICKLE CELL DISEASE. AND
24 THERE WERE FOUR EVENTS THAT WE SPECIFICALLY
25 HIGHLIGHTED. ONE WAS MORE RECENT SO IT'S NOT ON

BETH C. DRAIN, CA CSR NO. 7152

1 THIS SLIDE BECAUSE IT WAS THIS PAST WEEKEND, BUT THE
2 THREE THAT ARE ON THIS SLIDE ARE THE BLACK JOY
3 PARADE, TALK INTO ACTION, AND SOUL STROLL.

4 SO THOSE WERE SPECIFIC EVENTS THAT WE
5 PROMOTED THIS SICKLE CELL DISEASE INFORMATION AND
6 CONTENT.

7 MOST OF THE EVENTS WERE ENGAGING
8 COMMUNITIES OF BLACK, AFRICAN-AMERICAN, AND HISPANIC
9 COMMUNITIES. WE DID HAVE SOME IN-LANGUAGE MATERIALS
10 IN SPANISH AVAILABLE FOR COMMUNITIES OF SPANISH
11 SPEAKING HERITAGE. AND WE ALSO HAD LOTS OF
12 CONVERSATIONS WITH COMMUNITY MEMBERS ABOUT SICKLE
13 CELL DISEASE, REALLY BRINGING AWARENESS TO WHAT IT
14 IS AND HOW IT MIGHT IMPACT THEM. WE FOUND THAT
15 THERE WAS A LOT OF COMMUNITIES WHO EXPRESSED
16 DISTRUST IN JUST THE MEDICAL FIELD, THE RESEARCH
17 FIELD.

18 AND SO WE GOT A LOT OF POSITIVE FEEDBACK
19 FOR BEING AT THESE EVENTS AND BRINGING THE
20 INFORMATION TO THE COMMUNITIES THAT MAY NOT
21 NECESSARILY SEEK IT OUT OR TAKE THAT INITIATIVE TO
22 SEEK OUT WHERE THEY CAN PARTICIPATE IN SOME OF THIS
23 RESEARCH. AND SO IT REALLY STARTED SETTING THAT
24 SOLID FOUNDATION OF BUILDING RAPPORT AND SHOWING A
25 LOT OF THESE COMMUNITIES THAT, HEY, WE'RE HERE TO

BETH C. DRAIN, CA CSR NO. 7152

1 SUPPORT YOU. WE'RE HERE TO HOPEFULLY BRING POSITIVE
2 RESOURCES TO YOU WHERE YOU MIGHT BE IMPACTED BY
3 SOMETHING LIKE SICKLE CELL DISEASE.

4 MS. MANDAC: WE HAVE A HAND UP FROM
5 LEONDRA.

6 CHAIRPERSON BONNEVILLE: LEONDRA.

7 DR. CLARK-HARVEY: YES. THANK YOU SO
8 MUCH. THANK YOU FOR THIS AMAZING WORK. AND I GUESS
9 MY COMMENT IS MORE AROUND LIKE STRATEGY AND
10 EDUCATION VERSUS THE COMMUNICATIONS PART OF IT, BUT
11 THERE'S A TIE-IN THERE AS WELL. SO I LOVE THE FOCUS
12 ON SICKLE CELL. I SEE THAT THE PICTURE IS AN
13 AFRICAN-AMERICAN FAMILY. I HEARD WHEN YOU SAID YOU
14 ALSO MADE OUTREACH TO LATINX COMMUNITIES. BUT I
15 THINK THAT THERE'S ALSO AN OPPORTUNITY HERE,
16 ESPECIALLY AROUND SICKLE CELL, TO EDUCATE PEOPLE
17 THAT IT'S NOT JUST AFRICAN-AMERICANS. THAT'S WHAT
18 WE THINK. THAT'S WHAT WE'VE BEEN TRAINED AND
19 CONDITIONED TO THINK. BUT WE KNOW THAT OTHER GROUPS
20 CAN ALSO BE IMPACTED.

21 SO I THINK IN DOING THE OUTREACH AND
22 EDUCATION, THAT WE SHOULD ALSO TAKE INTO IMPACT IF
23 WE UNINTENTIONALLY ARE OTHERIZING GROUPS AND
24 STIGMATIZING GROUPS, AND AGAIN UNINTENTIONALLY
25 BECAUSE THAT IS WHERE THE FOCUS IS. SO I THINK IT'S

BETH C. DRAIN, CA CSR NO. 7152

1 A REALLY TRICKY PIECE, RIGHT, BECAUSE YOU DEFINITELY
2 WANT FOLKS -- YOU WANT TO ADDRESS A STIGMA THAT'S
3 WITHIN THESE SPECIFIC COMMUNITIES WHO SEEM TO BE
4 MOST IMPACTED, BUT ALSO I THINK IF THERE'S A WAY TO
5 INFUSE OTHER EDUCATIONAL AND OTHER GROUPS WHO ARE
6 IMPACTED AND BRING THEM INTO THE CONVERSATION, IT
7 MIGHT ACTUALLY DO MORE TO SPREAD AWARENESS AND
8 LESSEN STIGMA WHEN IT'S NOT JUST A BLACK THING
9 PRIMARILY FOR THAT SPECIFIC DISEASE.

10 SO EVEN LOOKING AT THE VENUES THAT YOU ALL
11 CHOSE TO BE PRESENT AT, GREAT. AND ARE THERE OTHER
12 PLACES WHERE OTHER GROUPS CAN NOW JOIN IN ADVOCACY
13 AND CARE AROUND THIS ISSUE BECAUSE THEY NOW REALIZE
14 THAT THEIR FAMILIES AND COMMUNITIES CAN BE IMPACTED
15 TOO? SO JUST WANTED TO SHARE THAT, AND HOPEFULLY
16 THAT COMES ACROSS IN A HELPFUL VEIN IN ORDER TO GROW
17 THE CAMPAIGN AND EDUCATE PATIENTS MORE.

18 MS. DESAI: YEAH. THANK YOU SO MUCH FOR
19 BRINGING THAT UP. SO THE KIND OF OVERARCHING
20 COMMUNITIES THAT I MENTIONED WERE GENERAL FOR ALL OF
21 THE EVENTS. BUT ACTUALLY ON THIS SLIDE, THE TALK
22 INTO ACTION EVENT, SO THAT EVENT WAS LOCATED IN
23 PACIFICA. AND THE VAST MAJORITY OF FOLKS WHO
24 ATTENDED THAT EVENT WERE WHITE OR ASIAN PACIFIC
25 ISLANDER. AND THEN THIS PAST WEEKEND I ATTENDED THE

BETH C. DRAIN, CA CSR NO. 7152

1 NORD LIVING RARE, LIVING STRONGER FAMILY AND PATIENT
2 FORUM. AND SIMILARLY, THAT EVENT WAS PRIMARILY
3 ATTENDED BY WHITE AND ASIAN PACIFIC ISLANDER AS WELL
4 AS SOME HISPANIC AND BLACK.

5 SO I COMPLETELY AGREE WITH YOU. A LOT OF
6 OUR MATERIALS AND CONVERSATION WERE FOCUSED
7 PRIMARILY, INITIALLY ON THE MOST -- WHAT WE KNOW NOW
8 AS THE MOST IMPACTED COMMUNITIES AND THERE IS THAT
9 DRIVE AND STRIVE TO MAKE SURE THAT THE CONVERSATION
10 IS BEING HAD WITH ALL THE DIVERSE COMMUNITIES IN
11 CALIFORNIA. SO TOTALLY ALIGNED WITH WHAT YOU'RE
12 SAYING.

13 DR. CLARK-HARVEY: YEAH. NO. I
14 APPRECIATE THAT. AND I THINK BRINGING IN OTHERS TO
15 THE CONVERSATION IS IMPORTANT, BUT THE EXTRA STEP IS
16 THE CONVERSATION SHOULDN'T JUST BE AROUND A DIVERSE
17 GROUP OF PEOPLE, BUT THE DISEASES REALLY FOCUSED ON
18 AFRICAN-AMERICANS AND BLACK COMMUNITIES, BUT RATHER
19 NOW WE HAVE A DIVERSE AUDIENCE, AND DID YOU KNOW IT
20 RELATES? BUT KICKING IT BACK, IT ALSO RELATES TO
21 YOU BETTER HERE. SO THANK YOU FOR THE FOCUS THERE.
22 I APPRECIATE IT.

23 CHAIRPERSON BONNEVILLE: LEONDRA, THANKS
24 FOR BRINGING THAT UP. ACTUALLY YSABEL AND I HAD A
25 CONVERSATION OFFLINE A COUPLE OF WEEKS AGO WHICH

BETH C. DRAIN, CA CSR NO. 7152

1 PROMPTED ME TO EMAIL ABLA CREASEY TO
2 UNDERSTAND -- TO FURTHER UNDERSTAND HER INSIGHT INTO
3 DEMOGRAPHICS OF THE DISEASE IN CALIFORNIA
4 SPECIFICALLY WITH THE LATINX COMMUNITY AND SORT OF
5 WHAT OUTREACH WE WOULD DO TO THE LATINX COMMUNITY AS
6 WELL IN ADDITION TO OTHER COMMUNITIES. SO THANK YOU
7 FOR THAT.

