

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: JANUARY 12, 2022
10:30 A.M.

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

FILE NO.: 2022-01

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JANUARY 12, 2022; 10:30 A.M.

CHAIRPERSON DURON: THANK YOU VERY MUCH.
WELCOME. I WOULD LIKE TO CALL THIS MEETING TO ORDER
OF THE COMMUNICATIONS SUBCOMMITTEE.

BEFORE WE BEGIN, LET ME REINTRODUCE, IF
YOU HAVE NOT MARIANNE DEQUINA-VILLABLANCA. SHE IS
THE ASSOCIATE DIRECTOR OF THE BOARD RELATIONS
WORKING WITH CHAIRS JON THOMAS AND MARIA
BONNEVILLEANNE-MARIE. AND SHE'LL BE ASSISTING US
THIS MORNING. SO BEFORE WE MOVE FORWARD, MARIANNE,
COULD YOU PLEASE CALL THE ROLL.

MS. DEQUINA-VILLABLANCA: KIM BARRETT.

MS. BARRETT: PRESENT.

MS. DEQUINA-VILLABLANCA: GEORGE
BLUMENTHAL.

DR. BLUMENTHAL: HERE.

MS. DEQUINA-VILLABLANCA: LEONDRA
CLARK-HARVEY.

DR. CLARK HARVEY: PRESENT.

MS. DEQUINA-VILLABLANCA: DURON.

CHAIRPERSON DURON: HERE.

MS. DEQUINA-VILLABLANCA: MARK
FISCHER-COLBRIE.

DR. FISCHER-COLBRIE: HERE.

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1 MS. DEQUINA-VILLABLANCA: LARRY GOLDSTEIN.

2 DR. GOLDSTEIN: HERE.

3 MS. DEQUINA-VILLABLANCA: DAVID HIGGINS.

4 DR. HIGGINS: HERE.

5 MS. DEQUINA-VILLABLANCA: PAT LEVITT.

6 DR. LEVITT: HERE.

7 MS. DEQUINA-VILLABLANCA: LINDA MALKAS.

8 LAUREN MILLER-ROGEN. JONATHAN THOMAS.

9 CHAIRMAN THOMAS: HERE.

10 MS. DEQUINA-VILLABLANCA: ART TORRES.

11 MR. TORRES: HERE.

12 CHAIRPERSON DURON: THANK YOU, MARIANNE.

13 AND THANK YOU ALL FOR JOINING US AND JOINING THE
14 COMMUNICATIONS SUBCOMMITTEE, WHICH HAS BEEN INACTIVE
15 FOR A NUMBER OF YEARS. I THINK THIS IS REALLY
16 CRITICAL AT THIS TIME AND VERY CRUCIAL, I THINK, TO
17 THE NEXT WORK OF CIRM.

18 AND IT'S ALSO GOOD TO SEE THE CHAIR, THE
19 VICE CHAIR, AND THE PRESIDENT HERE WITH US THIS
20 MORNING, AS WELL AS, WE BELIEVE, SOME MEMBERS OF THE
21 PUBLIC WHO HAVE JOINED US. SO THANK YOU ALL. AND
22 AT SOME POINT WE WILL HAVE OPPORTUNITIES TO GET
23 PUBLIC COMMENT AS WELL.

24 SO I HOPE THAT DURING OUR DISCUSSIONS
25 WE'RE GOING TO HEAR FROM YOU ALL WHAT WE CAN DO TO

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1 UTILIZE AND SUPPORT OUR REALLY SOLID COMMUNICATIONS
2 TEAM TO INCREASE AWARENESS ABOUT CIRM, ITS WORK,
3 AND, JUST AS IMPORTANTLY, TO SUPPORT THE YOUNG
4 INVESTIGATORS PIPELINE THROUGH OUR SPARK PROGRAM. I
5 THINK THAT IS REALLY CRUCIAL TO SHARE WITH THE
6 PUBLIC TO UNDERSTAND THAT THERE IS OPPORTUNITY FOR
7 OUR YOUTH, INCLUDING FROM RACIAL AND ETHNIC
8 COMMUNITIES.

9 IT'S BEEN MADE VERY CLEAR AND INTENTIONAL
10 IN OUR STRATEGIC PLAN THAT WAS PRESENTED RECENTLY BY
11 MARIA MILLAN THAT OUR VULNERABLE POPULATIONS AND
12 THOSE WITH HISTORICALLY LESS ACCESS ALSO MUST BE
13 SERVED BY THE BENEFITS OF STEM CELL RESEARCH. AND
14 THE SUPPORT FROM THE VOTERS THIS PAST YEAR FOR
15 REFINANCING CIRM IS GIVING US THIS NEW OPPORTUNITY
16 TO INCREASE OUTREACH AND INCLUSION OF RACIAL,
17 ETHNIC, AND OTHER UNDERSERVED GROUPS.

18 AND I ALSO THINK WE NEED TO SUPPORT A PLAN
19 THAT KEEPS ALL OF OUR COMMUNITIES AWARE OF THE
20 WONDERS OF SCIENCE ALONG WITH THE CHALLENGES.
21 THAT'S WHERE THIS SUBCOMMITTEE, I THINK, CAN BE MOST
22 HELPFUL IN MAKING SURE THAT OUR COMMUNICATION
23 STRATEGIES ARE SMART, TARGETED, CULTURALLY AND
24 LINGUISTICALLY INCLUSIVE, AND THAT THEY INCREASE
25 AWARENESS ACROSS THE STATE SO THAT RESIDENTS AND

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1 TAXPAYERS KNOW THAT WE ARE STEWARDING THEIR DOLLARS
2 THOUGHTFULLY.

3 THIS IS NOT ABOUT, AS FAR AS I'M
4 CONCERNED, BURNISHING THE IMAGE OF CIRM. IT'S ABOUT
5 MAKING SURE THE PUBLIC IS AWARE OF THE WONDERS OF
6 WHAT CIRM AND STEM CAN DO AND MAKE SURE THAT THEY
7 COME TO UNDERSTAND ITS WORK, THAT WHILE THE RESEARCH
8 DOESN'T ALWAYS HIT A HOME RUN, IT MOVES THE
9 KNOWLEDGE BASE FORWARD AND THAT CIRM IS COMMITTED TO
10 BE TRANSPARENT, AUTHENTIC, AND DILIGENT IN ITS CARE
11 OF THE PEOPLE'S TRUST AND INVESTMENT.

12 GOOD COMMUNICATIONS CAN MAKE A DIFFERENCE.
13 HOW IT'S DONE IS THE CHALLENGE. SO WE WELCOME ALL
14 OF YOUR THOUGHTS AND YOUR IDEAS TODAY.

15 AND BEFORE WE MOVE ON, I'D LIKE TO ASK THE
16 CO-CHAIR OF THE COMMUNICATIONS SUBCOMMITTEE, PAT
17 LEVITT, TO MAKE SOME COMMENTS. PAT.

18 DR. LEVITT: THANKS VERY MUCH. I AM
19 EXCITED TO JOIN THE COMMITTEE. I DON'T NEED TO
20 REPEAT WHAT YOU'VE JUST STATED BECAUSE I THINK IT
21 WAS REALLY ELOQUENT AND RIGHT ON TARGET.

22 I THINK COMMUNICATION FOR ME, THE
23 IMPORTANCE OF IT, IS NOT JUST IN TERMS OF THE PUBLIC
24 UNDERSTANDING WHAT CIRM IS ABOUT AND WHAT WE ARE
25 DOING, BUT TO ENGAGE COMMUNITY IN AUTHENTIC

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1 PARTNERSHIPS, TO ENCOURAGE THE COMMUNITY TO
2 PARTICIPATE WITH US IN THIS JOURNEY. AND I SPEAK TO
3 ISSUES AROUND PUBLIC AND COMMUNITIES PARTICIPATING,
4 HAVING THE OPPORTUNITY AND UNDERSTANDING THE PROMISE
5 OF PARTICIPATING IN RESEARCH THEMSELVES. AND I
6 THINK THAT'S A REALLY IMPORTANT COMPONENT OF WHAT
7 MUST BE INCLUSIVE IN TERMS OF OUR GOALS FOR THIS
8 SUBCOMMITTEE. SO IT'S TELLING WHO WE ARE AND WHAT
9 WE DO AND WHY IT'S IMPORTANT, BUT ALSO TO TRANSLATE
10 THE OPPORTUNITIES FOR GREATER PARTICIPATION. SO
11 I'LL TURN IT BACK OVER.

12 CHAIRPERSON DURON: THANKS, PAT. HERE.
13 HERE.

14 SO THE FIRST ITEM ON THE AGENDA TODAY IS
15 THE PROPOSED COMMUNICATIONS SUBCOMMITTEE MISSION
16 STATEMENT. SO, MARIANNE, WOULD YOU PUT THAT UP, OR
17 MAYBE IT'S KATIE. I'LL READ AND YOU WILL CONSIDER.

18 MS. DEQUINA-VILLABLANCA: DO YOU SEE IT
19 UP?

20 CHAIRPERSON DURON: YES, I DO. DOES
21 EVERYBODY SEE? OKAY.

22 THERE WAS, I THINK, IN THE PAST A VERY
23 LONG STATEMENT. I THINK WE NEED TO BE SHORT AND
24 SWEET AND TO THE POINT. AS A STATE AGENCY, CIRM
25 TAKES ITS RESPONSIBILITIES SERIOUSLY TO EDUCATE THE

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1 PUBLIC ABOUT THE PROGRAMS THAT HAVE THEIR IMPACT ON
2 THE LIVES OF THE PEOPLE OF CALIFORNIA.

3 THE COMMUNICATIONS SUBCOMMITTEE SHALL BE
4 RESPONSIBLE FOR OVERSEEING THE COMMUNICATIONS WITH
5 THE PUBLIC, HELPING GUIDE BEST PRACTICES, AND
6 PROVIDING RECOMMENDATIONS TO ENSURE EFFECTIVE
7 LINGUISTICALLY AND CULTURALLY APPROPRIATE DELIVERY
8 OF INFORMATION TO CALIFORNIA'S DIVERSE AUDIENCES IN
9 AN INCLUSIVE AND EQUITABLE MANNER.

10 THE SUBCOMMITTEE SHALL MEET AT LEAST TWICE
11 A YEAR TO ASSESS PROGRESS TOWARDS ACHIEVING THE
12 GOALS AGREED UPON FOR THE COMMUNICATIONS TEAM.

13 ON HEARING THAT STATEMENT, IS THERE ANY
14 COMMENT FROM ANY MEMBERS OF THE COMMITTEE THAT
15 THINKS WE HAVE MISSED SOMETHING, NEED TO SAY
16 SOMETHING ELSE? PLEASE WEIGH IN.

17 I DON'T WANT TO STOP THIS LIVELY DEBATE.

18 MS. BONNEVILLE: LARRY GOLDSTEIN HAS HIS
19 HAND RAISED.

20 CHAIRPERSON DURON: PLEASE. THANK YOU FOR
21 THAT BECAUSE I'M NOT SEEING IT. THANKS, LARRY. GO
22 AHEAD.

23 DR. GOLDSTEIN: THANK YOU. SO FIRST OF
24 ALL JUST SAY I THINK THE MISSION STATEMENT IS
25 ACTUALLY PRETTY GOOD. I THINK WHAT'S MISSING FOR

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1 ME, AND MAYBE THIS INSIDE BASEBALL, IS HOW DOES THIS
2 GROUP AND ITS ACTIVITIES INTERACT WITH KEVIN
3 MCCORMACK? AND IS THIS CAPTURED IN THE STATEMENT,
4 DO YOU THINK?

5 CHAIRPERSON DURON: WELL, I KNOW WE'RE
6 GOING TO HEAR LATER IN JUST A MOMENT FROM THE WHOLE
7 COMMUNICATIONS TEAM. SO WE'LL HEAR MORE OF THAT,
8 LARRY. BUT CAN YOU -- WELL, MAYBE WE SHOULD ASK
9 KEVIN. DO YOU SEE YOURSELF MISSING IN THIS? OR
10 DOES THE COMMUNICATIONS TEAM SEE ITSELF MISSING IN
11 THIS? AND DO WE NEED TO PERHAPS HAVE A SENTENCE NO.
12 2 THAT TALKS ABOUT THAT BECAUSE YOU WILL HEAR MORE,
13 LARRY.

14 MS. BONNEVILLE: I THINK ONCE WE GO
15 THROUGH HOW THE TEAM IS STRUCTURED, BECAUSE THERE
16 HAVE BEEN CHANGES TO THE TEAM, I THINK THEN WE CAN
17 CIRCLE BACK TO LARRY'S COMMENT AND SEE IF IT BECOMES
18 MORE CLEAR AS TO HOW THE INTERACTIONS WOULD GO. BUT
19 GENERALLY I WOULD SAY BOARD MEMBERS ARE ALWAYS
20 WELCOME TO REACH OUT TO ANY MEMBERS OF THE
21 COMMUNICATIONS TEAM IF THEY HAVE QUESTIONS, ISSUES,
22 OR THINGS THAT THEY WOULD LIKE RESOLVED. AND WE AS
23 A TEAM TOGETHER WILL GET TOGETHER AND TALK ABOUT HOW
24 TO GET THAT INTO THE BOARD AND TALK TO THE PRESIDENT
25 AND CEO AND THE CHAIR IF NECESSARY.

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1 MR. MCCORMACK: YES, WHAT SHE SAID.

2 CHAIRPERSON DURON: THANK YOU, KEVIN.

3 WELL, I THINK IF WE WANT TO VOTE ON --

4 MS. BONNEVILLE: LEONDRA HAS A QUESTION.

5 CHAIRPERSON DURON: -- A MISSION
6 STATEMENT, I DON'T KNOW IF WE NEED TO HAVE THOSE
7 QUESTIONS SATISFIED FOR THE VARIOUS BOARD COMMITTEE
8 MEMBERS AND BEFORE WE ACTUALLY VOTE. SO DOES
9 ANYBODY WANT TO, ONE, MAKE A STATEMENT; TWO, HEAR,
10 FROM AND ABOUT THIS STRATEGIC PLAN OF -- OR THE
11 STRATEGIC COMMITTEE TEAM, SUBCOMMITTEE
12 COMMUNICATIONS TEAM, HEAR ABOUT THEM AND THEN KNOW
13 THAT THE MISSION STATEMENT REFLECTS WHAT WE ARE
14 TALKING ABOUT? WAS THERE ANOTHER HAND UP?

15 MS. BONNEVILLE: YES. LEONDRA.

16 DR. CLARK-HARVEY: TO BACK UP FOR A
17 SECOND, I LOVE THE STATEMENT. I LOVE THAT IT CALLS
18 OUT LINGUISTICALLY, CULTURALLY APPROPRIATE DELIVERY
19 OF INFORMATION, REALLY FOCUSING ON THE EQUITY
20 MISSION.

21 WHAT DOESN'T SEEM TO FIT IS THE LAST
22 SENTENCE WHERE IT'S TALKING ABOUT SUBCOMMITTEE
23 STRUCTURE AND FREQUENCY. THAT'S TYPICALLY NOT PART
24 OF A MISSION. THAT'S TYPICALLY A PROCEDURE OR A
25 PROCESS. AND I THINK IF WE INCLUDE THAT, THEN

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1 THAT'S GOING TO THEN CALL OUT, WELL, SHOULD WE HAVE
2 OTHER THINGS ABOUT OUR PROCEDURE AND PROCESS AND
3 FREQUENCY AND CONNECTION TO OTHER GROUPS. I THINK
4 THAT MIGHT BE WHERE THAT COULD LEAD TO.

5 SO TO KEEP IT CLEAN, I WOULD ADVOCATE FOR
6 REMOVING THAT LAST SENTENCE AND FINDING A MORE
7 APPROPRIATE PLACE, IN MY VIEW, TO PUT THAT BECAUSE
8 THAT'S MORE OF A PROCEDURE/PROCESS. WHAT IF WE
9 CHANGE OUR PROCEDURE/PROCESS? WE DON'T HAVE TO
10 CHANGE OUR MISSION STATEMENT.

11 SO THOSE ARE JUST MY VERY CURSORY COMMENTS
12 MORE ON STRUCTURE THAN ORGANIZATION. OTHER THAN
13 THAT, I THINK IT DOES CAPTURE NICELY OUR GOAL AND
14 GIVES US THE FLEXIBILITY TO DO A LOT.

15 CHAIRPERSON DURON: I APPRECIATE THAT
16 THOUGHT, LEONDRA, BECAUSE IN SOME WAYS IT DOES FEEL
17 LIKE THE ACTIVITY TO SUPPORT THE MISSION STATEMENT.
18 BUT ALSO, MY FIRST THOUGHT ON READING THAT AND STILL
19 REMAINS, ONLY TWICE A YEAR? HOW ARE WE GOING TO
20 HELP WITH THE BIG LIFT BY MEETING TWICE A YEAR? WE
21 MAY EVEN WANT TO RECONSIDER THAT.

22 BUT, MARIA, WHAT IS THE NEXT STEP WE
23 SHOULD TAKE ABOUT THIS? SHOULD WE JUST --

24 MS. BONNEVILLE: WE CAN REMOVE THAT.

25 CHAIRPERSON DURON: LET'S HEAR FROM OTHER

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1 PEOPLE, AND THEN WE'LL DECIDE. MARK, I THINK YOUR
2 HAND IS UP.

