

BETH C. DRAIN, CA CSR NO. 7152

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

LOCATION: VIA ZOOM

DATE: DECEMBER 4, 2024
1 P.M.

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

FILE NO.: 2024-42

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DECEMBER 4, 2024; 1 P.M.

CHAIRPERSON BONNEVILLE: WELCOME,
EVERYONE, TODAY TO THE COMMUNICATIONS SUBCOMMITTEE
MEETING. I'D LIKE TO ASK SCOTT TO PLEASE TAKE THE
ROLL.

MR. TOCHER: ABSOLUTELY. KIM BARRETT.
GEORGE BLUMENTHAL.

DR. BLUMENTHAL: HERE.

DR. BARRETT: I'M HERE TOO.

MR. TOCHER: HEY, KIM. THANK YOU.

MARIA BONNEVILLE.

CHAIRPERSON BONNEVILLE: PRESENT.

MR. TOCHER: LEONDRA CLARK-HARVEY.

DR. CLARK-HARVEY: HERE.

MR. TOCHER: YSABEL DURON.

MS. DURON: HERE.

MR. TOCHER: ELENA FLOWERS.

DR. FLOWERS: PRESENT.

MR. TOCHER: DAVID HIGGINS.

DR. HIGGINS: HERE.

MR. TOCHER: VITO IMBASCIANI.

CHAIRMAN IMBASCIANI: HERE.

MR. TOCHER: PAT LEVITT.

DR. LEVITT: HERE.

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1 MR. TOCHER: LINDA MALKAS.

2 DR. MALKAS: HERE.

3 MR. TOCHER: CHRIS MIASKOWSKI. AND LAUREN
4 MILLER-ROGEN. GREAT. THANK YOU. MARIA.

5 CHAIRPERSON BONNEVILLE: THANK YOU, SCOTT.
6 I'D LIKE TO TAKE THIS OPPORTUNITY TO PASS IT OVER TO
7 KOREN WHO WILL BE PROVIDING A COMMUNICATIONS TEAM
8 UPDATE, AND ALSO CHRISTINA WILL BE TAKING US THROUGH
9 THE SOCIAL MEDIA STRATEGY. SO, KOREN.

10 MS. TEMPLE-PERRY: THANK YOU, MARIA. GOOD
11 AFTERNOON, EVERYONE, AND WELCOME TO THE
12 COMMUNICATIONS SUBCOMMITTEE MEETING.

13 BEFORE WE START TODAY'S MEETING, I WANTED
14 TO SHARE SOME IMPORTANT NEWS WITH YOU ALL. THE STAR
15 TEAM HAS KNOWN THIS FOR A FEW WEEKS, BUT THIS IS MY
16 FINAL WEEK AT CIRM. AND THIS WILL BE MY LAST
17 SUBCOMMITTEE MEETING WITH YOU ALL. AND SO I JUST
18 WANTED TO SAY A FEW WORDS.

19 FIRST, THAT IT HAS BEEN AN INCREDIBLE
20 HONOR AND PRIVILEGE TO SERVE IN THIS POSITION AND TO
21 LEAD THE COMMUNICATIONS TEAM AT CIRM. THESE ARE
22 SOME OF THE MOST CREATIVE INDIVIDUALS THAT I'VE
23 EVERY WORKED WITH. I'VE HAD THE PRIVILEGE AND HONOR
24 TO LEAD THE TEAM. WE'VE BEEN DEEPLY COMMITTED TO
25 AMPLIFYING THE WORK OF CIRM. AND I KNOW YOU ALL

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1 WILL CONTINUE TO DO AN OUTSTANDING JOB MOVING
2 FORWARD. I HAVE SO MUCH CONFIDENCE IN YOU ALL TO
3 MOVE THE BALL FORWARD.

4 I'M VERY PROUD OF THE PROGRESS THAT WE'VE
5 MADE WHICH WE HAVE SHARED WITH YOU ALL THESE NUMBER
6 OF MONTHS. AND THE WORK IS REALLY A TESTAMENT TO
7 ALL THE PASSION AND CREATIVITY OF THIS TEAM. SO I
8 JUST WANTED TO SAY THANK YOU ALL FOR CONTINUING TO
9 MOVE THAT FORWARD WITH A LOT OF DILIGENCE AND
10 PASSION AND CREATIVITY. AND MY HOPE HAS ALWAYS BEEN
11 TO MAKE AN IMPACT AT CIRM AND TO MOVE PROGRESS
12 FORWARD. I KNOW CIRM AS AN AGENCY WILL CONTINUE TO
13 DO THAT.

14 SO THERE'S SO MUCH MORE TO ACCOMPLISH. I
15 KNOW YOU ALL WILL CONTINUE TO DELIVER IT ON YOUR
16 MISSION. AND I WILL BE RIGHT THERE SUPPORTING YOU
17 ALL ON THE SIDELINES. I MIGHT EVEN CALL INTO THE
18 SUBCOMMITTEE TO GIVE YOU MY PERSPECTIVE, BUT I HOPE
19 THAT WE CONTINUE TO STAY IN TOUCH. I WILL CONTINUE
20 TO BE A GREAT SUPPORTER. I HAVE APPRECIATED ALL THE
21 COLLABORATION AND SUPPORT. SO THANK YOU VERY MUCH.

22 CHAIRPERSON BONNEVILLE: THANK YOU, KOREN,
23 SO MUCH.

24 MS. TEMPLE-PERRY: WITH THAT, WE CAN MOVE
25 ON TO THE NEXT SLIDE. SO FOR TODAY'S AGENDA, WE ARE

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1 EXCITED TO PRESENT TO YOU THE SOCIAL MEDIA STRATEGY
2 THAT WE'VE WORKED ON FOR THE LAST COUPLE OF MONTHS.
3 AND THIS WILL AMPLIFY A LOT OF THE WORK THAT WE'VE
4 BEEN DOING THROUGHOUT THE COMMUNICATIONS PLAN. WE
5 WILL SHARE SOME UPDATES REGARDING OUTREACH EVENTS AS
6 WELL AS A RECAP ON SOME OF THE EVENTS THAT WE HAVE
7 ATTENDED THE PAST COUPLE MONTHS. WE ALSO HAVE A
8 NUMBER OF COMMUNICATION UPDATES AT THE END THAT WE
9 WOULD LIKE TO PROVIDE YOU ALL.

10 AND TO GET STARTED, I'M GOING TO TURN IT
11 OVER TO ESTEBAN AND CHRISTINA WHO LEAD THE
12 DEVELOPMENT OF OUR SOCIAL MEDIA STRATEGY. AND IT IS
13 REALLY EXCELLENT. I'M SO PROUD OF YOU ALL. SO
14 ESTEBAN.

15 MR. CORTEZ: THANK YOU SO MUCH, KOREN.
16 BEFORE I KICK IT OFF TO CHRISTINA, I WOULD LIKE TO
17 JUST VERY QUICKLY GIVE A RECAP OF SOME OF OUR SOCIAL
18 MEDIA EFFORTS TO DATE. IF YOU RECALL, IN 2022 WE
19 INTRODUCED OUR FIRST SOCIAL MEDIA PLAN AND STRATEGY
20 THAT WE SHARED AT THE COMMUNICATIONS SUBCOMMITTEE.
21 AND THAT PLAN CONSISTED OF AUDITS AND AUDIENCE
22 INSIGHTS AS WELL AS SMART GOALS, WHICH YOU SEE HERE
23 ON THE SCREEN. AND THESE ARE GOALS THAT WERE
24 MEASURABLE, ACHIEVABLE, BUT THAT WOULD ALSO
25 CONTRIBUTE TO OUR SOCIAL MEDIA GROWTH, TO REALLY

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1 MAKE SURE THAT WE'RE MAKING PROGRESS THERE.

2 AND MOST OF OUR GOALS FOCUSED ON REACH,
3 AUDIENCE GROWTH, AND ENGAGEMENT. AND I WANTED TO
4 REPORT THAT WE REALLY SAW SIGNIFICANT PROGRESS AND
5 SUCCESS IN REACHING THESE GOALS. HERE YOU WILL SEE
6 SOME OF THE PLATFORMS THAT AT THE TIME WE HAD A
7 PRESENCE ON. FOR EXAMPLE, ON INSTAGRAM ONE OF OUR
8 GOALS WAS TO REACH A THOUSAND USERS PER MONTH.
9 THESE WERE BENCHMARKS BASED ON WHAT OUR ENGAGEMENT
10 WAS LIKE AT THE TIME. AND I'M VERY HAPPY TO REPORT
11 THAT WE DID REACH THIS GOAL. WE DID MAINTAIN AN
12 AVERAGE MONTHLY REACHOUT TO ONE IN 1300 USERS, WHICH
13 REPRESENTS A 37-PERCENT INCREASE.

14 ON FACEBOOK, HAPPY TO REPORT THAT WE
15 NEARLY TRIPILED OUR MONTHLY REACH GOAL, AND WE WERE
16 ABLE TO MAINTAIN AN AVERAGE OF REACHING MORE THAN
17 9,000 UNIQUE USERS PER MONTH, WHICH THAT IS A REALLY
18 SIGNIFICANT ACHIEVEMENT. THAT EXCEEDED OUR GOAL BY
19 270 PERCENT, SO THAT TWO SEVEN PERCENT INCREASE.

20 LINKEDIN, I DO HEAR THAT LINKEDIN HAS
21 REALLY BEEN ONE OF OUR TOP PLATFORMS, OF COURSE,
22 BECAUSE OF SUCH A BIG SCIENTIFIC AND INDUSTRY
23 PRESENCE THERE. BUT THIS, AGAIN, JUST CONTINUED TO
24 EXPERIENCE THE MOST GROWTH OF ALL OF OUR PLATFORMS,
25 AND IT REALLY EXCEEDED AUDIENCE GROWTH AN IMPRESSION

1 GOALS. REALLY OUR GOAL WAS TO GAIN 500 FOLLOWERS BY
2 JUNE OF LAST YEAR, 2023. AND AGAIN VERY HAPPY TO
3 REPORT THAT BY THAT TIME WE WERE ABLE TO GAIN NEARLY
4 4,000 NEW FOLLOWERS, REPRESENTING A 600 -- MORE THAN
5 600-PERCENT INCREASE, WHICH, AGAIN, IS REALLY
6 SIGNIFICANT.

7 AND ALSO WITH LINKEDIN AS WELL, WE ALSO
8 WANTED TO MAKE SURE THAT OUR CONTENT WAS BEING SEEN.
9 SO WE SET UP A GOAL WHERE WE AIM TO REACH 5,000 NEW
10 USERS PER MONTH. AND, AGAIN, EXCEEDED THAT GOAL AND
11 MAINTAINED A MONTHLY AVERAGE IMPRESSION, POST
12 IMPRESSION OF MORE THAN 20,000 FOLLOWERS. AND THAT,
13 AGAIN, IS REALLY SIGNIFICANT. I'D LIKE TO REALLY
14 JUST CONGRATULATE THE TEAM ON MEETING THAT GOAL.

15 AND JUST AS A QUICK REMINDER, IMPRESSIONS
16 REFERS TO THE NUMBER OF TIMES THAT OUR CONTENT WAS
17 SEEN BY USERS.

18 AND ON TWITTER, WHILE WE SAW SOME GROWTH,
19 THIS IS ONE OF THE SLOWER PLATFORMS WHERE WE SAW
20 SOME SLOWER GROWTH COMPARED TO SOME OF THE OTHERS.
21 WE WERE ABLE TO IMPROVE OUR IMPRESSIONS, BUT WE DID
22 FALL JUST SHY OF THAT GOAL. HOWEVER, WE WERE ABLE
23 TO MEET SOME ENGAGEMENT GOALS WITH LOOKING AT NUMBER
24 OF RE-TWEETS. SO THERE WAS SOME PROGRESS. IT WAS
25 JUST A LITTLE BIT SLOWER. AND THERE WERE REALLY A

1 LOT OF CHANGES TO THAT PLATFORM. SO WE ATTRIBUTE IT
2 TO THAT; BUT, AS ALWAYS, IN LOOKING AT SOME OF THESE
3 GOALS HERE, WE'RE ALWAYS GOING TO LOOK TO FIND WAYS
4 TO IMPROVE THAT. AND AS CHRISTINA WILL HIGHLIGHT
5 SHORTLY, THERE WILL BE SOME NEW GOALS THAT WE'VE SET
6 IN THE SOCIAL MEDIA STRATEGY.

7 AND JUST A VERY QUICK RECAP OF OUR
8 AUDIENCE GROWTH. THIS GIVES A SNAPSHOT OF THE
9 INDIVIDUAL PLATFORM FOR OUR OVERALL GROWTH. IN JULY
10 2022 WE STARTED WITH 39,000 FOLLOWERS, AND WE'RE NOW
11 AT 48,000 FOLLOWERS, WHICH REPRESENTS A 2-PERCENT
12 OVERALL FOLLOWER INCREASE, WHICH, AGAIN, IS ALSO
13 REALLY GREAT. I THINK THAT REALLY GOES INTO THE
14 AWARENESS FACTOR, THE MORE PEOPLE THAT ARE FOLLOWING
15 US AND MORE THAT THEY'RE AWARE OF OUR UPDATES ON THE
16 CONTENT THAT WE'RE SHARING.

17 SO REALLY ALL OF THESE SUCCESSFUL METRICS
18 THAT WE'RE SHARING, I THINK IT'S REALLY THROUGH
19 FOLLOWING SOME SOCIAL MEDIA BEST PRACTICES. WE'VE
20 SEEN A LOT OF SUCCESS; BUT, OF COURSE, IT'S SO
21 IMPORTANT TO MAKE SURE THAT WE'RE KEEPING OUR SOCIAL
22 MEDIA STRATEGY OUR TACTICS UP TO DATE. AND THAT'S
23 WHAT CHRISTINA WILL BE HIGHLIGHTING SHORTLY, SOME OF
24 THOSE UPDATES THAT WE'RE MAKING THERE TO KEEP THAT
25 FRESH.

1 SO WITH THAT, I AM GOING TO KICK IT OFF TO
2 CHRISTINA SMITH, WHO WILL SHARE SOME OF THE
3 ADDITIONAL INSIGHTS ON SOME OF THOSE BEST PRACTICES
4 THAT REALLY CONTRIBUTED TO THIS GROWTH. AND ALSO
5 THIS HIGHLIGHTS OUR NEW SOCIAL MEDIA STRATEGY AS
6 WELL.

7 MS. SMITH: HELLO. AND THANK YOU ALL FOR
8 YOUR TIME TODAY. SO AS ESTEBAN MENTIONED, BEFORE I
9 GET INTO THE SOCIAL MEDIA GOALS AND STRATEGY, I JUST
10 WANTED TO SHARE A GENERAL OVERVIEW OF OUR INSIGHTS
11 ON EACH PLATFORM THAT WE HAVE A PRESENCE ON. AND
12 THIS IS MORE SORT OF PERFORMING AN AUDIT, WHICH IS A
13 BEST PRACTICE TO DO AT LEAST ONCE A YEAR JUST TO
14 MAKE SURE THAT WE'RE PROVIDING OUR AUDIENCES WITH
15 CONTENT THAT REALLY RESONATES BEST WITH THEM.

16 SO BEGINNING WITH FACEBOOK, WE HAVE OVER
17 11,000 FOLLOWERS WHO ARE ALL PRIMARILY PEOPLE WHO
18 ARE 35 AND UP. THEY'RE MOSTLY INTERESTED IN CONTENT
19 THAT INVOLVES PATIENT STORIES, INFORMATIVE CONTENT,
20 THINGS THAT WOULD CATER TO A HEALTHCARE ADVOCATE AND
21 PATIENT ADVOCATES.

22 AND WE ALSO NOTICED THAT CONTENT THAT WE
23 PUSH OUT ON FACEBOOK, OUR HIGHER ENGAGING CONTENT IS
24 USUALLY COMMUNITY ORIENTED AND CAMPAIGNS LIKE OUR
25 STEM CELL AWARENESS CAMPAIGN.

1 FOR INSTAGRAM, WE HAVE AROUND 3,000
2 FOLLOWERS. IT'S A YOUNGER DEMOGRAPHIC BETWEEN 18 TO
3 34 YEARS OLD. THEY PREFER INFORMATIVE YET VISUALLY
4 STRIKING CONTENT, VIDEOS OR ON INSTAGRAM THEY'RE
5 CALLED REELS AND CAROUSEL POSTS. CAROUSEL POSTS ARE
6 THE POSTS THAT YOU CAN SLIDE THROUGH FOR DIFFERENT
7 CONTENT. AND WE NOTICED THE CONTENT THAT RESONATES
8 BEST WITH THAT AUDIENCE IS PATIENT STORIES,
9 EDUCATIONAL TRAINING STORIES, AND ANY KIND OF
10 CIRM-FUNDED RESEARCH BREAKTHROUGHS.