8 AND I HAVE A QUESTION RELATING TO, SIMILAR
9 TO STRATEGY, HOW DO YOU CHOOSE WHICH EVENTS TO GO
10 TO? BECAUSE THERE ARE A LOT OF EVENTS. SO IS IT
11 BASED ON HOW MANY PEOPLE WILL BE AT THE EVENT? IS
12 IT BASED PRIMARILY ON GEOGRAPHICAL LOCATION? WHAT
13 ARE THE -- HOW DO YOU CHOOSE WHICH EVENTS TO GO TO
14 FOR DIFFERENT CAMPAIGNS OR JUST TO BE AT AND
15 PRESENT?

16 MS. DESAI: YEAH. SO FOR US IT REALLY
17 DEPENDS ON THE STRATEGY -- THE POTENTIAL STRATEGY
18 FOR EACH EVENT. SO IF IT'S SOMETHING LIKE SICKLE
19 CELL DISEASE. SO, FOR EXAMPLE, FOR THIS THE WAY WE
20 KIND OF ASSESSED WHICH EVENTS TO ATTEND WAS
21 VISIBILITY. SO LOOKING AT THOSE EVENTS THAT HAVE
22 POTENTIAL FOR LARGE-SCALE VISIBILITY FOR OUR
23 MESSAGING AND FOR CIRM AS WELL AS LOOKING AT WHO'S
24 ATTENDING THIS EVENT AND KIND OF LIKE HOW WE CAN
25 SHARE THIS INFORMATION TO LIKE A DIVERSE AUDIENCE AS

1 WELL.

2 THE GOAL FOR THE SICKLE CELL CAMPAIGN WAS
3 VERY MUCH TO GET THE MESSAGING WITHIN BLACK
4 AFRICAN-AMERICAN COMMUNITIES AS WELL AS SPANISH
5 SPEAKING COMMUNITIES. SO THAT WAS SOME OF THE
6 ASSESSMENT IN TERMS OF WHICH EVENTS TO ATTEND
7 SPECIFICALLY FOR THIS CAMPAIGN. AND WE DO THAT
8 ASSESSMENT FOR EACH EVENT WHEN IT TIES INTO A
9 SPECIFIC CAMPAIGN.

10 GENERALLY WHEN I'M LOOKING AT EVENTS, I
11 ALSO LOOK AT PHYSICAL LOCATION AND KIND OF THE
12 COMMUNITIES THAT MIGHT BE MORE LIKELY TO ATTEND
13 THOSE EVENTS AND THE DISEASE AREAS REPRESENTED BY
14 THOSE EVENTS. IF IT'S A SPECIFIC, SOMETHING LIKE
15 THE PARKINSON'S WALK THAT WE DID RECENTLY AS WELL.
16 SO IT'S A LOT OF REALLY LOOKING AT THE EVENT, LOOK
17 AT THE POTENTIAL IMPACT, AND LOOKING AT THE
18 POTENTIAL VISIBILITY. THOSE ARE KIND OF SOME OF
19 THOSE KEY METRICS THAT WE LOOK AT BEFORE COMMITTING
20 TO ATTENDING AN EVENT. KOREN, I DON'T KNOW IF YOU
21 WANT TO ADD TO THAT.

22 MS. TEMPLE-PERRY: NO. I THINK THAT WAS
23 REALLY WELL SUMMARIZED. AND I WILL SAY THAT THIS
24 WAS ONE OF OUR LARGER SCALE OUTREACH EVENTS THAT
25 WE'VE DONE, ONE OF THE FIRST AS A COMMUNICATIONS

BETH C. DRAIN, CA CSR NO. 7152

1 TEAM. AND I REALLY, REALLY WANT TO EMPHASIZE THIS.
2 THIS IS REALLY GOING TO SERVE AS IMPORTANT
3 BENCHMARKING FOR US MOVING FORWARD BECAUSE THERE ARE
4 A NUMBER OF OUTREACH CAMPAIGNS THAT WE ARE PLANNING
5 FOR THE FUTURE. AND SO NOT ONLY BY BENCHMARKING AND
6 HAVING SORT OF THESE NUMBERS AS WELL AS INSIGHTS IN
7 TERMS OF HOW IT WENT, WHAT CAN WE DO BETTER, THOSE
8 ARE ALL THINGS THAT ARE GOING TO HELP INFORM OUR
9 NEXT CAMPAIGN.

10 AND ADDITIONALLY, WE ARE VERY EXCITED
11 ABOUT THESE NUMBERS, BUT WE REALLY NEED TO AS CIRM
12 PRESENT OURSELVES AND CONNECT WITH COMMUNITIES IN A
13 WAY THAT'S GOING TO RESONATE WITH THEM. SO THESE
14 CAMPAIGNS SERVE EVEN A BROADER PURPOSE IN TERMS OF
15 MAKING SURE THAT WE ARE INITIATING MORE
16 CONVERSATIONS AND WE'RE RE-ENGAGING. AND SO THAT'S
17 REALLY HARD TO QUANTIFY, BUT IT IS REALLY, REALLY
18 IMPORTANT WHEN IT COMES TO COMMUNITY ENGAGEMENT.

19 MS. DESAI: ANY OTHER QUESTIONS?

20 SO THIS SLIDE IS AN OVERVIEW OF THE
21 MATERIALS THAT WERE DEVELOPED FOR THE SICKLE CELL
22 CAMPAIGN. SO WE HAVE OUR LANDING PAGE IN THE LOWER
23 LEFT AS WELL AS SOME OF THE COLLATERAL BOTH IN
24 ENGLISH AND IN SPANISH. AND WE ALSO HIGHLIGHTED A
25 PATIENT STORY OF EVIE JUNIOR, WHICH WAS REALLY

BETH C. DRAIN, CA CSR NO. 7152

1 IMPACTFUL IN A LOT OF THE CONVERSATIONS WE HAD AT
2 THE BLACK JOY PARADE AS WELL AS THE CONVERSATIONS I
3 HAD AT SOUL STROLL. IT WAS REALLY IMPORTANT TO HAVE
4 THAT PATIENT STORY AVAILABLE TO BRING TO THE
5 COMMUNITY.

6 SO THIS SLIDE REALLY HIGHLIGHTS THE SOUL
7 STROLL, WHICH I ATTENDED. IT WAS LOCATED IN SAN
8 MATEO. SO IT WAS HOSTED BY THE BAY AREA COMMUNITY
9 HEALTH ADVISORY COUNCIL. IT'S AN ANNUAL EVENT. AND
10 THIS YEAR'S THEME WAS MOVEMENT AS RESISTANCE. AND
11 IT REALLY SYMBOLIZED A COLLECTIVE EFFORT TO COMBAT
12 HEALTH DISPARITIES WITHIN COMMUNITIES OF COLOR.
13 THERE WERE ABOUT 500 ATTENDEES, AND I TALKED WITH 65
14 INDIVIDUAL PEOPLE. THE PRIMARY AUDIENCE WAS
15 BLACK/AFRICAN-AMERICAN AND WITH SOME HISPANIC LATINX
16 AND ASIAN INDIVIDUALS I ENGAGED WITH.

17 AND WE PRIMARILY SHARED INFORMATION ABOUT
18 SICKLE CELL DISEASE, AND I ALSO SHARED MORE BROAD
19 INFORMATION ABOUT CIRM BECAUSE I FOUND AFTER THE
20 INITIAL TOUCHPOINTS THERE WASN'T A LOT OF AWARENESS
21 OR KNOWLEDGE OF CIRM AND KIND OF WHO WE ARE AND WHAT
22 WE DO. SO THAT WAS A LOT OF THE CONVERSATIONS WERE
23 GENERALLY ABOUT CIRM.

24 THERE WAS A LOT OF POSITIVE FEEDBACK FOR
25 US BEING PRESENT AT THIS EVENT. A LOT OF THE

BETH C. DRAIN, CA CSR NO. 7152

1 COMMUNITY MEMBERS INDICATED THAT THIS REALLY
2 VALIDATES THE NEED FOR DIVERSE PARTICIPATION IN
3 CLINICAL TRIALS AND DIVERSE PARTICIPATION IN
4 RESEARCH. AND SO A LOT OF THINGS THAT WERE BROUGHT
5 UP AT THIS EVENT WAS THAT MISTRUST WITHIN RESEARCH
6 AND THE MEDICAL SYSTEM, THE HISTORICAL MISTRUST THAT
7 IS PRESENT. AND SO BY BEING AT THIS EVENT AND
8 REALLY SHOWING OUR SUPPORT FOR THIS COMMUNITY, FOR
9 INDIVIDUALS, WHETHER IMPACTED BY SICKLE CELL DISEASE
10 OR OTHER DISEASES, SHOWING OUR COMMITMENT TO FUNDING
11 RESEARCH IN THOSE DISEASE AREAS WAS REALLY IMPORTANT
12 AND WAS REALLY POWERFUL FOR THESE FOLKS TO SEE AND
13 BE ABLE TO TALK TO SOMEBODY FROM CIRM. I
14 THINK -- PERSONALLY I THINK THIS IS A REALLY GREAT
15 EVENT TO CONTINUE ATTENDING. IT'S AN ANNUAL EVENT.
16 AND SO I THINK IT WOULD BE REALLY IMPACTFUL FOR US
17 TO BE PRESENT AT LONG TERM.