3 DR. FISCHER-COLBRIE: I CONCUR WITH THE
4 LAST COMMENT, THAT IT SHOULDN'T REALLY BE PART OF
5 THE MISSION STATEMENT. THOSE ARE OPERATIONAL
6 DECISIONS. WE CAN DECIDE TO MEET MONTHLY, WEEKLY,
7 ONCE A YEAR, AND ALL THOSE OTHER ELEMENTS.

8 I THINK ONE OF THE QUESTIONS THAT TOUCHES
9 ON EXACTLY HOW THIS WOULD WORK FROM AN
10 ORGANIZATIONAL FUNCTIONAL PERSPECTIVE THAT WAS JUST
11 BROUGHT UP ALSO HAS TO DO WITH THE BEARING OF THE
12 LANGUAGE OF RESPONSIBLE FOR OVERSEEING THE
13 COMMUNICATIONS WITH THE PUBLIC BECAUSE YOU MIGHT
14 CONSIDER THE PROSPECT OF, RATHER THAN DIRECT
15 OVERSEEING, IS THAT WE ARE ADVISING, GUIDING,
16 SUGGESTING RESPONSIBILITY OR COMMUNICATIONS TO THE
17 FOLKS THAT HAVE THE REAL RESPONSIBILITY FOR THIS, IF
18 YOU CAN SEE THE DISTINGUISHMENT. SO WE ARE NOT THEN
19 IN A POSITION OF A, HEY, THE COMMUNICATIONS
20 COMMITTEE HAS TO GOT TO REVIEW PRESS RELEASES. AND
21 KIND OF FROM A MECHANISTIC PERSPECTIVE, THAT SHOULD
22 BE THE RESPONSIBILITY OF THE STAFF. AND WE ARE
23 PROVIDING A GUIDANCE, SUPPORT ROLE OR FUNCTION. AND
24 THAT'S NOT TO MITIGATE OR TO MINIMIZE THE ROLE OF
25 THE COMMITTEE, BUT JUST NOT THIS KIND OF DIRECT

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1 OVERSEEING LANGUAGE.

2 CHAIRPERSON DURON: SO WOULD YOU GIVE US A
3 SUBSTITUTE WORD FOR THAT -- DID I HEAR ONE? --
4 RATHER THAN OVERSEE?

5 MS. BONNEVILLE: HOW ABOUT ADVISES?

6 DR. FISCHER-COLBRIE: YEAH. ADVISE.
7 ADVICE OR GUIDANCE, I THINK, ARE WORDINGS THAT CAN
8 BE WOVEN IN THERE. AND THAT WOULD BE MORE DIRECTLY
9 ON POINT WITH THE FUNCTION OF THE COMMITTEE.

10 CHAIRPERSON DURON: OKAY. SO, MARIA, CAN
11 YOU TELL ME IF WE ARE MAKING THE CORRECTIONS HERE OR
12 SOMEPLACE SO WE CAN EVENTUALLY READ IT BACK
13 FOLLOWING CORRECTIONS OR ADDITIONS OR SUBTRACTIONS?

14 MS. BONNEVILLE: MARIANNE, CAN YOU -- SO I
15 WOULD SAY LET'S TAKE OUT THE LAST SENTENCE. AND
16 THEN HOW ABOUT COMMUNICATIONS SUBCOMMITTEE ADVISES?

17 DR. LEVITT: SHALL BE ADVISORY FOR
18 COMMUNICATIONS WITH THE PUBLIC.

19 MS. BONNEVILLE: OKAY. THAT SOUNDS GOOD
20 TO ME.

21 DR. HIGGINS: I DON'T SEE A HAND RAISED.

22 MS. BONNEVILLE: GEORGE HAD HIS HAND
23 RAISED. J.T. AND DAVID HIGGINS DOES.

24 CHAIRPERSON DURON: GEORGE.

25 DR. BLUMENTHAL: OKAY. THANK YOU. TWO

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1 QUICK COMMENTS. FIRST IS ANOTHER POTENTIAL
2 EDITORIAL CHANGE IN THE FIRST SENTENCE. I THOUGHT
3 IT WOULD BE MORE SUCCINCT TO JUST, INSTEAD OF SAYING
4 PROGRAMS THAT HAVE THEIR IMPACT ON THE LIVES, JUST
5 SAY PROGRAMS THAT IMPACT THE LIVES OF PEOPLE OF
6 CALIFORNIA. BECAUSE THAT REALLY SHOWS THAT -- I
7 THINK THAT'S JUST A MORE DIRECT STATEMENT AND LESS
8 WORDY AND SHORTENS A MISSION STATEMENT THAT WANTS TO
9 BE AS SHORT AS POSSIBLE. THAT'S ONE SUGGESTION.

10 THE SECOND COMMENT, AND THIS ISN'T REALLY
11 SUGGESTING A CHANGE, BUT THE FIRST TIME I READ
12 THROUGH THIS STATEMENT, IT WASN'T CLEAR TO ME THAT
13 THIS INCLUDED THE ISSUE OF REACHING OUT TO ALL
14 POPULATIONS, INCLUDING UNDERSERVED POPULATIONS, TO
15 ENCOURAGE THEM TO PARTICIPATE IN PROGRAMS BEING RUN
16 BY CIRM; FOR EXAMPLE, CLINICAL TRIALS, FOR EXAMPLE.
17 SO I THINK IT DOES DO THAT TO SOME EXTENT, BUT NOT
18 QUITE AS EXPLICITLY AS I THOUGHT WE MIGHT HAVE
19 WANTED. SO I JUST WANTED TO POINT THAT OUT.

20 CHAIRPERSON DURON: I DON'T DISAGREE WITH
21 THAT NUANCE, GEORGE. BUT I'M WONDERING IF, ONCE
22 AGAIN, THAT IS PART OF THE STRATEGIC PLANNING THAT
23 YOU WILL HEAR FROM THE COMMUNICATIONS TEAM AND YET,
24 SINCE WE'VE TALKED ABOUT BEING INTENTIONAL AND WANT
25 PEOPLE TO UNDERSTAND THAT INTENTIONALITY, WHETHER IT

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1 HAS TO STAND OUT THERE VERY STRONGLY AND FIRMLY.
2 BUT LET'S HEAR FROM SOME OTHER FOLKS ON THAT. I
3 THINK NEXT UP IN THE HOLLYWOOD SQUARES IS J.T.

4 CHAIRMAN THOMAS: LET ME GET OFF MUTE
5 HERE. YES. I HAD EXACTLY GEORGE'S POINT NO. 2. IT
6 WASN'T CLEAR TO ME THAT THAT WAS MAKING IT EXPLICIT
7 THAT, IN ADDITION TO COMMUNICATING TO THE PUBLIC TO
8 INFORM THEM SO THAT THEY HAVE A SOLID UNDERSTANDING
9 OF WHAT WE ARE DOING, THAT WE NEED TO MAKE IT CLEAR
10 THAT PART AND PARCEL OF THAT IS MAKING OPPORTUNITIES
11 AVAILABLE SHOULD THEY NEED IT FROM A PATIENT
12 PARTICIPATION PERSPECTIVE. SO SAME AS GEORGE. SAME
13 THING.

14 CHAIRPERSON DURON: OKAY. LET ME STOP AND
15 HELP MARIANNE HERE FOR A MINUTE AS I'M LOOKING AT
16 THIS. MARIANNE, IN THE FIRST SENTENCE, THE PROGRAMS
17 THAT IMPACT THE LIVES OF THE PEOPLE OF CALIFORNIA.

18 THE COMMUNICATIONS SUBCOMMITTEE SHALL BE
19 ADVISORY FOR. THAT SOUNDS WEIRD TO ME, BUT I
20 HAVEN'T QUITE -- IT SHALL ADVISE -- IT SHALL ADVISE
21 THE COMMUNICATIONS -- SORRY. I'M TRYING TO THINK ON
22 THAT. IT JUST SOUNDS STRANGE TO ME ADVISE ON.

23 UNIDENTIFIED SPEAKER: SHALL ADVISE ON.

24 CHAIRPERSON DURON: THERE YOU GO. ADVISE
25 ON. SHALL ADVISE ON.

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1 DR. BLUMENTHAL: OR PROVIDE ADVICE
2 REGARDING.

3 CHAIRPERSON DURON: SHE HAS TO GET RID OF
4 B. SHALL ADVISE ON COMMUNICATIONS WITH THE PUBLIC.
5 NEED TO TURN THOSE. HELP GUIDE BEST PRACTICES AND
6 PROVIDE. MAYBE IT'S AFTER THIS THAT WE NEED TO
7 INSERT OR NEED TO ADD A SENTENCE THAT ADDRESSES THE
8 CONCERNS OR THE DESIRE TO HELP THE PUBLIC UNDERSTAND
9 THAT WE WANT THEIR ENGAGEMENT.

10 BUT LET ME ASK A FEW OTHER PEOPLE WHO HAD
11 THEIR HANDS UP IF I'VE MISSED THEM.

12 MS. BONNEVILLE: DAVID HIGGINS.

13 DR. HIGGINS: YES. THANK YOU. I DON'T
14 WANT TO OVERANALYZE THIS BECAUSE EVERYTHING YOU'VE
15 DONE IS GOOD WORK AND IT'S A KEEPER.

16 I WAS JUST GOING TO THROW IN THAT WHAT THE
17 COMMITTEE, COMMUNICATIONS COMMITTEE, MAY BE
18 RESPONSIBLE FOR THAT WOULD HELP DESCRIBE THIS IS THE
19 REPORT BETWEEN THE COMMUNICATIONS COMMITTEE OR THE
20 COMMUNICATIONS TEAM, WHOEVER GOES OUT AND DOES
21 COMMUNICATION, PEOPLE LIKE KEVIN, THEY'RE THE BODY.
22 THE COMMITTEE IS THE BODY THAT REPORTS BACK TO THE
23 BOARD, THE WHOLE BOARD, AND DEMONSTRATES TO THE
24 BOARD THAT THE COMMUNICATIONS EFFORT DONE AT CIRM IS
25 CONSISTENT WITH THE MISSION STATEMENT.

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1 SO I'M SAYING THE MISSION STATEMENT, THE
2 IMPLEMENTATION OF THE MISSION STATEMENT, THE
3 COMMUNICATION BOARD THAT ANALYZES AND DETERMINES
4 WHETHER THE MISSION STATEMENT IS BEING MET AND THEN
5 THE BOARD, AND SEE THAT AS A PART OF THE TOOL OF
6 COMMUNICATION ACROSS THERE. JUST ANOTHER WAY OF
7 THINKING.

8 CHAIRPERSON DURON: OKAY. SO THERE MAY BE
9 A COUPLE OF EXTRA SENTENCES THAT WE HAVE TO ADD,
10 INCLUDING THE ROLE OF THE COMMUNICATIONS TEAM IS
11 BEYOND. THE ROLE OF THE COMMUNICATIONS SUBCOMMITTEE
12 IS ALSO TO REPORT BACK TO THE WHOLE AND KEEP THEM
13 APPRISED OF THE WORK. I AM JUST TALKING OFF THE TOP
14 OF MY HEAD. KEEP THEM APPRISED OF WHAT THE
15 COMMUNICATIONS TEAM IS DOING ALTHOUGH WE CAN ALSO
16 HAVE MARIA JOIN US AND HELP PROVIDE THAT FEEDBACK
17 LOOP. BUT I THINK WE SHOULD ADD A COUPLE OF EXTRA
18 SENTENCES IN HERE. I DON'T THINK IT'S GOING TO MAKE
19 IT OVERLY LONG BECAUSE WE SHORTENED IT SO MUCH, AND
20 THAT'S GOOD TO SEE.

21 BUT I THINK -- AND MAYBE, ART OR J.T., YOU
22 CAN HELP US FORMULATE THE OTHER SENTENCE, OR GEORGE,
23 ABOUT A CRITICAL PART OF THE COMMUNICATIONS IS TO
24 ENGAGE THE PUBLIC PARTICIPATING IN THE CRITICAL
25 RESEARCH THAT CIRM AND/OR THE APPLICANTS OR THE

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1 SCIENTIFIC RESEARCHERS WILL BE WORKING ON. THERE IN
2 AND OF ITSELF IS A SENTENCE THAT NEEDS TO BE WORKED
3 ON. BUT, J.T. OR ART, PERHAPS YOU HAVE SOME IDEAS
4 ON THAT?

5 MR. TORRES: I JUST THINK YOU OUGHT TO
6 REVISIT THIS AND PUT IT OVER UNTIL THE NEXT MEETING.
7 I DON'T THINK THE MISSION STATEMENT IS NECESSARILY
8 NECESSARY FOR US TO MOVE ON WITH OUR COMMUNICATIONS,
9 WHICH WE KNOW WHAT WE NEED TO DO, BUT THIS IS TAKING
10 A LITTLE BIT TOO LONG TO REDRAFT A STATEMENT AND
11 MAYBE SHOULD COME BACK TO US AFTER THERE'S BEEN MORE
12 INPUT AND MORE EDITING.

13 CHAIRPERSON DURON: WELL, THAT'S WHY WE
14 ARE TALKING TO YOU. WE WANTED THE INPUT. BUT
15 SECOND OF ALL, COULD YOU --

16 MR. TORRES: NO. I'M TALKING ABOUT LATER.
17 IN OTHER WORDS, BRING BACK A FINISHED DOCUMENT WITH
18 ALL THE INPUT THAT WE'VE RECEIVED TODAY, NOT MINE,
19 BUT EVERYBODY ELSE'S. THAT'S ALL.

20 CHAIRPERSON DURON: RIGHT. MARIANNE, JUST
21 FOR OUR REMEMBRANCE, COULD YOU PUT AN A, B, AND C
22 UNDER THOSE. AND THE "B" WOULD BE REPORTING BACK TO
23 THE BOARD, THE WHOLE BOARD. AND THE "C" WHICH WOULD
24 BE CRITICAL, THAT WE MAKE SURE THE COMMUNICATION
25 SERVES THE PURPOSE OF ENGAGING THE PUBLIC IN

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1 PARTICIPATING IN CLINICAL TRIALS AND/OR OTHER
2 SCIENTIFIC ENDEAVORS THAT CIRM SUPPORTS. THAT'S
3 JUST BROAD. BUT DOES EVERYBODY --

4 MS. DEQUINA-VILLABLANCA: CAN YOU REPEAT
5 THE LAST PART?

6 MR. TORRES: BUT IT'S NOT REALLY THAT
7 BROAD BECAUSE A LOT OF THE LANGUAGE YOU JUST
8 SUGGESTED IS IN THE INITIATIVE ALREADY AS WELL. WE
9 CAN JUST TAKE IT FROM THERE.

10 CHAIRPERSON DURON: OKAY. SO WE DON'T
11 REINVENT THE WHEEL, WE'LL TAKE A LOOK AT THAT.
12 SORRY. THAT WAS JUST GENERALLY MAKE SURE THAT THE
13 COMMUNICATION CONTINUES TO INVITE THE PARTICIPATION
14 OF CALIFORNIA RESIDENTS.

15 MR. TORRES: RIGHT.

16 CHAIRPERSON DURON: CALIFORNIA RESIDENTS
17 AS NEEDED IN OUR RESEARCH AND CLINICAL TRIALS. I
18 MEAN WE CAN PLAY WITH THOSE. WE'LL LOOK BACK AT
19 WHAT HAS BEEN SAID. BUT DOES EVERYBODY AGREE THAT
20 WE SHOULD CONTINUE TO NURTURE THIS A BIT OUTSIDE OF
21 THIS MEETING, AND THEN WE CAN COME BACK WITH THE
22 NEXT OWNED MISSION STATEMENT?

23 MS. BONNEVILLE: PAT AND MARK BOTH HAVE
24 THEIR HANDS RAISED.

25 CHAIRPERSON DURON: OKAY. THANK YOU. PAT

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1 FIRST.

2 DR. LEVITT: I'M JUST A LITTLE WORRIED.
3 WE CAN REVISIT THIS, BUT I'M JUST A LITTLE WORRIED
4 ABOUT INCLUDING LANGUAGE THAT HAS TO DO WITH
5 PROCEDURES AND POLICIES. IT'S THE SAME COMMENT
6 ABOUT HOW OFTEN WE'RE GOING TO MEET. THIS IS AN
7 OUTWARD FACING STATEMENT THAT'S SUPPOSED TO ENGAGE
8 WITH THE PUBLIC. IT'S NOT CLEAR TO ME THAT THE
9 PUBLIC NEEDS TO UNDERSTAND IN A MISSION STATEMENT
10 HOW THE COMMITTEE RELATES TO OTHER COMPONENT PARTS
11 OF CIRM AS OPPOSED TO THE MISSION WE HAVE AS A
12 COMMUNICATIONS SUBCOMMITTEE AND THE IMPORTANT WORK
13 THAT WE NEED TO DO IN TERMS OF FROM THE PUBLIC'S
14 PERSPECTIVE AND FROM OUR PERSPECTIVE OF HOW WE
15 RELATE TO THAT.