11 ONE TACTIC SPECIFICALLY THAT WE'VE BEEN
12 UTILIZING A LITTLE BIT MORE OFTEN IS THE INSTAGRAM
13 FEATURE, INSTAGRAM STORIES. AND IF YOU'RE
14 UNFAMILIAR WITH STORIES, THEY'RE A QUICK AND
15 INFORMAL SNIPPET OF CONTENT THAT DISAPPEARS AFTER A
16 24-HOUR PERIOD. THESE SNIPPETS CAN BE STATIC IMAGES
17 TIED TO AN ARTICLE OR A BLOG LINK OR SHORT 20-SECOND
18 VIDEOS. AND SINCE WE'VE BEEN UTILIZING THAT MORE
19 OFTEN, WE'VE NOTICED THAT OUR -- WE'VE SEEN AN
20 INCREASE IN REACH AND IMPRESSIONS WITH NEW USERS
21 TOO.

22 LINKEDIN IS PRIMARILY -- OUR LINKEDIN
23 AUDIENCE, I SHOULD SAY, IS PRIMARILY RESEARCHERS,
24 HEALTHCARE INDUSTRY LEADERS, AND ACADEMIC PARTNERS.
25 CONTENT THAT REALLY RESONATES WELL WITH THEM, AND

1 LINKEDIN IS VERY WELL-KNOWN FOR THIS, BUT IT'S FOR
2 THOUGHT LEADERSHIP PIECES. AND THE CONTENT THAT
3 RESONATES MOST WITH THEM WHEN WE PUSH OUT IS OUR OWN
4 THOUGHT LEADERSHIP PIECES IN REGARDS TO REGENERATIVE
5 MEDICINE AND THOSE THAT PROVIDE THOUGHTFUL UPDATES
6 ON ANY KIND OF PARTNERSHIPS AND GRANTS.

7 ON X WE HAVE AROUND 15,000 FOLLOWERS
8 PRIMARILY CONSISTING OF REGENERATIVE MEDICINE
9 PROFESSIONALS, JOURNALISTS, AND SCIENTISTS. OUR
10 INSIGHT SUGGESTS THAT OUR AUDIENCE STILL USES X TO
11 RECEIVE NEWSWORTHY UPDATES. FOR EXAMPLE, SOME OF
12 OUR MOST ENGAGING TWEETS CONSISTS OF THOUGHT
13 LEADERSHIP PIECES, MESSAGING, HEALTHCARE, AND
14 BIOTECH, ESPECIALLY WHEN THEY'RE ATTACHED TO AN
15 INFOGRAPHIC OR A SHORT VIDEO. WE ALSO FOUND THAT
16 LEVERAGING EVENT HASHTAGS IN REAL TIME OR WHAT WE
17 LIKE TO CALL IN THE BIZ IS LIVE TWEETING. AN EVENT
18 INCREASES OUR REACH AND OUR ENGAGEMENT.

19 FOR YOUTUBE, YOUTUBE IS A CHANNEL THAT
20 WE'VE STARTED TO REALLY MONITOR MORE CLOSELY THIS
21 PAST YEAR. WE CURRENTLY HAVE OVER 9,000
22 SUBSCRIBERS, ALL DIVERSE IN AGE RANGE. THE VIDEOS
23 THAT WE PUBLISH TYPICALLY THAT RECEIVE THE MOST
24 VIEWS AND ENGAGEMENT ARE ONES THAT CONSIST OF
25 INTERVIEWS, WEBINARS, AND EDUCATIONAL CONTENT.

1 YOUTUBE SHORTS IS A YOUTUBE FEATURE THAT WE'VE ALSO
2 STARTED TO INCORPORATE INTO OUR STRATEGY. AND
3 YOUTUBE SHORTS IS YOUTUBE'S VERSION OF INSTAGRAM
4 REELS, SHORT VIDEO CONTENT. AND WE'VE NOTICED THAT
5 SINCE INCORPORATING THAT, WE'VE SEEN GOOD RESULTS IN
6 REACH, VIDEO VIEWS, AND EVEN AN INCREASE IN
7 SUBSCRIBERS.

8 THREADS IS A NEWER PLATFORM THAT WAS
9 RELEASED IN MAY OF 2023. WE CREATED OUR THREADS
10 ACCOUNT AT THE END OF NOVEMBER OR DECEMBER OF LAST
11 YEAR. AND BECAUSE OF THE PLATFORM'S BUSINESS,
12 THREADS HAS BEEN SLOWLY ROLLING OUT FEATURES THAT
13 CAN BE UTILIZED ON A PLATFORM SUCH AS TREND TAGGING
14 AND OUR ACCOUNT ANALYTICS SO WE CAN GET A BETTER
15 IDEA OF WHO OUR AUDIENCE IS. WE CURRENTLY HAVE OVER
16 500 FOLLOWERS, AND WE NOTICED THAT OUR AUDIENCE
17 REALLY ENGAGES WITH MORE CONVERSATIONAL
18 COMMUNITY-ORIENTED CONTENT, LIKE OUR EVENT RECAPS.
19 THEY ALSO ENGAGE WITH SHORT VIDEOS.

20 ALL OF THIS DATA AND ALL OF THIS AUDIENCE
21 INSIGHTS HAS REALLY HELPED US UNDERSTAND HOW OUR
22 AUDIENCES VARY ON EVERY PLATFORM AND WHAT KIND OF
23 CONTENT REALLY RESONATES BEST WITH THEM. THIS DATA,
24 WE WERE ABLE TO LEVERAGE IN ORDER TO DEVELOP AN
25 UPDATED SOCIAL MEDIA STRATEGY, WHICH NOW TO THE BEST

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1 PART, OUR SOCIAL MEDIA GOALS AND STRATEGY.

2 BEFORE I BEGIN, WAS THERE ANY QUESTIONS IN
3 REGARDS TO OUR AUDIENCE INSIGHTS AND THE DATA THAT
4 WE FOUND?

5 MS. DURON: CHRISTINA, ALL I CAN SAY IS I
6 THINK IT'S FABULOUS. IT'S FINALLY STARTING TO SHOW
7 WHY WE NEED TO DEVELOP AN OUTREACH TO DIFFERENT
8 AUDIENCES AS OPPOSED TO EXPECT THAT ONE SIZE WILL
9 FIT ALL. SO I REALLY APPRECIATE WHAT YOU'VE DONE
10 AND ALSO BEING ABLE TO SHOW US BACK WHO'S WATCHING,
11 WHO'S LISTENING, WHO'S CHECKING IN. AND THAT'S
12 REALLY GOOD TO KNOW, WHICH MEANS, SOUNDS TO ME, LIKE
13 WE HAVE A WIDE VARIETY OF AGE FROM, WHAT, MAYBE
14 TEENS OR YOUNG ADULTS ALL THE WAY THROUGH OUR
15 ACADEMICS. SO I THINK THAT'S GREAT. IT'S GOOD TO
16 HEAR.

17 MS. SMITH: ABSOLUTELY. I THINK IT'S A
18 REFLECTION OF THE STATE IN GENERAL, WHICH IS OUR
19 AUDIENCE, RIGHT?

20 CHAIRPERSON BONNEVILLE: THE WHOLE OF IT.

21 MS. SMITH: AND THE WHOLE OF IT.

22 CHAIRPERSON BONNEVILLE: I THINK KIM HAD
23 HER HAND RAISED.

24 MS. SMITH: SURE.

25 DR. BARRETT: THANK YOU SO MUCH. THIS

1 REALLY IS VERY INSIGHTFUL AND GIVES YOU A NICE
2 ROADMAP MOVING FORWARD TO CUSTOMIZE THE CONTENT.

3 I JUST HAD A QUESTION ABOUT THE SLIDE THAT
4 SHOWED THE GROWTH IN FOLLOWERS ACROSS THE VARIOUS
5 PLATFORMS. AND I JUST WONDERED HOW YOU DID YOUR
6 MATH THERE BECAUSE -- AND I WAS JUST LOOKING AT X
7 BECAUSE I THOUGHT I PARTICULARLY PAY ATTENTION TO.
8 I DIDN'T SEE HOW AN INCREASE OF MORE THAN 500 WAS 1
9 PERCENT.

10 MS. SMITH: I DID THE NORMAL
11 INCREASE/DECREASE ALGORITHM.

12 MR. CORTEZ: WE CAN -- I GUESS WE CAN
13 DOUBLE-CHECK THAT. IF THAT WAS AN ERROR, APOLOGIES
14 THERE.

15 DR. BARRETT: YEAH. I MEAN YOU MIGHT WANT
16 TO CHECK ALL OF THEM JUST TO MAKE SURE THE
17 PERCENTAGES ARE RIGHT. IT'S NOT A BIG DEAL, BUT I
18 PAY ATTENTION TO DATA.

19 MR. CORTEZ: THANKS FOR CATCHING THAT.
20 AND WE CAN -- THE GREAT THING, WE CAN DEFINITELY
21 UPDATE THIS IN THE SOCIAL MEDIA STRATEGY. THANKS
22 FOR POINTING THAT OUT.

23 CHAIRPERSON BONNEVILLE: GEORGE.

24 DR. BLUMENTHAL: THANK YOU. THIS IS A
25 GREAT PRESENTATION, AND I'M REALLY IMPRESSED WITH

1 THE PROGRESS THAT YOU'RE MAKING ON SOCIAL MEDIA.

2 MY QUESTION IS WHAT LIMITS WHICH SOCIAL
3 MEDIA YOU GO TO? FOR EXAMPLE, I'VE BEEN READING A
4 LOT LATELY ABOUT BLUESKY SORT OF REPLACING X IN MANY
5 PEOPLE'S MINDS. IS THERE A LIMIT ON HOW MANY TYPES
6 OF SOCIAL MEDIA YOU'RE WILLING TO GO TO? AND HOW DO
7 YOU MAKE THAT DECISION?

8 MS. SMITH: SURE. THAT'S A GREAT
9 QUESTION. AND THAT'S ACTUALLY SOMETHING I BRING UP
10 IN THE SOCIAL MEDIA STRATEGY AS A CONSIDERATION. I
11 DO KNOW THAT STAYING ON X IS BENEFICIAL FOR US
12 BECAUSE WE DO HAVE A LARGE FOLLOWING AND PEOPLE ARE
13 STILL USING THE PLATFORM. SO YOU WANT TO MAKE SURE
14 THAT YOU'RE REACHING YOUR AUDIENCE WHERE THEY'RE AT.

15 WITH BLUESKY, IT IS A VERY NEW PLATFORM.
16 SO WE ARE MONITORING IT TO SEE HOW OUR INDUSTRY
17 COMPETITORS ARE ALSO UTILIZING THAT PLATFORM. AS OF
18 RIGHT NOW THERE ISN'T AN IMMEDIATE PLAN TO CREATE A
19 BLUESKY SOCIAL ACCOUNT, BUT THAT'S NOT TO SAY THAT
20 AS THAT STARTS TO GARNER MORE USERS AND INTEREST, WE
21 WILL CREATE AN ACCOUNT. IT'S JUST MAKING SURE THAT
22 WE'RE MEETING OUR AUDIENCES WHERE THEY'RE AT.

23 DR. BLUMENTHAL: THANK YOU.

24 CHAIRPERSON BONNEVILLE: VITO.

25 CHAIRMAN IMBASCIANI: APROPOS OF THAT,

1 JUST AN HOUR AGO I WAS READING ABOUT BLUESKY. 20
2 MILLION SUBSCRIBERS GROWING AT A RATE OF ABOUT ONE
3 MILLION A DAY, WHICH IS PRETTY IMPRESSIVE. A LOT OF
4 THEM HAPPEN TO BE REFUGEES, IF YOU WILL, MY TERM,
5 FROM X. AND YOU COULD PROBABLY QUALIFY THE KIND OF
6 PEOPLE WHO ARE LEAVING X TO GO TOWARD THIS, JUST
7 REINFORCING THE RECOMMENDATION THAT WE KEEP A LOOK
8 AT IT.

9 CHAIRPERSON BONNEVILLE: YEAH. WE HAVE
10 SEEN A LOT OF OUR GRANTEEES HAVE LEFT X AND ARE GOING
11 TO BLUESKY AS AN AVENUE. CHRISTINA AND I HAVE HAD A
12 SIDEBAR ON THIS, AND SHE MENTIONED, SHE SAID, "WE
13 ARE MONITORING IT. WE WILL GET TO IT." SO I THINK
14 IT'S GREAT THAT YOU GUYS ARE KEEPING UP ON THAT AND
15 WILL INFORM US WHEN IT'S TIME TO GO.

16 MS. SMITH: YEAH. OPPORTUNITIES. I'LL
17 TALK MORE ON THAT TOWARDS THE END OF THE
18 PRESENTATION.

19 OKAY. ANY OTHER QUESTIONS? WONDERFUL.

20 SO, AGAIN, NOW TO OUR SOCIAL MEDIA GOALS
21 AND PLAN. I WANT TO PREFACE, BEFORE I GET REALLY
22 INTO IT, THAT THIS PLAN IS A LIVING DOCUMENT. AND
23 BECAUSE SOCIAL MEDIA IS A VERY VOLATILE LANDSCAPE,
24 WE WANT TO MAKE SURE THAT WE CAN CHANGE THINGS AS
25 THINGS PROGRESS IN SOCIAL MEDIA. SO JUST KEEP THAT

1 IN MIND. WHATEVER YOU SEE CAN ALSO BE CHANGED.

2 SO IN REGARDS TO SOCIAL MEDIA GOALS AND
3 PLAN, WE BROKE IT DOWN INTO THREE PARTS. AND THAT'S
4 IN AWARENESS, ENGAGEMENT, AND CONTENT. FROM A
5 SOCIAL MEDIA MARKETING LENS, OUR GOALS REVOLVE
6 AROUND BUILDING AND STRENGTHENING OUR BRAND
7 IDENTITY. ALL THE SOCIAL PLATFORMS WE CURRENTLY
8 HAVE A PRESENCE ON, WHILE ALSO EDUCATING POTENTIAL
9 AND NEW FOLLOWERS ABOUT CIRM'S MISSION, BUILDING THE
10 PUBLIC'S TRUST, AND ESTABLISHING OUR CREDIBILITY
11 WITH THE GENERAL PUBLIC IN THE REGENERATIVE MEDICINE
12 FIELD.

13 DOING THAT ALSO MEANS ENGAGING MORE WITH
14 OUR FOLLOWERS AND CONNECTING WITH THEM ON CIRM'S
15 MISSION AND WORK.

16 TO TIE ALL THAT TOGETHER, SINCE ONE
17 DOESN'T WORK WITHOUT THE OTHER, THE OTHER TWO, I
18 SHOULD SAY, OUR CONTENT HAS TO BE A BALANCE BETWEEN
19 INFORMATIONAL AND FEEL-GOOD STORIES. KEEPING THAT
20 BALANCE WILL SET US UP FOR SUCCESS AND KEEPING OUR
21 AUDIENCES ENGAGED WHILE REINFORCING CIRM'S CORE
22 MESSAGING.

23 TO HELP US INCREASE OUR BRAND AWARENESS
24 AND ESTABLISH CREDIBILITY AND TRUST WITH THE PUBLIC,
25 THESE ARE OUR KEY STRATEGIES. WE WANT TO BUILD AND

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1 LEVERAGE RELATIONSHIPS WITH CIRM STAKEHOLDERS IN
2 ORDER TO INCREASE OUR AWARENESS ON SOCIAL MEDIA. WE
3 ALSO WANT TO STRATEGICALLY BOOST SOCIAL MEDIA POSTS,
4 ALSO KNOWN AS JUST BOOSTING, TO AMPLIFY FUTURE
5 CAMPAIGNS AND KEY MESSAGING.

6 WE WANT TO LEVERAGE ANY PUBLICATIONS THAT
7 MAY MENTION CIRM OR EVENTS THAT WE HAVE A STAKE INTO
8 TO INCREASE BRAND AWARENESS AND NAME RECOGNITION.

9 AND FINALLY, WE WANT TO BUILD
10 RELATIONSHIPS WITH INFLUENCERS IN THE SCIENCE AND
11 REGENERATIVE MEDICINE COMMUNITY WHO CAN HELP BOOST
12 AWARENESS OF OUR BRAND, MISSION, PUBLIC TRUST, AND
13 CREDIBILITY.

14 WANTING TO BE COGNIZANT OF TIME, I'M ONLY
15 GOING TO HIGHLIGHT A COUPLE OF THESE KEY STRATEGIES,
16 BUT YOU CAN FIND ALL THE STRATEGIES AND TACTICS IN
17 THE SOCIAL MEDIA PLAN.