18 ANY QUESTIONS ON THAT?

19 CHAIRPERSON BONNEVILLE: THANK YOU FOR
20 HIGHLIGHTING AND BEING AT THE EVENT AND PROVIDING
21 SORT OF A SENSE OF CIRM CARING AND UNDERSTANDING
22 THAT WE WANT TO MOVE FORWARD FROM -- THAT WE ARE A
23 TRUSTED RESOURCE AND PEOPLE CAN COME TO US. I THINK
24 THAT THAT'S SOMETHING JUST IN HAVING CONVERSATIONS,
25 A LOT OF THE ARTICLES THAT ARE WRITTEN ABOUT

BETH C. DRAIN, CA CSR NO. 7152

1 COMMUNITIES THAT HAVE HISTORICALLY NOT HAD A LOT OF
2 TRUST IN THE COMMUNITY OR IN SCIENCE AND IN DOCTORS
3 IN THE MEDICAL FIELD, THEY PRESENT IT AS THOUGH
4 THAT'S COMPLETELY GONE AWAY. AND I KNOW THAT THAT'S
5 NOT THE CASE. AND SO I LIKE THAT WE ARE WORKING AND
6 CONTINUE TO WORK DILIGENTLY A THAT. SO THANK YOU.

7 CHRIS.

8 DR. MIASKOWSKI: I WAS CURIOUS IF YOU GOT
9 ANY QUESTIONS ON ACTUALLY ENGAGING IN A CLINICAL
10 TRIAL.

11 MS. DESAI: YES. A COUPLE OF FOLKS WHO
12 ASKED HOW DO I FIND OUT ABOUT CLINICAL TRIALS? HOW
13 DO I BE PART OF THIS CLINICAL TRIAL? AND I HAD SOME
14 INFORMATION ABOUT THE UC SICKLE CELL TRIAL THAT'S
15 GOING TO START -- I DON'T KNOW IF THEY'VE STARTED
16 YET, BUT I KNOW THEY'RE STARTING TO ENROLL PATIENTS
17 SOON. SO I HAD SOME INFORMATION ABOUT THAT, AND I
18 ALSO TALKED TO FOLKS ABOUT GOING TO
19 CLINICALTRIALS.GOV AND WHERE THEY CAN FIND
20 INFORMATION AS WELL AS GOING TO CIRM'S WEBSITE. I
21 TALKED ABOUT HOW EVERYTHING WE FUND IS TRANSPARENT.
22 THAT INFORMATION IS TRANSPARENT ON OUR WEBSITE. AND
23 SO I REALLY TRIED TO SHOW THAT WE'RE A GREAT HUB TO
24 FIND THAT INFORMATION. I POINTED FOLKS TO OUR
25 SICKLE CELL DISEASE LANDING PAGE WHICH HAS DIRECT

BETH C. DRAIN, CA CSR NO. 7152

1 LINKS TO CLINICAL TRIAL INFORMATION AND HOW TO GET
2 MORE ENGAGED AND INVOLVED IN THOSE. SO, YES, THOSE
3 WERE QUESTIONS THAT WERE ASKED, AND I TRIED TO
4 ANSWER THEM TO THE BEST OF MY ABILITY.

5 DR. MIASKOWSKI: YEAH. I THINK THAT WOULD
6 BE REALLY IMPORTANT FOR FUTURE OUTREACH AS WELL.

7 MS. DESAI: ABSOLUTELY. ALL RIGHT.

8 SO THE NEXT EVENT I WANTED TO HIGHLIGHT
9 WAS THE PARKINSON'S MOVING DAY EVENT. SO THANKS TO
10 MARIA, WE WERE INFORMED OF THIS EVENT PRETTY EARLY
11 ON. AND I WORKED WITH THE PARKINSON'S FOUNDATION TO
12 GET US A BOOTH AND HAVE US PRESENT. IT WAS AN
13 AMAZING EVENT. DESPITE THE RAIN AND WIND AND WHAT
14 FELT LIKE A FREEZING HURRICANE DURING THE EVENT, IT
15 WAS STILL AMAZING. THERE WERE ABOUT 300 FOLKS WHO
16 HAD REGISTERED FOR THE EVENT; BUT DUE TO THE
17 WEATHER, ONLY ABOUT A HUNDRED FOLKS SHOWED UP. AND
18 SO WE WERE ABLE TO ENGAGE WITH ABOUT 20 PEOPLE.
19 THEY WERE PRIMARILY FRIENDS AND FAMILY MEMBERS OF
20 INDIVIDUALS WHO ARE DIAGNOSED WITH PARKINSON'S
21 DISEASE AS WELL AS SOME INDUSTRY PARTNERS.

22 WE SHARED INFORMATION ABOUT CIRM'S FUNDING
23 IN PARKINSON'S DISEASE RESEARCH. AND I REALLY WANT
24 TO HIGHLIGHT THAT MARIA WAS AT THE EVENT. SHE
25 PARTICIPATES IN THE EVENT EVERY YEAR. AND IT WAS

BETH C. DRAIN, CA CSR NO. 7152

1 REALLY GREAT TO HAVE A BOARD MEMBER PRESENT AT THE
2 BOOTH TO BE ABLE TO ALSO ENGAGE WITH SOME OF THE
3 COMMUNITY MEMBERS AND TALK FROM A BOARD MEMBER
4 PERSPECTIVE AS WELL AS FROM A PERSPECTIVE OF
5 SOMEBODY WHO'S BEEN IMPACTED, WHOSE FAMILY HAS BEEN
6 IMPACTED BY PARKINSON'S DISEASE. SO I THINK IT'S
7 SOMETHING THAT WAS REALLY POWERFUL, AND I CAN'T
8 THANK MARIA ENOUGH FOR BEING AT THE BOOTH WITH US
9 AND SHARING HER STORY AND HER PERSPECTIVE AT THE
10 EVENT. AND WE HAVE A LITTLE VIDEO THAT WE'D LOVE TO
11 PLAY FOR YOU ALL.

12 (VIDEO WAS THEN PLAYED, NOT REPORTED,
13 NOR HEREIN TRANSCRIBED.)

14 MS. DESAI: ALL RIGHT. SO WERE THERE ANY
15 QUESTIONS ABOUT THIS EVENT?

16 DR. CLARK-HARVEY: GREAT JOB. I MEAN,
17 WOW. YOU LOOK LIKE YOU'RE ABOUT TO BLOW AWAY AND
18 STILL STUCK IN THERE.

19 MS. DESAI: IT FELT LIKE IT.

20 DR. CLARK-HARVEY: IT WAS REALLY
21 REFLECTED. I CAUGHT THE ESSENCE OF THE STORM, THAT
22 THAT WAS AWESOME. IT SHOWS YOUR DEDICATION. I LOVE
23 IT.

24 DR. BARRETT: YEAH. BRAVO. BRAVO.

25 MS. DESAI: SO THE NEXT SLIDE JUST HAS A

BETH C. DRAIN, CA CSR NO. 7152

1 FEW MORE PICTURES FROM THE EVENT. AGAIN, I CAN'T
2 SPEAK TO HOW GREAT IT WAS HAVING MARIA THERE. AND
3 IF -- I KNOW I'M WORKING WITH CLAUDETTE TO TRY AND
4 GET SOME OF THIS EVENT INFORMATION WHEN WE'RE
5 PRESENT AT EVENTS OUT TO YOU ALL SOONER.
6 UNFORTUNATELY, SOMETIMES THE TURNAROUND TIME IS A
7 LITTLE LESS THAN IDEAL, BUT I AM WORKING WITH
8 CLAUDETTE TO TRY AND GET YOU ALL THAT INFORMATION AS
9 SOON AS I CAN SO THAT HOPEFULLY MORE BOARD MEMBERS
10 CAN ATTEND THE EVENTS WITH US AND SHARE THAT
11 PERSPECTIVE BECAUSE IT WAS REALLY, REALLY GREAT
12 HAVING MARIA THERE.

13 AND I'LL PASS IT TO ESTEBAN FOR THE NEXT
14 FEW SLIDES.

15 CHAIRPERSON BONNEVILLE: LEONDRA HAS A
16 QUESTION.

17 DR. CLARK-HARVEY: YOU JUST GENERATED A
18 THOUGHT. OBVIOUSLY IT WAS REALLY GREAT HAVING MARIA
19 THERE, BUT I'M WONDERING IF YOU MIGHT THINK ABOUT,
20 IF YOU HAVEN'T DONE ALREADY, POOLING THE BOARD.
21 BECAUSE I THINK THERE'S ASSUMPTIONS THAT BECAUSE WE
22 WORK IN CERTAIN AREAS, THAT THAT'S WHAT WE'RE
23 CONNECTED TO. BUT THERE MAY BE OTHER THINGS THAT
24 WE'RE CONNECTED TO IN OUR OWN PERSONAL LIVES THAT
25 COULD HELP REALLY BRING TESTIMONY TO THE WORK THAT

BETH C. DRAIN, CA CSR NO. 7152

1 CIRM IS DOING. AND SO IT MIGHT BE A NICE WAY TO
2 ENGAGE THE BOARD EITHER BY HAVING THEM IN PERSON OR,
3 AS YOU THINK ABOUT YOUR VIDEOS THAT YOU'RE DOING,
4 YOU COULD HAVE A BOARD MEMBER SAY A PIECE ON LIKE
5 WHY THIS IS SO IMPORTANT TO THEM, RIGHT. SO I DON'T
6 KNOW, JUST THINKING ABOUT THAT, IF THAT'S WHAT
7 YOU'RE LOOKING FOR, MORE BOARD ENGAGEMENT, MAYBE
8 EVEN DOING LIKE A MATRIX AND FIGURE OUT WHO HAS
9 CONNECTION TO WHAT SO THAT WHEN YOU'RE DOING THOSE
10 THINGS, YOU CAN SAY, OH, LET ME REACH OUT TO
11 SO-AND-SO BECAUSE THEY ACTUALLY HAVE A PERSONAL
12 CONNECTION TO SICKLE CELL OR TO BREAST CANCER OR
13 WHATEVER. AND MAYBE THEY MIGHT BE ABLE TO GIVE A
14 QUICK SNIPPET OR SOMETHING LIKE THAT FOR A VIDEO OR
15 EVEN MAYBE EVEN ATTEND THE EVENT. SO IF THAT'S
16 ALREADY BEEN THOUGHT ABOUT, GREAT. IF NOT, THEN
17 JUST SOMETHING TO CONSIDER.