16 THE OTHER COMPONENTS ARE PART OF POLICIES
17 ABOUT AND THE BYLAWS OF HOW THE SUBCOMMITTEE IS
18 SUPPOSED TO OPERATE. SO IT'S GOING TO BECOME A
19 LONGER STATEMENT. THE LENGTH DOESN'T BOTHER ME AS
20 MUCH AS HAVING THESE OTHER COMPONENT PARTS IN THERE
21 THAT REALLY HAVE TO DO WITH PROCEDURE AND POLICY.

22 CHAIRPERSON DURON: OKAY. WHICH IS THE
23 EXACT REASON WHY WE NEEDED THIS CONVERSATION BECAUSE
24 OF HOW SOME OF YOU WANT A MISSION STATEMENT SHOULD
25 BE AS OPPOSED TO HOW OTHERS SEE IT. AND WE NEED

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1 CLARITY ON WHAT IT'S SUPPOSED TO ULTIMATELY MEAN AS
2 AN OUTFACING DOCUMENT. SO I DON'T DISAGREE. BUT IF
3 WE ARE KIND OF CONFUSED ABOUT IT AND WE SEND IT OUT
4 THERE IN THE WORLD, THEN MAYBE THE WORLD WILL BE
5 CONFUSED ABOUT IT. EXACTLY WHAT DOES IT MEAN AND
6 HOW DOES IT APPLY TO ME, OR HOW ARE THESE PEOPLE
7 TAKING CARE OF MY INTERESTS BECAUSE I DON'T KNOW
8 THAT I SEE IT HERE IN THIS MISSION STATEMENT.

9 ANYBODY ELSE HAVE SOME COMMENTS ABOUT
10 WHETHER WE SEND IT BACK FOR A LITTLE BIT OF
11 NURTURING? AND ANY OF YOU CAN JOIN THAT FOLLOW-UP
12 MEETING JUST TO MAKE SURE WE ARE FAIRLY CLEAR. OR
13 DO YOU WANT TO MOVE AHEAD WITH WHAT YOU SEE IN FRONT
14 OF YOU?

15 DR. CLARK-HARVEY: IF I MAY. I DIDN'T
16 RAISE MY HAND. I THINK YOU HAVE, AT LEAST I HAVE AS
17 A MEMBER OF THE SUBCOMMITTEE LISTENING TO THE
18 CONVERSATION, HAVE A SENSE OF WHAT PEOPLE WANT AND
19 WOULD NOT WANT IN A STATEMENT. AND I'M WONDERING IF
20 WE CAN, LIKE YOU'RE SAYING, FINESSE IT AND THEN
21 RE-PRESENT TO US SO THAT WE CAN GIVE FINAL COMMENTS.
22 I WONDER IF THAT WILL BE A GOOD PROCESS TO MOVE US
23 ALONG AND THEN ALSO MAKE SURE THAT THE FEEDBACK THAT
24 YOU ARE WISELY ASKING FOR, YSABEL, IS COLLECTED.

25 CHAIRPERSON DURON: THANKS FOR THAT,

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1 LEONDRA. I AGREE. I MEAN THAT WAS THE POINT OF
2 PUTTING IT ON THE TABLE SO EVERYBODY COULD PLEASE
3 WEIGH IN AND SHARE THEIR THOUGHTS ON IT.

4 MARIA, IF WE SEND IT BACK AND WE FINALLY
5 COME UP WITH SOMETHING A LITTLE MORE TO EVERYBODY'S
6 LIKING, DO WE DO -- CAN WE DO A VOTE BY E-MAIL, OR
7 DO WE HAVE TO COME BACK --

8 MS. BONNEVILLE: NO. WE WOULD CONVENE
9 ANOTHER MEETING, AND THEN HAVE A VOTE TAKEN THERE.

10 CHAIRPERSON DURON: OKAY. WELL, I AGREE
11 WITH ART, THAT WE DON'T WANT TO SPEND ALL OF OUR
12 TIME HERE. SO DOES EVERYBODY AGREE WITH THAT, THAT
13 WE SEND IT BACK FOR A LITTLE NURTURING AND THEN COME
14 BACK, AND HOPEFULLY IT WILL SERVE WHAT WE HOPE IS
15 MOST OF OUR CONCERNS? CAN I GET AN AYE OR A YAY OR
16 A HANDS UP OR A THUMBS UP OR SOMETHING? OKAY. ALL
17 RIGHT. I ONLY CAN SEE A FEW OF THE SQUARES, SO I'M
18 NOT SURE IF I'M SEEING ALL THE FOLK THAT NEED TO
19 VOTE ON THIS.

20 OKAY. SO I THINK THAT'S APPROPRIATE. AND
21 I'M HOPING -- SO WE WILL SEND IT BACK, MARIA, BUT
22 I'M HOPING ALSO THAT, ONCE WE HEAR FROM YOU AND THE
23 COMMUNICATIONS TEAM, THAT THAT'S ALSO GOING TO ERASE
24 SOME CONCERNS AND DOUBTS ABOUT WHERE WE MIGHT BE
25 MOVING FORWARD WITH COMMUNICATIONS AND THE INCLUSION

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1 OF THE PUBLIC AT DIFFERENT LEVELS. SO THANK YOU
2 VERY MUCH FOR THAT. THAT'S VERY HELPFUL. SOMETIMES
3 WE LOOK AT SOMETHING IN A VACUUM LIKE THIS, AND WE
4 DON'T THINK OUTSIDE THAT BOX. SO THANK YOU FOR THE
5 INPUT.

6 SO NOW I'D LIKE TO TURN IT OVER TO MARIA
7 BONNEVILLE WHO'S GOING TO INTRODUCE US TO HER
8 COMMUNICATIONS TEAM. OR EXCUSE ME, MARIA. WAS I
9 SUPPOSED TO ASK FOR PUBLIC COMMENT?

10 MS. BONNEVILLE: NO. THERE WAS NO MOTION
11 ON THE TABLE.

12 CHAIRPERSON DURON: OKAY. VERY GOOD.
13 THANK YOU. AND YOU CAN INTRODUCE YOUR TEAM AND TELL
14 US WHAT YOU HAVE BEEN WORKING ON.

15 MS. BONNEVILLE: OKAY. GREAT. SO THANK
16 YOU AND WELCOME TO THE COMMUNICATIONS SUBCOMMITTEE.
17 I'M HAPPY TO SEE ALL OF YOU. AND WE ARE REALLY
18 LOOKING FORWARD TO YOUR FEEDBACK AND YOUR IDEAS. WE
19 ARE VERY OPEN TO ALL SUGGESTIONS. SO THANK YOU IN
20 ADVANCE.

21 WE START ALL OUR PRESENTATIONS WITH A
22 REMINDER OF THE CIRM MISSION: ACCELERATING
23 WORLD-CLASS SCIENCE TO DELIVER TRANSFORMATIVE
24 REGENERATIVE MEDICINE TREATMENTS IN AN EQUITABLE
25 MANNER TO A DIVERSE CALIFORNIA AND WORLD. CIRM IS

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1 ULTIMATELY RESPONSIBLE FOR COMMUNICATING THIS
2 MISSION TO A WIDE RANGE OF STAKEHOLDERS, INCLUDING
3 THE SCIENCE COMMUNITY, PATIENTS AND ADVOCATES, THE
4 MEDIA, STATE AND FEDERAL LAWMAKERS, AND THE PEOPLE
5 OF CALIFORNIA, ESPECIALLY UNDERSERVED COMMUNITIES.

6 NEXT SLIDE PLEASE. SO OUR TEAM. YOU
7 ALREADY ALL KNOW ME, SO WE DON'T HAVE TO TALK ABOUT
8 ME. THE PUBLIC OUTREACH TEAM HAS GROWN AND WILL
9 CONTINUE TO GROW OVER THE NEXT NEAR. SO LET ME TELL
10 YOU ABOUT ALL OF THEM.

11 KATIE IS OUR COMMUNICATIONS TEAM
12 COORDINATOR. SHE'S RESPONSIBLE FOR ASSISTING THE
13 TEAM WITH ONGOING PROJECTS, HELPING WITH PATIENT
14 ADVOCACY, AND MAKING SURE WE STAY ON TRACK BY
15 PROVIDING MUCH NEEDED PRODUCT MANAGEMENT FOR THE
16 GROUP.

17 KATIE HAS BEEN INVOLVED IN CIRM IN ONE WAY
18 OR ANOTHER FOR THE PAST TEN YEARS. SOON AFTER HER
19 PARTICIPATION IN A CIRM-FUNDED TRIAL FOR SPINAL CORD
20 INJURY, KATIE BECAME A PASSIONATE ADVOCATE FOR STEM
21 CELL RESEARCH AS WELL AS HER COMMUNITY. THROUGH HER
22 WORK WITH CIRM, KATIE WAS INSPIRED TO RETURN TO HER
23 UNDERGRADUATE STUDIES AND EVEN EARN HER MASTER'S
24 WHILE LIVING IN LONDON. SHE RETURNED TO THE BAY
25 AREA LAST YEAR HOPING TO PICK UP WHERE SHE LEFT OFF,

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1 AND SHE JOINED THE CIRM TEAM AS COMMUNICATIONS TEAM
2 COORDINATOR.

3 NEXT IS ESTEBAN CORTEZ. ESTEBAN IS OUR
4 DIRECTOR OF MARKETING AND COMMUNICATIONS. HIS
5 RESPONSIBILITIES COVER A RANGE OF JUST ABOUT
6 EVERYTHING, INCLUDING SOCIAL MEDIA, MESSAGING,
7 ANNUAL REPORT, AND BLOG POSTS. HE HAS MORE THAN TEN
8 YEARS OF MARKETING AND COMMUNICATIONS EXPERIENCE IN
9 VARIOUS INDUSTRIES, INCLUDING REAL ESTATE, WEB
10 DESIGN, AND MEDICAL. HE MOST RECENTLY WORKED AS A
11 MARKETING MANAGER FOR A HOMELESS SHELTER IN SAN
12 FRANCISCO WHERE HE IMPLEMENTED MESSAGING AND
13 INTRODUCED NEW DIGITAL MARKETING STRATEGIES TO REACH
14 MORE DONORS AND COMMUNITIES. HE'S ALSO A SOCIAL
15 MEDIA PROFESSIONAL, PHOTOGRAPHER, DESIGNER, AND
16 WRITER WHO HOPES TO SHARE CIRM'S IMPACT STORIES
17 EFFECTIVELY ACROSS OUR CHANNELS, AND IS PASSIONATE
18 ABOUT DIVERSITY, EQUITY, AND INCLUSION ACROSS ALL
19 AREAS.

20 KEVIN MCCORMACK IS, THIS IS A NEW
21 POSITION, OUR NEW DIRECTOR OF PATIENT ADVOCACY. AND
22 YOU ALL KNOW KEVIN WHO CARRIED MOST OF THE WEIGHT
23 OVER THE COURSE OF THE LAST COUPLE OF YEARS FOR ALL
24 COMMUNICATIONS FUNCTIONS. WHAT YOU MAY NOT KNOW
25 ABOUT KEVIN IS HOW DEEPLY HE CARES ABOUT PATIENTS

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1 AND ADVOCATES.

2 SO WE'VE CREATED A NEW POSITION, DIRECTOR
3 OF PATIENT ADVOCACY, BECAUSE IT NEEDED ITS OWN
4 VOICE. KEVIN HAS BEEN WITH THE AGENCY FOR ALMOST
5 TEN YEARS AND SERVED AS THE DIRECTOR OF
6 COMMUNICATIONS AND PATIENT ADVOCACY OUTREACH.
7 BEFORE THAT HE HAD AN ALMOST 25-YEAR CAREER IN
8 JOURNALISM, MUCH OF THAT IN LOCAL T.V. NEWS IN THE
9 SAN FRANCISCO BAY AREA WHERE THE HIGHLIGHT WAS
10 OBVIOUSLY WORKING WITH YSABEL. HE HAS A LONG
11 HISTORY OF WORKING WITH YSABEL.

12 WHEN WE GOT REFUNDED AND I WAS ABLE TO SIT
13 DOWN AND ENVISION WHAT A BIGGER COMMS TEAM COULD
14 LOOK LIKE, IT WAS CLEAR THAT PATIENT ADVOCACY WAS
15 DUE ITS OWN FOCUS AND ITS OWN DEDICATED SOURCE. SO
16 THAT'S WHERE KEVIN IS.

17 WE WILL ADD TWO POSITIONS FISCAL YEAR
18 22/23, A COMMUNITY OUTREACH COORDINATOR AND A MEDIA
19 RELATIONS SPECIALIST. ONE AREA THAT HAS BEEN
20 NEGLECTED IN OUR OUTREACH IS TO UNDERSERVED
21 COMMUNITIES, AND WE NEED TO CORRECT THAT WITH ADVICE
22 FROM YOU AND THE WORK OF A CONSULTANT TO SET A
23 STRATEGY FOR OUTREACH TO THESE COMMUNITIES.

24 PRIOR TO THIS MEETING, I HAD CONVERSATIONS
25 WITH YSABEL AND PAT ABOUT THE AGENDA FOR THIS

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1 MEETING. YSABEL MET WITH THE TEAM, AND WE DISCUSSED
2 BRINGING THE COMMITTEE UP TO SPEED ON EXAMPLES OF
3 THE DIFFERENT METHODS WE'VE USED TO REACH OUR VERY
4 DIVERSE SET OF STAKEHOLDERS AND ALSO UP TO DATE ON
5 THE AUDIT WE ARE CONDUCTING OF SEVERAL OF OUR SOCIAL
6 MEDIA CHANNELS. BUT MOSTLY IT WAS FOR OUR TEAM AND
7 THE SUBCOMMITTEE TO GET ALIGNED ON PRIORITIES AND
8 AREAS OF FOCUS FOR CIRM.

9 FROM THERE WE'LL COME BACK TO THE
10 SUBCOMMITTEE WITH A STRATEGY BASED ON INPUT FROM
11 YOU. WITH THAT, I WILL PASS THIS ALONG TO KEVIN TO
12 GET US STARTED.

13 MR. MCCORMACK: THANK YOU, MARIA. AND
14 THANK YOU TO MEMBERS OF THE SUBCOMMITTEE FOR COMING
15 TOGETHER TODAY. WE ARE LOOKING FORWARD TO WORKING
16 WITH YOU IN THE MONTHS AND YEARS TO COME TO HELP
17 SHAPE OUR NEW COMMUNICATIONS MESSAGING.

18 AS MARIA SAID, BEFORE WE START TO TALK
19 ABOUT WHAT WE WANT TO DO, WE THOUGHT IT MADE SENSE
20 TO TALK A BIT ABOUT WHAT WE'VE BEEN DOING TO GET
21 SOME SORT OF CONTEXT TO THE CONVERSATION. AND SO
22 OVER THE LAST THREE YEARS, WE HAVE DONE MORE THAN
23 150 DIFFERENT PUBLIC EVENTS. PREPANDEMIC, THEY WERE
24 OFTEN IN PERSON, LIKE THIS PHOTOGRAPH HERE WHICH WAS
25 TAKEN AT DISCOVERY DAYS AT ORACLE PARK WHERE THE

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1 GIANTS PLAY. AND THAT WAS A DAY-LONG SCIENCE
2 FESTIVAL THAT HAD THOUSANDS OF FAMILIES, THOUSANDS
3 OF KIDS. AND IT WAS A GREAT OPPORTUNITY FOR US TO
4 HAVE GAMES AND OTHER THINGS TO ENGAGE THE KIDS AND
5 THEN TALK TO THE PARENTS ABOUT THE WORK THAT CIRM
6 DOES. IT GAVE US AN OPPORTUNITY TO REACH OUT TO AN
7 AUDIENCE THAT WE OFTEN WOULDN'T GET A CHANCE TO TALK
8 TO.

9 A LOT OF OUR COMMUNICATIONS HAS BEEN VERY
10 TARGETED. SAY, FOR INSTANCE, WE ARE TALKING TO
11 ROTARY CLUBS, SCIENCE CAFES, PATIENT ADVOCATE
12 CONFERENCES. THOSE ARE ALL VERY DIFFERENT
13 AUDIENCES, AND SO WE OFTEN TAILORED OUR MESSAGE TO
14 SUIT THAT PARTICULAR AUDIENCE.

15 IRONICALLY, BECAUSE OF PANDEMIC, WE WERE
16 ACTUALLY ABLE TO REACH OUT TO A MUCH WIDER GROUP OF
17 PEOPLE. PREPANDEMIC MOST OF THE MEETINGS WERE IN
18 PERSON. SO GEOGRAPHICALLY, OVER A STATE THE SIZE OF
19 CALIFORNIA, THAT MADE IT A LITTLE DIFFICULT FOR US
20 TO GET AROUND. WITH PANDEMIC AND EVERYONE GOING ON
21 ZOOM, WE COULD DO -- LAST YEAR, FOR EXAMPLE, WE DID
22 DOZENS OF ROTARY CLUB MEETINGS IN SAN DIEGO, L.A.,
23 ALL OVER SOUTHERN CALIFORNIA, FRESNO AND THROUGHOUT
24 THE CENTRAL VALLEY AND, OF COURSE, HERE IN THE BAY
25 AREA IN NORTHERN CALIFORNIA. SO WE WERE ABLE TO

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1 REALLY EXPAND OUR REACH QUITE DRAMATICALLY.