18 THE FIRST KEY AWARENESS STRATEGY I'M GOING
19 TO BRING UP IS BUILDING NEW AND LEVERAGING
20 ESTABLISHED RELATIONSHIPS WITH CIRM STAKEHOLDERS.
21 FOR EXAMPLE, IN AUGUST OUR SCIENCE PROGRAM AND
22 EDUCATION TEAM UPDATED A COMPASS TRAINING FROM
23 SOLANO COMMUNITY COLLEGE. JOSE, WHILE HE WAS IN A
24 PROGRAM, REGISTERED WITH THE NATIONAL MARROW DONOR
25 PROGRAM AND MATCHED WITH AN 11-YEAR-OLD PATIENT FROM

1 NEW YORK.

2 WE THEN CONNECTED WITH JOSE, THE
3 COMMUNICATIONS TEAM FROM SOLANO COMMUNITY COLLEGE,
4 NMDP, AND STANFORD'S LABORATORY FOR CELL AND GENE
5 MEDICINE TO AMPLIFY THIS STORY. WE SAW INCREDIBLE
6 RESULTS WITH AN ORGANIC REACH OF OVER 7200 UNIQUE
7 USERS ACROSS ALL SOCIAL MEDIA PLATFORMS AND ALSO SAW
8 OVER 750 UNIQUE ENGAGEMENTS ACROSS ALL PLATFORMS;
9 WHEREAS, OUR AVERAGE IS USUALLY AROUND 100 TO 600
10 UNIQUE USERS IN REGARDS TO REACH AND MAYBE LIKE A
11 HANDFUL IN REGARDS TO ENGAGEMENT. AND THAT'S JUST
12 ON AN AVERAGE POST THAT WE PUT OUT ON A TUESDAY.

13 AND SOMETHING TO ALSO NOTE ABOUT THIS CASE
14 STUDY IS THAT THIS STORY ALSO GOT PICKED UP BY THE
15 CONCORD NEWS, YAHOO NEWS, AND AOL NEWS ALL BECAUSE
16 WE LEVERAGED THOSE RELATIONSHIPS WITH SOLANO
17 COMMUNITY COLLEGE AND THE NMDP.

18 SECOND STRATEGY I WANT TO HIGHLIGHT IS
19 SOMETHING WE'VE BEEN DOING, BUT WE REALLY WANT TO
20 STREAMLINE EVEN MORE. AND THAT'S LEVERAGING
21 PUBLICATIONS AND EVENTS TO INCREASE CIRM'S BRAND
22 AWARENESS. SO, FOR EXAMPLE, EVERY OCTOBER THERE'S A
23 STEM CELL AWARENESS DAY. THIS YEAR WE LEVERAGED THE
24 IMPORTANCE OF AWARENESS AND CREATED A WEEK LONG MINI
25 CAMPAIGN ON SOCIAL MEDIA. CONTENT CONSISTED OF

1 QUICK 30-SECOND TO ONE-MINUTE VIDEO SNIPPETS OF CIRM
2 STAFF EXPLAINING WHAT STEM CELLS ARE, WHY STEM CELL
3 RESEARCH IS CRITICAL, AND WHAT THE FUTURE OF
4 REGENERATIVE MEDICINE LOOKS LIKE.

5 THIS CONTENT PERFORMED WELL. IT GOT GREAT
6 ENGAGEMENT AND REACHED NEARLY 11,000 UNIQUE USERS
7 ACROSS ALL SOCIAL MEDIA CHANNELS.

8 SO OUR ENGAGEMENT STRATEGIES WERE
9 DEVELOPED TO FOSTER AND NURTURE A CONNECTION WITH
10 CURRENT AND POTENTIAL FOLLOWERS. THESE ARE THE
11 STRATEGIES THAT WILL SUPPORT THAT GOAL. WE WANT TO
12 ESTABLISH A RESPONSE PROTOCOL TO IMPROVE AND
13 STREAMLINE OUR SOCIAL MEDIA ENGAGEMENT. WE ALSO
14 WANT TO LEVERAGE OUR DIGITAL AND SOCIAL CHANNELS TO
15 HOST MORE ONLINE FORUMS AND WEBINARS. WE'VE BEEN
16 DOING THIS, BUT WE WANT TO SET UP AN SOP TO MORE
17 EFFICIENTLY DEVELOP AND DISTRIBUTE SOCIAL MEDIA
18 TOOLKITS AND MESSAGING GUIDELINES THAT CIRM PARTNERS
19 AND STAKEHOLDERS CAN UTILIZE.

20 WE ALSO WANT TO LEAN IN MORE AND LEVERAGE
21 THE EXPERTISE OF CIRM STAFF AND THE BOARD TO CREATE
22 AND ENGAGE WITH OUR CONTENT. AND WE ALSO WANT TO
23 INCREASE OUR PRODUCTION IN MULTI-LANGUAGE AND
24 ACCESSIBLE CONTENT IN ORDER TO ENGAGE WITH A MORE
25 DIVERSE AUDIENCE.

1 SO ONE ENGAGEMENT STRATEGY I WANTED TO
2 HIGHLIGHT IS UTILIZING DIGITAL AND SOCIAL CHANNELS
3 TO HOST MORE ONLINE FORUMS AND WEBINARS. THIS
4 STRATEGY WAS EXPERIMENTED WITH IN AUGUST DURING THE
5 CIRM WEBINAR, EXPLORING ADVANCES IN EYE DISEASE AND
6 REGENERATIVE MEDICINE. THE COMMS TEAM COLLABORATED
7 CLOSELY WITH ADITI AND OUTREACH SENIOR ADVISOR
8 JACQUELINE HANTGAN TO PROMOTE THE WEBINAR.

9 WE WANTED TO ENSURE WE TARGETED OUR
10 OUTREACH TO COMMUNITIES THAT WOULD BE ESPECIALLY
11 INTERESTED IN THIS TYPE OF CONTENT AND SHARE THE
12 WEBINAR INFORMATION WITH VISION LOSS AND RETINITIS
13 PIGMENTOSA FACEBOOK GROUPS.

14 ALTHOUGH WE WERE UNABLE TO MEASURE THE
15 SUCCESS OF THE POSTING ON THOSE FACEBOOK GROUPS,
16 SINCE WE DON'T OWN THE GROUPS, WE WERE AT LEAST ABLE
17 TO ENGAGE AND RAISE AWARENESS OF CIRM'S WORK IN THE
18 FIELD. AND THE WEBINAR WE CONSIDERED A SUCCESS
19 BECAUSE IT HAD OVER 130 REGISTRANTS.

20 ANOTHER KEY ENGAGEMENT STRATEGY I WANT TO
21 HIGHLIGHT IS DEVELOPING AND DISTRIBUTING SOCIAL
22 MEDIA TOOLKITS AND CONTENT SHARING GUIDELINES WITH
23 CIRM STAKEHOLDERS, PARTNERS, AND GRANTEEES, AND
24 TRAINEES. FOR EXAMPLE, IN JUNE WE DEVELOPED SOCIAL
25 MEDIA TOOLKITS, CONTENT GUIDELINES, AND SOCIAL MEDIA

1 CHALLENGES. WITH THE HELP OF THE SCIENCE PROGRAM
2 AND EDUCATION TEAM, WE WERE ABLE TO CONNECT AND
3 SHARE ALL THESE THINGS WITH PROGRAM PARTICIPANTS
4 THROUGH THEIR EDUCATIONAL PROGRAM DIRECTORS.

5 THIS IS A SUCCESS BECAUSE IT GARNERED A
6 LOT OF INTEREST AND EXCITEMENT FOR BOTH THE SPARK
7 AND CIRM TRAINING NETWORKING CONFERENCES. WE ALSO
8 SAW MANY PROGRAM PARTICIPANTS CREATE AND SHARE
9 CONTENT BY TAGGING US ON SOCIAL MEDIA AND USING THE
10 EVENT HASHTAGS, CIRM'S SPARK LAB, AND CIRM TRAINEE
11 CONFERENCE, WHICH THEY ALSO GRANTED US PERMISSION TO
12 USE THAT CONTENT ON OUR OWN CHANNELS. AND OVERALL
13 WE SAW THAT WE WERE TAGGED AND MENTIONED OVER A
14 HUNDRED TIMES BETWEEN THE DATES OF THE 9TH AND THE
15 15TH, WHICH IS WHEN THE CONFERENCES WERE BEING HELD.
16 AND A LOT OF ENGAGEMENT WITH THOSE HASHTAGS.

17 AND TO TIE IT ALTOGETHER, WE WANT TO
18 ENSURE THAT WE CREATE A FINE BALANCE OF CONTENT FOR
19 OUR FOLLOWERS AND POTENTIAL FOLLOWERS THAT IS BOTH
20 INFORMATIONAL AND ENGAGING. WE'VE SEEN THAT VIDEO,
21 ESPECIALLY SHORT VIDEOS, GET A LOT OF ENGAGEMENT.
22 SO WE WANT TO INCREASE AND BOOST OUR VIDEO CONTENT.

23 WE WANT TO SHARE MORE PATIENT AND TRAINEE
24 STORIES AND PROJECT UPDATES. WE ALSO WANT TO
25 EMPHASIZE THE IMPORTANCE OF DISCOVERY RESEARCH WHILE

1 ALSO HIGHLIGHTING THE ADVANCEMENTS OF THE OTHER
2 RESEARCH PILLARS.

3 WE ALSO WANT TO INCREASE OUR USE OF GUEST
4 WRITERS AND SUBJECT MATTER EXPERTS TO CREATE
5 CONTENT. AND WE ALSO WANT TO LEVERAGE CIRM'S
6 STRATEGIC VISION AND GOALS, INCLUDING THE RECENTLY
7 IMPLEMENTED SAF.

8 ONE KEY CONTENT STRATEGY I WANT TO
9 HIGHLIGHT IS SHARING MORE PATIENT AND TRAINEE
10 STORIES, PRINCIPAL INVESTIGATOR STORIES, CIRM STAFF
11 PERSPECTIVES, CIRM-FUNDED PROJECT SUCCESSES, AND
12 BEHIND THE SCIENCE TO MAKE REGENERATIVE MEDICINE
13 MORE APPROACHABLE TO THE AVERAGE CONTENT CONSUMER.

14 ONE EXAMPLE IS HOW WE LEVERAGED THE SOCIAL
15 MEDIA ATTENTION. AND MARIA ACTUALLY BROUGHT THIS TO
16 OUR ATTENTION. THE SOCIAL MEDIA ATTENTION ABOUT
17 ELPIDA THERAPEUTICS FOUNDER, TERRY PIROVOLAKIS -- I
18 HOPE I PRONOUNCED THAT RIGHT -- WAS RECEIVING FOR
19 RESEARCH ON A RARE GENETIC DISORDER THAT AFFECTS ONE
20 OF HIS CHILDREN. WE WANTED TO USE A LITTLE BIT OF
21 THAT LIMELIGHT AND SHINE IT ON THE PRECLINICAL AWARD
22 WE GRANTED ELPIDA FOR THEIR CHARCOT-MARIE DISEASE
23 TYPE 4J STUDY THAT THEY WERE DOING.

24 SO WE CONNECTED WITH TERRY AND HIS
25 COMMUNICATIONS TEAM AND COLLABORATED ON CREATING

1 BLOG AND SOCIAL MEDIA CONTENT.

2 WE ALSO HAD THE SAME APPROACH WITH N-LOREM
3 AND THE DOLBY FAMILY. WE CONNECTED WITH THEM FOR A
4 STATUS UPDATE ON CONNOR AND HOW HE HAD BEEN DOING
5 SINCE STARTING HIS PERSONALIZED INVESTIGATIONAL
6 THERAPY. WE WERE ABLE TO STREAMLINE AND CREATE
7 CONTENT FOR BOTH BLOG AND SOCIAL.

8 ANOTHER KEY CONTENT STRATEGY THAT I'M
9 GOING TO HIGHLIGHT IS HOW WE WANT TO INCREASE OUR
10 GUEST WRITER AND SME CONTENT ACROSS ALL SOCIAL MEDIA
11 CHANNELS. THIS IS SOMETHING THAT WE HAVE BEEN
12 DOING, BUT WE WANT TO BE ABLE TO STREAMLINE THE
13 CONTENT COLLECTION PROCESS A LITTLE BIT MORE. SO WE
14 DEVELOPED A SERIES OF SURVEYS AND DISTRIBUTE THEM
15 ACCORDINGLY.

16 FOR EXAMPLE, WE CREATED A SURVEY SPECIFIC
17 TO CIRM BRIDGES TRAINEES SO WE COULD GET MORE
18 DETAILED ACCOUNTS OF THEIR EXPERIENCES WITHIN THE
19 PROGRAM. WE ALSO CREATE A SURVEY FOR PATIENTS LIKE
20 EVIE JUNIOR WHO KINDLY PROVIDED US AN UPDATE OF HOW
21 HE'S BEEN DOING SINCE HIS CLINICAL TRIAL AND HIS
22 THOUGHTS ON THE IMPORTANCE OF FUNDING SICKLE CELL
23 DISEASE RESEARCH. THERE'S ALSO A SURVEY THAT WE
24 DISTRIBUTE TO PRINCIPAL INVESTIGATORS SO WE CAN
25 COLLECT IN THEIR OWN WORDS AND PERSPECTIVE THEIR

1 WHY. THEIR WHY BEING WHY THEY'RE INTERESTED IN THAT
2 RESEARCH AND WHY IT'S SO IMPORTANT TO FUND.

3 AND THEN LASTLY, IN ADDITION TO THOSE AND
4 STRATEGIES, I ADDED OUR SOCIAL MEDIA PLATFORMS AND
5 TOOLS THAT WE IDENTIFIED AS OPPORTUNITIES AND
6 CONSIDERATIONS TO THE PLAN. SOME OPPORTUNITIES
7 BEING INVESTING IN SOCIAL MEDIA LISTENING TOOLS THAT
8 WE CAN UTILIZE TO STAY UP TO DATE FOR TRENDING
9 TOPICS AND CONVERSATIONS. WE USED TO USE MELTWATER
10 AND HOOTSUITE, BUT WE ARE CURRENTLY MANUALLY
11 MONITORING THESE TRENDS ON THE PLATFORMS THEMSELVES.

12 THREADS IS ALSO ANOTHER GREAT OPPORTUNITY.
13 AND I TALKED ABOUT THIS EARLIER, BUT IT'S A GREAT
14 OPPORTUNITY BECAUSE IT IS SUCH A NEW PLATFORM, AND
15 IT IS AN ALTERNATIVE TO X FOR USERS WHO ARE NO
16 LONGER USING X. IT'S FORMATTED IN THE SAME WAY AND
17 IS A NEW WAY FOR US TO GET NEW FOLLOWERS AND AN
18 AUDIENCE.

19 WE'RE ALSO PRODUCING MORE VIDEO CONTENT
20 SINCE OUR INSIGHTS SHOW THAT VIDEO IS WHAT OUR
21 AUDIENCES REALLY RESONATE WITH. SO WE WANT TO -- WE
22 FIND THIS AN OPPORTUNITY TO BOOST OUR PRODUCTION OF
23 THAT.

24 AND THEN SOME SOCIAL MEDIA PLATFORMS THAT,
25 AGAIN, I MENTIONED EARLIER, BUT WE ARE MONITORING

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1 AND CONSIDERING: TIKTOK, BLUESKY SOCIAL, WHATSAPP,
2 X AND OUR PRESENCE ON X, OUR STRATEGY I SHOULD SAY,
3 NOT PRESENCE, BUT OUR STRATEGY ON X, AND REDDIT AND
4 DISCORD.

5 AND THEN WITH THAT I WANT TO THANK
6 EVERYONE ON THE SUBCOMMITTEE AGAIN FOR YOUR TIME
7 TODAY AND WANTED TO POSE A QUESTION TO YOU ALL IF
8 THERE WERE ANY STRATEGIES OR TACTICS THAT I MAY HAVE
9 MISSED OR CAN INCORPORATE.

10 CHAIRPERSON BONNEVILLE: THANK YOU SO
11 MUCH, CHRISTINA. IT WAS A GREAT PRESENTATION.

12 MS. SMITH: THANK YOU.

13 CHAIRPERSON BONNEVILLE: I JUST WANT TO
14 OPEN IT UP NOW TO ANY BOARD MEMBERS THAT HAVE
15 QUESTIONS. YSABEL.

16 MS. DURON: WELL, I ACTUALLY HAVE A
17 BROADER QUESTION. AND SO IF ANYBODY ELSE HAS
18 SOMETHING VERY SPECIFIC TO WHAT CHRISTINA JUST
19 PRESENTED, I ENCOURAGE THEM TO GO AHEAD, BUT I DO
20 HAVE AN ISSUE THAT I WANT TO RAISE FOR DISCUSSION.
21 I DON'T KNOW WHAT THE AGENDA LOOKS LIKE. SO I'LL
22 STEP BACK AND WAIT. I JUST NEED TO BE -- GET IN THE
23 HANDHELD MIX SO YOU'LL CALL ON ME SOON.