18 MS. DESAI: YEAH. ABSOLUTELY. I THINK
19 RIGHT NOW I'VE KIND OF BEEN SHARING ALL THE EVENTS
20 WITH ALL THE BOARD MEMBERS IN HOPES OF GETTING SOME
21 FOLKS WHO MIGHT BE INTERESTED, BUT I THINK THIS
22 IS --

23 DR. CLARK-HARVEY: MORE INTENTIONAL,
24 RIGHT. BECAUSE IT'S ONE THING IF YOU GET A LIST OF
25 EVENTS. I'M LIKE GREAT, BUT IF YOU COME TO ME AND

BETH C. DRAIN, CA CSR NO. 7152

1 SAY, HEY, YOU CHECKED THE LIST OF BEING WILLING TO
2 SHARE ABOUT YOUR BREAST CANCER JOURNEY OR YOUR
3 GRANDFATHER WHO HAD PARKINSON'S OR WHATEVER, THAT'S
4 A LITTLE BIT OF A DIFFERENT, MORE DIRECT ASK.

5 MS. DESAI: ABSOLUTELY. I THINK THIS IS
6 MUCH MORE INTENTIONAL, AND I THINK MOVING FORWARD
7 THIS WILL MAKE IT MORE -- HOPEFULLY MORE LIKELY THAT
8 BOARD MEMBERS WILL ATTEND IF THEY CAN.

9 MR. CORTEZ: THANK YOU, ADITI. THANK YOU,
10 EVERYONE, FOR THESE WONDERFUL SUGGESTIONS.

11 I WANTED TO HIGHLIGHT SOME OF THE OTHER
12 OUTREACH THAT WE'VE BEEN DOING AS A TEAM. ONE
13 RECENT EVENT, WHICH WAS A COUPLE OF MONTHS AGO, WAS
14 A PRESENTATION THAT WE DID FOR THE SAN JOSE STATE
15 BRIDGES COHORT. AND THIS PROGRAM IS ALSO KNOWN AS
16 THE STEM CELL INTERNSHIP AND LABORATORY-BASED
17 LEARNING, THE SAN JOSE STATE SCILL PROGRAM. AND
18 THIS WAS REALLY GREAT BECAUSE THIS IS AN ANNUAL
19 THING THAT WE'VE BEEN DOING FOR QUITE A FEW YEARS.
20 BUT REALLY WHAT HAPPENED WHEN THIS STARTED IS THE
21 PROGRAM DIRECTOR INVITED US OVER TO SPEAK. AS SOME
22 OF THESE STUDENTS AND TRAINEES THAT YOU SEE HERE IN
23 THIS PICTURE, AS THEY WERE GETTING READY TO BEGIN
24 THEIR INTERNSHIPS, THEY INVITED US OVER TO SPEAK ON
25 COMMUNITY OUTREACH.

BETH C. DRAIN, CA CSR NO. 7152

1 SO AS A REMINDER, EACH ONE OF THESE
2 PROGRAMS IS REQUIRED TO DO COMMUNITY OUTREACH. AND
3 ONE OF THE THINGS THAT WE'VE FOUND IN GOING OUT AND
4 HAVING CONVERSATIONS WITH SOME OF THESE TRAINEES IS
5 THAT THERE IS STILL THAT MISUNDERSTANDING OF WHAT
6 EXACTLY COMMUNITY OUTREACH IS. IT CAN BE IN PERSON,
7 IT CAN ALSO BE ONLINE. THERE'S SO MANY DIFFERENT
8 THINGS THAT YOU CAN DO WITH COMMUNITY OUTREACH.

9 SO OUR TEAM TOOK THIS AS AN OPPORTUNITY TO
10 GO OUT AND REALLY JUST SHARE IDEAS AND INSPIRATION
11 THAT WILL HELP THEM AS THEY'RE GOING OUT THERE AND
12 DOING SOME OF THIS OUTREACH AND REALLY BEGINNING
13 THEIR INTERNSHIP.

14 SO WE DID HAVE ABOUT SEVEN PROGRAM
15 PARTICIPANTS THERE. AND I DO WANT TO RECOGNIZE THAT
16 KATIE, CHRISTINA, AND ADITI, WE ALL PUT TOGETHER A
17 REALLY ROBUST DECK THAT HIGHLIGHTED ALL OF THE WAYS
18 THAT YOU CAN DO OUTREACH, BUT ALSO HIGHLIGHTING A
19 LOT OF REALLY IMPORTANT ASPECTS OF COMMUNITY
20 OUTREACH. THINGS LIKE ALIGNING COMMUNITY NEEDS,
21 MAKING SURE THAT YOU'RE MAKING INFORMATION
22 DIGESTIBLE AND APPROACHABLE, AND REALLY MEETING
23 COMMUNITIES WHERE THEY ARE.

24 SO WE WENT OUT THERE, WE PRESENTED THIS,
25 WE SHARED SOME STORIES. IF YOU CAN ACTUALLY GO TO

BETH C. DRAIN, CA CSR NO. 7152

1 THE NEXT SLIDE, KATIE, SO I CAN SHOW SOME OF THE
2 PHOTOS.

3 THAT'S ACTUALLY US IN THE CLASSROOM AT SAN
4 JOSE STATE PRESENTING. KATIE SHARED REALLY GREAT
5 EXAMPLES OF WHY YOU WANT TO SHARE EXAMPLES THAT ARE
6 EASY TO UNDERSTAND, ALSO SHARING SOME OF HER OWN
7 EXPERIENCE PARTICIPATING IN A CLINICAL TRIAL. AND,
8 AGAIN, WE ALSO HIGHLIGHTED SOME SOCIAL MEDIA BEST
9 PRACTICES. WE HAD CHRISTINA THERE SHOWING SOME
10 REALLY GREAT, WONDERFUL EXAMPLES BECAUSE A LOT OF
11 THESE TRAINEES ARE REALLY EAGER, AND THEY WANT TO GO
12 OUT THERE AND DO THEIR OUTREACH, BUT I THINK THEY
13 REALLY JUST NEED SOME OF THAT INSPIRATION.

14 IN ADDITION TO THAT, WE WERE ALSO ABLE TO
15 PROVIDE SOME RESOURCES. SO SOME OF THOSE RESOURCES
16 THAT ADITI HIGHLIGHTED EARLIER FOR SICKLE CELL WE
17 WERE ABLE TO PROVIDE. WE WERE ABLE TO PROVIDE CIRM
18 FLIERS AS WELL. AND THIS IS REALLY GREAT TIMING
19 BECAUSE, AS YOU CAN SEE IN THIS RIGHT PHOTO, THE
20 COHORT WAS ACTUALLY GETTING READY TO GO OUT TO DO
21 WHAT WAS CALLED A SCIENCE PALOOZA EVENT AT SAN JOSE
22 STATE. AND THEY REALLY JUST HAD SOME QUESTIONS.
23 HOW DO YOU ADDRESS CHALLENGES IN YOUR OUTREACH? HOW
24 DO YOU ANSWER PARTICULAR QUESTIONS? WHAT ARE SOME
25 TALKING POINTS THAT YOU CAN SHARE WITH US?

BETH C. DRAIN, CA CSR NO. 7152

1 SO WE HIGHLIGHTED ALL OF THAT IN THE
2 PRESENTATION. AND THIS IS REALLY GREAT BECAUSE WE
3 RECEIVED A LOT OF REALLY WONDERFUL FEEDBACK ON HOW
4 WE CAN SUPPORT MORE TRAINEES IN DOING THEIR OWN
5 OUTREACH, BUT WE ALSO SAW THIS AS A MODEL OF IT HOW
6 WE CAN ROLL THIS OUT TO ALL OF OUR PROGRAMS ACROSS
7 THE STATE. THIS IS JUST ONE PROGRAM. WE HAVE
8 DOZENS OF OTHER PROGRAMS ACROSS THE STATE. AND
9 WE'VE HEARD FROM THE BOARD THAT WE REALLY SHOULD TAP
10 INTO SOME OF THESE PROGRAMS SO THAT THEY CAN DO
11 OUTREACH FOR CIRM, BUT ALSO JUST FOR ON REGENERATIVE
12 MEDICINE, STEM CELLS, AND ALL OF THE GREAT WORK
13 THAT'S HAPPENING HERE.

14 SO IT WAS REALLY GREAT TO BE OUT THERE,
15 REALLY SEE SOME OF THESE STUDENTS. WE ALSO ARE
16 KEEPING IN TOUCH WITH SOME OF THEM. A LOT OF THEM
17 SHARED ENTHUSIASM IN SHARING THEIR OWN STORIES.

18 SO JUST WANTED TO HIGHLIGHT THIS AND
19 REALLY HOW WE COLLABORATED AS A TEAM TO GO OUT
20 THERE. ALSO RECOGNIZING THE SUPPORT THAT WE RECEIVE
21 FROM THE SCIENTIFIC PROGRAMS AND EDUCATION TEAM.
22 THEY PROVIDED SOME GUIDANCE ON THAT SLIDE DECK. AND
23 THIS IS REALLY JUST THE BEGINNING OF HOW WE CAN
24 CONTINUE TO WORK WITH SOME OF THESE TRAINEES IN
25 DOING OUTREACH.