2 ANOTHER AREA WE'VE OBVIOUSLY TRIED TO
3 CULTIVATE IS THE MAINSTREAM MEDIA, NEWSPAPERS,
4 RADIO, TELEVISION, BECAUSE THEY'RE STILL THE BEST
5 WAY OF GETTING OUT A MESSAGE TO AN AWFUL LOT OF
6 PEOPLE IN ONE GO.

7 OBVIOUSLY THEY'VE BEEN FACING SOME
8 CHALLENGES, AND WE'RE GOING TO TALK ABOUT THAT A BIT
9 IN A MINUTE. AND, OF COURSE, SOCIAL MEDIA WAS A
10 HUGE PIECE FOR US. WE WOULD USE FACEBOOK,
11 LINKED-IN, INSTAGRAM. ALL THOSE DIFFERENT CHANNELS.
12 WE HAVE OUR OWN BLOG, AND WE USE THAT TO TRY AND GET
13 THE MESSAGE OUT. WE USED FACEBOOK LIVE, FOR
14 EXAMPLE, TO DO VERY SPECIALIZED TARGETING FOR
15 DIFFERENT GROUPS. SO WE WOULD CHOOSE A DISEASE AREA
16 WHERE WE WERE FUNDING A CLINICAL TRIAL, SICKLE CELL
17 DISEASE OR LOU GEHRIG'S DISEASE OR STROKE. AND THEN
18 WE WILL BRING TOGETHER THE PRINCIPAL INVESTIGATORS
19 FOR THAT RESEARCH, THE CIRM SCIENCE OFFICER IN
20 CHARGE, AND THEN A PATIENT ADVOCATE CONNECTED TO
21 THAT RESEARCH BECAUSE WE ALWAYS INVOLVE THE PATIENTS
22 AND PATIENT ADVOCATES IN EVERYTHING WE DO. IT WAS A
23 GREAT WAY OF REACHING OUT TO VERY TARGETED AUDIENCES
24 AND LETTING THEM KNOW ABOUT THE WORK WE DO. THOSE
25 WERE QUITE SUCCESSFUL.

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1 MORE RECENTLY WE'VE ADDED TO THIS LIST
2 WITH A PODCAST TALKING ABOUT REGENERATION. AND IT'S
3 ANOTHER WAY WE'RE EXPLORING TO KIND OF REACH OUT TO
4 A DIFFERENT AUDIENCE, AND IT ALSO GIVES ME A CHANCE
5 TO INTERVIEW SOME REALLY FUN PEOPLE.

6 SO WE'RE GOING TO TALK MORE ABOUT SOCIAL
7 MEDIA IN JUST A MOMENT. BUT, FIRST, I WANTED TO
8 TAKE A LOOK AT THE CHALLENGES FACING THE MAINSTREAM
9 MEDIA. AND THOSE ARE FAIRLY SWEEPING. SINCE 2004,
10 FOR EXAMPLE, MORE THAN 2,000 NEWSPRINTS HAVE GONE
11 OUT OF BUSINESS. AND FOR THOSE STILL IN BUSINESS,
12 THEY ARE FACING CUTBACKS, LIKE 30,000 JOURNALISTS IN
13 NEWSPAPERS AND NEWSROOMS AROUND THE COUNTRY HAVE
14 LOST THEIR JOBS OVER THE LAST FEW YEARS. THAT'S
15 MORE THAN A QUARTER OF THE TOTAL. RADIO IS
16 EXPERIENCING SIMILAR CUTBACKS, AND BROADCAST T.V.,
17 PARTICULARLY LOCAL T.V. NEWS, IS FACING CHALLENGES
18 AS WELL, CUTBACKS AND EVERYTHING, AND THEY'RE TRYING
19 TO DO AN AWFUL LOT MORE WITH A LOT LESS. IT DOESN'T
20 LOOK LIKE THIS IS GOING TO BE CHANGING ANY TIME
21 SOON.

22 IN 2020, FOR EXAMPLE, ONE-THIRD OF THE
23 NEWSPAPERS THAT HAVE A -- SUNDAY NEWSPAPERS THAT
24 HAVE A CIRCULATION OF 50,000 OR MORE HAD LAYOFFS.
25 SO THAT DOESN'T ALL GO WELL FOR THE FUTURE OF THE

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1 INDUSTRY. ONE OF THE AREAS THAT'S BEEN PARTICULARLY
2 HARD HIT IS SPECIALIST JOURNALISTS. IT USED TO BE
3 THAT LOCAL NEWSPAPERS WOULD HAVE THINGS LIKE A COURT
4 REPORTER, A LABOR REPORTER, EVEN A RELIGION
5 REPORTER, LET ALONE A HEALTH AND MEDICAL ONE. THOSE
6 ARE ALL PRETTY MUCH ALL GONE THE WAY OF THE DODO.
7 HEALTH AND MEDICAL SPECIALISTS ARE AN ENDANGERED
8 SPECIES. MANY NEWSPAPERS IN CALIFORNIA AND INDEED
9 THROUGHOUT THE COUNTRY DON'T EVEN HAVE ONE. AND
10 THAT'S HARD TO REPLACE BECAUSE THAT KIND OF LEVEL OF
11 EXPERTISE AND EXPERIENCE IS REALLY VITAL IN
12 PRODUCING KIND OF UP-TO-DATE REPORTS. NEWSPAPERS
13 AND RADIO/T.V. ARE ALL TRYING TO KIND OF FILL THE
14 GAP WITH WIRE REPORTS OR SYNDICATED REPORTS OR USING
15 GENERAL ASSIGNMENT REPORTERS. AND THEY DO A FINE
16 JOB, BUT IT'S NOT THE SAME. SO CLEARLY WE ARE
17 LOOKING TO WORKING WITH A DIFFERENT LANDSCAPE THAN
18 WE USED TO HAVE.

19 IRONICALLY, AS THE MAINSTREAM MEDIA IS
20 SUFFERING, ONLINE MEDIA IS GROWING. AND MORE AND
21 MORE RESOURCES AND INDIVIDUALS ARE MOVING TO THAT.
22 TO TALK MORE ABOUT THAT ASPECT, I'LL HAND YOU OVER
23 TO MY COLLEAGUE AND THE NEWEST MEMBER OF OUR
24 COMMUNICATIONS TEAM ESTABAN CORTEZ.

25 MR. CORTEZ: THANK YOU, KEVIN. AND

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1 THANKS, EVERYONE, AGAIN FOR JOINING THIS MEETING
2 TODAY. I'M REALLY LOOKING FORWARD TO WORKING WITH
3 YOU. IT'S GREAT TO FINALLY MEET YOU ALL.

4 SO GOING BACK TO WHAT KEVIN SAID, HE'S
5 KIND OF MENTIONED THE CHANGING MEDIA LANDSCAPE, AND
6 THE SHIFT TO DIGITAL IS SOMETHING THAT WE'RE ALL
7 WELL AWARE OF. WITH THAT SAID, I REALLY DID WANT TO
8 RECOGNIZE THE CIRM TEAM FOR ADOPTING A LOT OF THESE
9 CHANNELS AND BUILDING OUR AUDIENCE AND ONLINE
10 PRESENCE OVER THE YEARS.

11 REALLY THE GREAT THING ABOUT MANY OF THESE
12 PLATFORMS ALREADY DO HAVE WELL-ESTABLISHED
13 AUDIENCES. SPEAKING TOWARD CIRM AS AN EXAMPLE, OUR
14 FACEBOOK PAGE ALREADY HAS OVER 11,000 FOLLOWERS. AS
15 KEVIN MENTIONED, THE CIRM TEAM HAS ALREADY HOSTED A
16 TON OF GREAT VIRTUAL EVENTS THERE THAT KIND OF
17 FURTHER REACHED IN-PERSON EVENTS, WHICH IS GREAT.

18 SO REALLY OUR NEXT STEP IS NOW TO
19 DETERMINE THE BEST WAYS TO CONTINUE TO GROW THESE
20 AUDIENCES AND DETERMINE THE CONTENT THAT THEY REALLY
21 WANT TO SEE AND ENGAGE WITH. SO WE WILL DO THIS BY
22 FIRST CONDUCTING A THOROUGH AUDIT OF OUR MARKETING
23 AND OUR COMMUNICATIONS CHANNELS, WHICH IS ACTUALLY
24 ALREADY IN PROGRESS. SO REALLY WHAT THIS MEANS IS
25 THAT WE'RE DOING A DEEP DIVE INTO OUR E-MAIL, PRINT,

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1 PODCAST, WEB SITE, VIDEO, SOCIAL MEDIA, ET CETERA,
2 ALL OF THOSE CHANNELS. AND THIS AUDIT IS GOING TO
3 HELP US IDENTIFY STRENGTHS, OUR CHALLENGES, AND
4 OPPORTUNITIES MOVING FORWARD, AND ALSO HELP US
5 DEVELOP THE RIGHT MESSAGING FOR EACH PLATFORM. IT
6 WILL ALSO HELP US DEVELOP THE BEST TACTICS TO REACH
7 OUR VARIOUS STAKEHOLDERS THAT MARIA PREVIOUSLY
8 MENTIONED AND ALSO IDENTIFY OTHER AUDIENCES THAT WE
9 MAY HAVE MISSED.

10 ONCE THIS AUDIT IS COMPLETE, WHAT WE
11 REALLY DO WANT TO DO IS SET MEASURABLE GOALS AND
12 TRACK PROGRESS TO SUPPORT OUR TEAM IN MAKING
13 DATA-DRIVEN MARKETING DECISIONS MOVING FORWARD.

14 I DID ALSO WANT TO BRIEFLY TOUCH ON
15 CONTENT AND STORYTELLING AS THIS IS ANOTHER AUDIT
16 THAT WE'RE WORKING ON AT THE SAME TIME. WE ARE
17 ALREADY THINKING OF WAYS TO IMPROVE THE STORIES THAT
18 WE SHARE AND THE WAY THAT WE DO IT. I REALLY DO
19 FEEL THAT THE CIRM COMMUNICATIONS TEAM BRINGS UNIQUE
20 STORYTELLING BACKGROUNDS TO THE TABLE, AND WE WILL
21 USE THAT TO ENGAGE OUR STAKEHOLDERS EFFECTIVELY.
22 PEOPLE REALLY CONNECT WITH STORIES ABOUT HUMAN
23 CONNECTIONS. SO MOVING FORWARD, WE ARE REALLY
24 STRIVING TO SHARE MORE REAL LIFE, PEOPLE-CENTRIC
25 STORIES AS WE PROMOTED IN OUR STRATEGIC PLAN WHICH

1 WAS JUST INTRODUCED.

2 SO THIS INCLUDES PROFILING OUR DIVERSE
3 PATIENTS, STUDENTS, GRANTEES, AND STAFF. THROUGH
4 THIS WE REALLY WANT THE PEOPLE OF CALIFORNIA TO
5 UNDERSTAND WHY CIRM WORK IS IMPORTANT TO THEM, THEIR
6 FAMILIES, AND COMMUNITIES. SO THAT'S WHAT WE REALLY
7 WANT TO GET OUT OF OUR STORETELLING.

8 AND JUST GOING BACK TO THE CHANNEL AUDIT
9 INSIGHTS, I JUST WANTED TO BRIEFLY SHARE SOME QUICK
10 EXAMPLES OF HOW WE WILL BE USING THESE INSIGHTS TO
11 GET OUR MARKETING CAMPAIGNS. I WANTED TO HIGHLIGHT
12 OUR BLOG TRAFFIC FIRST. SO THE *STEM CELLAR*-BLOG IS
13 ONE OF OUR TOP COMMUNICATION CHANNELS WITH MORE THAN
14 A HUNDRED THOUSAND UNIQUE VISITORS EACH YEAR. WE'VE
15 ACTUALLY FOUND THAT OUR BLOG TRAFFIC WAS DOWN IN
16 2021, AND THAT COULD BE BECAUSE OF CHANGES IN CIRM'S
17 TEAM STRUCTURE AND ALSO CHANGES IN SOCIAL MEDIA
18 ALGORITHM OVER THE YEARS. SO WE WOULD USE THESE
19 INSIGHTS TO SET GOALS AROUND BOOSTING BLOG TRAFFIC,
20 PERHAPS EVEN CONSIDER SOCIAL MEDIA ADVERTISING,
21 WHICH TENDS TO BE MUCH MORE COST-EFFECTIVE AND
22 TARGETED. JUST ONE EXAMPLE.

23 ANOTHER EXAMPLE OF WEB TRAFFIC INSIGHTS,
24 WE FOUND THAT SOME OF OUR TOP VISITED PAGES ON OUR
25 WEB SITE FOCUS ON BASIC EDUCATION AROUND STEM CELLS,

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1 MEANING THAT THERE ARE STILL PEOPLE WHO ARE GOOGLING
2 WHAT IS A STEM CELL AND LANDING ON OUR WEB SITE. SO
3 LOOKING AT THESE INSIGHTS, WE MAY PRIORITIZE
4 AWARENESS AND EDUCATION CAMPAIGNS IN THE FUTURE.

5 AND LOOKING AT OUR AUDIENCE INSIGHTS,
6 WHICH YOU CAN SEE HERE IN THE RIGHT, ARE THE
7 LINKED-IN. THE BEAUTY ABOUT HAVING ALL OF THESE
8 INSIGHTS IS THAT WE CAN GET A SNAPSHOT OF WHO MAKES
9 UP OUR AUDIENCE. SO, FOR EXAMPLE, LOOKING AT THESE
10 LINKED-IN AUDIENCE DEMOGRAPHICS, WE FOUND THAT A BIG
11 CHUNK OF OUR AUDIENCE IS IN RESEARCH, BUSINESS
12 DEVELOPMENT, AND EDUCATION. SO MOVING FORWARD, WE
13 MAY USE THAT PLATFORM TO PROMOTE OUR SCIENTIFIC
14 BLOGS AND PUBLICATIONS.

15 SO THIS IS JUST A VERY BRIEF SNAPSHOT OF
16 THE INSIGHTS THAT WE'VE BEEN LOOKING AT. WE WILL
17 CONTINUE TO DO THIS RESEARCH SO THAT WE CONTINUE TO
18 BUILD A STRONG MARKETING PROGRAM HERE AT CIRM. AND
19 I DID ALSO WANT TO POINT OUT THAT WE ARE ALREADY
20 USING THESE INSIGHTS TO INTRODUCE CAMPAIGNS IN THIS
21 NEW YEAR SUCH AS OUR CAMPAIGN TO PROMOTE OUR
22 STRATEGIC PLAN, WHICH IS LAUNCHING THIS MONTH. AND
23 IN THAT CAMPAIGN, WE ARE USING CURRENT BEST
24 PRACTICES AND THE MULTICHANNEL TOOLS THAT WE HAVE
25 AVAILABLE TO PROMOTE THE PLAN. AND THAT INCLUDES

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1 E-MAIL MARKETING, SOCIAL MEDIA, AND THE BLOG.

2 WITH THAT SAID, AGAIN, THANK YOU,
3 EVERYONE, FOR BEING HERE TODAY. AND I'LL NOW PASS
4 THE MIC TO OUR COMMUNICATIONS COORDINATOR KATIE, WHO
5 WILL TALK ABOUT SOME OF OUR SPECIFIC Q1 GOALS.

6 MS. SHARIFY: HI, EVERYONE. THANK YOU,
7 ESTEBAN. AND THANK YOU TO EVERYONE FOR JOINING US
8 TODAY. I'M VERY EXCITED TO SHARE SOME OF OUR GOALS
9 FOR THIS QUARTER, FIRST AND FOREMOST BEING THE
10 RECONVENING OF THE COMMUNICATIONS SUBCOMMITTEE. SO
11 WELCOME, EVERYONE. I'M GLAD TO MEET EVERYONE
12 FINALLY ALBEIT VIRTUALLY. WE REALIZE HOW IMPORTANT
13 IT IS FOR US TO HAVE FEEDBACK AND GUIDANCE ON HOW WE
14 ARE DOING AND HOW WE CAN DO EVEN BETTER. AND WHAT'S
15 GREAT IS THAT YOU EACH HAVE UNIQUE PERSPECTIVES.
16 AND WHAT WE REALLY HOPE TO DO IS TO HARNESS YOUR
17 EXPERTISE, EXPERTISE OF THE MEMBERS OF THE
18 SUBCOMMITTEE, TO HELP GUIDE AND SUPPORT US IN
19 DELIVERING OUR MESSAGING IN THE MOST INCLUSIVE AND
20 EQUITABLE MANNER, AS WE MENTIONED IN OUR MISSION
21 STATEMENT AS WELL, LINGUISTICALLY AND CULTURALLY
22 APPROPRIATE TO OUR VERY DIVERSE AUDIENCE. AND
23 HAVING YOU GUYS IS GREAT. I LOVE THAT EVERYONE IS
24 VERY OPINIONATED, AND YOU GUYS HAVE PERSPECTIVES
25 THAT I PERSONALLY, WHEN I'M WRITING SOMETHING, I

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1 DON'T EVEN THINK ABOUT. SO I REALLY LOVE THAT WE
2 HAVE SUCH A DIVERSE GROUP OF PEOPLE ON THIS
3 COMMITTEE. AND WE'RE REALLY LOOKING FORWARD TO
4 MEETING AGAIN AND AGAIN, WHENEVER THAT IS, BUT LET'S
5 MOVE ON TO OUR OTHER GOALS.