24 CHAIRPERSON BONNEVILLE: OKAY. IS THERE
25 ANY OTHER HANDS? SO HEARING YSABEL'S QUESTIONS,

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1 ANYONE HAVE ANY QUESTIONS RELATED TO THE
2 PRESENTATION? LEONDRA.

3 DR. CLARK-HARVEY: HI. NO QUESTION. JUST
4 A REALLY BIG COMPLIMENT. I LOVE HOW YOU'RE
5 INTEGRATING FOLKS WHO HAVE BEEN FUNDED THROUGH
6 GRANTS THROUGH CIRM AND HAVE STORIES ABOUT HOW
7 THEY'RE UTILIZING THE GRANT AND JUST THEIR LIFE
8 EXPERIENCES. I REALLY THINK THAT'S THE KEY HERE.
9 THE STORIES ARE REALLY WHAT CONNECT PEOPLE TO OUR
10 MISSION. AND SO I JUST WANT TO COMPLIMENT THE TEAM
11 IN DOING SUCH AN INTENTIONAL JOB OF WEAVING THAT
12 INTO THE WORK THAT YOU'RE DOING IN TERMS OF
13 COMMUNICATIONS AND PR. THANK YOU.

14 CHAIRPERSON BONNEVILLE: THANK YOU,
15 LEONDRA.

16 MS. DURON: THANK YOU.

17 CHAIRPERSON BONNEVILLE: YSABEL, I THINK
18 THE FLOOR IS YOURS.

19 MS. DURON: OKAY. ALL RIGHT. AND THIS
20 DOES ALSO INCLUDE THE COMMUNICATIONS TEAM, BUT I'M
21 ALSO ASKING THIS OF J.T., VITO, AND YOU, MARIA. I'M
22 HERE FOR A MEETING IN THE NATIONAL CANCER INSTITUTE,
23 THE NATIONAL CANCER ADVISORY BOARD. I WAS THERE
24 YESTERDAY, AND, OF COURSE, I'M NOT WANTING TO AVOID
25 THE ISSUE, BUT THEY'RE SORT OF WALKING ON

1 TENTERHOOKS ABOUT WHAT THEY CAN/SHOULD SAY IN PUBLIC
2 MEETINGS OR EVEN AROUND THE WATER COOLER.

3 BUT KNOWING THAT BECAUSE WE'RE IN THE STEM
4 CELL BUSINESS AND CALIFORNIA HAS BEEN VERY
5 INDEPENDENT AND LED THE WAY AND WE DON'T KNOW WHAT
6 THE NEW LEADERSHIP AT NIH IS GOING TO DO, WHETHER
7 THEY'LL EVEN GET TO THE ISSUE OF STEM CELLS OR NOT,
8 I DON'T KNOW, BUT I'M WONDERING IF WE, YOU, WORKING
9 WITH COMMUNICATIONS TEAM ARE PREPARING TO BE READY
10 TO RESPOND TO ISSUES THAT MAY COME UP AROUND THE
11 SCIENCE, AROUND WHAT WE'RE DOING MAYBE, OR WHAT THE
12 FEDS INTEND TO DO, AND IT MIGHT IMPACT OUR WORK OR
13 BE DIRECTED AT OUR WORK AND WHETHER WE'RE PREPARED.
14 WE'RE THINKING ABOUT OUR COMMUNICATIONS STRATEGIES,
15 WHETHER WE'RE PREPARING THOUGHT PIECES IN
16 COUNTERBALANCE TO WHAT MIGHT COME OUT.

17 AND I KNOW THIS IS A BIT AHEAD OF TIME,
18 BUT I THINK WE NEED TO GET IN FRONT OF THIS ISSUE
19 INSTEAD OF WAITING FOR SOMETHING TO PERHAPS SHOW UP
20 AT OUR DOORSTEP AND HIT US -- GET US BETWEEN THE
21 EYES.

22 SO I'M INTERESTED, J.T., IF YOU'VE BEEN
23 THINKING ABOUT, BUT IF YOU ARE GOING TO SIT DOWN
24 WITH THE COMMUNICATIONS TEAM AT SOME POINT IN TIME
25 AND REALLY DEVISE A WHOLE PLAN AROUND BEING READY,

1 BEING RESPONSIVE, AND EVEN TAKING AN EDITORIAL
2 STANCE. AND I'D LOVE THE REST OF THE COMMITTEE TO
3 WEIGH IN AS WELL.

4 DR. THOMAS: SO THANK YOU, YSABEL. THAT'S
5 A VERY IMPORTANT QUESTION. WE ARE SPENDING A FAIR
6 BIT OF TIME TRYING TO ANTICIPATE WHAT'S LIKELY TO BE
7 COMING DOWN THE PIKE HERE GIVEN THE CHANGE IN
8 LEADERSHIP. AND WHILE IT'S OBVIOUSLY IMPOSSIBLE TO
9 KNOW EXACTLY WHAT THAT MAY BE, WE CAN ASSUME, BASED
10 ON WHAT WE'RE HEARING, THAT THERE COULD BE A
11 DE-EMPHASIS ON FUNDING FOR SCIENTIFIC RESEARCH,
12 SPECIFIC ISSUES WITH TECHNOLOGIES THAT ARE SQUARELY
13 WITHIN OUR WHEELHOUSE.

14 AND SO WE DO NEED TO BE READY FOR THAT,
15 AND I THINK JUST AN OPENING OBSERVATION IS, WERE
16 THAT TO BE THE CASE, WE FIND OURSELVES A BIT BACK TO
17 THE FUTURE, WHICH WAS CIRM WAS FORMED IN AN ERA OF
18 DE-EMPHASIS OF FUNDING IN THE STEM CELL ARENA AND
19 CIRM IS A DIRECT OUTGROWTH OF THAT, AND THIS
20 IS -- IT WILL BE A BIT DIFFERENT, BUT NONETHELESS,
21 IF WE DO GET SIMILAR DE-EMPHASIS IN WASHINGTON, IT
22 ONLY INCREASES THE IMPORTANCE OF WHAT WE DO AND THE
23 PROMINENCE WITH WHICH WE ARE HELD IN THE FIELD.
24 AND, IN FACT, ARE LOOKED UPON CORRECTLY AS THE
25 BIGGEST ENABLER OF STEM CELL AND GENE THERAPY

1 RESEARCH IN THE WORLD GIVEN OUR GENEROSITY OF OUR
2 TAXPAYER BASE, ET CETERA.

3 SO WE ARE READY TO RESUME THE MANTLE OF
4 LEADERSHIP EVEN FURTHER IF THE OCCASION ARISES. AND
5 WE ARE THINKING ABOUT WHAT WE'RE GOING TO DO AS TO
6 HAVING THINGS PREPARED AT THIS POINT OR WE'RE
7 LOOKING TO DISCUSS THAT IN MORE DETAIL TO SORT OF
8 ANTICIPATE THE HOST OF THINGS THAT COULD BE COMING
9 AT US AND FULLY PLAN TO BE ON THE FOREFRONT OF THE
10 DEFENSE OF STEM CELL AND GENE THERAPY RESEARCH
11 SHOULD THERE BE THOSE THAT ARE ON THE OTHER SIDE OF
12 THAT EQUATION.

13 SO THE MESSAGE TO THE BOARD IS WE ARE
14 TAKING THIS VERY SERIOUSLY. WE UNDERSTAND OUR ROLE
15 IN THE COMMUNITY OF THESE TWO AREAS AND WILL PLAN TO
16 BE PREPARED ONCE WE SEE SORT OF HOW THINGS PLAY OUT
17 HERE AND ARE LOOKING TO BE BOTH PROACTIVE AND
18 REACTIVE ONCE WE UNDERSTAND WHAT THAT IS. SO THANK
19 YOU FOR RAISING THAT, YSABEL. IT'S A VERY IMPORTANT
20 ISSUE. I'M SURE GETTING A LOT OF SAY WHERE YOU ARE.
21 I KNOW MARIA HAS BEEN BACK IN WASHINGTON AND HEARD A
22 LOT AS WELL THAT ENTERS INTO THIS DISCUSSION. SO
23 STAY TUNED; BUT, YES, WE ARE VERY MUCH ANTICIPATING
24 THE ROLE THAT WE'RE GOING TO PLAY IN THIS.

25 CHAIRPERSON BONNEVILLE: GEORGE. KIM

1 FIRST AND THEN GEORGE.

2 DR. BARRETT: SO, YES, THANKS, YSABEL, FOR
3 RAISING THIS. AND I THINK WE HAVE ANOTHER BOTH
4 OPPORTUNITY AND RESPONSIBILITY IN MUCH THE SAME WAY
5 THAT J.T. JUST TALKED ABOUT, THE IMPORTANCE OF
6 STANDING UP FOR RESEARCH AND STEM CELL RESEARCH
7 SPECIFICALLY IN A LIKELY AREA OF QUICKLY SHIFTING
8 PRIORITIES AT THE NATIONAL LEVEL.

9 I THINK WE ALSO HAVE AN IMPORTANT ROLE TO
10 PLAY IN CONTINUING TO STRESS THE IMPORTANCE OF
11 DIVERSITY IN CLINICAL TRIALS, THAT WE SUPPORT
12 DIVERSITY IN MAINTAINING A PIPELINE OF DIVERSE
13 WORKFORCE FOR STEM CELL RESEARCH.

14 WE'RE HEARING FROM OUR FACULTY WHO ARE
15 ENGAGED IN A VARIETY OF NIH-FUNDED WORKFORCE
16 DEVELOPMENT PROGRAMS AND SPECIFICALLY AT THE RECENT
17 ABERCROMS MEETING THEY WERE BEING TOLD BY NIH
18 PROGRAM OFFICERS, "CHECK YOUR WEBSITES, SCRUB
19 ANYTHING THAT MENTIONS DIVERSITY. DO NOT USE THAT
20 WORD IN YOUR--" OUTDOOR TRASH OBVIOUSLY HAS
21 SOMETHING TO DO WITH.

22 MS. DURON: THAT WAS PRESCIENT.

23 DR. BARRETT: SO I THINK WE
24 HAVE -- CALIFORNIA IS POSITIONING ITSELF AS A
25 BULWARK AGAINST SOME OF THESE, I WOULD SAY, REALLY

1 EVIL FORCES AGAINST THINGS THAT WE STAND UP FOR VERY
2 STRONGLY. AND I THINK AS A STATE AGENCY, BUT ALSO
3 BEING IN THIS POSITION WHERE WE HAVE TAKEN A PRETTY
4 STRONG STANCE THAT THESE TREATMENTS SHOULD BE
5 AVAILABLE TO EVERYBODY NO MATTER WHERE THEY'RE
6 COMING FROM, BUT WE NEED A DIVERSE WORKFORCE TO
7 REALLY ADDRESS THE PROBLEMS AND THE MOST CHALLENGING
8 ISSUES. AND WE ARE A VERY DIVERSE STATE. SO I
9 WOULD HOPE THAT WE CAN STAND IN FAVOR OF THAT.

10 AND THEN JUST TO INJECT A NOTE OF LEVITY,
11 I DIDN'T SEE TRUTH SOCIAL ON YOUR PLATFORMS THAT
12 WE'RE MONITORING.

13 MS. DURON: THAT'S PROBABLY WHERE WE'LL
14 GET MOST OF THE IDEAS FOR WHAT THEY'RE GOING TO DO.
15 TRUE SOCIAL.

16 CHAIRPERSON BONNEVILLE: I THINK GEORGE IS
17 NEXT.

18 DR. BLUMENTHAL: OKAY. THANK YOU. FIRST
19 OF ALL, I WANT TO THANK YSABEL FOR RAISING THIS
20 ISSUE. I HAVE BEEN THINKING OF RAISING IT AS WELL.
21 SO I THINK IT'S VERY TIMELY, AND THIS IS SOMETHING
22 THAT WE NEED TO BE THINKING ABOUT. AND I'M
23 DELIGHTED TO HEAR THAT J.T. HAS ALREADY BEEN GIVING
24 IT CONSIDERABLE THOUGHT.

25 SO I AGREE WITH KIM'S COMMENTS. I HAVE

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1 VERY LITTLE TO ADD TO THEM EXCEPT TO SAY THAT THE
2 DEFENSE THAT WE NEED TO MAKE IS NOT JUST TO HAVE
3 STEM CELL RESEARCH, BUT IT MAY ACTUALLY BE A DEFENSE
4 OF THE SCIENTIFIC METHOD. AND I THINK SEEING
5 RATIONALITY EMERGING FROM CALIFORNIA I THINK WILL BE
6 GOOD BOTH IN TERMS OF KEEPING THE NATIONAL
7 DISCUSSION ON TRACK AND, SECONDLY, IN RAISING THE
8 PROFILE, NOT JUST OF CALIFORNIA, BUT OF OUR OWN
9 AGENCY. SO I'M REALLY PLEASED THAT WE'RE THINKING
10 ABOUT THIS. I THINK IT'S GOING TO BE IMPORTANT.

11 CHAIRPERSON BONNEVILLE: ANY OTHER
12 QUESTIONS OR COMMENTS FROM THE BOARD?

13 MS. DURON: I WANT TO FOLLOW FOR A COUPLE
14 OF REASONS. ONE, I DO THINK THAT THE COMMS TEAM
15 REALLY NEEDS TO BE READY AND NIMBLE TO RESPOND. I
16 DON'T -- BECAUSE I THINK A LOT OF STUFF IS GOING TO
17 KEEP COMING ACROSS THE TRANSOM THAT MIGHT CAUSE
18 UNEASE EVEN IN OUR POPULATION AROUND THE WHOLE IDEA
19 OF SCIENCE. IT'S BEEN -- IT'S BEEN POUNDED ON FOR
20 QUITE A WHILE NOW, AND WE'RE GOING TO HAVE FOLKS IN
21 PLACE WHO WILL PROBABLY TAKE MORE SHOTS AT IT.

22 SO I THINK THAT IN TERMS OF LEADERSHIP,
23 GEORGE AND KIM, I ALSO THINK THAT WE JUST NEED TO
24 DEFEND SCIENCE. AND WE NEED TO, ONCE AGAIN, BE THAT
25 LEADER OUT THERE AND EVEN HAVE OUR BOARD MEMBERS

1 PERHAPS WRITE AN EDITORIAL EACH ALTHOUGH YOUR
2 UNIVERSITIES ALSO HAVE ISSUES. SO, ANYWAY, I JUST
3 THINK THAT WE NEED TO BE PREPARED. WE NEED TO BE
4 NIMBLE. AND WE NEED TO DO IT MORE OFTEN THAN NOT SO
5 THAT WE CAN SORT OF GRAB THE TOPIC BY THE TAIL AND
6 PUT THE LEADERSHIP VOICE OUT THERE.

7 SO I'M JUST GIVING YOU MORE WORK, J.T.

8 DR. THOMAS: THANK YOU, YSABEL.

9 DR. LEVITT: IT'S HARD TO DEFEND SCIENCE
10 NOW BY JUST DEFENDING HOW IMPORTANT SCIENCE IS; BUT,
11 RATHER, I THINK CIRM HAS AN OPPORTUNITY BY TELLING
12 STORIES, WHICH WAS MENTIONED PREVIOUSLY. PEOPLE ARE
13 AGAINST SCIENCE UNTIL THEY HAVE SOMEONE IN THEIR
14 FAMILY WHO'S REALLY ILL AND THEN THEY'RE FOR SCIENCE
15 BECAUSE THEY DON'T GO AND GET LEECHES FOR TREATING
16 CANCER IN GENERAL, THAT THEY WANT THE BEST. AND WE
17 HAVE HAD HERE AT CHILDREN'S HOSPITAL LOS ANGELES, WE
18 HAVE HAD INTERESTING POLITICAL FOLKS CALL AND ASK
19 FOR FAVORS ABOUT GETTING SO-AND-SO INTO THE HOSPITAL
20 TRIAL BECAUSE OF A MAJOR PROBLEM. SO THEY TALK IN
21 PUBLIC ONE WAY AND THEY ACT IN PRIVATE IN A VERY
22 DIFFERENT WAY.

23 THE OTHER THING, IT'S GOING TO BE REALLY
24 HARD TO PREDICT WHAT'S GOING TO HAPPEN BECAUSE
25 SCIENCE IS BIG BUSINESS, LET'S FACE IT. RIGHT?