BETH C. DRAIN, CA CSR NO. 7152

1 ANY QUESTIONS ON THAT?

2 DR. THOMAS: COULD I JUST MENTION ONE
3 THING? AS A TANGENTIAL POINT, JUST FOR MEMBERS OF
4 THE BOARD TO FLAG ON YOUR CALENDARS, AS YOU MAY
5 KNOW, IN THE PAST WE HAVE HAD MEETINGS OF THE
6 DIFFERENT EDUCATIONAL PROGRAMS THAT COME ON TOGETHER
7 ONCE A YEAR TO DISCUSS WHAT'S HAPPENED IN THE
8 PROGRAM, PRESENT SLIDES, GIVE TALKS, ET CETERA. FOR
9 THE FIRST TIME THIS YEAR THE EDUCATION TEAM OF KELLY
10 AND DAISY ARE PUTTING TOGETHER A MEETING OF ALL OF
11 OUR EDUCATION PROGRAMS COMING TOGETHER IN ONE
12 SETTING, WHICH WILL BE AUGUST 11TH TO 13TH AT USC.
13 AND IF YOU GUYS HAVE NEVER BEEN TO ANY OF THE
14 INDIVIDUAL MEETINGS, THIS WOULD BE, IF YOU HAVE A
15 CHANCE, WOULD BE A GREAT EVENT TO ATTEND BECAUSE
16 YOU'LL SEE THE FULL SPECTRUM OF WHAT WE'RE DOING IN
17 THE EDUCATION SPACE, JUST HOW MEANINGFUL CIRM IS TO
18 ALL OF THESE VARIOUS STUDENTS AND THE TREMENDOUS
19 WORK AND EXPERTISE THAT THEY DEVELOP COMING OUT OF
20 WHATEVER THEIR PARTICULAR PROGRAM IS.

21 SO, AGAIN, AUGUST 11TH TO 13TH AT USC.
22 AND IF YOU ARE INTERESTED, YOU CAN COORDINATE WITH
23 THE EDUCATION TEAM AND THROUGH CLAUDETTE AS WELL.

24 MR. CORTEZ: THANK YOU, J.T.

25 CHAIRPERSON BONNEVILLE: KIM HAS A

1 QUESTION.

2 DR. BARRETT: I WAS JUST GOING TO SAY THAT
3 I'M VERY EXCITED TO ATTEND THAT EVENT, J.T. I THINK
4 IT'S GOING TO BE FABULOUS. SO I'M ON THE SCHEDULE
5 TO ATTEND.

6 DR. THOMAS: THANK YOU, KIM.

7 MR. CORTEZ: AND ANOTHER OUTREACH EVENT
8 THAT OUR TEAM WAS AT RECENTLY WAS WHAT'S KNOWN AS
9 THE LABEST. ALSO IT'S CALLED THE LOS ANGELES
10 BIOSCIENCE ECOSYSTEM SUMMIT 2024, SHORT FOR LABEST.
11 AND THIS WAS A REALLY GREAT EVENT. THERE'S A
12 CONFERENCE THAT WAS HOSTED BY UCLA. AND REALLY THE
13 AIM OF IT WAS TO PROVIDE AN OPPORTUNITY TO SHOWCASE
14 BIOSCIENCE INNOVATION IN THE LOS ANGELES REGION. IT
15 WAS HOSTED BY UCLA TECHNOLOGY DEVELOPMENT GROUP.

16 SO WE HAD ABOUT -- WE SAW ABOUT A THOUSAND
17 ATTENDEES AT THE EVENT. AND IT WAS REALLY ACROSS
18 VARIOUS INDUSTRIES. THIS INDUSTRY, BUT IT INCLUDED
19 ACADEMIC INSTITUTIONS, BUT ALSO PRIVATE BIOTECH AND
20 A LOT OF ATTENDEES FROM UCLA AS WELL. SO LOTS OF
21 REALLY GREAT CONVERSATIONS.

22 IN ADDITION TO PROMOTING LOS ANGELES AS A
23 CENTER OF EXCELLENCE FOR BIOTECH, THE GOAL WAS
24 REALLY TO FOSTER PARTNERSHIPS BETWEEN ACADEMIC
25 INSTITUTIONS, THE INVESTMENT COMMUNITY, AND

BETH C. DRAIN, CA CSR NO. 7152

1 BIOPHARMA. BUT THIS IS REALLY GREAT BECAUSE IT WAS
2 A GREAT OPPORTUNITY TO SPREAD AWARENESS ABOUT CIRM'S
3 IMPACT IN LOS ANGELES. YOU CAN ACTUALLY SEE RIGHT
4 HERE TO THE RIGHT IN THIS PHOTO. THIS IS ONE OF THE
5 FLIERS AND THE ADS THAT WE CREATED FOR THE PROGRAMS.
6 WE HAD SLIDES, A REALLY BIG PRESENCE AT THIS EVENT.
7 OUR LOGO WAS SPREAD ACROSS. BUT ASIDE FROM
8 HIGHLIGHTING OUR IMPACT IN THE LOS ANGELES REGION,
9 WE WERE REALLY ALSO ABLE TO HIGHLIGHT OUR IMPACT
10 ACROSS THE STATE.

11 WE, IN ADDITION TO PROVIDING A LOT OF THIS
12 COLLATERAL SPREADING FLIERS, CREATING THESE ADS, WE
13 ALSO HAD A BOOTH THAT OUR TEAM WAS AT. IT WAS ME,
14 CHRISTINA, AND KOREN IN ADDITION TO A LOT OF BOARD
15 MEMBERS WHO WERE ALSO THERE IN OUR CIRM LEADERSHIP.

16 IT WAS IN A HIGH TRAFFIC AREA. SO THAT
17 WAS REALLY GREAT BECAUSE WE HAD A LOT OF REALLY
18 GREAT CONVERSATIONS. WE ALSO WERE ABLE TO CONNECT
19 WITH A LOT OF TRAINEES WHO WERE THERE FROM NOT JUST
20 THE UCLA PROGRAMS, BUT FROM VARIOUS PROGRAMS ACROSS
21 THE LOS ANGELES AREA. AND EVEN THOUGH THERE WAS A
22 LOT OF FAMILIARITY WITH WHAT CIRM DID, THE
23 CONVERSATIONS WERE WONDERFUL BECAUSE THERE WERE
24 STILL A LOT OF MISUNDERSTANDINGS OF WHAT EXACTLY
25 CIRM IS. LIKE A LOT OF PEOPLE, FOR EXAMPLE, OR

BETH C. DRAIN, CA CSR NO. 7152

1 VARIOUS PEOPLE DIDN'T KNOW THAT WE WERE A PUBLIC
2 AGENCY. SO REALLY BEING ABLE TO TALK ABOUT OUR
3 IMPACT IN THAT SPACE, WHAT WE DO AS A STATE
4 ORGANIZATION, HOW WE'RE ADDRESSING CHALLENGES IN THE
5 INDUSTRY THROUGH MANUFACTURING NETWORK, BUT ALSO
6 BUILDING THE WORKFORCE, JUST A LOT OF REALLY GREAT
7 CONVERSATIONS. WE WERE ALSO ABLE TO CONNECT WITH A
8 LOT OF STUDENTS AND TRAINEES WHO WERE THERE,
9 CONNECTED WITH THEM.

10 AND IN ADDITION TO THAT, IF YOU GO TO THE
11 NEXT SLIDE, KATIE, THESE ARE SOME OF THE PHOTOS OF
12 THE EVENT. WE HAD A GREAT BOARD PRESENCE THERE, BUT
13 WE ALSO HAD MODERATED SOME PANELS AS WELL. WE HAD
14 SPEAKERS. J.T., AS AN EXAMPLE, WAS ABLE TO
15 INTRODUCE SOME OF THE SPEAKERS AND REALLY GIVE A
16 PITCH FOR WHAT CIRM DOES AND HOW CIRM IS REALLY
17 MAKING AN IMPACT.

18 AND IN ADDITION TO THAT, WE WERE ALSO ABLE
19 TO MEET SOME PATIENTS. AS AN EXAMPLE, WE DID HAVE S
20 PATIENT ADVOCATE FOR RETINITIS PIGMENTOSA WHO
21 PARTICIPATED IN ADVANCEMENTS IN OPHTHALMOLOGY PANEL.
22 SO WE WERE ABLE TO REALLY HIGHLIGHT OUR WORK IN THAT
23 SPACE AND HOW WE'RE REALLY ADVANCING AND SUPPORTING
24 TREATMENTS FOR SOME OF THOSE CONDITIONS THAT AFFECT
25 VISION.

BETH C. DRAIN, CA CSR NO. 7152

1 SO IT WAS REALLY A WONDERFUL EVENT. AND
2 IF WE PARTICIPATE NEXT YEAR, WE THINK WE'LL HAVE AN
3 EVEN BIGGER PRESENCE BECAUSE, AS I MENTIONED, JUST A
4 LOT OF REALLY GREAT CONVERSATIONS IN ADDITION TO
5 HIGHLIGHTING OUR WORK IN LOS ANGELES. IT'S REALLY A
6 WAY TO HIGHLIGHT HOW CIRM IS CREATING AN IMPACT
7 ACROSS THE INDUSTRY AND ACROSS THE STATE. SO, J.T.