6 ESTEBAN WENT A LITTLE BIT OVER THIS. I
7 DON'T WANT TO GET TOO INTO DETAIL OVER THE MARKETING
8 AND COMMUNICATIONS AUDIT THAT WE ARE DOING. WE'RE
9 ALSO DOING A SOCIAL MEDIA AUDIT SPECIFICALLY, AND
10 THAT'S TO COME UP WITH A STRATEGY FOR US TO SHARE
11 OUR CONTENT WITH OUR AUDIENCE IN THE MOST EFFECTIVE
12 WAY.

13 AND AS BOTH KEVIN AND ESTEBAN MENTIONED,
14 SOCIAL MEDIA ISN'T GOING ANYWHERE, AND IT HAS FOR
15 THE MOST PART REPLACED TRADITIONAL MEDIA. SO OUR
16 FOCUS REALLY IS TO DO A DEEP DIVE INTO EACH SOCIAL
17 MEDIA PLATFORM, LOOKING AT OUR CURRENT EFFORTS TO
18 TRY AND FIGURE OUT WHAT HAS WORKED, WHAT HASN'T.
19 EACH PLATFORM HAS ITS OWN AUDIENCE THAT'S SUITED TO
20 A DIFFERENT AUDIENCE THAT HAS DIFFERENT LEVELS OF
21 ENGAGEMENT. SO THROUGH THIS AUDIT, WHAT WE REALLY
22 HOPE IS TO GAIN THOSE AUDIENCE INSIGHTS AND BUILD
23 OUR CONTENT STRATEGY BASED ON THOSE FINDINGS ABOUT
24 EACH CHANNEL SPECIFICALLY. OF COURSE, EACH STEP OF
25 THE WAY, WE WILL BE SETTING MEASURABLE GOALS TO

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1 TRACK OUR PROGRESS OVER TIME AND STAY ON TOP OF
2 TRENDS, WHICH WILL HOPEFULLY ONLY KEEP US IMPROVING.
3 AND I'LL HAND IT BACK TO MARIA.

4 MS. BONNEVILLE: SO THAT LEADS US NOW TO
5 QUESTIONS FOR THE SUBCOMMITTEE THAT WE HAVE. THIS
6 IS -- WE COULD BE HERE ALL DAY WITH QUESTIONS WE
7 HAVE. SO WE REALLY WANT TO HEAR FROM YOU ABOUT HOW
8 TO FOCUS SORT OF OUR MESSAGING, WHAT MESSAGES SHOULD
9 WE BE OUT THERE WITH, AND ARE THERE KEY
10 COMMUNICATION CHANNELS CIRM HAS MISSED. ARE THERE
11 AREAS WHERE WE HAVE NOT TOUCHED UPON -- I CAN THINK
12 OF ONE. WE HAVE NOT AGAIN DONE A LOT OF OUTREACH TO
13 UNDERSERVED COMMUNITIES. SO HOW BEST WE COULD MOVE
14 FORWARD IN THAT DIRECTION. SO I GIVE IT BACK TO
15 YOU, YSABEL.

16 CHAIRPERSON DURON: THANKS, MARIA. I HAD
17 A COUPLE OF IDEAS MYSELF, BUT I SEE THAT DAVID HAS
18 GOT HIS HAND UP. SO GO AHEAD, DAVID.

19 DR. HIGGINS: VERY SHORT QUESTION. CAN
20 YOU GIVE US AN EXAMPLE, KATIE, OF WHAT A RUBRIC OF
21 MEASUREMENT WOULD BE WHERE YOU'RE DECIDING WHETHER A
22 CERTAIN ASPECT OF THE COMMUNICATIONS WORLD IS
23 WORKING FOR US OR NOT? WHAT WOULD BE AN EXAMPLE OF
24 WHAT YOU WOULD MEASURE?

25 MS. SHARIFY: I CAN'T THINK OF ANYTHING.

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1 ESTEBAN, DO YOU WANT --

2 DR. HIGGINS: HOW MANY PEOPLE LOG ON IN A
3 DAY?

4 MS. SHARIFY: IT'S DIFFERENT. IT'S GOING
5 TO CHANGE BASED ON EVERY CAMPAIGN AND EVERY SOCIAL
6 MEDIA. SO I DON'T HAVE ONE SINGLE ANSWER. LIKE I
7 SAID, IF ESTEBAN HAS A BETTER ONE.

8 MR. CORTEZ: YEAH. SURE. I CAN TOUCH ON
9 THAT. AND THAT'S ACTUALLY SOMETHING THAT WE ARE
10 REALLY HOPING TO GET OUT OF THIS AUDIT IS REALLY
11 FIGURING OUT WHAT ARE THOSE METRICS THAT WE WILL BE
12 TAKING A LOOK AT AND WILL BE TRACKING OVER TIME.
13 AND IT REALLY DOES VARY JUST LIKE KATIE SAID.

14 SO, FOR EXAMPLE, IF WE'RE SETTING AN
15 AWARENESS GOAL, THAT COULD BE HOW MANY MENTIONS DO
16 WE HAVE ON TWITTER? HOW MANY MENTIONS DO WE HAVE ON
17 FACEBOOK? ARE WE GETTING TAGGED ON LINKED-IN TO
18 EXPAND OUR REACH? WE MAY LOOK AT ENGAGEMENT ON
19 INSTAGRAM, FOR EXAMPLE. SO IT REALLY DOES VARY.
20 AND REALLY OUR AUDIT IS VERY THOROUGH IN THAT EACH
21 WEEK WE ACTUALLY HAVE A DEADLINE WHERE WE WILL BE
22 LOOKING AT THOSE THINGS. AND WE HAVEN'T GOT TO
23 WHICH SPECIFIC METRICS WE'LL BE MEASURING, BUT
24 THAT'S ACTUALLY COMING UP VERY SOON. SO THAT'S JUST
25 TO GIVE A COUPLE.

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1 DR. HIGGINS: BUT YOU HAVE OBJECTIVE
2 CRITERIA IN MIND?

3 MR. CORTEZ: YES. YES. ABSOLUTELY.
4 WE'RE GOING TO BE SETTING GOALS. AND THROUGH THAT
5 WE'RE GOING TO FIND A WAY TO MEASURE THAT AND KEEP
6 KTI'S SO THAT WE CAN TRACK AND MAKE SURE THAT OUR
7 MARKETING IS ACTUALLY WORKING.

8 MR. MCCORMACK: JUST TO ADD TO THAT,
9 DAVID, WHEN WE DID FACEBOOK LIVE EVENTS, FOR
10 EXAMPLE, WE WOULD GET MAYBE 30, 40, SOMETIMES 70
11 PEOPLE WATCHING ONE EVENT LIVE. BUT OVER THE COURSE
12 OF SEVERAL WEEKS, WE WOULD GET MANY, MANY MORE
13 HUNDREDS. IN FACT, WITH THE STROKE FACEBOOK LIVE,
14 WE HAD LIKE 5,000 PEOPLE. SO IT'S NOT JUST A
15 QUESTION OF THE IMMEDIATE HIT WITH THINGS LIKE
16 FACEBOOK LIVE. AND ALSO THE PODCASTS. THOSE ARE
17 THINGS THAT HAVE LEGS AND THEY CAN PRODUCE RESULTS
18 MUCH LATER AS WELL.

19 DR. HIGGINS: SO AS A FOLLOW-UP QUESTION,
20 KEVIN, AND I'LL SHUT UP. YOU'VE GOT A TEAM NOW THAT
21 YOU DIDN'T HAVE BEFORE. HOW DO YOU SEE THE
22 INTERACTION BETWEEN THE TEAM AND YOU AND THE TEAM
23 AND THE BOARD AND THE TEAM AND STAFF TO BE DIFFERENT
24 THAN IT WAS PRIOR TO THIS EFFORT RIGHT NOW?

25 MR. MCCORMACK: I THINK WE'RE GOING TO BE

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1 MORE TARGETED. SO IN THE PAST, THERE WERE A LOT OF
2 KIND OF GENERALISTS WHERE WE WOULD ALL DO A BIT OF
3 EVERYTHING. NOW WE'VE GOT MUCH MORE SPECIALISTS.
4 WE'VE GOT KATIE AS A PROJECT MANAGER AND WHO'S GOING
5 TO OVERSEE AN AWFUL LOT OF THE WORK THAT WE DO.
6 WE'VE GOT ESTEBAN DOING SOCIAL MEDIA. WE'VE HAD
7 PEOPLE DO SOCIAL MEDIA IN THE PAST, BUT NO ONE WITH
8 HIS BACKGROUND, HIS DEPTH OF KNOWLEDGE AND
9 EXPERTISE. ALREADY HE'S MADE GREAT CHANGES TO SOME
10 OF THE THINGS AND DOCUMENTS WE'VE BEEN PRODUCING AND
11 ADDED EXTRA FLARE AND STYLE SO IT'S VISUALLY MORE
12 APPEALING.

13 SO WE'RE GOING TO HAVE MORE SPECIALISTS,
14 AND IT WILL THEN FREE ME UP TO DO SOME OF THE THINGS
15 THAT I PARTICULARLY LOVE DOING, WHICH IS TALKING TO
16 THE PUBLIC AND WORKING WITH THE COMMUNITY AND
17 ADVOCATING OUT THERE. I THINK IN THAT SENSE, WE'LL
18 BE ABLE TO -- WE'LL STILL WORK TOGETHER AS A TEAM,
19 STILL WRITE BLOGS AND DO A LOT OF THE THINGS THAT
20 WE'VE DONE IN THE PAST, BUT WE'LL BE ABLE TO KIND OF
21 HAVE EXPERTISE TO DRAW ON AND SAY, "ESTEBAN, WHAT DO
22 YOU THINK ABOUT THIS? HOW SHOULD WE DRESS THIS UP?"
23 "KATIE, HOW IS THIS PROJECT GOING?" AND AS MARIA
24 SAID, THERE WILL BE MORE PEOPLE COMING ON BOARD NEXT
25 YEAR. SO THAT WILL GIVE US AN EVEN BIGGER TEAM AND

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1 AN EVEN GREATER ABILITY TO REACH OUT TO THE PUBLIC.

2 DR. HIGGINS: SO WHAT YOU'RE SAYING,
3 KEVIN, IS AS GOOD YOU GUYS HAVE BEEN THUS FAR, IT'S
4 ONLY GOING TO GET BETTER.

5 MR. MCCORMACK: AS GOOD AS THOSE GUYS HAVE
6 BEEN. I'VE BEEN RUBBISH. IF YOU SAW THE BLOG
7 FIGURES, 2021 WAS WHEN I WAS ON MY OWN AND THEY WENT
8 DOWN. SO CLEARLY I'M RUBBISH AT THAT. THAT'S WHY
9 WE BRING THESE OTHER PEOPLE ON TO MAKE US EVEN
10 BETTER, YES.

11 CHAIRPERSON DURON: I THINK NOTHING IS
12 RUBBISH AND EVERYTHING IS A WONDERFUL EFFORT.

13 BEFORE I GO TO YOU, J.T., I WANTED TO SAY
14 A WORD ON "ENGAGEMENT" BECAUSE THAT CAN MEAN A
15 NUMBER OF THINGS TO A NUMBER OF PEOPLE. SO ARE WE
16 TALKING ABOUT ENGAGING OUT? AND WHEN WE ARE
17 ENGAGING OUT, WHAT ARE THE RESULTS OF THAT
18 ENGAGEMENT? JUST BECAUSE THEY'RE LISTENING DOESN'T
19 MEAN WE'VE MOVED SOMEBODY TO SIGN UP FOR A TRIAL.
20 ARE WE DOING ANY KIND OF MEASURING, EVEN SURVEYING
21 WITHIN THOSE FACEBOOK LIVES OR ANYTHING ELSE AMONGST
22 THE LISTENING PUBLIC THAT WOULD QUERY THEM, LIKE WHY
23 ARE YOU LISTENING, AND GET SOME ANSWERS? WOULD YOU
24 JOIN US IN A TRIAL IF YOU COULD, THINGS LIKE THAT,
25 JUST TO SURVEY THAT WE UNDERSTAND HOW TO REACH BACK

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1 OUT AGAIN AND REALLY GET THEM ENGAGED AS OPPOSED TO
2 ANYBODY JUST OPENING A PAGE AND READING SOMETHING OR
3 LISTENING ABOUT IT.

4 MS. BONNEVILLE: I ABSOLUTELY AGREE,
5 YSABEL. I THINK THAT WE HAVE STARTED TO REALLY
6 SHIFT OUR FOCUS ON WHAT ENGAGEMENT MEANS. I THINK
7 BEFORE WHEN WE WOULD GO TO EVENTS, WE WOULD GO AND
8 WE WOULD TALK AND TALK AND TALK AND SAY ARE THERE
9 ANY QUESTIONS. THAT WAS SORT OF IT. NOW IT'S MUCH
10 MORE OF WHAT DO YOU NEED FROM US? LET'S HAVE A
11 CONVERSATION. WHAT INFORMATION CAN WE PROVIDE?
12 WHAT DO WE NEED TO KNOW ABOUT YOU IN ORDER FOR US TO
13 BE BETTER? SO IT REALLY IS MUCH MORE OF A
14 BACK-AND-FORTH EXCHANGE VERSUS JUST -- THERE'S
15 BENEFIT TO US GOING PLACES AND SAYING HERE'S WHO
16 CIRM IS. HERE'S WHAT A STEM CELL IS. THIS IS WHAT
17 REGENERATIVE MEDICINE IS. AND THAT DEFINITELY HAS
18 ITS PLACE. BUT I THINK MORE AND MORE WHAT WE HAVE
19 TO DO IS THAT SORT OF CONVERSATION ABOUT WHAT DO YOU
20 NEED FROM US? WHY ARE YOU HERE? WOULD YOU BE
21 INTERESTED IN X? HOW CAN WE PROVIDE MORE SERVICE
22 FOR YOU? SO I THINK THAT SHIFT IS DEFINATELY
23 COMING.

24 CHAIRPERSON DURON: J.T.

25 CHAIRMAN THOMAS: THANK YOU, YSABEL.

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1 QUESTION, TWO QUESTIONS FOR YOU GUYS. ONE ON THE
2 BLOG. SO WHILE EVERYTHING WE PRODUCE IS MOST
3 HELPFUL AND INFORMATIVE, THE BLOG IS SOMETHING THAT
4 I THINK IS A UNIQUE TOOL IN THAT IT REALLY DOES A
5 GREAT JOB OF EXPLAINING IN PLAIN ENGLISH WHAT A
6 PARTICULAR PROJECT HAS DONE. AND THEREBY NOT ONLY
7 IS INFORMATIVE, BUT IT TO SOME EXTENT REACHES THE
8 QUESTION OF WHAT'S A STEM CELL, HOW DOES IT WORK,
9 AND ALL THAT. AND I THINK THE PUBLIC CAN LEARN A
10 LOT ABOUT WHAT WE DO BY IT AND READ SOME SUPER
11 INTERESTING STUFF.

12 SO MY QUESTION, KEVIN, OR TO ALL, IS HOW
13 DO YOU GO ABOUT INCREASING THE VIEWERSHIP? HOW DO
14 YOU SORT OF ADVERTISE THAT WE'RE GOING TO BE OUT
15 THERE? I THINK WE REALLY WANT TO DRAMATICALLY
16 INCREASE THAT AS ONE OF THE PRIME COMMUNICATION
17 METHODS. SO THAT'S QUESTION NO. 1.

18 QUESTION NO. 2, ENTIRELY SEPARATE TOPIC,
19 IS WHAT -- IN ADDITION TO FIGURING OUT WHAT CIRM CAN
20 DO TO BETTER COMMUNICATE, ONE OF THE THINGS THAT WE
21 HAVE DONE OVER THE YEARS IS HELPING TO COACH THE
22 GRANTEES TO COMMUNICATE. AND WE HAD FROM TIME TO
23 TIME THIS GREAT MECHANISM OF THE 30-SECOND ELEVATOR
24 PITCH TRAINING FOR OUR GRANTEES THAT ALLOWS THEM TO
25 BETTER COMMUNICATE. THE GRANTEES ARE WONDERFUL

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1 SCIENTISTS. THEY'RE NOT ALWAYS GREAT COMMUNICATORS
2 BECAUSE THEY, LET'S FACE IT, DEAL A GREAT DEAL IN
3 JARGON. THEY PERHAPS ASSUME THAT THE PUBLIC
4 UNDERSTANDS A BIT MORE THAN THEY ACTUALLY DO. AND
5 SO AN EFFORT TO REALLY FOCUS ON EDUCATING AND
6 ENGAGING THEM IN THE COMMUNICATIONS PROCESS, I
7 THINK, WOULD BE A USEFUL THING TO RAMP UP AGAIN. SO
8 THOSE ARE MY TWO COMMENTS.

9 MR. MCCORMACK: I THINK I'LL LEAVE THE
10 IDEA ABOUT HOW DO WE PROMOTE AND GET A BIGGER
11 AUDIENCE FOR THE BLOG TO ESTEBAN BECAUSE THAT'S ONE
12 OF THE REASONS WHY WE BROUGHT HIM ON WITH HIS LEVEL
13 OF EXPERTISE.