1 SOME OF THE LARGEST BUSINESSES IN THE WORLD DEPEND
2 UPON SCIENCE BEING DONE IN ACADEMIC INSTITUTIONS.
3 AND SO WE'RE NOT QUITE SURE WHAT'S GOING TO HAPPEN
4 PARTICULARLY RELATED TO THE SENATE BECAUSE MANY OF
5 THE CHANGES THEY MAY WANT TO MAKE OR ARE LIKELY TO
6 WANT TO MAKE WILL HAVE TO GO THROUGH THERE. AND SO
7 I DO THINK HAVING STATEMENTS PREPARED ABOUT WHAT WE
8 DO AND HAVE IT VETTED IN A WAY SO IT'S CLEAR,
9 CONCISE, AND POSITIVE WOULD BE A REALLY GOOD IDEA TO
10 DO NOW BECAUSE IT'S CERTAIN THAT THERE ARE GOING TO
11 BE FIRES ACROSS THE BOW.

12 SO HAVING THOSE STATEMENTS PREPARED AND
13 VETTED BECAUSE IT TAKES TIME TO DEVELOP EVEN TWO
14 SENTENCES OR THREE SENTENCES IN A WAY THAT
15 HIGHLIGHTS WHAT WE'RE DOING IN A REALLY POSITIVE WAY
16 AND TELLING IN THE CONTEXT OF TALKING ABOUT THE
17 SUCCESSES AND SCRAMBLING ONCE SOMETHING COMES OUT
18 WITHOUT HAVING SOME OF THOSE PREPARED AHEAD OF TIME
19 CREATES MORE KIND OF ANXIETY. SO THAT WOULD BE MY
20 RECOMMENDATION AS WELL.

21 CHAIRPERSON BONNEVILLE: THANK YOU, PAT.
22 OTHER QUESTIONS?

23 MS. DESAI: THANK YOU. SO WE'RE GOING TO
24 MOVE ON TO JUST SOME QUICK RECAPS OF SOME OUTREACH
25 EVENTS THAT WE ATTENDED.

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1 SO IN OCTOBER AND NOVEMBER WE ATTENDED
2 SEVERAL COMMUNITY EVENTS SHARING WITH VARIOUS
3 COMMUNITIES ABOUT CIRM, WHO WE ARE AND WHAT WE DO.
4 SOME OF THE EVENTS WERE DISEASE SPECIFIC AWARENESS
5 EVENTS AND SOME WERE SMALLER COMMUNITY GROUPS WHERE
6 WE PROVIDE PRESENTATIONS FOR.

7 SO THE FIRST ONE IS THE ALZHEIMER'S WALK
8 TO END ALZHEIMER'S. SO THROUGH OUR PRESENCE AT THE
9 OHANA HEALTH AND RESOURCE CENTER BACK IN AUGUST, WE
10 WERE ABLE TO CONNECT DIRECTLY WITH THE ALZHEIMER'S
11 ASSOCIATION, WHICH IS A NATIONAL ORGANIZATION, BUT
12 WE CONNECTED DIRECTLY WITH THEIR CALIFORNIA
13 AFFILIATE GROUPS. AND WE BEGAN DEVELOPING A
14 COLLABORATIVE RELATIONSHIP WITH THIS ORGANIZATION,
15 AND WE WERE INVITED TO ATTEND THEIR NUMEROUS WALK TO
16 END ALZHEIMER'S EVENTS THAT TAKE PLACE THROUGHOUT
17 CALIFORNIA.

18 WE DECIDED TO ATTEND THE FRESNO/MADERA
19 EVENTS, RECOGNIZING THAT THERE HAVE BEEN SOME GAPS
20 OR NOT AS MUCH PRESENCE IN TERMS OF US BEING OUT
21 THERE IN MADERA AND FRESNO. SO WE WANT TO BE
22 PRESENT, SHOW OUR COMMITMENT TO THAT COMMUNITY IN
23 THE CENTRAL VALLEY.

24 SO THEY HAVE HOSTED MORE THAN 800
25 ATTENDEES WITH OVER 60 INDIVIDUALS COMING TO THE

1 CIRM BOOTH. AND THE ATTENDEES WERE LARGELY FROM
2 HISPANIC AND SPANISH SPEAKING COMMUNITIES AROUND THE
3 FRESNO/MADERA AREA.

4 ESTEBAN ATTENDED THE EVENT ALONG WITH ALEX
5 FROM OUR GRANTS MANAGEMENT TEAM. AND IT WAS ALSO
6 REALLY GREAT TO HAVE ADRIANA JOIN AND HANG OUT AT
7 THE BOOTH AND TALK TO FOLKS. SO BIG SHOUT-OUT AND
8 THANK YOU TO ADRIANA. AND I WANT TO JUST QUICKLY
9 TURN TO ESTEBAN IN CASE HE HAD ANYTHING TO ADD.

10 MR. CORTEZ: YEAH. I THINK JUST REALLY
11 WITH THESE BOOTH INTERACTIONS, THOSE 60 THAT WE
12 MENTIONED HERE, THOSE ARE JUST CONVERSATIONS THAT WE
13 HAD. BUT EVEN BEYOND THAT, I THINK THERE'S JUST A
14 LOT OF VALUE IN HAVING OUR TEAM PRESENT THERE AND
15 HAVING THAT VISIBILITY BECAUSE THERE WERE PEOPLE WHO
16 WOULD COME UP, TAKE BROCHURES, TAKE AN ANNUAL
17 REPORT. WE HAD A LOT OF REALLY ORGANIC
18 CONVERSATIONS.

19 REALLY THE BIG TAKEAWAY HERE IS THAT THERE
20 WAS A LACK OF FAMILIARITY WITH WHAT CIRM IS AND WHAT
21 CIRM DOES. SO I THINK REALLY JUST OPENING UP THAT
22 CONVERSATION AND REALLY JUST ASKING PEOPLE ARE YOU
23 FAMILIAR WITH WHO WE ARE? CAN I TELL YOU ABOUT WHAT
24 WE DO? AND PEOPLE REALLY LISTEN. SO I THINK REALLY
25 JUST TYING IT BACK TO THE WORK THAT WE'VE DONE IN

1 ALZHEIMER'S, SOME OF THE RESEARCH THAT WE'VE FUNDED,
2 PEOPLE ARE REALLY APPRECIATIVE OF THE CONVERSATION.
3 AND REALLY BY THE TIME THAT WE HAVE THESE FIVE-, IN
4 SOME CASES WE'LL HAVE TEN-MINUTE LONG CONVERSATIONS
5 WITH PEOPLE, THEY REALLY JUST ARE SO APPRECIATIVE.
6 MANY PEOPLE JUST SAY LIKE, "THANK YOU FOR DOING THIS
7 GREAT WORK. THIS IS SO AMAZING. I DIDN'T KNOW THAT
8 THIS EXISTED. THANK YOU."

9 SO I JUST REALLY WANTED TO HIGHLIGHT THAT.
10 THE CONVERSATIONS ARE VERY ORGANIC, AND THAT'S
11 REALLY HOW WE STRIVE TO APPROACH SOME OF THESE
12 EVENTS.

13 MS. DESAI: WE ALSO ATTENDED THE
14 FOUNDATION FIGHTING BLINDNESS VISION WALK IN SANTA
15 MONICA. THIS WAS REALLY SERENDIPITOUS BECAUSE IT
16 TOOK PLACE RIGHT AFTER THE ALPHA CLINIC SYMPOSIUM IN
17 L.A. SO I WAS ABLE TO STAY. KATIE AND I WERE ABLE
18 TO STAY AND JOINED JACQUELINE HANTGAN AT THIS EVENT.

19 THE EVENT HOSTED MORE THAN 200 ATTENDEES
20 WITH OVER 30 INDIVIDUALS STOPPING BY OUR BOOTH TO
21 LEARN ABOUT CIRM, WHO WE ARE AND WHAT WE DO. THE
22 EVENT HAD A RAFFLE CARD WHERE FOLKS WERE
23 INCENTIVIZED TO STOP BY EVERY BOOTH SO THEY COULD
24 ENTER IN THE RAFFLE AND WIN VARIOUS PRIZES.

25 SO THAT WAS REALLY GREAT BECAUSE THE VAST

1 MAJORITY OF ATTENDEES STOPPED BY OUR BOOTH AT LEAST
2 TO CHECK US OUT, IF NOT TO HAVE THOSE MEANINGFUL
3 CONVERSATIONS.

4 THE MAJORITY OF ATTENDEES AT THIS EVENT
5 WERE PATIENTS, FAMILIES OF PATIENTS, OR CAREGIVERS.
6 WE MET FOLKS DIRECTLY IMPACTED BY BLINDNESS OR HARD
7 OF SEEING DIAGNOSIS. SO IT WAS REALLY GREAT TO HEAR
8 THEIR FEEDBACK AS FAR AS LEARNING ABOUT US, LEARNING
9 THAT WE EXIST, AND WHAT WE'RE DOING, THE RESEARCH
10 THAT HAS BEEN FUNDED IN EYE DISEASE. SO ALL
11 POSITIVE FEEDBACK.

12 AND THEN IN NOVEMBER WE ATTENDED THE ALS
13 WALK AND ROLL EVENT IN EAST BAY. SO THE ALS NETWORK
14 REACHED OUT TO US BEFORE THE UNFORTUNATE LOSS OF
15 FRED FISHER AND INVITED US TO ATTEND MULTIPLE ALS
16 WALK AND ROLL EVENTS THROUGHOUT CALIFORNIA. BUT WE
17 DECIDED THAT THE EAST BAY WAS THE MOST FEASIBLE FOR
18 US IN TERMS OF TIME COMMITMENT. THEY FELT IT WAS
19 IMPORTANT TO HAVE CIRM PRESENT AT THE EVENT BECAUSE
20 OF FRED FISHER'S COMMITMENT INTO WORKING IN ALS AND
21 BRINGING AWARENESS TO ALS. SO WE FELT IT WAS ALSO
22 IMPORTANT TO BE THERE AND SHARE WHAT HE WAS DOING.

23 THE EVENT HOSTED MORE THAN 200 ATTENDEES,
24 AND OVER 50 INDIVIDUALS STOPPED BY THE BOOTH, AGAIN,
25 TO LEARN ABOUT US, WHO WE ARE, WHAT WE DO. CIRM WAS

1 ALSO FEATURED ON THE ALS LIVESTREAM THAT THEY
2 FACILITATED AT THE EVENT. AND KOREN AND GEOFF, AS
3 YOU CAN SEE ON THE SCREENSHOT, WERE ABLE TO SHARE A
4 LITTLE BIT MORE ABOUT CIRM AND REACH A WIDER
5 AUDIENCE THAN THOSE THAT ATTENDED THE EVENT LIVE AND
6 IN PERSON.

7 AND IT WAS REALLY GREAT HAVING
8 REPRESENTATIVES FROM THE LEADERSHIP TEAM, JENN,
9 GEOFF, AND RAPHAEL, AS YOU CAN SEE IN THE PHOTO, AS
10 WELL AS KOREN'S DAUGHTER JOINED THE EVENT. AND IT
11 WAS REALLY GREAT HAVING MORE FOLKS FROM CIRM JOIN
12 AND SEE WHAT WE DO AT THESE COMMUNITY AWARENESS
13 EVENTS AND ADD THEIR PERSPECTIVE AND TALK ABOUT WHAT
14 THEY DO.

15 AND, KOREN, DID YOU HAVE ANYTHING YOU'D
16 LOOK TO ADD?

17 MS. TEMPLE-PERRY: YEAH. I WOULD JUST SAY
18 IT WAS A REALLY AMAZING EVENT. IT WAS BEAUTIFUL.
19 IT TOOK PLACE IN POINT RICHMOND. IT WAS SO NICE TO
20 HAVE THE ENTIRE, NOT ENTIRE, SOME MEMBERS OF THE
21 CIRM TEAM. I DRUG MY NINE-YEAR-OLD THERE. SHE GAVE
22 OUT OUR HALLOWEEN CANDY. WE HAD JUST AMAZING
23 CONVERSATIONS. IT WAS REALLY A GREAT WAY TO CONNECT
24 WITH THE COMMUNITY. THEY HAD A NUMBER OF EVENTS,
25 INCLUDING A ZOOMBA DANCE-OFF, WHICH JENN AND I

1 PARTICIPATED IN. THERE MAY BE SOME VIDEO ON THAT,
2 BUT IT WON'T END UP ON SOCIAL MEDIA.

3 WE HAD A CHANCE TO CONNECT WITH SOME
4 MEMBERS OF THE ALS NETWORK IN TERMS OF COMMUNICATION
5 MEDIA PARTNERS. AND SO WE SAW SOME FAMILIAR FACES.
6 WE SHARED A LOT OF CONTENT WITH THEM. AND IT WAS
7 JUST REALLY GREAT TO HAVE THE CONVERSATIONS WITH THE
8 COMMUNITY, AS ESTEBAN MENTIONED. PEOPLE ARE JUST
9 APPRECIATIVE OF OUR PRESENCE THERE AND JUST TAKING
10 THE TIME TO EXPLAIN WHO WE ARE, WHAT WE DO, THE
11 AMOUNT OF MONEY THAT WE FUNDED IN ALS RESEARCH.
12 PEOPLE JUST WERE VERY RESPONSIVE TO IT. I WAS TOLD
13 THAT AS A SCIENTIST I EXPLAINED EVERYTHING REALLY
14 WELL, BUT I TOLD THEM I WASN'T A SCIENTIST. JUST
15 HAVING THOSE CONVERSATIONS WAS REALLY, REALLY
16 IMPORTANT AND REALLY HIGHLIGHTS THE IMPORTANCE OF
17 ATTENDING THESE EVENTS. SO THANK YOU.

18 MS. DESAI: AND FINALLY, I WANTED TO
19 HIGHLIGHT JUST AN INITIATIVE THAT WE'VE BEEN
20 RESTARTING OR RE-ENGAGING WITH LOCAL ROTARY CLUBS
21 ACROSS CALIFORNIA. SO THIS WAS SOMETHING THAT KEVIN
22 HAD PREVIOUSLY LED AND IMPLEMENTED. SO ON THE
23 RECOMMENDATION OF KOREN AND SOME OTHER SUBCOMMITTEE
24 MEMBERS, WE REALLY WANTED TO RECONNECT WITH THESE
25 ROTARY CLUBS. SO TO DATE WE'VE PRESENTED AT THE

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1 CAMPBELL AND SAN FRANCISCO ROTARY CLUBS. AND WE
2 HAVE A FEW COMING. WE'VE SCHEDULED PRESENTATIONS IN
3 SOUTH PASADENA AND FREMONT, AND WE HAVE DATES
4 PENDING IN CASTRO VALLEY AND SAN MATEO.

5 FUN FACT. THE SAN FRANCISCO ROTARY CLUB
6 IS ACTUALLY THE SECOND OLDEST ROTARY CLUB IN THE
7 WORLD. AND THE ATTENDEES, THERE WERE ABOUT 50 OR 60
8 ATTENDEES AT THE PRESENTATION THAT WE WENT TO. AND
9 THEY HAD A LIVESTREAM, WHICH I ONLY FOUND OUT ABOUT
10 THAT DAY, OTHERWISE I WOULD HAVE SHARED WITH
11 EVERYONE SO THEY COULD JOIN AS WELL, BUT THAT'S GOOD
12 TO KNOW FOR THE FUTURE. BUT, YEAH, IT'S BEEN A
13 GREAT EXPERIENCE CONNECTING WITH THESE ROTARY CLUBS.
14 THE AUDIENCE, THE COMMUNITY MEMBERS ARE PRETTY
15 DIVERSE DEPENDING ON THE LOCATION.

16 SO THE CAMPBELL LOCATION WAS MORE ELDERLY,
17 WERE RETIRED FOLKS, AND THE SAN FRANCISCO GROUP WAS
18 MUCH MORE DIVERSE IN AGE AND ETHNICITY. SO I THINK
19 IT REALLY DEPENDS ON WHERE THE ROTARY CLUBS ARE
20 LOCATED WHO WE'RE GOING TO REACH IN THOSE
21 DEMOGRAPHICS.

22 EVERY ROTARY CLUB, EVEN THE FOLKS I'M
23 STILL IN COMMUNICATION WITH AND HAVE FINALIZED
24 DATES, ALL POSITIVE RECEPTION TO HAVING US AND GREAT
25 INTEREST IN HAVING US AND LEARNING MORE ABOUT CIRM

1 AND SHARING ABOUT WHAT WE DO. AT THE SAN FRANCISCO
2 PRESENTATION, THERE WERE -- THERE WAS A LOT OF
3 INTEREST IN WHAT WE'RE FUNDING IN BREAST CANCER AND
4 MS BECAUSE SOME MEMBERS OF THAT GROUP WERE DIRECTLY
5 IMPACTED OR HAVE FAMILY DIRECTLY IMPACTED BY THOSE
6 DIAGNOSES. SO IT WAS REALLY GREAT TO BE ABLE
7 TO -- CHRISTINA JOINED ME AND SHE WAS ABLE TO LOOK
8 UP SOME QUICK NUMBERS FOR ME TO SHARE TO CONNECT
9 MORE WITH THOSE CLUB MEMBERS. SO IT'S REALLY BEEN A
10 GREAT INITIATIVE.