8 DR. THOMAS: I'D JUST LIKE TO ADD A COUPLE
9 THINGS. NO. 1, BIG SHOUT OUT TO JUDY WHO IS ONE OF
10 THE COMPANY ORGANIZERS OF THIS EVENT AND PUT MASSIVE
11 AMOUNTS OF HOURS INTO IT AND DID A FANTASTIC JOB.
12 LIKEWISE, TO TWO OF OUR INTERNAL TEAM, DR. ABLA
13 CREASEY, WHO LED AN OPHTHALMOLOGY PANEL AS WELL AS
14 DR. SHYAM PATEL WHO LED A MANUFACTURING PANEL, BOTH
15 OF WHICH WERE VERY WELL ATTENDED AND PLAYED
16 EXTREMELY GOOD REVIEWS.

17 I WILL NOTE THAT CIRM WAS MENTIONED A
18 GAZILLION TIMES OVER THE COURSE OF THIS CONFERENCE,
19 WHICH WAS GREAT VISIBILITY FOR US, BUT IT SHOWED THE
20 IMPORTANCE OF OUR PARTICIPATION IN THE L.A.
21 ECOSYSTEM AS SORT OF A MICROCOSM OF OUR IMPACT
22 THROUGHOUT THE STATE AND THE DIFFERENCE THAT WE'RE
23 MAKING IN ALL THE THINGS WE'RE HELPING TO ENABLE.

24 SO I JUST WANTED THE SUBCOMMITTEE TO BE
25 AWARE OF ALL OF THAT. THANK YOU.

BETH C. DRAIN, CA CSR NO. 7152

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

MR. CORTEZ: THANK YOU, J.T.

AND AS WE'RE HIGHLIGHTING ALL OF THESE EVENTS, I DID WANT TO RECOGNIZE THAT WE REALLY ARE THINKING ABOUT HOW WE CAN BRING ENGAGING MATERIALS FOR ALL AGES. THIS IS ACTUALLY JUST AN EXAMPLE OF SOME OF THE RECENT ACTIVITIES, NOT JUST KID FRIENDLY, BUT REALLY JUST FRIENDLY FOR ALL AGES. SOME OF THE ACTIVITIES THAT WE'RE BRINGING TO REALLY ENGAGE PEOPLE WHO VISIT US AT SOME OF THESE BOOTHS AT THE EVENTS THAT WE JUST HIGHLIGHTED.

I DO REALLY WANT TO RECOGNIZE THAT ADITI HAS PUT A LOT OF REALLY GREAT THOUGHT INTO THESE ACTIVITIES. WE'VE CREATED COLORING PAGES, WORD SEARCHES. LAST MEETING WE HIGHLIGHTED OUR PLINKO BOARD TO ILLUSTRATE SOME OF THE SCIENCE BEHIND THE WORK THAT WE'RE FUNDING.

AND JUST TO REALLY POINT OUT A SPECIFIC EXAMPLE, AT OUR PARKINSON'S EVENT, WE HAD SOME CHILDREN WHO CAME TO OUR BOOTH TO COLOR. AND THIS REALLY WAS GREAT BECAUSE IT HELPED US REALLY SPARK A CONVERSATION WITH THEIR PARENTS AND REALLY HIGHLIGHT SOME OF OUR WORK IN THIS SPACE. SO AS WE'RE GOING OUT INTO SOME OF THESE EVENTS, WE'RE REALLY GOING TO GET CREATIVE. WE ALWAYS WELCOME IDEAS ON SOME OF THOSE ENGAGING ACTIVITIES THAT WE CAN DO TO REALLY

BETH C. DRAIN, CA CSR NO. 7152

1 ATTRACT TRAFFIC AT OUR BOOTH AND REALLY FACILITATE
2 SOME OF THESE CONVERSATIONS. SO THAT'S BEEN REALLY
3 GREAT TO ROLL OUT AT SOME OF THESE EVENTS THAT WE
4 JUST HIGHLIGHTED AS WELL.

5 DR. THOMAS: CAN'T START WORKFORCE
6 DEVELOPMENT TOO EARLY.

7 MS. TEMPLE-PERRY: WELL, THANK YOU, ADITI
8 AND ESTEBAN, FOR GIVING THAT WONDERFUL OVERVIEW OF
9 OUR OUTREACH PROGRAMS AND EVENTS. IT'S REALLY BEEN
10 MARVELOUS TO SEE US REALLY ESTABLISH OURSELVES AND
11 REALLY START TO CONNECT MORE WITH THE COMMUNITY.
12 AND WE'RE GOING TO CONTINUE TO PICK UP THIS
13 PRESENCE.

14 WE HAVE A NUMBER OF OUTREACH EVENTS COMING
15 UP FOR THE YEAR WHICH WE'RE REALLY EXCITED ABOUT,
16 AND WE'LL PREVIEW THAT TO YOU SOON. I DON'T WANT TO
17 GIVE YOU TOO MUCH DETAIL, BUT IT'S REALLY EXCITING.
18 AND WE LOOK FORWARD TO SHARING MORE INFORMATION
19 ABOUT SOME OF THOSE UPCOMING CAMPAIGNS.

20 SO RIGHT NOW I WANTED TO TRANSITION A
21 LITTLE BIT TO THE DISCUSSION PART OF TODAY'S
22 SUBCOMMITTEE MEETING. AND THIS IS TO OUR PATIENT
23 ACCESS NEWSLETTER. AND SO WHEN I PRESENTED THE LAST
24 COMMUNICATIONS PLAN, WE REALLY OUTLINED THE NEED FOR
25 A STATEWIDE NEWSLETTER TO BASICALLY AUGMENT OUR

BETH C. DRAIN, CA CSR NO. 7152

1 OUTREACH STRATEGIES. AND SO AS COMMUNITY OUTREACH
2 TAKES ON THAT MORE BIDIRECTIONAL APPROACH, WE REALLY
3 WANT TO MAKE SURE THAT WE'RE CREATING AN EFFECTIVE
4 CHANNEL TO CONTINUE TO COMMUNICATE AND ENGAGE
5 DIRECTLY WITH DIVERSE COMMUNITIES.

6 AND THAT'S WHAT WE OUTLINED IN OUR
7 COMMUNICATIONS PLAN, AND THAT'S WHAT THE DEVELOPMENT
8 OF THIS PATIENT ACCESS NEWSLETTER WILL SERVE. AND
9 JUST AS A CAVEAT, THIS IS OUR INTERNAL PROJECT NAME.
10 THIS ISN'T ACTUALLY GOING TO BE THE BRANDED
11 PUBLICATION NAME. SO WE'RE GOING TO GO THROUGH THAT
12 PROCESS.

13 AND SO WE MET WITH A COUPLE OF FOLKS
14 INTERNALLY TO DISCUSS A STRATEGY. AND YOU ALL
15 RECEIVED A COPY OF SORT OF THAT SUMMARY OF THAT
16 STRATEGY THAT WE REVIEWED. AND WITHIN THAT MEETING,
17 WE ALIGNED ON A FEW GOALS. THE FIRST WOULD BE TO
18 INFORM AND EDUCATE. SO WE WANT TO RAISE AWARENESS
19 ABOUT CIRM'S MISSION, OUR INITIATIVES, AND WE WANT
20 TO EDUCATE THE PUBLIC ON CELL AND GENE THERAPY AS
21 WELL AS REALLY UTILIZING THIS PUBLICATION TO INFORM
22 ABOUT RISKS AROUND STEM CELL TOURISM.

23 THE SECOND GOAL IS TO ENHANCE AWARENESS.
24 RIGHT. AND SO THAT'S WHAT WE'RE ALREADY STARTING TO
25 DO. WE REALLY WANT TO PROMOTE CIRM AS A RESOURCE

BETH C. DRAIN, CA CSR NO. 7152

1 HUB. AND AS MORE PROGRAMS ROLL OUT, SUCH AS THE
2 PATIENT SUPPORT PROGRAM, COMMUNITY CARE CENTERS OF
3 EXCELLENCE, WE WANT TO BE ABLE TO PROVIDE THAT
4 INFORMATION TO THE COMMUNITY IN ADDITION TO EVEN
5 SHARING INFORMATION ABOUT OUR ALPHA CLINIC NETWORK
6 TRIALS, ET CETERA.

7 THE THIRD GOAL IS TO SUPPORT PATIENT
8 ENGAGEMENT. SO WE REALLY WANT TO EMPOWER PATIENTS
9 WITH KNOWLEDGE AND RESOURCES AS WELL AS EVEN PROVIDE
10 INFORMATION ABOUT BROADER EVENTS THAT FOLKS MIGHT
11 WANT TO PARTICIPATE AND ENGAGE IN.

12 AND THE FOURTH GOAL IS REALLY ABOUT
13 FACILITATING RELATIONSHIP BUILDING. SO WE WANT TO
14 STRENGTHEN OUR CONNECTIONS WITH OUR PATIENT ADVOCACY
15 PARTNERS, COMMUNITY-BASED ORGANIZATIONS. WE HAVE A
16 NUMBER OF RELATIONSHIPS, AND SO REALLY THINKING
17 ABOUT THAT RELATIONSHIP BUILDING AND EVEN A CROSS
18 PROMOTION OF CONTENT IS GOING TO BE REALLY, REALLY
19 IMPORTANT AS WE LOOK TO INCREASE OUR PARTNERSHIP
20 WITH A NUMBER OF ORGANIZATIONS.