14 IN TERMS OF WORKING WITH GRANTEES, WE'RE
15 ALWAYS HAPPY TO DO THAT. ACTUALLY WHEN WE DID THE
16 GRANTEE MEETING LAST YEAR, EVEN THOUGH IT WAS
17 VIRTUAL, WE RECORDED A NUMBER OF KIND OF LITTLE
18 VIGNETTES FROM RESEARCHERS THAT WE'RE FUNDING. AND
19 WE WORKED VERY HARD WITH THEM TO MAKE SURE THAT WHEN
20 THEY DID THE ZOOM PRESENTATION, THAT THEY COULD
21 DELIVER A MESSAGE IN UNDERSTANDABLE ENGLISH IN ABOUT
22 THREE MINUTES. AND WE HAD A REALLY GOOD RESPONSE.
23 MOST OF THEM WERE TERRIFIC AT IT. SOME OF THEM
24 NEEDED TO WORK A LITTLE BIT MORE. BUT MOST OF THEM
25 ARE GOOD. I THINK THERE'S A BIGGER UNDERSTANDING

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1 NOW THAN EVER BEFORE OF THE NEED TO BE A GOOD
2 COMMUNICATOR.

3 I KNOW THAT THE PIO'S AT ALL THE ACADEMIC
4 INSTITUTIONS THAT WE FUND AND THE MEDIA PEOPLE AT
5 THE COMPANIES THAT WE ARE FUNDING ARE REALLY WORKING
6 HARD WITH THE SCIENTISTS TO TRY AND GET THEM TO BE
7 ABLE TO COMMUNICATE IN A MUCH BETTER WAY.

8 WE ARE HAPPY TO KIND OF AMPLIFY THAT WHEN
9 WE GET A CHANCE. OBVIOUSLY WITH THE PANDEMIC, IT'S
10 KIND OF LIMITED OUR ABILITY TO DO SO. BUT ONCE WE
11 START GETTING BACK INTO NORMAL, WE ARE HAPPY TO TAKE
12 OUR TEAM ON THE ROAD AND GO DO MEDIA TRAININGS
13 ANYWHERE THEY WANT US TO.

14 CHAIRMAN THOMAS: IS THERE A WAY -- THIS
15 IS SORT OF A BIT OF AN ODD SUGGESTION, BUT TO ALMOST
16 REQUIRE WHEN WE GIVE GRANTS THAT THERE'S AN
17 INTERACTION WITH OUR COMMUNICATIONS TEAM TO EDUCATE
18 THEM ON THIS SO THAT WE DON'T MISS ANYBODY AND DON'T
19 LEAD TO SORT OF CHANCE AND HAPHAZARD RESPONSE AS TO
20 WHO ACTUALLY IS INVOLVED IN THIS?

21 MR. MCCORMACK: THAT'S ABOVE MY PAY GRADE.

22 CHAIRPERSON DURON: BUILD IT INTO THE
23 GRANT. PART OF THE OBLIGATION IS TO, IN FACT,
24 ATTEND ONE OF THESE MEDIA TRAINING SESSIONS OR
25 SOMETHING. I DON'T KNOW. IT'S NOT ABOUT COERCION,

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1 BUT IT REALLY IS AN IMPORTANT ISSUE, J.T., AND I'M
2 GLAD THAT YOU DID SAY HOW CAN WE SORT OF MAKE THEM
3 DO THIS AS OPPOSED TO LET IT BE THEIR CHOICE. THE
4 WORK THAT I'VE DONE IN MEDIA WITH RESEARCHERS IS
5 THEY'RE QUITE RELUCTANT TO THE DRAW. THEY DON'T
6 LIKE TO DEAL WITH MEDIA PER SE, ET CETERA, ET
7 CETERA, WHICH HAS BEEN SORT OF THE BANE OF MEDIA
8 EXISTENCE BECAUSE THEY NEED THAT INTERACTION WITH
9 RESEARCHERS IN ORDER TO UNDERSTAND CORRECTLY THE
10 ISSUE SO THEY CAN TRANSLATE IT FOR THE PUBLIC. AND
11 THAT HAS ALWAYS BEEN THE CHALLENGE IN BECOMING, AS
12 KEVIN TALKED ABOUT, THE SPARSE MEDIA LANDSCAPE AND
13 EVEN FEWER REPORTERS WHO ARE SCIENCE REPORTERS
14 TRAINED TO BE SCIENCE REPORTERS. IT WILL BECOME
15 EVEN MORE DIFFICULT GIVEN THE INCREASING AMOUNT OF
16 SCIENCE AND COMPLEXITY AND FEWER AND FEWER REPORTERS
17 WHO CAN PUT THEIR ARMS AROUND THAT EASILY.

18 SO WE NEED RESEARCHERS TO JUST BE BETTER
19 COMMUNICATORS, AND I DON'T KNOW WHAT WE CAN DO. IS
20 MARIA IN THE ROOM MAYBE? I DON'T KNOW.

21 CHAIRMAN THOMAS: BEFORE MARIA, CAN I JUST
22 ADD ONE OTHER THING? THERE'S AN ADDITIONAL AGENDA
23 TO THIS SUGGESTION WHICH AS HAS BEEN APTLY POINTED
24 OUT, MOST RECENTLY BY MR. JENSEN, THAT CIRM IS NOT
25 SUFFICIENTLY REFLECTED IN COMMENTS BY OUR GRANTEES

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1 WITH RESPECT THE PROJECTS THAT WE FUND. AND TO HAVE
2 SOME SORT OF REQUIRED INTERACTION WITH THE
3 COMMUNICATIONS TEAM WILL ONLY SERVE TO FURTHER
4 GETTING THE PUBLIC AWARENESS BUILT UP THAT CIRM IS
5 ACTUALLY HEAVILY INVOLVED ACROSS ALL THE VARIOUS
6 PROJECTS IN OUR PORTFOLIO.

7 MR. MCCORMACK: J.T., I THINK ONE OF THE
8 PROBLEMS IS IT'S NOT NECESSARILY THE GRANTEES
9 BECAUSE THE ONES I'VE SPOKEN TO CERTAINLY ALWAYS
10 MAKE A POINT OF MENTIONING FOR BEING GRATEFUL FOR
11 THE FUNDING WE OFFER. IT'S JUST NOT A HIGH PRIORITY
12 IN MANY OF THE ARTICLES THAT ARE WRITTEN OR THE
13 STORIES THAT ARE TOLD EITHER ON RADIO OR T.V.
14 FUNDING IS NOT A SEXY ISSUE. SO THEY'RE LOOKING FOR
15 THE HUMAN PART OF IT, AND THEY IGNORE THE FACT THAT
16 WITHOUT THE FUNDING NONE OF THAT HAPPENS. THEY'VE
17 CERTAINLY MADE AN EFFORT TO DO IT. I'VE TALKED TO
18 REPORTERS AS WELL, AND THEY SAY THEY TRY TO INCLUDE
19 IT, BUT OFTEN IT GETS CUT OUT JUST FOR SPACE.

20 CHAIRPERSON DURON: SPACE AND TIME.

21 MS. BONNEVILLE: I WILL GO BACK TO -- WE
22 COULD SET SOMETHING UP A COUPLE OF TIMES A YEAR WITH
23 GRANTEES WHERE WE HELD EITHER ZOOM OR IN-PERSON OR
24 WHATEVER COMMUNICATIONS SORT OF SUMMIT OR 30-SECOND
25 ELEVATOR PITCH. I THINK TO REQUIRE IT ON AN

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1 INDIVIDUAL BASIS MAY NOT BE REALISTIC GIVEN THE SIZE
2 OF OUR TEAM, CONSIDERING WE HAVE HOW MANY HUNDREDS
3 OF GRANTEES. SO THAT MIGHT NOT BE AS REALISTIC, BUT
4 DOING IT EN MASSE IN A COORDINATED WAY MIGHT BE A
5 LITTLE MORE REALISTIC AND COULD BE REALLY
6 BENEFICIAL.

7 MR. MCCORMACK: ESTEBAN, DID YOU WANT TO
8 ANSWER THE QUESTION ABOUT BOOSTING THE BLOG NUMBERS?

9 MR. CORTEZ: YEAH. I CAN ACTUALLY JUST
10 TOUCH ON THAT, J.T. I DID WANT TO POINT OUT THAT WE
11 ALREADY ARE STARTING TO SHIFT TOWARDS A MORE
12 CAMPAIGN-FOCUSED STRATEGY. SO EVEN USING OUR
13 STRATEGIC PLAN CAMPAIGN, FOR EXAMPLE, OKAY, WE JUST
14 LAUNCHED OUR NEW STRATEGIC PLAN. WHAT IS THE BEST
15 WAY TO PROMOTE THAT? AND REALLY WITH THAT WE
16 DECIDED ON TACTICS. WE SET A GOAL, WHICH IS TO
17 INCREASE TRAFFIC OR TO DIRECT TRAFFIC TO A LANDING
18 PAGE. WITH THAT, WE THEN SAID, OKAY, SO LET'S DO
19 SOME BLOG POSTS AROUND THAT. LET'S ASK SOME STAFF
20 TO POST TO SOCIAL MEDIA.

21 AND THOSE ARE REALLY THE KINDS OF THINGS
22 THAT WE ARE GOING TO BE DOING MOVING FORWARD. SO
23 FOR THE BLOG, WE MAY SET THAT AS A GOAL TO INCREASE
24 TRAFFIC. SHOULD WE CONSIDER PAID SOCIAL MEDIA
25 ADVERTISING? IS THERE A REALLY CRITICAL ARTICLE WE

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1 WANT OUR AUDIENCES TO READ? WHAT ARE WAYS THAT
2 STAFF CAN ENGAGE TO BOOST OUR TRAFFIC AS WELL?

3 AND WE'VE ALREADY EVEN STARTED REACHING
4 OUT TO OTHER FOUNDATIONS AND ORGANIZATIONS. SO, FOR
5 EXAMPLE, I REACHED OUT TO A SICKLE CELL FOUNDATION,
6 AND I REALLY JUST INTRODUCED MYSELF AND SAID, "HEY,
7 WE'RE FUNDING A LOT OF THIS GREAT RESEARCH. WHAT
8 ARE -- WHAT'S THE TYPE OF CONTENT THAT YOU WANT TO
9 SEND OUT TO YOUR AUDIENCES SO THAT WE CAN CONSIDER
10 THAT IN THE FUTURE AND HAVE THEM PROMOTE THAT FOR
11 US."

12 SO WE REALLY ARE JUST THINKING OF ALL
13 THESE DIFFERENT WAYS, AND THAT'S REALLY WHAT WE HOPE
14 TO GET OUT OF THIS AUDIT, WHICH REALLY THEN WILL
15 LEAD TO A MORE ROBUST CONTENT STRATEGY. SO
16 HOPEFULLY THAT ANSWERS THE QUESTION A BIT.

17 CHAIRPERSON DURON: CAN I STOP US AT THIS
18 TIME FOR A TIME CHECK. IT'S 11:33. SORRY, MARIA
19 AND DAVID, I'LL GET TO YOU IN ONE MINUTE. REMEMBER
20 THAT ONE OF THE THINGS ON THE SLIDE WAS WHAT
21 MESSAGES DO WE WANT TO FOCUS ON. WE'D LOVE TO DO
22 EVERYTHING, BUT WHERE WE WANT SOME RETURN, I THINK,
23 AND WHERE I THINK THIS IS NEAR AND DEAR TO ART'S
24 HEART, AND THAT IS MAYBE WE NEED ONE OF THE MAJOR
25 FOCUSES ON THE SPECIALTY CENTERS AND HOW THAT WILL

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1 IMPACT LOW-INCOME AND VULNERABLE POPULATIONS AND HOW
2 WE CAN MAKE SURE THAT THE MESSAGING IS TARGETED FOR
3 THEM TO ENGAGE, FOR THEM TO KNOW IT EXISTS, WHAT IT
4 EXISTS FOR, HOW THEY CAN BE HELPED OR THEIR
5 COMMUNITIES CAN BE HELPED FOR IT, AND THEN HOW THEY
6 CAN PARTICIPATE.

7 I THINK THAT IS REALLY CRUCIAL TO SEE A
8 RETURN ON ALL OF THIS EFFORT BEING PUT INTO
9 MESSAGING AND COMMUNICATIONS WHERE WE WANT TO SEE AN
10 INCREASE AND EFFORT AND RESPONSE AND ENGAGEMENT FROM
11 THESE VULNERABLE POPULATIONS TO KNOW THAT THEY TOO
12 CAN PARTICIPATE AND THAT PERHAPS THEIR HEALTH
13 CONCERNS WILL BE ADDRESSED. SO THAT IS WHAT I WOULD
14 PUT FRONT AND CENTER ON THE TABLE AS ONE OF THE
15 MESSAGES AND STRATEGIES WE NEED TO WORK AROUND.
16 THERE MIGHT BE OTHERS, BUT WE ARE LOOKING FOR
17 RESULTS MESSAGING. WE ARE LOOKING FOR THAT WHICH IS
18 A PAYOFF FOR CALIFORNIA RESIDENTS AND TAXPAYERS. SO
19 LET ME HAVE --

20 MS. BONNEVILLE: LEONDRA HAS HAD HER HAND
21 RAISED FOR A BIT.

22 CHAIRPERSON DURON: DAVID HAS BEEN SHAKING
23 HIS HAND AS WELL. LEONDRA, GO AHEAD AND THEN DAVID.

24 DR. CLARK-HARVEY: YES. THANK YOU. JUST
25 A COUPLE COMMENTS. ONE, I THINK IT'S REALLY -- I

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1 LOVE THE REPORT. I LOVE THE BRANDING FROM WHAT I'VE
2 BEEN SEEING. IT'S REALLY, REALLY GREAT. AND SOME
3 OF THE OUTREACH.

4 AND SO IN THINKING ABOUT OUTREACH, I THINK
5 YOU ALL HAVE DEMONSTRATED THAT YOU'VE GONE INTO THE
6 COMMUNITIES AND PUT ON EVENTS AND THOSE TYPES OF
7 THINGS. I'M WONDERING IF THERE'S BEEN THOUGHT TO
8 REALLY ASKING GRASS ROOT ORGANIZATIONS IN LINE WITH
9 WHAT YSABEL WAS TALKING ABOUT TO PROMOTE AS WELL,
10 NOT JUST WILL YOU COME OR BE EDUCATED; BUT AS A
11 RESULT, WILL YOU ALSO PASS ON THIS INFORMATION IN A
12 REALLY DELIBERATE FASHION TO THEIR NETWORKS.

13 AND I THINK ONE WAY TO DO THAT WOULD BE TO
14 PROVIDE A SOCIAL MEDIA KIT. I DON'T KNOW IF YOU DO
15 THAT ALREADY. BUT THAT'S REALLY HELPFUL WITH HERE'S
16 THE HASH TAGS, HERE'S THE MESSAGING. IT'S REALLY
17 EASY FOR THEM TO JUST CUT AND PASTE INSTEAD OF JUST
18 SAYING, OH, CAN YOU PROMOTE AND THEN YOU'RE HOPING
19 THAT SOMEBODY HAS THE TIME AND EFFORT AND DESIRE TO
20 DO SO. PERHAPS YOU DO THAT ALREADY, NOT SURE, BUT
21 MAYBE REALLY TAKING A LOOK AT THAT AND BEEFING THAT
22 UP SO IT'S EASY FOR PEOPLE TO USE, NOT JUST THE
23 ORGANIZATIONS, BUT ALSO THE GRANTEEES AS WELL.

24 SOMEONE WAS TALKING EARLIER ABOUT ASKING
25 THEM TO PROMOTE AND MAKING THAT MAYBE A REQUIREMENT,

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1 NOT SURE ABOUT THAT, BUT REALLY GIVING THEM, LAYING
2 IT OUT FOR THEM SO IT'S SUPER EASY. THAT'S MY
3 SUGGESTION.

4 CHAIRPERSON DURON: EXCELLENT POINT. AND
5 I THINK ESTABAN TALKED ABOUT REACHING OUT TO THE
6 SICKLE CELL FOUNDATIONS AND STUFF, AND THAT'S THE
7 ABSOLUTE, DELIBERATE, INTENTIONAL WAY WE NEED TO GO
8 OUT TO THE COMMUNITIES THAT ARE BEING IMPACTED BY
9 SOCIETY'S PARTICULAR DISEASES THAT ARE BEING
10 INVESTIGATED AND RESEARCHED AND TALK ABOUT THOSE
11 IMPACTS AND THE MONEY INVESTED. AND, YES, THEY
12 SHOULD BE SAYING THAT. RESEARCHERS SHOULD BE
13 SAYING, THIS RESEARCH HAS BEEN MADE POSSIBLE BY
14 THESE INVESTMENTS FROM THE PEOPLE OF CALIFORNIA.
15 AND THAT'S LIKE EVERY SINGLE TIME THEY NEED TO BE
16 SAYING THAT. IT MAY BECOME AN OLD MANTRA AND
17 REFRAIN, BUT THAT'S WHAT PEOPLE NEED TO HEAR. THIS
18 IS MONEY YOU INVESTED. THANK YOU VERY MUCH FROM THE
19 RESEARCHERS AND FROM THE PEOPLE WHO ARE SERVED BY
20 IT.