11 WE'VE BEEN WORKING WITH SCIENCE OFFICERS
12 ON THE CLIN TEAMS TO ALSO JUST MAKE SURE THAT THE
13 INFORMATION WE'RE PRESENTING IS VALID AND ACCURATE
14 AND APPROPRIATE, WORKING WITH LEGAL TEAM TO MAKE
15 SURE EVERYTHING WE'RE SHARING PUBLICLY IS SOUND. SO
16 IT'S BEEN A REALLY COLLABORATIVE TEAM EFFORT ACROSS
17 CIRM.

18 AND DID YOU HAVE A QUESTION?

19 DR. THOMAS: I JUST HAVE A COMMENT WHEN
20 YOU'RE FINISHED.

21 MS. DESAI: OH, YEAH. OVERALL A REALLY
22 GREAT EXPERIENCE, AND I'M REALLY EXCITED TO CONTINUE
23 MOVING FORWARD.

24 DR. THOMAS: SO THANK YOU VERY MUCH,
25 ADITI. I WOULD LIKE TO ENCOURAGE MEMBERS OF THE

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1 BOARD TO DO ONE OF THESE EVENTS. AS CHAIR I WENT TO
2 SEVERAL OVER THE YEARS. AND IT IS ALWAYS A MOST
3 APPRECIATIVE AUDIENCE. THEY DON'T KNOW A LOT ABOUT
4 WHAT WE DO, BUT IT'S A GREAT OPPORTUNITY TO EXPLAIN
5 AND TO HAVE THEM AS CONDUITS TO GETTING INFORMATION
6 ABOUT CIRM OUT TO THEIR MANY FRIENDS. AND SO I
7 WOULD STRONGLY ENCOURAGE, IF YOU HAVE SOME TIME ON
8 YOUR CALENDAR, PERHAPS ADITI, YOU WOULD COORDINATE
9 WITH BOARD MEMBERS --

10 MS. DESAI: ABSOLUTELY.

11 DR. THOMAS: -- TO MAKE THEM AWARE OF THE
12 OPPORTUNITIES TO DO THIS BECAUSE I THINK YOU'LL FIND
13 IT VERY REWARDING.

14 MS. DESAI: I CAN ABSOLUTELY SEND THE
15 DATES THAT WE HAVE AS OF NOW OUT TO THE BOARD. AND
16 AS THAT GETS UPDATED, I'M HAPPY TO WORK WITH
17 CLAUDETTE AND SCOTT TO GET THAT INFORMATION AND THEN
18 FEEL FREE TO CONFIRM WITH ME.

19 THE SOUTH PASADENA, JACQUELINE HANTGAN IS
20 GOING TO BE PRESENTING THERE, SO I'LL BE ABLE TO
21 CONNECT IF ANYONE CAN ATTEND WITH JACQUELINE.

22 DR. THOMAS: WHAT'S THE DATE OF THAT ONE?

23 MS. DESAI: JANUARY 8TH. IT'S MY
24 BIRTHDAY.

25 CHAIRPERSON BONNEVILLE: I BET PAT WOULD

1 LOVE TO GO TO THAT.

2 MS. DESAI: ABSOLUTELY. I WILL SEND THOSE
3 DATES OUT AS WELL AS THE LOCATION INFORMATION, AND
4 THEN WE CAN WORK FROM THERE.

5 DR. THOMAS: GREAT. THANK YOU.

6 MS. TEMPLE-PERRY: EXCELLENT. SO NOW I'D
7 LIKE TO PROVIDE A FEW UPDATES ON THE COMMUNICATIONS
8 FRONT, BUT BEFORE THAT I JUST WANTED TO AGAIN THANK
9 CHRISTINA FOR HER AMAZING WORK ON DEVELOPING THE
10 SOCIAL MEDIA STRATEGY, THE FULL STRATEGY WHICH YOU
11 HAVE AVAILABLE FOR YOU ALL TO REVIEW AS WELL AS FOR
12 AN EXCELLENT PRESENTATION TO REALLY SUMMARIZE THE
13 KEY STRATEGIES AND POINTS OF THE DOCUMENT. AND SO I
14 THINK REALLY MOVING FORWARD, IT'S REALLY GOING TO
15 AUGMENT ALL OF THE WORK THAT THE COMMUNICATIONS TEAM
16 HAS DONE. AND SO KUDOS TO YOU, CHRISTINA.

17 MS. SMITH: THANK YOU.

18 MS. TEMPLE-PERRY: SO TO MOVE FORWARD, I
19 WANTED TO PROVIDE A COUPLE OF QUICK UPDATES. AS YOU
20 ALL KNOW, WE RECENTLY LAUNCHED OUR ANNUAL REPORT.
21 THE THEME FOR THIS YEAR WAS OUR JOURNEY FORWARD:
22 HOW CIRM CATALYZES REGENERATIVE MEDICINE TODAY AND
23 BEYOND. AND IT REALLY REFLECTS THE MILESTONES
24 YOU'VE ACHIEVED AND POSITIONED CIRM AS A DRIVING
25 FORCE IN ADVANCING THE FIELD.

1 AND SO THIS WAS A VERY SPECIAL ANNUAL
2 REPORT, AND I SPENT QUITE A BIT OF TIME IN VITO'S
3 OFFICE WORKING SIDE BY SIDE IN DEVELOPING THIS
4 PUBLICATION. AND SO ACROSS 36 PAGES THAT WE HAD
5 PATIENT STORIES, A MILESTONE TIMELINE, COMMUNITY
6 VOICES, HIGHLIGHTS FROM THIS PAST YEAR, AS WELL AS
7 QUOTES FROM LEADERS THROUGHOUT THE FIELD ON CIRM'S
8 IMPACT.

9 AND SO THE ANNUAL REPORT ACTUALLY KICKED
10 OFF OUR 20TH ANNIVERSARY CAMPAIGN. AND SO WITH
11 THAT, AS YOU ALL RECEIVED THE LINK TO THE DIGITAL
12 VIEWBOOK, WHICH IS VERY INTERACTIVE, WE'RE VERY
13 PROUD OF HOW IT FLOWS AND HOW IT PRESENTS THE
14 INFORMATION. AND WE DISTRIBUTED THE DIGITAL
15 VIEWBOOK THROUGH AN EMAIL CAMPAIGN. THIS WAS
16 CARRIED ACROSS WITH BROADER MESSAGING REGARDING OUR
17 20TH ANNIVERSARY. WE ISSUED A PRESS RELEASE AS WELL
18 AS TYING BACK, REALLY HIGHLIGHTING IT ON OUR WEBSITE
19 THROUGH A WEBSITE CAROUSEL, WHICH IS SORT OF THE
20 ROTATING IMAGES YOU WILL SEE THAT LINKS DIRECTLY TO
21 THE DIGITAL VIEWBOOK.

22 WE ALSO TOOK THAT AND DEVELOPED SOCIAL
23 MEDIA INTERACTIVE CONTENT IN VARIOUS CONTENT PIECES
24 THAT WERE SHARED ON OUR SOCIAL MEDIA CHANNELS, AND
25 WE WILL CONTINUE TO DO THAT THROUGHOUT THE COURSE OF

1 DECEMBER AND INTO JANUARY.

2 MOVING FORWARD, A LOT OF THE CONTENT
3 THAT'S BEEN DEVELOPED, AGAIN, THROUGHOUT 36 PAGES,
4 IS GOING TO CONTINUE TO BE REPURPOSED TO DRIVE HOME
5 THE IMPACT AND THE IMPORTANCE OF CIRM, OUR 20TH
6 ANNIVERSARY. SO THAT INCLUDES HIGHLIGHTS TO, AGAIN,
7 PATIENT STORIES, RESEARCHERS, AND THROUGHOUT ALL THE
8 CONTENT THAT'S GOING TO BE REPURPOSED THROUGHOUT
9 THIS CAMPAIGN, WE HAVE DEVELOPED SPECIALIZED
10 HASHTAGS TO TIE THAT BACK TO THE OVERALL MESSAGE OF
11 THE CAMPAIGN.

12 AND SO THE ANNUAL REPORT IS CURRENTLY
13 BEING PRINTED. WE LAUNCHED IT IN A PHASED APPROACH
14 DIGITALLY INTERNALLY FIRST AND AT THE BOARD AND
15 PUBLICLY. AND SO NOW IT'S IN THE PRINTING STAGES.
16 IT SHOULD BE PRINTED IN THE NEXT TWO WEEKS. THE
17 REPORT IS ALSO BEING CURRENTLY TRANSLATED IN
18 SPANISH. AND SO WE LOOK FORWARD TO SEEING THE PRINT
19 VERSION. WE KNOW IT'S JUST REALLY GOING TO BRING TO
20 LIFE A LOT OF THE STORIES AND THE CONTENT THAT YOU
21 SEE IN THE DIGITAL INTERACTIVE PIECE.

22 FROM THERE A DISTRIBUTION STRATEGY HAS
23 BEEN CREATED. WE WILL REPURPOSE PARTS OF WHAT WE
24 UTILIZED LAST YEAR. THE PRINTED VERSION WILL BE
25 DISTRIBUTED TO MANY PARTNERS, TO YOU ALL, I THINK

1 OUR ALPHA CLINICS, THOSE THAT WERE FEATURED. THINK
2 OF ALL THE DIFFERENT STAKEHOLDERS. AND SO THIS PAST
3 YEAR WE ACTUALLY GOT THROUGH DISTRIBUTING MOST OF
4 OUR ANNUAL REPORTS, WHICH WE PRINTED ABOUT 500, AND
5 THIS YEAR WE'RE DOUBLING THAT TO A THOUSAND. AND SO
6 WE DEFINITELY INTEND TO DISTRIBUTE THAT THROUGHOUT
7 OUR NETWORK.

8 AND WE'RE VERY PROUD OF THE WORK, AND
9 THANK YOU TO J.T. AND VITO FOR SUPPORTING US WITH
10 THIS.

11 ANOTHER PROJECT THAT I'D LIKE TO
12 HIGHLIGHT. IN ADDITION TO DEVELOPING A SOCIAL MEDIA
13 STRATEGY AND ALL THE OTHER ITEMS THAT WE'VE SHARED,
14 ONE THING THAT WE WORKED ON, WE'RE VERY PROUD OF, WE
15 DEVELOPED AN ALPHA CLINICS NETWORK BRANDING AND
16 TOOLKIT. AND THIS IS REALLY TO PROVIDE THE ALPHA
17 CLINIC TEAMS WITH THE RESOURCES NEEDED TO
18 EFFECTIVELY COMMUNICATE THEIR WORK AND ACHIEVEMENTS.

19 AND SO AS PART OF THIS, WE UNDERWENT A
20 PROCESS OF REDOING AND REFRESHING THEIR LOGO. AND
21 THIS REALLY GIVES THE LOGO A NEW LOOK TO CAPTURE THE
22 SPIRIT OF INNOVATION. WE WANTED TO MAKE SURE THAT
23 IT REFLECTED THE COLLABORATIVE NATURE THAT DRIVES
24 THE SHARED MISSION. AND SO WITH THE LOGO, WE
25 CREATED A HORIZONTAL AND VERTICAL OPTION, WHICH IS

1 ONE MOCK-UP, AND THAT PROVIDES THE FLEXIBILITY TO
2 ALPHA CLINICS TO UTILIZE THE LOGO ACROSS COLLATERAL.

3 IN ADDITION, WE CREATED A NUMBER OF ITEMS
4 AND TOOLS THAT REALLY CARRIES ACROSS A LOT OF THE
5 MESSAGING. THAT INCLUDES ONE-PAGERS, TRIFOLD
6 BROCHURES. AND THE MATERIALS ARE REALLY CUSTOMIZED
7 SO THAT ALPHA CLINICS CAN UTILIZE THESE MATERIALS TO
8 COMMUNICATE TO DIFFERENT AUDIENCES AS NEEDED.

9 IN ADDITION TO THAT, WE ALSO DEVELOPED A
10 MESSAGING TOOLKIT. AND THAT'S REALLY TO PROVIDE KEY
11 MESSAGES TO COMMUNICATE THE NETWORK'S IMPACT AND
12 ACHIEVEMENTS. AND AS YOU CAN SEE IN THE SLIDE, WHAT
13 WE HAVE HERE IS, WITHIN THE TOOLKIT, HISTORY OF THE
14 NETWORK BOILERPLATE FOR PRESS RELEASES. THIS IS
15 IMPORTANT TO UTILIZE FOR CONSISTENCY AND ELEVATOR
16 PITCH FOR ALPHA CLINICS TO TALK ABOUT WHO THEY ARE
17 AND TO REALLY COMMUNICATE THE POSITIONING, AS WELL
18 AS KEY MESSAGES THAT ARE BROKEN DOWN BY VARIOUS
19 STAKEHOLDERS AND AUDIENCES.

20 THERE IS A NUMBER OF CALLS TO ACTION. AND
21 REALLY THIS MESSAGING TOOLKIT IS SOMETHING THAT CAN
22 BE AND WILL BE REPLICATED FOR MANY CIRM PROGRAMS
23 MOVING FORWARD, BUT IT REALLY JUST BRINGS IT ALL
24 TOGETHER AND HIGHLIGHTS IMPACT AS WELL AS CIRM'S
25 ROLE IN THE DEVELOPMENT OF THIS.

1 IN ADDITION, AS CHRISTINA MENTIONED,
2 ANOTHER CAMPAIGN, A MINI CAMPAIGN THAT WE WORKED ON
3 THE PAST FEW MONTHS, WAS OUR STEM CELL AWARENESS
4 DAY, WHICH WE LAUNCHED IN OCTOBER. AS CHRISTINA
5 MENTIONED, WE DEVELOPED CONTENT ACROSS A NUMBER OF
6 OUR CHANNELS. AND WE CREATED THIS REALLY AMAZING
7 VIDEO, AND FOR SOME REASON EVERY TIME WE GET TO THE
8 SUBCOMMITTEE, WE ALWAYS HAVE TECHNICAL ISSUES. IT'S
9 NOT WORKING RIGHT, CLAUDETTE. I'M SORRY FOR THE
10 ANTICIPATION. BUT WE'RE GOING TO HAVE TO EMAIL IT
11 TO YOU AFTER, BUT THE VIDEO IS GREAT.

12 IT WAS DURING OUR STAFF RETREAT. IT WAS
13 AT THE PRESIDIO, SO WAS A BEAUTIFUL DAY. AND IT
14 FEATURES A NUMBER OF CIRM LEADERSHIP TALKING ABOUT
15 THE IMPORTANCE OF STEM CELL AWARENESS DAY AS WELL AS
16 TALKING ABOUT CIRM'S IMPACT AND REALLY CAPTURING OUR
17 MISSION AND OUR IMPACT IN A REALLY NICE, CONCISE
18 VIDEO THAT WE DISTRIBUTED THROUGHOUT OUR CHANNELS.
19 SO STAY TUNED. WE WILL SHARE THAT WITH YOU ALL.

20 LET'S GO TO THE NEXT SLIDE. ESTEBAN.

21 MR. CORTEZ: YEAH. I JUST WANTED TO GIVE
22 A QUICK EXAMPLE OF SOME OF THE WAYS THAT WE WORK
23 ON -- WE WORK WITH SCIENTIFIC TEAMS AS WELL. AS
24 WE'RE TALKING ABOUT SOME OF THESE UPDATES, WE
25 HIGHLIGHT A LOT OF MORE COMMUNITY FOCUS, BUT WE DO

1 ALSO STRIVE TO WORK TO REACH THE SCIENTIFIC
2 COMMUNITY.

3 SO BACK IN SEPTEMBER I WAS INVITED TO
4 ATTEND THE UC SAN DIEGO GENE THERAPY INITIATIVE,
5 WHICH IS A NEW INITIATIVE OUT OF UC SAN DIEGO. AND
6 THE GOAL OF THAT IS TO REALLY FUEL RESEARCH IN THE
7 DEVELOPMENT OF GENE-BASED THERAPIES AT UC SAN DIEGO.
8 AND THIS WAS A REALLY GREAT, WONDERFUL, INFORMATIVE
9 EVENT, ESPECIALLY FOR ME JUST EVEN LEARNING A LOT
10 ABOUT SOME OF THESE EFFORTS HERE. BUT IT WAS GREAT
11 BECAUSE, AGAIN, CHRISTINE EARLIER HIGHLIGHTED THE
12 IMPORTANCE OF COLLABORATING WITH INSTITUTIONS, CIRM
13 RESEARCHERS. AND THAT'S EXACTLY WHAT WE DID HERE.
14 WE WERE ABLE TO CONNECT WITH THE FOUNDERS OF THE
15 GENE THERAPY INITIATIVE, WHICH WERE STEPHANIE
16 CHERQUI AND ALYSSON MUOTRI OUT OF UC SAN DIEGO AND
17 REALLY WORKED TOGETHER TO THEN DEVELOP KEY MESSAGES,
18 CAMPAIGNS, DEVELOP SOME CONTENT. THEY ALSO WERE
19 REALLY GREAT WITH FACILITATING OUR NEEDS AND MAKING
20 SURE THAT WE WERE ABLE TO COLLECT THAT CONTENT.