21 AND SO BASICALLY BY FOCUSING ON -- I'M NOT
22 GOING TO GO THROUGH THE WHOLE SUMMARY OF THE
23 STRATEGY THAT WE HAVE, BUT I WANTED TO AT LEAST GIVE
24 YOU AN OVERVIEW OF OUR GOALS. THERE'S CONTENT IN
25 THERE THAT WE HAVE RECOMMENDED AS WELL AS POTENTIAL

BETH C. DRAIN, CA CSR NO. 7152

1 DISTRIBUTION STRATEGY, BUT I WOULD LIKE TO TALK
2 ABOUT THAT TODAY. BUT BASICALLY BY FOCUSING ON A
3 NUMBER OF THESE ITEMS, WE CAN EFFECTIVELY ENGAGE AND
4 INFORM DIVERSE POPULATIONS IN COMMUNITIES AND
5 STRENGTHEN RELATIONSHIPS AS WELL AS PROMOTE CIRM IN
6 A REALLY AUTHENTIC, ORGANIC WAY.

7 AND SO I'M REALLY, REALLY EXCITED ABOUT
8 THIS. THERE'S A LOT OF POTENTIAL FOR CREATIVE AND
9 REALLY TO GET OUR MESSAGE OUT TO COMMUNITIES. AND
10 SO I'M REALLY LOOKING FORWARD TO LAUNCHING THIS.
11 THERE'S GOING TO BE A TWO-PART PHASE LAUNCH. THE
12 FIRST WILL BE A DIGITAL LAUNCH WITH PROMOTION ACROSS
13 SOCIAL MEDIA. AND THE SECOND PART IS ACTUALLY
14 LOOKING FOR AND LOOKING TO A PRINT LAUNCH.

15 BASICALLY WE WANT TO ENGAGE YOU ALL IN A
16 NUMBER OF QUESTIONS TO HELP FIRM UP THIS ROLLOUT
17 STRATEGY. AND SO IN ADDITION TO WHAT I PRESENTED IN
18 THE ATTACHED MEMO, I WANTED TO POSE A FEW QUESTIONS.
19 THE FIRST BEING WHAT CONTENT WOULD YOU SUGGEST, IF
20 THERE'S ANYTHING ELSE, TO FEATURE IN THE
21 PUBLICATION?

22 THE SECOND QUESTION, AND THIS IS PROBABLY
23 THE MOST IMPORTANT, IS HOW CAN YOU ALL GET INVOLVED?

24 AND THEN THE THIRD QUESTION BEYOND WHAT
25 WE'VE SORT OF INITIALLY OUTLINED IN OUR DISTRIBUTION

BETH C. DRAIN, CA CSR NO. 7152

1 STRATEGY, WERE THERE OTHER AVENUES FOR US TO
2 DISTRIBUTE THIS PUBLICATION?

3 SO I'M GOING TO PAUSE THERE BECAUSE WE'VE
4 BEEN TALKING QUITE A BIT AS THE COMMUNICATIONS TEAM.
5 AND WE WOULD LIKE TO HEAR FROM YOU ALL.

6 CHAIRPERSON BONNEVILLE: KIM.

7 DR. BARRETT: WELL, I WOULD SAY THE
8 UPCOMING LAUNCH OF THE PATIENT SUPPORT PROGRAM IS A
9 NO-BRAINER FOR CONTENT, SORT OF OUTLINING WHY WE'RE
10 INVESTING IN THAT, WHAT WE HOPE IT WILL ACCOMPLISH,
11 AND WHAT IT CAN DO FOR PATIENTS.

12 MS. TEMPLE-PERRY: THANK YOU. I THINK
13 THAT'S AN EXCELLENT SUGGESTION.

14 CHAIRPERSON BONNEVILLE: I THINK
15 HIGHLIGHTING WHICH OF OUR CLINICAL TRIALS ARE
16 ENROLLING AND IN WHAT DISEASE AREAS SO THAT IF
17 SOMEONE IS INTERESTED IN PARTICIPATING IN A CLINICAL
18 TRIAL, THEY CAN -- AND WHO TO CONTACT. I DON'T KNOW
19 IF IT COMES BACK TO US OR IF IT COMES TO THE PATIENT
20 SUPPORT SERVICES IF IT'S UP AND RUNNING AT THAT
21 POINT. BUT I THINK ACCESS TO CLINICAL TRIALS IS
22 SOMETHING EVERYONE IS VERY INTERESTED IN.

23 VITO.

24 MS. TEMPLE-PERRY: THANK YOU, MARIA.

25 CHAIRMAN IMBASCIANI: THANKS, MARIA. HI.

BETH C. DRAIN, CA CSR NO. 7152

1 QUESTION 2 AND 3, I'M -- I'M SORRY -- 1 AND 3.
2 UNLESS YOU CAN THINK OF REASONS WHY NOT, I'M
3 WONDERING, DEPENDING ON THE PERIODICITY OF HOW OFTEN
4 YOU ISSUE THIS NEWSLETTER, IF YOU MIGHT FEATURE ONE
5 OF THE MORE PROMINENT DISEASES THAT AFFECT
6 CALIFORNIANS.

7 AND THAT TIES IN TO MY IDEA ON THE THIRD
8 ONE, TO SHARE THIS WITH OUR LARGE NETWORK OF PATIENT
9 ADVOCACY GROUPS. THEY MIGHT WANT TO AUGMENT OUR
10 DISTRIBUTION.

11 MS. TEMPLE-PERRY: THAT'S A GREAT IDEA,
12 VITO. THANK YOU. I AGREE.

13 CHAIRPERSON BONNEVILLE: I'LL ASK YOU A
14 QUESTION. WHEN YOU PUT DOWN HOW CAN YOU GET
15 INVOLVED, HOW DO YOU WANT US TO GET INVOLVED?

16 MS. TEMPLE-PERRY: WELL --

17 CHAIRPERSON BONNEVILLE: IT'S EASIER IF
18 YOU THROW OUT SOME SUGGESTIONS SO THAT WE CAN GO
19 YEAH OR HUH-UH.

20 MS. TEMPLE-PERRY: I COULD GIVE OUT SOME
21 ASSIGNMENTS, MARIA, AS THE COMMUNICATIONS TEAM
22 KNOWS. I WOULD LOVE, A, IF THERE'S CONTENT THAT'S
23 CLOSE TO YOU, WHETHER OR NOT YOU WANT TO WRITE
24 CONTENT FROM YOUR PERSPECTIVE, IF THERE'S SOMETHING
25 THAT HAS IMPACTED YOU OR YOUR FAMILY. I THINK IT

BETH C. DRAIN, CA CSR NO. 7152

1 REALLY IS A WAY TO KIND OF PERSONALIZE THE CONTENT A
2 LITTLE BIT AND REALLY MAKE IT APPROACHABLE. AND SO
3 I WOULD OFFER UP THAT SUGGESTION.

4 ADDITIONALLY, IF YOU HAVE CONNECTIONS TO
5 ORGANIZATIONS WHERE WE CAN FURTHER DISTRIBUTE OR
6 CROSS-PROMOTE CONTENT, THIS IS GOING TO BE AN
7 IMPORTANT STRATEGY. THE MORE THAT WE'RE ABLE TO
8 FEATURE CONTENT FROM OTHER PARTNERS AS A RESOURCE,
9 THE MORE WELL RECEIVED THE PUBLICATION WILL BE. AND
10 SO THERE'S ALWAYS GOING TO BE THAT OPPORTUNITY,
11 MAYBE THAT YOU HAVE CONNECTIONS TO DISTRIBUTION.
12 BECAUSE, REMEMBER, WE WANT TO MAKE SURE THAT WE ARE
13 CONNECTING TO DIVERSE COMMUNITIES. WE WANT TO MAKE
14 SURE THAT WE'RE PROVIDING THE CONTENT THAT'S EASILY
15 ACCESSIBLE TO THEM. AND SO WE WANT TO MAKE SURE
16 THAT WE'RE PROVIDING THIS PUBLICATION IN THEIR
17 COMMUNITIES WITH THEIR COMMUNITY CENTERS THAT THEY
18 GO TO.

19 AND SO YOU ALL MAY HAVE THOSE CONNECTIONS
20 THAT I THINK ARE GOING TO BE REALLY, REALLY HELPFUL
21 IN REACHING ORGANICALLY A LOT OF THESE COMMUNITIES.
22 SO I WOULD DEFINITELY WELCOME THAT INVOLVEMENT AS
23 WELL AS THOSE SUGGESTIONS.

24 CHAIRPERSON BONNEVILLE: COUPLE HANDS UP.
25 CHRIS.

BETH C. DRAIN, CA CSR NO. 7152

1 DR. MIASKOWSKI: I HAD TWO THOUGHTS. ONE
2 IS ARE YOU THINKING IN TERMS OF THE CONTENT OF ALSO
3 INCLUDING THE PERSPECTIVE OF FAMILY CAREGIVERS?

4 MS. TEMPLE-PERRY: YES.

5 DR. MIASKOWSKI: BECAUSE I THINK THAT'S
6 INCREDIBLY IMPORTANT.

7 MS. TEMPLE-PERRY: YES.

8 DR. MIASKOWSKI: IT'S REALLY A
9 PARTNERSHIP, I THINK.

10 THE OTHER THOUGHT THAT CAME TO MIND, AND I
11 WELCOME OTHER'S COMMENT ON THIS, IS IS THERE ANY
12 MERIT IN SENDING THE NEWSLETTER TO PROFESSIONAL
13 ORGANIZATIONS? BECAUSE THEY NEED TO KNOW WHAT THEIR
14 PATIENTS ARE BEING TOLD. AND I WONDER IF THAT'S A
15 WAY TO INCREASE OUR OUTREACH AND THEN ALSO TO INFORM
16 PROVIDERS AS WELL OF THE WORK THAT'S GOING ON, THAT
17 THEY MAY BE ABLE TO REFER PATIENTS TO SOME OF THE
18 SPECIFIC TRIALS. I DON'T KNOW IF YOU'VE GIVEN THAT
19 ANY THOUGHT.