21 DAVID AND THEN ART.

22 DR. HIGGINS: VERY QUICKLY. FIRST OF ALL,
23 I THINK WE SHOULD LOOK AT WHAT LEONDRA SAID, BUT
24 ALSO LOOK AT HER SLIDE. THIS IS A WOMAN WHO KNOWS
25 WHAT SHE'S DOING AND IS PROMOTING AN IMAGE TO US

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1 THAT'S VERY SIMPLE. WAS VERY SIMPLE FOR HER TO DO
2 PRESUMABLY. BUT LOOK AT IT. LOOK AT THE
3 DIFFERENCE. LOOK AT MY BACKYARD. I JUST THINK
4 THAT'S A PERFECT EXAMPLE OF WHAT WE ARE TRYING TO
5 EMPHASIZE HERE. THANK YOU, LEONDRA, FOR THE SETUP.

6 THE ONLY OTHER THING ELSE I WANTED TO ADD
7 WAS I CAN HEAR MARIA'S POINT OF VIEW, THAT YOU DON'T
8 WANT TO REQUIRE RESEARCHERS TO NECESSARILY
9 PARTICIPATE IN A TRANSLATION PROCESS OF SCIENCE.
10 BUT I THINK THAT THERE'S -- IN MY EXPERIENCE, I'M
11 SORT OF A PROFESSIONAL FULL-TIME VOLUNTEER, PATIENT
12 ADVOCATE IN SAN DIEGO FOR PARKINSON'S. AND I KNOW
13 WHAT THE PARKINSON'S RESEARCHERS WANT AND I KNOW
14 WHAT THE PARKINSON'S PATIENTS WANT. AND YOU GUYS
15 ARE ABOUT TO DELIVER THAT. AND THAT'S GOING TO MAKE
16 A HUGE DIFFERENCE, A HUGE DIFFERENCE. IF SOMEBODY
17 IN THE PARKINSON'S COMMUNITY BROADLY, A SCIENTIST OR
18 A PATIENT, CAN SAY I DON'T KNOW THE ANSWER, BUT I
19 KNOW WHERE TO GO GET IT. WE WANT TO BE THE I KNOW
20 WHERE TO GO GET IT. I WOULD USE THAT AS OUR
21 CRITERIA FOR SUCCESS.

22 IF YOU ASK A PATIENT WHO HAS PARKINSON'S
23 DISEASE TO TELL YOU ABOUT SOMETHING RELEVANT, WHERE
24 DO THEY GO? THE FIRST THING OUT OF THEIR MOUTH
25 SHOULD BE TO CIRM WITH RESPECT TO STEM CELLS. AND

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1 THE WAY -- SO WE'RE TALKING ABOUT WHAT DEI IS, WHAT
2 WAS BROUGHT UP, AND IT MAKES PERFECT SENSE, BUT THE
3 THING THAT WASN'T BROUGHT UP THAT I THINK IS REALLY,
4 REALLY IMPORTANT TO PATIENTS AND RAISES OUR
5 CREDIBILITY IS TO COACH PEOPLE ABOUT FRAUD IN STEM
6 CELLS. FRAUD HAS NOTHING TO DO WITH WHAT I'M TRYING
7 TO DO. I'M TRYING TO PROMOTE CLINICAL TRIALS AND
8 STUFF. THE FIRST THING OUT OF PEOPLE'S MOUTHS IS IS
9 THIS REAL OR IS THIS FAKE? DO I BELIEVE WHAT
10 THEY'RE SAYING, OR SHOULD I JUST IGNORE IT? SO DEI,
11 YES, GIVE THAT TO THE RESEARCHERS AND TRAIN THEM HOW
12 TO DEAL WITH THAT, BUT WE'VE GOT TO GIVE TO PATIENTS
13 SOME HOPE THAT WE ARE A RESOURCE FOR THEM TO NOT GET
14 SCREWED UP.

15 AND I JUST WANT TO UNDERSCORE THE SUCCESS
16 AND PROFESSIONALISM OF KEVIN IN THE PAST. I'VE BEEN
17 HERE FOR EIGHT YEARS OR WHATEVER. AND HE KNOWS WHAT
18 THE PATIENTS WANT AND NEED. HE KNOWS WHAT THE
19 RESEARCHERS SHOULD BE DOING AND HOW THEY CAN HELP.
20 AND I THINK HE UNDERSTANDS THAT THE RESEARCHERS ARE
21 SCARED BECAUSE THEY DON'T KNOW WHAT'S GOING TO COME
22 AT THEM FROM THE PUBLIC. THEY'RE SCARED OF THE
23 PUBLIC. AND THEN YOU LOOK AT WHAT SORT OF HAPPENED
24 OVER THE PAST FEW DAYS FROM A POLITICAL POINT OF
25 VIEW AND HOW SCIENCE IS OPEN SEASON. SO PEOPLE

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1 ENJOY TRASHING SCIENCE. SO ANYWAY, ENOUGH SAID.
2 LEONDRA, THANK YOU.

3 CHAIRPERSON DURON: THANK YOU, DAVID. I
4 KNOW AND I THINK THAT'S WHY WE NEED TO BE
5 TRANSPARENT AND OPEN AND AVAILABLE. SO THANK YOU
6 FOR THAT. I AGREE.

7 I SEE THAT LAUREN JUST JOINED US. I HOPE
8 THAT -- MAYBE SHE'S BEEN WITH US AND WOULD LIKE TO
9 MAKE A COMMENT, BUT I'M GOING TO GO TO ART FIRST,
10 LAUREN, BUT IF YOU'D LIKE TO HAVE SOMETHING TO SAY
11 AFTERWARDS.

12 MR. TORRES: THREE ITEMS. NO. 1, FOR 12
13 YEARS WE'VE BEEN ASKING GRANTEES TO INCLUDE US IN
14 THEIR PRESS RELEASES, AND MANY OF THEM STILL DO NOT.
15 I RECENTLY HAD TO INTERVENE AS A REGENT WITH
16 UNIVERSITY OF CALIFORNIA WITH WHOM WE'VE GIVEN 1.16
17 BILLION OVER THE LAST 12 YEARS, AND THEY DIDN'T EVEN
18 MENTION US IN A RELEASE FROM THE OFFICE OF THE
19 PRESIDENT.

20 SO I SPOKE TO THE PRESIDENT. I SPOKE TO
21 THE HEAD OF COMMUNICATIONS. AND THIS WAS A LESSON
22 FOR ME, SAME THING THAT WE NEED TO APPLY TO OTHER
23 UNIVERSITIES. IT'S NOT ONLY GO TO THE PRESS RELEASE
24 OF THE GRANTEE, BUT GO TO THE DIRECTOR OF
25 COMMUNICATIONS OF THAT INSTITUTION TO REMIND THEM

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1 WHAT NEEDS TO BE INCLUDED IN THEIR PRESS RELEASES
2 BECAUSE THEY ALSO HAVE A ROLE IN THIS.

3 AS TO FRAUD, GEOFF LOMAX AND I HAVE BEEN
4 WORKING FOR THE LAST THREE YEARS AND FOUR YEARS
5 BEFORE THAT IN STEM CELL CLINICS WHICH ARE
6 UNSCRUPULOUS. THE BOARD OF MEDICAL QUALITY
7 ASSURANCE DOESN'T EVEN TAKE A STEP TO DISCIPLINE
8 THESE DOCTORS WHO ARE RUNNING THESE STEM CELL
9 CLINICS. THAT'S WHERE THE ISSUE OF FRAUD HAS TO
10 OCCUR. WE'RE GOING TO CONTINUE TO DO THAT THIS
11 YEAR; BUT, AGAIN, THANK GOD THERE MAY BE A SCANDAL
12 AS I TALKED TO THE PRESIDENT OF OUR STATE SENATE,
13 SENATOR ATKINS, WHO'S MOVING ON THIS IN THAT THE
14 BOARD OF MEDICAL QUALITY ASSURANCE IS PROTECTING
15 THESE DOCTORS AND NOT MOVING AGAINST THEM. AND THAT
16 AFFECTS OUR PATIENTS AND OUR PATIENTS' ABILITY TO
17 ACCESS QUALITY CARE.

18 CHAIRPERSON DURON: THANK YOU, ART. I
19 REALLY APPRECIATE THOSE UPDATES. IT'S REALLY
20 IMPORTANT FOR US TO KNOW AS WELL.

21 WE'VE ONLY GOT 18 MINUTES LEFT. I THINK
22 WE MAY HAVE A PUBLIC COMMENT. I WANT TO MAKE SURE
23 WE GET THAT IN. LAUREN, DID YOU HAVE ANYTHING YOU
24 WANTED TO ADD TO THE CONVERSATION?

25 MS. MILLER-ROGEN: SURE. YEAH. I WAS

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1 HERE. THE LAST FIVE MINITES I HAD A CALL AND
2 STEPPED OFF. BUT, LOOK, I THINK I SAID THIS BEFORE
3 TO THIS GROUP. TO ME I THINK ONE OF THE BIGGEST
4 BARRIERS WE HAVE IS THAT OFTEN SCIENTISTS DON'T
5 SPEAK THE SAME LANGUAGE AS THE REST OF HUMANITY.
6 AND SO I SIT IN THE MEETINGS AND I PICK UP A LOT.
7 AT THIS POINT IT'S BEEN A NUMBER OF YEARS, SO I GET
8 A LOT MORE. BUT, LIKE, I'LL BE HONEST. LIKE HALF
9 THE TIME I DON'T ACTUALLY UNDERSTAND THE SCIENCE OF
10 WHAT WE ARE VOTING ON. AND SO TO ME -- I'VE SAID
11 THIS, I DON'T KNOW TO ANYONE IN THIS GROUP BEFORE,
12 BUT I DON'T UNDERSTAND WHY, LIKE, PRESENTING YOUR
13 WORK, PUBLIC SPEAKING ISN'T A CLASS THAT SCIENTISTS
14 ARE ALSO GIVEN BECAUSE THEY ALL DO IT SO POORLY
15 USUALLY. AND THEY SPEND SO MUCH TIME TRYING TO
16 SOUND FANCY AND TO USE BIG WORDS THAT ARE SCIENTIFIC
17 SO THAT WE MAKE SURE THAT THEY'RE SAYING IMPORTANT
18 THINGS. BUT NORMAL PEOPLE, LIKE, DON'T OFTEN GET
19 IT.

20 SO TO ME I THINK THAT A LOT OF THE WORK
21 THAT WE CAN DO IS TRANSLATING SOME OF THE REALLY,
22 AGAIN, AS I SAID THIS BEFORE, AMAZING, REALLY
23 INCREDIBLE WORK THAT WE DO TO NORMAL PERSON LANGUAGE
24 AND TRANSLATE IT OUT THERE. AND WHEN WE SEND A
25 TWEET OUT INTO THE WORLD OR AN INSTAGRAM VIDEO OR AN

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1 E-MAIL OR WHATEVER IT IS, IT'S WRITTEN BY A NORMAL
2 HUMAN, NOT A SCIENTIST.

3 CHAIRPERSON DURON: AS WE KNOW, LAUREN,
4 HAVING WORKED WITH A LOT OF SCIENTISTS AND CIRM
5 ITSELF, WE KNOW THEY'RE VERY HUMAN, VERY KIND, AND
6 VERY THOUGHTFUL. UNFORTUNATELY I THINK IT GOES WITH
7 THE PH.D., THAT YOU HAVE TO TALK A CERTAIN WAY.

8 MS. MILLER-ROGEN: DUMB IT DOWN A LITTLE
9 SOMETIMES.

10 CHAIRPERSON DURON: I ALWAYS SAY SPEAK
11 ENGLISH.

12 MS. MILLER-ROGEN: THAT'S MY COMMENT. BUT
13 I KNOW I THINK THAT THAT'S REALLY HUGE AND KEY
14 TOWARD GETTING TRANSLATING WHAT WE DO, BUT ALSO
15 LETTING PEOPLE KNOW THAT WE CAN HELP THEM.

16 CHAIRPERSON DURON: ABSOLUTELY. I THINK
17 THAT THAT'S WHY WE'RE HAVING THIS MEETING, WE'RE
18 HAVING THIS COMMITTEE, AND WE'RE TRYING TO TURN OVER
19 THE NEWEST LEAF BECAUSE I KNOW THAT THE EFFORT HAS
20 ALWAYS BEEN THERE OVER TIME, BUT I THINK WITH THE
21 BUILDOUT OF THE COMMITTEE AND THE STAFF, THAT'S
22 REALLY HELPFUL BECAUSE, YES, WE NEED ALL BODIES ON
23 BOARD. AND SO WE ARE HOPING THAT WE'RE GOING TO GET
24 THERE AND THAT WE'RE GOING TO NOW REALLY REACH OUT
25 TO THE VARIETY OF PEOPLE IN OUR COMMUNITY IN

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1 DIFFERENT WAYS, ESTEBAN, AND NOT THE SAME OLE, SAME
2 OLE AND FIND OUT WHERE THEY LIVE AND HOW TO TALK TO
3 THEM AND WHAT THEY REALLY CARE ABOUT.

4 WE'RE GOING TO DO THAT. WANT TO MAKE SURE
5 THAT WE ARE STAYING ON TRACK. SO I SEE, PAT, YOU GO
6 AHEAD.

7 DR. LEVITT: OKAY. AS A SCIENTIST. SO
8 IT'S NOT ABOUT -- THERE ARE COURSES IN EITHER
9 MEDICAL SCHOOL OR GRADUATE SCHOOL THAT REALLY TOUCH
10 UPON THE CORE COMPONENTS OF HOW TO COMMUNICATE
11 COMPLICATED ISSUES IN AN APPROPRIATE WAY WHERE IT'S
12 NOT WATERED DOWN, BUT YET IT'S UNDERSTANDABLE.

13 SO I'VE SPENT 20 YEARS WORKING ON THIS
14 WITH THE CENTER ON THE DEVELOPING OF CHILD AT
15 HARVARD. YOU GO TO THAT WEB SITE OR GO TO THE ALDA
16 CENTER FOR SCIENCE COMMUNICATION. SO IT'S NOT ABOUT
17 SHORTER SENTENCES AND SIMPLER WORDS. IT'S ABOUT
18 UNDERSTANDING CULTURAL ISSUES, HOW YOU FRAME -- HOW
19 YOU TELL A STORY. TELLING PERSONAL STORIES FOR
20 CERTAIN AUDIENCES WORKS, BUT IT'S NOT GENERALIZABLE,
21 WHICH MEANS THAT IT BACKFIRES IN TERMS OF IT
22 GROWING, IN TERMS OF SALIENCE AND RELEVANCE.

23 SO SOME OF WHAT WE'RE GOING TO TRY TO DO,
24 I THINK, NEEDS TO LOOK AT THE RESEARCH THAT'S BEEN
25 DONE ABOUT COMMUNICATING MEDICINE AND SCIENCE IN

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1 WAYS THAT THE PUBLIC IS GOING TO EMBRACE. I AGREE
2 COMPLETELY WITH THE TEAM, THAT LIKE 20 YEARS AGO WE
3 STARTED THIS, AND OUR FOCUS WAS CHILD AND BRAIN
4 DEVELOPMENT. AND BRAIN DEVELOPMENT IS NOT THAT
5 SIMPLE. IT'S AS COMPLICATED OR MORE COMPLICATED
6 THAN STEM CELLS. BUT WHAT WE WERE DOING 20 YEARS
7 AGO, EVEN 10 YEARS AGO IS JUST NOT RELEVANT NOW. WE
8 WERE WRITING WORKING PAPERS AND BRIEFS AND THINGS
9 LIKE THAT. WRITTEN DOCUMENTS JUST ARE NOT
10 DOWNLOADED IN THE SAME WAY THAT VIDEOS ARE AND OTHER
11 SORTS OF SOCIAL MEDIA THAT'S BEING USED. SO I THINK
12 THE TEAM IS ON THE RIGHT TRACK.

13 I WOULD SAY THAT LOOKING BACK AND LOOKING
14 TO SEE WHO ARE YOUR HIGHEST CLIENTS IN TERMS OF
15 HITTING THE WEB SITE IS A LITTLE TROUBLING FOR ME
16 BECAUSE THIS IS NOT ABOUT COMMUNICATING THE SCIENCE
17 TO SCIENTISTS. WE DO THAT THROUGH PROFESSIONAL
18 JOURNALS AND OTHER STRATEGIES. SO THOSE NUMBERS
19 THAT ARE ON THE BOTTOM, LIKE A FEW PERCENT, REALLY
20 HAVE TO -- SO I JUST WANT TO SAY THAT THE STRATEGY
21 IS NOT TO DO MORE OF WHAT YOU'VE DONE IN TERMS OF
22 CONNECTING TO THE SCIENTISTS AND BUSINESS LEADERS.
23 THEY MAKE UP -- THOSE TWO GROUPS MAKE UP -- OR
24 BUSINESS FOLKS, THEY MAKE UP THE TWO LARGEST GROUPS.
25 IT'S TO FIGURE OUT HOW TO GET THE OTHER COMPONENTS

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1 OF THE COMMUNITIES, BROADLY SPEAKING, TO ENGAGE.
2 NOT EASY. SO I'M NOT SAYING THAT IT'S EASY. I'M
3 JUST SAYING THAT THINKING ABOUT HOW TO DO THINGS A
4 LITTLE DIFFERENTLY IS GOING TO MATTER.