21 SO IN ADDITION TO HAVING A BOOTH, YOU CAN
22 ACTUALLY SEE ME THERE ENGAGING WITH SOME OF THE
23 ATTENDEES. WE REALLY WANTED TO MAKE SURE THAT WE
24 HIGHLIGHTED OUR FUNDING INTO GENE THERAPIES AT CIRM.

25 ALSO WE WERE ABLE TO CONNECT WITH THE

1 STACK FAMILY WHO'S PICTURED RIGHT THERE ON THE UPPER
2 RIGHT. THEIR DAUGHTER NATALIE WAS A PATIENT IN A
3 CIRM-FUNDED CLINICAL TRIAL FOR CYSTINOSIS. SO IT
4 WAS REALLY GREAT TO HAVE THAT FACE-TO-FACE EVENT AND
5 REALLY JUST HEAR FROM THEM ABOUT CIRM'S IMPACT AND
6 WHY OUR PRESENCE IN CALIFORNIA IS SO IMPORTANT.
7 THEY ACTUALLY PROVIDED FUNDING FOR THE GENE THERAPY
8 INITIATIVE. SO, AGAIN, BEING ABLE TO CONNECT WITH
9 THEM WAS REALLY IMPORTANT.

10 BUT THEN IN ADDITION TO THAT, WE REALLY
11 TOOK THIS AND LEVERAGED THIS EVENT TO COLLECT
12 ADDITIONAL CONTENT, SOME STORIES. WE WERE ABLE TO
13 MEET SOME TRAINEES AT THE CHERQUI LAB PICTURED THERE
14 ON THE BOTTOM LEFT. WE WERE ALSO ABLE TO CONDUCT
15 INTERVIEWS WITH ANOTHER PATIENT WHO WAS IN THE
16 CYSTINOSIS TRIAL. THAT'S KURT GILLENBERG WHO WE'LL
17 BE SHARING THAT STORY AS WE PRODUCE IT, LOOK AT SOME
18 OF THE VIDEOS, AND SOME OF THE RESPONSES THAT HE
19 SHARED WITH US.

20 BUT REALLY, AGAIN, IN ADDITION TO ALL OF
21 THESE THINGS, A LOT OF THE POST-EVENT ENGAGEMENT WAS
22 GREAT. WE WERE FEATURED IN THE GENE THERAPY
23 INITIATIVE NEWSLETTER, CONTRIBUTED A SHARED CONTENT
24 AND PHOTOS AND VIDEOS. ALSO WERE ABLE TO CONNECT
25 AGAIN WITH THE UC SAN DIEGO TEAM IN MAKING SURE THAT

1 THEY AMPLIFIED OUR CONTENT, SHARING THE BLOG, SO
2 THAT THEY CAN SHARE IT TO THEIR THOUSANDS AND
3 THOUSANDS OF FOLLOWERS ON SOCIAL MEDIA. SO, AGAIN,
4 THIS IS JUST A REALLY GREAT EXAMPLE OF REACHING
5 THESE SCIENTIFIC COMMUNITIES BECAUSE THAT'S
6 SOMETHING THAT WE'RE REALLY STRIVING TO DO A LOT
7 MORE AS WELL AND REALLY COLLABORATING WITH THE
8 SCIENCE OFFICERS AT CIRM.

9 I DO WANT TO RECOGNIZE LISA KADYK WHO WAS
10 REALLY SUPPORTIVE WITH DEVELOPING SOME OF THE
11 MESSAGING AND REALLY COLLABORATING TO MEET SOME OF
12 THE GOALS FOR THIS EVENT. SO THIS IS JUST AN
13 EXAMPLE THAT WE WANTED TO HIGHLIGHT.

14 MS. TEMPLE-PERRY: THANK YOU, ESTEBAN.
15 AND JUST QUICKLY, WE DON'T HAVE A SLIDE FOR THIS,
16 BUT I WANTED TO PROVIDE AN UPDATE THAT WE RECENTLY
17 LAUNCHED OUR CIRM COMMUNITY CONNECTIONS NEWSLETTER,
18 THE DIGITAL VERSION. AND AGAIN, THIS PUBLICATION
19 REALLY AIMS TO DEEPEN OUR ENGAGEMENT WITH PATIENT
20 ADVOCATES AS WELL AS TO REACH DIVERSE COMMUNITIES,
21 PROVIDE UPDATES ON OUR RESEARCH, HIGHLIGHT ANY
22 EVENTS FROM THE STATE. WE RECENTLY LAUNCHED A
23 DIGITAL. AND IS KATIE ON? AND I'LL LET KATIE TALK
24 A LITTLE BIT ABOUT THAT BECAUSE SHE WAS INSTRUMENTAL
25 IN LAUNCHING THE DIGITAL VERSION OF THE PUBLICATION.

1 MS. SHARIFY: THANKS, KOREN. I DON'T HAVE
2 A WHOLE LOT TO ADD JUST BECAUSE THIS IS OUR
3 INAUGURAL ISSUE. I'VE BEEN KEEPING TRACK OF THE
4 METRICS, AND BOTH AUDIENCES THAT WE SHARED IT WITH
5 HAVE HAD GREAT OPEN RATES, ESPECIALLY OUR PATIENT
6 ADVOCATE AUDIENCE. I THINK THAT WE WENT INTO THIS
7 WITH THE INTENTION OF HAVING THIS BE A RESOURCE FOR
8 THEM. SO IT'S BEEN REALLY EXCITING TO SEE THAT
9 THEY'RE VERY INTERESTED IN THE CONTENT. I SAW THE
10 DETAILS OF THE CLICK-THROUGHS. PEOPLE ARE CLICKING
11 INTO THE YOUTUBE VIDEO THAT WE SHARED FROM THE ALPHA
12 CLINICS. SO I CAN SEE THAT, THROUGH TRACKING THESE
13 METRICS, WE'LL BE ABLE TO SEE WHICH CONTENT PEOPLE
14 ARE MORE RESPONSIVE TO. AND I'LL BE ABLE TO SHARE
15 MORE OF THAT IN THE FUTURE. BUT THIS IS ANOTHER
16 GREAT BENCHMARK FOR OUR FIRST ISSUE OF THE COMMUNITY
17 CONNECTIONS.

18 MS. TEMPLE-PERRY: THANK YOU, KATIE. I
19 BELIEVE YOU MENTIONED WE HAD ABOUT A 40-PERCENT OPEN
20 RATE.

21 MS. SHARIFY: YES. 40, YES. AND IT
22 ACTUALLY KEEPS SORT OF INCREASING DAY TO DAY. SO
23 THAT'S JUST THE INITIAL BECAUSE WE JUST LAUNCHED IT
24 LAST WEEK. SO THAT'S JUST THE INITIAL OPEN RATE. I
25 THINK IT'S GONE A LITTLE BIT OVER 40 NOW AND EVEN

1 THE OTHER ONE WHICH WAS LIKE 26 PERCENT IS ALMOST AT
2 30 PERCENT. SO IT'S LOOKING REALLY GOOD, AND I
3 SHARED THE NEWSLETTER WITH YOU ALL, I BELIEVE,
4 YESTERDAY VIA EMAIL. SO IF ANY OF YOU HAVE
5 QUESTIONS OR IF YOU WEREN'T ABLE TO OPEN THAT LINK
6 THROUGH THE EMAIL, PLEASE LET ME KNOW AND I'LL SEND
7 THAT TO YOU AGAIN.

8 MS. TEMPLE-PERRY: THANK YOU SO MUCH,
9 KATIE.

10 DR. LEVITT: WHO DID IT GO TO? KATIE, WHO
11 WAS IT SENT TO?

12 MS. SHARIFY: SORRY. WHO IS ASKING?

13 DR. LEVITT: IT'S PAT.

14 MS. SHARIFY: YES. IT WAS ACTUALLY SENT
15 TO ALL OF YOU GUYS. I SENT IT TO THE BEST EMAIL I
16 HAD ON FILE. I'LL HAVE TO LOOK AGAIN FOR YOU, PAT.

17 DR. LEVITT: NO. I'M NOT ASKING ABOUT ME.
18 I'M JUST ASKING IN GENERAL WHO WAS THIS --

19 MS. SHARIFY: OH, FOR AUDIENCES, YES. SO
20 THERE WERE TWO AUDIENCES. ONE IS A BIG LIST. IT'S
21 ABOUT MAYBE 2500 PEOPLE, AND THESE ARE ANYONE WHO WE
22 MEET AT AN EVENT OR SIGNS UP FOR A NEWSLETTER OR
23 UPDATES VIA THE WEBSITE. SO THESE ARE JUST GENERAL
24 AUDIENCE. THE OTHER ONE, WHICH HAS ABOUT, I THINK,
25 800 PEOPLE, THAT WAS OUR PATIENT ADVOCATES, EVERYONE

1 THAT WE'VE BEEN IN TOUCH WITH, THAT HAVE DONE WORK
2 FOR US. I THINK I MYSELF IS PROBABLY ON THAT LIST.
3 SO, YEAH, THESE TWO THAT WE SENT IT OUT TO. WE'LL
4 SEE IF WE WANT TO EXPAND THE REACH AT SOME POINT,
5 BUT FOR NOW THIS WAS OUR INITIAL CAMPAIGN, AND IT'S
6 BEEN GREAT SO FAR. SO...

7 DR. LEVITT: IS THERE A WAY OF FIGURING
8 OUT HOW TO SEND IT TO POLICYMAKERS, LOCAL CITY,
9 COUNTY, AND STATE, BECAUSE IT SEEMS TO ME THAT THIS
10 WOULD BE A PERFECT -- THEY'RE NOT GOING TO SPEND
11 TIME CLICKING THROUGH A WEBSITE, BUT THIS DIGITAL
12 NEWSLETTER WHICH HIGHLIGHTS THINGS THAT WE WANT THEM
13 TO UNDERSTAND CIRM IS DOING.

14 MS. SHARIFY: ABSOLUTELY.

15 DR. LEVITT: AND SO BEING ABLE TO GENERATE
16 A LISTSERV THAT WOULD INCLUDE -- I THINK IT'S
17 IMPORTANT TO HAVE LOCAL, COUNTY, AND STATE FOLKS
18 THAT WOULD GET THIS ON A REGULAR BASIS. IT'S GOING
19 TO PENETRATE, AND IT'S GOING -- IT WILL REACH A LOT
20 OF IMPORTANT FOLKS IN TERMS OF TALKING ABOUT WHAT
21 CIRM IS DOING IN THEIR COMMUNITY, EVEN ALLOWING THEM
22 TO THINK ABOUT CONTACTING US IN CASE THEY WANT SOME
23 ACTIVITY GOING ON LOCALLY THAT THEY WOULD REALLY
24 WANT US TO PARTICIPATE IN.

25 MS. SHARIFY: ABSOLUTELY. SORRY. KOREN,

1 I'LL LET YOU ADDRESS ANYTHING IF YOU WOULD LIKE.

2 MS. TEMPLE-PERRY: YEAH. I WAS GOING TO
3 SAY THOSE ARE ALL EXCELLENT POINTS. AND THAT'S THE
4 INTENTION. FOR RIGHT NOW, THE NEWSLETTER WAS
5 LAUNCHED DIGITALLY; BUT COME WINTER, IT WILL BE A
6 PRINT PUBLICATION WHICH WILL BE DISTRIBUTED
7 QUARTERLY. AND THE TEAM WILL BE ABLE TO DEVELOP
8 THOSE DISTRIBUTION STRATEGIES, THOSE AUDIENCES THAT
9 YOU MENTIONED WHICH ARE REALLY, REALLY CRUCIAL,
10 DEVELOPING CONTENT THAT RESONATES WITH THEM AND
11 SHARING IT OUT TO VARIOUS STAKEHOLDERS TO CONTINUE
12 TO COMMUNICATE CIRM'S IMPACT.

13 IN ADDITION, THIS IS SOMETHING THAT WILL
14 HELP SUPPORT THE OUTREACH STRATEGIES. SO AS THE
15 CIRM TEAM CONTINUES TO ATTEND A LOT OF THESE
16 OUTREACH EVENTS, ONE THING THAT THE TEAM HAS
17 UTILIZED IS AN IPAD FOR PEOPLE TO SIGN UP FOR EMAIL,
18 TO PROVIDE THEIR EMAIL TO SIGN UP FOR UPDATES. AND
19 THEY'LL BE ABLE TO SIGN UP FOR THIS NEWSLETTER,
20 WHETHER IT'S DIGITAL IF THEY WANT MOVING FORWARD.
21 SO THIS WILL FURTHER DRIVE THE OUTREACH AND
22 COMMUNICATION STRATEGY. SO I WANTED TO HIGHLIGHT
23 THAT.

24 DR. LEVITT: YOU JUST WANT TO HIGHLIGHT
25 THAT FOR -- IN MY EXPERIENCE WORKING WITH THE

1 NATIONAL SCIENTIFIC COUNCIL ON THE DEVELOPING CHILD
2 WHERE WE GET SEVERAL MILLION DISTRIBUTIONS OF A
3 WORKING PAPER THAT WE WRITE, WE STARTED RECOGNIZING
4 WORKING NATIONALLY WITH STATE LEGISLATURES. SO
5 THAT'S A NATIONAL REACH WHICH THEY LET US SHARE. SO
6 THE LEGISLATIVE AIDES, THE AIDES TO THE ELECTED
7 OFFICIALS ARE THE ONES WHO REALLY -- THEY'LL READ
8 THIS STUFF AND THEY'LL TALK TO THEIR --

9 CHAIRWOMAN BONNEVILLE: YES.

10 DR. LEVITT: -- TO THEIR BOSS, THEIR
11 SUPERVISOR ABOUT IT. AND I THINK GETTING DIGITALLY,
12 FROM MY PERSPECTIVE, IT HAS WORKED EXTRAORDINARILY
13 WELL, ESPECIALLY IF IT'S DOWNLOADABLE FROM THE
14 WEBSITE WHERE YOU HAVE A LINK AND THEY CAN THEN
15 DOWNLOAD A HARD COPY. BUT TO ME THE OFFICE FOLKS
16 ARE REALLY CRITICALLY IMPORTANT TO GET CONNECTED
17 WITH CIRM BECAUSE THEY'RE THE ONES THAT ARE GOING
18 PUT IT IN FRONT OF A HUNDRED OTHER ITEMS THAT ARE ON
19 THEIR LEGISLATOR'S DESK. AND WE REALLY NEED THEM TO
20 BE ENGAGED STARTING AS SOON AS POSSIBLE BECAUSE OF
21 ALL SORTS OF THINGS WE TALKED ABOUT BEFORE IN TERMS
22 OF BEING READY TO RESPOND TO WHAT MAY HAPPEN COMING
23 OUT OF WASHINGTON, D.C. TO GETTING A VERY POSITIVE
24 OUTLOOK ON WHAT WE'RE DOING AS MORE AND MORE
25 CLINICAL TRIALS ARE GOING TO BE RECOGNIZED AS BEING

1 SUCCESSIONAL, ET CETERA.

2 SO HOWEVER WE CAN GET THAT INFORMATION AND
3 GET IT OUT DIGITALLY I THINK WOULD BE REALLY
4 HELPFUL. IT'S REALLY IMPORTANT.

5 MS. SHARIFY: THANK YOU, PAT. THAT'S
6 REALLY INSIGHTFUL.

7 MS. DURON: KATIE.

8 MS. SHARIFY: YES.

9 MS. DURON: YSABEL HERE.

10 MS. SHARIFY: HI, YES.

11 MS. DURON: TWO THINGS. WHEN YOU TALKED
12 ABOUT THE DATABASE TO WHICH YOU'RE DISTRIBUTING, ARE
13 YOU SENDING IT TO OUR STUDENT GROUPS, THE HIGH
14 SCHOOL KIDS AS WELL AS OUR COLLEGE KIDS? BECAUSE
15 THEY WOULD ALSO BE GREAT TO SEND THIS OUT AND GET IT
16 OUT.

17 AND SECONDLY, THE QUESTION IS ARE YOU
18 PUTTING SOMEWHERE DOWN IN THE BOTTOM PLEASE FEEL
19 FREE TO DISTRIBUTE TO YOUR NETWORKS?