20 MS. TEMPLE-PERRY: AND I AGREE. I THINK
21 THAT WOULD BE A WONDERFUL APPROACH. EVEN IF YOU
22 THINK WHERE WE WANT TO DISTRIBUTE, CONNECTING WITH
23 PROVIDERS, MAYBE PROVIDING THAT TO PROVIDERS TO GIVE
24 TO THEIR PATIENTS. SOMETIMES MAYBE THEY DON'T HAVE
25 THE RESOURCES OR THE EXPERTISE TO WRITE AND TO

BETH C. DRAIN, CA CSR NO. 7152

1 PRESENT THINGS CREATIVELY IN AN ENGAGING WAY. BUT
2 IF WE PROVIDE THESE MATERIALS TO MAKE IT REALLY EASY
3 FOR THEM TO DO THAT, THIS IS AN EFFECTIVE APPROACH
4 TO DISTRIBUTING THIS CONTENT.

5 AND THE ONLY THING I WOULD SAY IS WE
6 DEFINITELY WANT IT TO BE FOCUSED ON COMMUNITIES AND
7 THAT COMMUNITY VOICE. AND SO HAVING THEM TAKE
8 NOTICE OF IT, BUT MAYBE NOT BE THE CENTERPIECE OF
9 THE CONTENT, I THINK WILL HELP TO KEEP THE CONTENT
10 REALLY ORGANIC AND AUTHENTIC.

11 DR. MIASKOWSKI: I DON'T THINK THE
12 PROFESSIONALS HAVE TO BE PART OF THE CONTENT. I
13 JUST THINK THEY SHOULD RECEIVE IT ELECTRONICALLY SO
14 THEY KNOW WHAT THEIR PATIENTS ARE RECEIVING.

15 MS. TEMPLE-PERRY: YES. WONDERFUL.

16 CHAIRPERSON BONNEVILLE: THANK YOU, CHRIS.
17 LEONDRA.

18 DR. CLARK-HARVEY: I WAS JUST ALSO GOING
19 TO SAY THIS IS A GREAT OPPORTUNITY TO USE THE
20 PATIENT ADVOCATES ON THE BOARD BECAUSE AS WE HAVE
21 OUR OWN CONFERENCES, MEETINGS, WHATEVER, THERE'S AN
22 OPPORTUNITY TO FEATURE CIRM. LIKE I'M ALWAYS
23 THINKING ABOUT WHO DO MEMBERS NEED TO HEAR FROM, WHO
24 CAN WE INVITE, WHO CAN HAVE A VENDOR TABLE? AND SO
25 THERE'S AN OPPORTUNITY THERE, I THINK, TO FIGURE OUT

BETH C. DRAIN, CA CSR NO. 7152

1 WHEN ARE YOUR 10, 15 DIFFERENT MEETINGS, IS THERE
2 SOME RELEVANCE THERE IN TERMS OF CONTENT AND
3 UTILIZING THOSE FORUMS TOO? BECAUSE I'D BE HAPPY TO
4 DO THAT. WE THROW MEETINGS ALL THE TIME.

5 MS. TEMPLE-PERRY: OKAY. LEONDRA, I'M
6 GOING TO WRITE YOUR NAME DOWN.

7 CHAIRPERSON BONNEVILLE: THANKS, LEONDRA.
8 KIM.

9 DR. BARRETT: AND TO THE SAME NOTE THAT
10 CHRIS RAISED ABOUT GETTING THIS OUT TO PROVIDERS, I
11 THINK THOSE OF US WHO REPRESENT THE ACADEMIC
12 INSTITUTIONS CERTAINLY HAVE CHANNELS TO GET IT OUT
13 TO FACULTY PHYSICIANS SO THAT THEY KNOW WHAT THEIR
14 PATIENTS ARE RECEIVING, BUT THEY MAY FIND THE
15 CONTENT USEFUL IN SORT OF EXPLAINING TO PEOPLE
16 BECAUSE THAT'S OFTEN A BARRIER IS JUST HAVING THOSE
17 MATERIALS IN LAY LANGUAGE THAT ARE AVAILABLE.

18 MS. TEMPLE-PERRY: EXCELLENT.

19 CHAIRPERSON BONNEVILLE: I THINK THAT
20 THAT'S SOMETHING WE'VE ADDRESSED BOTH IN THE ACCESS
21 AND AFFORDABILITY GROUP, BUT ALSO IN COMMUNICATIONS
22 HOW WE REALLY NEED TO GET TO THE PROVIDERS AND TO
23 THE PRIMARY PHYSICIANS, ET CETERA, BECAUSE THEY'LL
24 KNOW THAT THERE'S A TRIAL GOING ON, HOW ARE WE GOING
25 DO GET NEW PATIENTS IN. SO IT'S A HUGE EFFORT IN

BETH C. DRAIN, CA CSR NO. 7152

1 AND OF ITSELF FOR SURE.

2 MS. TEMPLE-PERRY: EXCELLENT. THANK YOU.
3 ANY OTHER COMMENTS, FEEDBACK, THOUGHTS? J.T., DO
4 YOU HAVE ANY THOUGHTS?

5 DR. THOMAS: NO. WE CAN CONTINUE THE
6 DISCUSSION AS WE DO.

7 MS. TEMPLE-PERRY: ARE YOU READY TO SIGN
8 UP FOR CONTENT, J.T.?

9 DR. THOMAS: WELL, I'VE BEEN REVIEWING A
10 LOT OF CONTENT, AS YOU KNOW. I THINK THIS IS ALL
11 GREAT. AND THANK YOU, EVERYBODY, ON THE
12 SUBCOMMITTEE FOR YOUR SUGGESTIONS.

13 MS. TEMPLE-PERRY: ALL RIGHT. EXCELLENT.
14 SO THANK YOU. I APPRECIATE ALL OF THESE COMMENTS,
15 AND I APPRECIATE YOUR THOUGHTS AND SUGGESTIONS. AND
16 WE'RE REALLY EXCITED ABOUT LAUNCHING THIS NEW
17 CHANNEL AND PUBLICATION.

18 AND SO IN TERMS OF NEXT STEPS, FOR US AS A
19 TEAM, WE'RE GOING TO START TO LOOK AT THE CREATIVE
20 CONCEPT AND BRANDING, INCLUDING AN ACTUAL
21 PUBLICATION NAME, NOT JUST PATIENT ACCESS
22 NEWSLETTER. WE'RE GOING TO DEVELOP A TIMELINE AS
23 WELL AS A CONTENT CALENDAR. AND THEN FROM THERE
24 WE'LL START TO PLAN OUT OUR ROLLOUT AND PROMOTION OF
25 THIS WHICH WILL START DIGITALLY FIRST AND THEN WITH

BETH C. DRAIN, CA CSR NO. 7152

1 THE GOAL OF HAVING AN ACTUAL QUARTERLY PRINT
2 STARTING IN THE WINTERTIME. SO WE'RE REALLY EXCITED
3 ABOUT THIS, AND WE THANK YOU FOR YOUR PARTNERSHIP IN
4 HELPING US ADVANCE THIS STRATEGY.

5 NEXT SLIDE. AND I JUST WANTED TO SAY
6 THANK YOU TO EVERYONE FOR YOUR TIME AND ATTENTION
7 TODAY. I WANT TO SAY THANK YOU TO THE
8 COMMUNICATIONS TEAM AND ALL OF THE HARD WORK GIVEN
9 THE NUMEROUS PRIORITIES WHILE STILL BEING CREATIVE
10 AND ADVANCING ALL OF THIS WONDERFUL WORK. SO THANK
11 YOU. AND THIS IS JUST A SNAPSHOT OF SOME OF OUR
12 CURRENT PROJECTS. THERE'S MANY OTHERS AND SOME
13 INITIATIVES THAT WE ARE WORKING ON THAT ARE NOT
14 QUITE READY FOR PRIME TIME, BUT WE'RE REALLY EXCITED
15 TO SHARE THAT WITH YOU IN THE COMING MONTHS.

16 SO THANK YOU ALL. AND IF THERE'S ANY
17 OTHER QUESTIONS, I CAN TAKE THOSE.

18 CHAIRPERSON BONNEVILLE: ANY QUESTIONS
19 FROM THE COMMITTEE? I WANT TO THANK KOREN AND THE
20 TEAM SO MUCH AND DAISY AND THE SCIENTIFIC PROGRAMS
21 TEAM AS WELL. LOT OF GREAT IDEAS AND A LOT OF GREAT
22 PROGRESS THAT YOU ALL ARE MAKING. SO THANK YOU SO
23 MUCH.

24 AND I BELIEVE THIS IS THE POINT WHERE WE
25 ASK FOR PUBLIC COMMENT.

BETH C. DRAIN, CA CSR NO. 7152

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

MS. MANDAC: THERE ARE NO HANDS RAISED.

CHAIRPERSON BONNEVILLE: THANK YOU,
CLAUDETTE. AND IF THERE ARE NO OTHER COMMENTS FROM
THE COMMITTEE, WE WILL ADJOURN THE MEETING. SO
THANK YOU, EVERYONE.

(THE MEETING WAS THEN CONCLUDED.)

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 JUNE 10, 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.

BETH C. DRAIN, CA CSR 7152
133 HENNA COURT
SANDPOINT, IDAHO
(208) 920-3543