20 MS. SHARIFY: ACTUALLY I THINK THAT'S
21 GREAT, WHAT YOU SAID, FEEL FREE TO DISTRIBUTE, BUT
22 WE DO HAVE A LITTLE SECTION AT THE END THAT SAYS
23 WHERE THEY CAN CONTACT US. BUT I THINK IT'S VERY
24 IMPORTANT, LIKE UNDER, TO A DIVERSE AUDIENCE. I
25 THINK WE'RE SORT OF THINKING OF THIS FIRST LAUNCH AS

1 SORT OF A PILOT TO SEE HOW THE CONTENT DOES, HOW
2 THESE METRICS WORK. SO ANY SUGGESTIONS FOR
3 ADDITIONAL PEOPLE THAT WE SHOULD SEND IT TO, I THINK
4 THIS IS A GREAT SESSION. THANK YOU, YSABEL, FOR
5 PUTTING THAT OUT THERE. I'LL BE SURE TO TAKE NOTES
6 ON ALL OF THESE THINGS. AND I LOOK FORWARD TO THE
7 NEXT ONE HOPEFULLY COMING OUT IN FEBRUARY TO UPDATE
8 YOU ON THAT AND HAVE GOOD THINGS TO SHARE.

9 MS. DURON: WELL, I'LL DIG THROUGH MY
10 EMAIL TO SEE IF I ACTUALLY GOT IT. I DO WANT TO SEE
11 IT.

12 MS. TEMPLE-PERRY: ALL RIGHT. WELL,
13 THAT'S THE PRESENTATION FOR TODAY. WANTED TO OPEN
14 IT UP -- WELL, FIRST OF ALL, TO THANK YOU ALL FOR
15 LISTENING AND PROVIDING SUPPORT AND GUIDANCE AND
16 INSIGHTS. AS ALWAYS, WE REALLY APPRECIATE ALL THE
17 FEEDBACK THAT IS RECEIVED. AND WE'LL OPEN IT UP IF
18 YOU ALL HAVE ANY ADDITIONAL QUESTIONS.

19 CHAIRPERSON BONNEVILLE: ARE THERE ANY
20 QUESTIONS FOR MEMBERS OF THE COMMITTEE? I DO HAVE A
21 QUESTION FOR ADITI AND A COMMENT.

22 IT'S CLEAR THAT WHEN WE GO OUT INTO THE
23 COMMUNITY AND INTERACT WITH PEOPLE ON A ONE-ON-ONE
24 BASIS AND HAVE THOSE CONVERSATIONS, THEY'RE
25 MEANINGFUL AND PEOPLE CONNECT TO OUR MISSION AND

1 WHAT WE'RE DOING. AND I KNOW THAT YOU'RE CURRENTLY
2 PUTTING TOGETHER AN OUTREACH STRATEGY. AND SO
3 SOMETHING I'D REALLY ENCOURAGE YOU TO DO, BECAUSE
4 OBVIOUSLY OUR TEAM ALONE CANNOT POSSIBLY HANDLE
5 DOING OUTREACH ALL THE TIME EVERYWHERE ON A
6 ONE-TO-ONE BASIS LIKE ON A PERSONAL LEVEL.

7 SO ANY PROGRAMS THAT YOU CAN CONSIDER OR
8 THINK OF THAT WOULD ENCOURAGE PARTNERS TO WORK WITH
9 US TO ALSO CREATE THAT MEANINGFUL INTERACTION,
10 IN-PERSON INTERACTION, I WOULD ENCOURAGE YOU TO
11 INCLUDE THAT IN ANY SORT OF OUTREACH STRATEGY THAT
12 YOU COME UP WITH.

13 MS. DESAI: YEAH. ABSOLUTELY. AN EMAIL
14 UTILIZING LIKE THE EDUCATION TRAINEES AS A KEY PART
15 OF OUR OUTREACH STRATEGY HAS BEEN -- I KNOW THE
16 TRAINEES ARE REQUIRED TO DO SOME FORM OF OUTREACH
17 DURING THEIR GRANTEE CYCLE. SO THAT'S DEFINITELY
18 PART OF IT. AND I THINK THESE RELATIONSHIPS THAT
19 WE'RE BUILDING LIKE WITH THE ALS NETWORK, WITH THE
20 ALZHEIMER'S ASSOCIATION, OR FOUNDATION FOR FIGHTING
21 BLINDNESS, LIKE THESE ARE RELATIONSHIPS THAT WILL
22 BUILD INTO THE KIND OF, I DON'T WANT TO SAY
23 SECONDARY OUTREACH LIKE IT'S LESS THAN, BUT IT'S
24 KIND OF US PROVIDING THEM INFORMATION ABOUT CIRM AND
25 THEN SHARING THAT OUT. SO IT'S DEFINITELY SOMETHING

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1 THAT I'M CONSIDERING AND LOOKING AT AS AN
2 OPPORTUNITY AS I'M BUILDING THESE RELATIONSHIPS.

3 I THINK THAT THAT LEVEL OF ASK FROM THESE
4 ORGANIZATIONS AND THESE PARTNERS IS GOING TO TAKE
5 TIME JUST BECAUSE A LOT OF, WHILE WE ARE A
6 20-YEAR-OLD AGENCY, WE ARE STILL NEW A LOT OF THESE
7 ORGANIZATIONS. SO I WANT TO MAKE SURE THAT
8 JACQUELINE AND I HAVE THE TIME TO REALLY CREATE
9 STRONG RAPPORT WITH THESE ORGANIZATIONS, STRONG
10 RELATIONSHIPS, AND THAT IT'S A BIDIRECTIONAL WIN-WIN
11 RELATIONSHIP FOR EVERYONE.

12 CHAIRPERSON BONNEVILLE: I THINK
13 SOMETHING -- AND YSABEL HAS MENTIONED THIS BEFORE IN
14 THE PAST AS WELL. I THINK SOMETHING THAT WE CAN
15 CONSIDER AND LOOK FOR, AND IT'S SOMETHING COMMUNITY
16 CARE CENTERS OF EXCELLENCE IN THEIR RFA HAS ALLOWED,
17 IS CONNECTIONS WITH COMMUNITY-BASED ORGANIZATIONS
18 AND FINDING AND BEING ABLE TO SUPPORT -- HAVE
19 COMMUNITY-BASED ORGANIZATIONS HELP US IN DOING OUR
20 OUTREACH TO THE COMMUNITIES THAT THEY ARE IN IS
21 REALLY IMPORTANT.

22 AND THAT CAN BE AN RFA OR AN RFP SO THAT
23 WE DON'T EXPECT THAT SOMEBODY THAT'S JUST DOING THIS
24 JUST BECAUSE, BUT THAT WE VALUE THEIR OUTREACH,
25 THEIR TIME, AND WHAT THEY'RE DOING THAT WE KNOW IT'S

1 MUTUALLY BENEFICIAL AND THAT WE ALSO APPRECIATE THIS
2 WORK AND ARE WILLING TO SUPPORT IT MONETARILY. I
3 WOULD REALLY ENCOURAGE THAT AS A PROGRAM TO ROLL OUT
4 BECAUSE THAT GETS INTO THE COMMUNITIES.

5 IT TAKES SOME OF THE BURDEN OFF OF YOU
6 HAVING TO GO TO EVERY EVENT ALL THE TIME. THAT'S
7 JUST NOT POSSIBLE. AND TWO PEOPLE CAN'T DO THAT
8 EITHER. WE COULDN'T EVEN -- HIRING INTERNALLY FOR
9 THAT IS NOT FEASIBLE EITHER. SO FIGURING OUT A WAY
10 AND ALLOCATING DOLLARS TO A PROGRAM LIKE THIS, I
11 THINK, WOULD BE REALLY INSTRUMENTAL IN BROADENING
12 THAT REACH. SO I WOULD ENCOURAGE AND SUPPORT THAT.

13 MS. DESAI: ABSOLUTELY. I THINK THE CCCE
14 WILL REALLY DEMONSTRATE THE USE CASE FOR A PROGRAM
15 LIKE THAT BECAUSE THE RELATIONSHIPS THAT THEY'RE
16 GOING TO PULL IN WITH CBO'S, THAT PIECE OF THE
17 PROGRAM IS GOING TO FLOURISH. AND IT'S GOING TO
18 SHOW EVERYONE HOW BENEFICIAL DOING THAT IS GOING TO
19 BE. SO I THINK WE WILL SEE THE VALUE IN THAT AND
20 HOPEFULLY BE ABLE TO IMPLEMENT A UNIQUE PROGRAM OF
21 DOING THAT.

22 MR. CORTEZ: YEAH. I THINK REALLY JUST,
23 MARIA, TO YOUR POINT, THERE'S ONE COMPONENT WHICH IS
24 ADDING THE BUDGET, OF COURSE, BUT I THINK YOU
25 MENTIONED CONTINUING TO WORK WITH THOSE TRAINEES.

1 AND WE'RE REALLY THINKING OF WAYS TO, REALLY JUST
2 FINDING WAYS TO REACH MORE OF THE TRAINEES BECAUSE
3 WE HAVE HUNDREDS OF PEOPLE ACROSS THE STATE. AND
4 THAT'S ONE WAY THAT HELPS US MEET THOSE GEOGRAPHIC
5 GOALS. AND I THINK EVEN IN TALKING ABOUT SOME OF
6 OUR OUTREACH EFFORTS, US GOING TO -- FOR EXAMPLE, WE
7 WENT RECENTLY TO SAN JOSE STATE TO TALK TO THOSE
8 TRAINEES THERE ABOUT THE IMPORTANCE OF HOW THEY CAN
9 DO OUTREACH. AND I THINK THEY GET REALLY EXCITED
10 WHEN THEY SEE THAT.

11 SO WHAT WE'RE REALLY LOOKING TO DO IS CAN
12 WE DEVELOP A NEWSLETTER THAT WILL ACTUALLY ENGAGE
13 ALL OF THEM AT ONCE SO THAT THEY CAN SEE, HEY,
14 HERE'S A GREAT EXAMPLE. HERE'S A TOOLKIT THAT
15 CHRISTINA HIGHLIGHTED. PROVIDING THEM WITH THOSE
16 TOOLS SO THAT THEY CAN EASILY GO OUT THERE AS WELL.
17 SO THAT'S ONE THING -- CHRISTINA DIDN'T HIGHLIGHT IT
18 IN DETAIL, THE SOCIAL MEDIA STRATEGY DOES TALK ABOUT
19 IMPLEMENTING SOME OF THOSE PROCESSES, AND WE REALLY
20 THINK THAT, WHILE THE ENGAGEMENT WITH THE TRAINEES
21 HAS REALLY IMPROVED, WE CAN CERTAINLY MODEL FOR IT
22 TO SUPPORT THEIR EFFORTS.

23 MS. DESAI: AND I THINK THE CIRM HUB HAS
24 BEEN REALLY INSTRUMENTAL IN A LOT OF THE ENGAGEMENT
25 WITH THE TRAINEES THROUGH THEIR PROGRAM DIRECTORS.

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1 I KNOW I'VE BEEN -- A LOT OF THESE EVENTS THAT I
2 HIGHLIGHTED, I'VE PUT ON THE CIRM HUB TO PROMOTE FOR
3 TRAINEES TO COME AND SUPPORT. WHILE THEY DIDN'T --
4 IT WASN'T SUCCESSFUL IN THIS CASE. I KNOW, AGAIN,
5 TAKING TIME AND CONTINUING TO DO THAT WILL
6 INEVITABLY GET TRAINEES MORE INVOLVED.

7 CHAIRPERSON BONNEVILLE: SCOTT, ARE THERE
8 ANY MEMBERS OF THE PUBLIC THAT HAVE...

9 MR. TOCHER: DOES NOT APPEAR.

10 DR. THOMAS: CAN I GET A COMMENT?

11 CHAIRPERSON BONNEVILLE: YES, J.T.

12 DR. THOMAS: SO I'D JUST LIKE TO BRING THE
13 MEETING A BIT FULL CIRCLE AND JUST TO SAY A FEW
14 THINGS ABOUT KOREN, WHO, AS YOU KNOW, JOINED US
15 LITTLE LESS THAN A COUPLE YEARS AGO AND HAS DONE A
16 WONDERFUL AND VERY PROFESSIONAL JOB OF STEWARDING
17 THE AGENCY THROUGH A PERIOD OF A LOT OF CHANGE. WE
18 HAVE HAD LEADERSHIP CHANGE, WE HAVE HAD
19 ORGANIZATIONAL CHANGE, WE'VE GONE THROUGH A YEAR OF
20 REASSESSMENT OF WHAT WE'RE GOING TO BE DOING FROM A
21 PRIORITY STANDPOINT, ALL OF WHICH REQUIRED A LOT OF
22 COMMUNICATION BOTH INTERNALLY, EXTERNALLY TO GET THE
23 MESSAGE ACROSS WHAT WE ARE DOING. THAT IS ALL ON
24 TOP OF SORT OF THE NORMAL THINGS THAT COME UP ALL
25 THE TIME AND NEEDING TO LEAD OUR TEAM, WHICH YOU'VE

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1 GOT -- YOU'VE SEEN, OF COURSE, MANY TIMES THAT YOU
2 GOT TO SEE TODAY AND WHAT A GREAT JOB THEY'RE ALL
3 DOING AS LED BY KOREN OVER THIS PERIOD OF TIME.

4 AND I DIDN'T WANT THE OPPORTUNITY TO GO BY
5 WITHOUT SAYING THANK YOU FOR ALL THAT YOU'VE DONE
6 FOR THE INSTITUTION.

7 I DO WANT TO MAKE ONE LITTLE SPECIFIC
8 ADDITIONAL COMMENT, WHICH IS, AND I SAID THIS TO A
9 FEW PEOPLE, AS KOREN SAYS, WE'VE KNOWN SHE WAS GOING
10 TO BE LEAVING THE AGENCY AT THE END OF THE WEEK.
11 AND MANY TIMES PEOPLE WHO WERE IN THE LAME DUCK
12 SESSION DON'T NECESSARILY REALLY TAKE THOSE LAST
13 DAYS AND WEEKS AS SERIOUSLY AS THEY MIGHT HAVE IN
14 MIDSTREAM. AND I JUST WANTED TO REPORT TO MEMBERS
15 OF THE SUBCOMMITTEE THAT KOREN HAS DONE A TERRIFIC
16 JOB OF DOING EVERYTHING SHE POSSIBLY CAN TO GET THE
17 MANY INITIATIVES THAT ARE UNDER WAY THAT SHE AND THE
18 TEAM HAVE BEEN WORKING ON AS FAR ALONG AS THEY
19 POSSIBLY COULD BE SO THAT SHE FEELS THAT WE'RE LEFT
20 IN VERY GOOD, CAPABLE HANDS. SO I WANT TO THANK YOU
21 FOR THAT ADDITIONALLY AS WELL, KOREN. WE WISH YOU
22 WELL IN YOUR NEXT LIFE PROFESSIONALLY AND DO HOPE,
23 OF COURSE, THAT YOU STAY CLOSELY IN TOUCH.

24 ONE FINAL THING TO SAY TO THE
25 SUBCOMMITTEE. OBVIOUSLY THIS IS A POSITION OF

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1 EXTREME IMPORTANCE. WE ARE VERY MUCH ALREADY INTO
2 THE PROCESS OF WORKING TO IDENTIFY SOMEBODY WHO CAN
3 COME IN AND FILL KOREN'S VERY LARGE SHOES. IN THE
4 INTERIM THAT'S GOING TO TAKE A PERIOD OF TIME. THE
5 INTERIM I'M GOING TO BE OVERSEEING THE
6 COMMUNICATIONS TEAM OVER THE NEXT PERIOD OF WEEKS
7 AND AS ALWAYS WELCOME ALL OF YOUR WONDERFUL INSIGHTS
8 AND COMMENTS ON PRIORITIES, HOW YOU THINK THINGS
9 COULD BE DONE GOING FORWARD MUCH AS WE HAVE HAD
10 DISCUSSION TODAY ABOUT THE VERY IMPORTANT TOPICS.
11 SO STAY TUNED ON THAT FRONT. BUT I WOULD LIKE TO
12 HAVE A ROUND OF APPLAUSE FOR KOREN.

13 (APPLAUSE.)

14 MS. DURON: THANK YOU, KOREN. IT'S BEEN
15 LOVELY TO WORK WITH YOU. GOOD LUCK.

16 MS. TEMPLE-PERRY: THANK YOU.

17 CHAIRPERSON BONNEVILLE: ELENA.

18 DR. FLOWERS: SINCE YOU CALLED ON ME, IT
19 WAS JUST CELEBRATORY CLAP. AND I'M SO SORRY,
20 EVERYONE, FOR MY MUTE FAUX PAS EARLIER.

21 CHAIRPERSON BONNEVILLE: WITH THAT, I
22 THINK WE STAND ADJOURNED. THANK YOU SO MUCH.

23 (THE MEETING WAS THEN CONCLUDED AT 2:30 P.M.)

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 DECEMBER 4, 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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