5 AND THEN ALSO LOOKING AT THE RESEARCH
6 THAT'S BEEN DONE ABOUT WHAT WORKS AND WHAT DOESN'T
7 WORK ABOUT TALKING ABOUT SCIENCE AND MEDICINE WOULD
8 BE REALLY HELPFUL.

9 CHAIRPERSON DURON: THANK YOU, PAT. THOSE
10 ARE ALL ABSOLUTELY IMPORTANT POINTS AND VERY
11 IMPORTANT TO BE SAID.

12 MARIA, I WANT TO JUST BE RESPECTFUL OF
13 PEOPLE'S TIME. WONDER IF THERE'S SOMEONE OUT THERE
14 WAITING TO MAKE A PUBLIC COMMENT, I'LL GET TO YOU AS
15 WELL. WE JUST HAVE TO KEEP OUR COMMENTS. THERE IS
16 SOMEONE OUT THERE.

17 MS. BONNEVILLE: I SEE ONE NUMBER. I'M
18 NOT SURE IF THEY WERE PROVIDING PUBLIC COMMENT OR
19 NOT. THEY MAY HAVE JUST JOINED THE MEETING. I'M
20 NOT QUITE SURE.

21 CHAIRPERSON DURON: OKAY. LET ME THEN
22 PROCEED WITH BOTH J.T. AND THEN LEONDRA.

23 CHAIRMAN THOMAS: SO BRIEFLY, KEVIN, I'M
24 GOING TO GO BACK TO THE BLOG HERE FOR A SECOND AGAIN
25 BECAUSE I THINK IT'S SUCH A VALUABLE TOOL. AND YOU

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1 GUYS MAY DO THIS ALREADY. I'M NOT SURE.

2 BUT WHAT ABOUT THE IDEA OF INTEGRATING IT
3 AS PART OF OUR EDUCATIONAL PILLAR OF GETTING THE
4 BLOG TO EVERY MIDDLE SCHOOL AND HIGH SCHOOL BIOLOGY
5 TEACHER AND EVERY COMMUNITY COLLEGE AND COLLEGE
6 PROFESSOR IN BIOLOGY OR ANYTHING THAT'S RELATED TO
7 IT? THAT WOULD -- I THINK THAT YOU WOULD END UP
8 GREATLY INCREASING YOUR VIEWERSHIP BECAUSE YOU'LL
9 HAVE MANY STUDENTS WHO WOULD JOIN IN AND FIND IT,
10 AGAIN, VERY INTERESTING. AND IT HAS SORT OF THE
11 DOUBLE FEATURE VALUE OF PROVIDING SOMETHING THAT IS
12 SO INTERESTING THAT IT INCREASES THEIR INTEREST
13 LEVEL IN THE FIELD IN GENERAL AND HELPS
14 INCREMENTALLY TO POINT THEM TOWARDS GOING INTO THIS
15 AS THEY PROGRESS ALONG EDUCATIONALLY.

16 DO WE DO ANYTHING LIKE THAT?

17 MR. MCCORMACK: IN THE PAST WE HAVE GONE
18 TO TEACHER'S CONFERENCES TO PROMOTE WHAT WE DO.
19 MOSTLY, THOUGH, IT WAS FOCUSED ON THE EDUCATIONAL
20 CURRICULUM THAT WE HAD ALREADY PUT TOGETHER FOR
21 TEACHERS, SCIENCE TEACHERS, TO TEACH IN BOTH MIDDLE
22 AND HIGH SCHOOL. BUT THAT'S AN EXCELLENT IDEA. I
23 REALLY LIKE THAT. GOING IN AND KIND OF GETTING IN
24 TOUCH WITH ALL THE SCIENCE TEACHERS, AND THERE'S
25 KIND OF ASSOCIATIONS OF THEM ALL AROUND THE STATE

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1 AND THE COUNTRY. SO IT WOULD BE A GREAT WAY TO TRY
2 AND KIND OF GET A BIGGER AUDIENCE. SO THANKS, J.T.
3 THAT'S REALLY GOOD.

4 CHAIRMAN THOMAS: AND YOU USE -- I WAS
5 GOING TO SAY THAT THIS IS SOMETHING THAT COULD GO
6 BEYOND CALIFORNIA ALSO. YOU COULD FIGURE OUT HOW TO
7 TAP INTO THESE TEACHERS ALL OVER THE PLACE. YOU
8 WOULD DRAMATICALLY INCREASE AWARENESS OF WHAT WE ARE
9 DOING IN THE FIELD IN GENERAL.

10 MR. MCCORMACK: YEAH. WE ARE SHAMELESS
11 ABOUT TRYING TO GET OUR NUMBERS UP ANY WAY WE CAN.

12 CHAIRMAN THOMAS: YEAH.

13 CHAIRPERSON DURON: YEAH. YOU MIGHT START
14 WITH THE IMPACT OF COVID AND THE FACT THAT WE
15 INVESTED IN COVID, ET CETERA. CONNECT THE DOTS FOR
16 THEM AND MAKE IT RELEVANT AND PRESENT. SO I AGREE.
17 FABULOUS.

18 WHEN WE JUST START WITH ALL OF OUR BIG
19 IDEAS HERE, AND WE HAVE GOT TO TURN THIS MEETING
20 DOWN SO WE CAN LET YOU GO TO LUNCH IF YOU WANT TO.
21 BUT, LEONDRA, YOU GO FIRST AND THEN DAVID.

22 DR. CLARK-HARVEY: THANKS. IT IS
23 LUNCHTIME. I LOVE THAT IDEA, JON. AND I ALSO
24 REALLY APPRECIATE PAT'S COMMENTS BECAUSE I THINK
25 THAT THEY TIE TO KIND OF THE COMMENT I WAS MAKING

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1 EARLIER ABOUT, AND I HOPE THIS WAS PICKED UP ON.
2 IT'S NOT ABOUT JUST SENDING THE MESSAGING AND HAVING
3 PEOPLE PROMOTE IT. I THINK IT'S ABOUT WHO'S SENDING
4 THE MESSAGE, RIGHT. AND WE KNOW THAT WORD OF MOUTH,
5 GOING VIRAL IS GOING TO HAPPEN IF YOU HAVE CULTURAL
6 BROKERS WHO PEOPLE TRUST. EVEN IF WE ARE IN THE
7 RIGHT SPACES TO REACH THE RIGHT AUDIENCE, IF PEOPLE
8 DON'T KNOW AND TRUST CIRM OR THINK OF IT AS AN
9 IMPORTANT KIND OF VOICE, THEN WE NEED SOMEONE THAT
10 THEY KNOW AND TRUST TO SEND THAT MESSAGE. SO EVEN
11 IF WE PARTNER WITH COMMUNITY MEMBERS AND WE
12 HIGHLIGHT PEOPLE THAT LOOK LIKE OTHER PEOPLE, IF THE
13 FOLK IN THEIR COMMUNITY OR THE LEADERS IN THEIR
14 COMMUNITY AREN'T ENDORSING AND PUTTING IT OUT, THEN
15 WE MAY BE RUNNING UP AGAINST A WALL.

16 AND SO I THINK IF THERE'S WAYS TO ADAPT
17 OUR MESSAGING AND HAVE IT COME FROM CULTURAL BROKERS
18 WHO COULD THEN PROMOTE IT TO THEIR NETWORKS, AND I'M
19 TALKING ABOUT PREPARING IT FOR PEOPLE, NOT JUST
20 ASKING, LIKE HAVING IT BE VERY CLEAR. HERE YOU GO.
21 HERE'S A SAMPLE MESSAGING THAT YOU CAN USE OR WE
22 ENCOURAGE. SO I'LL LEAVE IT THERE.

23 CHAIRPERSON DURON: I THINK WE NEED TO
24 MAKE SURE THAT WE TRY TO ADDRESS COMMUNITY LEADERS
25 OF ALL AGES AND NOT JUST SENIORS DOWN, BUT YOUTH UP

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1 BECAUSE OFTENTIMES THEY ARE THE BROKERS OF THOSE
2 MESSAGES. AND IT MAY BE IN THAT SIMPLISTIC FASHION
3 IN WHICH THEY NEED TO AT LEAST START TO GET THE
4 INTEREST OF THEIR ELDERS OR SOMETHING. AND SO I
5 THINK IT'S REALLY CRUCIAL THAT WE SEED THIS DYNAMIC
6 ACROSS THE AGE RANGES BECAUSE I THINK STUDENTS,
7 YOUNGSTERS, ARE OUR FUTURE AND OUR FUTURE
8 INVESTIGATORS, SO WE WANT TO BUILD THAT THROUGH
9 EDUCATION, BUT THEN THEY ALSO CAN TAKE HOME MESSAGES
10 TO GRANDMA. SO THAT'S REALLY -- AND THE MOTHER AND
11 FATHER. SO I THINK IT'S REALLY, REALLY CRUCIAL THAT
12 WE ALWAYS KEEP THAT IN MIND.

13 DAVID, YOU HAD A LAST WORD. AND, MARIA,
14 YOU SAID THERE'S NOBODY WAITING FOR COMMENTS?

15 DR. HIGGINS: OKAY. I'VE GOT A VERY QUICK
16 POINT JUST TO SUMMARIZE THE LAST TWO SPEAKERS. I
17 THINK WE SHOULD CONSIDER BREAKING DOWN OUR TASKS FOR
18 THIS GROUP INTO THREE OR FOUR CATEGORIES. THE ONE I
19 ALWAYS CALL DEI FOR EVERYBODY KNOWS WHAT THAT MEANS,
20 WHAT WE ARE TRYING TO DO, SO THERE'S DEI. THAT'S A
21 TARGET. PATIENTS, THAT'S A UNIQUE TARGET. THE
22 SCIENTISTS, RESEARCHERS, THAT'S A UNIQUE TARGET.
23 AND THEN MAYBE SOME OVERLAPPING TARGETS SUCH AS THE
24 TERM CULTURAL BROKERS, COMMUNITY LEADERS, THINGS
25 LIKE THAT.

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1 BUT I SEE DEI, THE COMMUNITY, DEI, WHICH
2 IS A SUBSET OF THAT, SCIENTISTS, AND PATIENTS. AND
3 WE SHOULD FOCUS -- OR CRAFT OUR MESSAGE IN THOSE
4 WAYS IS MY THEME.

5 CHAIRPERSON DURON: SO IT SAYS TO ME THAT,
6 GIVEN ALL OF THOSE TOPICS, DAVID, THAT WE MEETING
7 TWICE A YEAR IS NOT QUITE AN ANSWER IF WE WANT TO
8 PROVIDE THAT GUIDANCE AND ALSO GIVE PRAISE WHERE
9 IT'S DUE WITH HOW THE WORK IS PROGRESSING. SO MAYBE
10 I PUT IT ON THE TABLE RIGHT NOW, MARIA, WHETHER OR
11 NOT WE WANT TO MOVE TO -- SOMEONE WANTS TO MOVE A
12 MOTION OR WE JUST AGREE THAT WE WANT TO MOVE MAYBE
13 IN THE NEXT SEVERAL MONTHS AND NOT SIX MONTHS FROM
14 NOW.

15 MS. BONNEVILLE: WE DON'T NEED A MOTION
16 FOR THAT. IF THE SUBCOMMITTEE WANTS TO SET A TIME
17 LINE TO RECONVENE, AND THEN WE CAN WORK ON WHAT
18 EXACTLY YOU WOULD LIKE THE TEAM TO BRING BACK TO YOU
19 AT THAT MOMENT OR AT THAT POINT, HAPPY TO DO THAT.
20 SO I LEAVE IT UP TO YOU GUYS TO LET US KNOW TIMING
21 AND JUST DELIVERABLES SO THAT YOU CAN START TO WEIGH
22 IN AND -- NOT START. YOU WEIGHED IN. BUT TO GIVE
23 US MORE FEEDBACK ON WHERE WE ARE.

24 CHAIRPERSON DURON: SO COULD I HAVE AT
25 LEAST A SHOW OF HANDS FROM PEOPLE, EVEN MORE LIKE

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1 QUARTERLY MEETING, IF WE WOULD LIKE PERHAPS TO
2 GATHER AGAIN. HANDS ARE ALREADY UP, BUT I'M NOT
3 SURE WHETHER WE WANT TO MEET MAYBE BY, I DON'T KNOW,
4 PAT, MAYBE BEGINNING OF APRIL FOR THE NEXT MEETING.
5 THAT WILL GIVE TIME TO WORK WITH THE TEAM TO NUANCE
6 THE MISSION STATEMENT AND TO START SOME OF THOSE
7 NEXT STRATEGIC STEPS BASED ON THIS CONVERSATION.

8 DR. LEVITT: YEAH. I WOULD SAY -- WE
9 REALLY NEED TO HAVE THIS MISSION STATEMENT TIGHT AND
10 COMPLETE AS WELL AS BEGIN WORKING WITH THE TEAM.
11 BUT I THINK END OF MARCH, VERY BEGINNING OF APRIL
12 WOULD BE FINE. WE HAVE TO MEET MORE REGULARLY IF
13 WE'RE GOING -- IF THIS SUBCOMMITTEE IS GOING TO MAKE
14 ANY HEADWAY AND WORK IN A COLLABORATIVE WAY WITH THE
15 COMMUNICATIONS TEAM, WE NEED TO MEET MORE OFTEN.
16 NOT THAT I'M A BIG FAN OF --

17 CHAIRPERSON DURON: MEETINGS.

18 DR. LEVITT: BUT I THINK WE HAVE TO DO
19 THAT. WE HAVE TO START -- IT MAY BE THAT AS WE GET
20 BUSINESS DONE, WE CAN STREAMLINE A BIT MORE. BUT
21 RIGHT NOW WE HAVE TO MEET MORE OFTEN.

22 CHAIRPERSON DURON: SO, MARIA, CAN YOU
23 MAYBE SEND OUT A QUERY FOR CERTAIN NUMBERS OF DATES,
24 EITHER LATE MARCH OR EARLY APRIL, FOR THE NEXT
25 MEETING?

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1 MS. BONNEVILLE: ABSOLUTELY.

2 CHAIRPERSON DURON: OKAY. AND I DIDN'T
3 HEAR YOUR FINAL. IS THERE ANYBODY IN THE PUBLIC
4 WAITING TO MAKE COMMENTS?

5 MS. BONNEVILLE: NO ONE IS IN THE WAITING
6 ROOM. WE DO -- WE CAN ASK FOR PUBLIC COMMENT AND
7 SEE IF THE ONE MEMBER OF THE PUBLIC WHO'S JOINED IN
8 WOULD LIKE TO MAKE ANY PUBLIC COMMENTS, BUT I JUST
9 DON'T KNOW.

10 CHAIRPERSON DURON: OKAY. WE ARE OPEN TO
11 PUBLIC COMMENTS NOW IF ANYBODY OUT THERE DOES WISH
12 TO MAKE A COMMENT. BUT IF THERE ISN'T ANYBODY --

13 MS. BONNEVILLE: I SEE THEY'VE UNMUTED, SO
14 I SUSPECT YES.

15 CHAIRPERSON DURON: OKAY. THAT'S PHONE
16 NUMBER 424?

17 MS. BONNEVILLE: YES.

18 CHAIRPERSON DURON: OKAY. GO AHEAD. ARE
19 YOU THERE?

20 MS. RENE: YES, I AM. CAN YOU HEAR ME?

21 CHAIRPERSON DURON: YES, I CAN HEAR YOU.

22 MS. RENE: GREAT. THANK YOU.

23 CHAIRPERSON DURON: HANG ON ONE SECOND.
24 MARIA, SHE HAS, WHAT, TWO MINUTES?

25 MS. BONNEVILLE: THREE-MINUTE PUBLIC

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1 COMMENT.

2 CHAIRPERSON DURON: THREE MINUTES. OKAY.
3 STATE YOUR NAME AND GO FOR IT.

4 MS. RENE: GOOD MORNING. MY NAME IS NANCY
5 RENE. I AM A PATIENT ADVOCATE FOR PEOPLE WITH
6 SICKLE CELL DISEASE. I'M A MEMBER OF THE CAP
7 PROGRAM, AND I'VE BEEN WORKING WITH CIRM FOR A
8 NUMBER OF YEARS. I MADE MY FIRST PRESENTATION ABOUT
9 12 YEARS AGO, SPEAKING ABOUT ADVOCACY FOR PEOPLE
10 WITH SICKLE CELL DISEASE.

11 AS A RESEARCH INSTITUTION, I HOPE THAT
12 CIRM WILL RECOGNIZE THE IMPORTANCE OF CONDUCTING
13 RESEARCH THAT IS FREE FROM THE BIASES OF THE PAST,
14 RESEARCH ON HEART DISEASE THAT DID NOT INCLUDE WOMEN
15 OR THAT FOCUSED ON CYSTIC FIBROSIS WHERE IT WAS
16 STUDIED AT A HIGHER RATE THAN SICKLE CELL DISEASE
17 EVEN THOUGH NUMBERS OF SICKLE CELL PATIENTS ARE
18 THREE TIMES GREATER.

19 RACISM IS OFTEN SAID TO BE STRUCTURAL. IT
20 IS A TANGLED WEB THAT REACHES TO MANY CORNERS OF OUR
21 SOCIETY, BUT WE MUST START SOMEWHERE IF WE ARE TO
22 MOVE FORWARD IN A MORE EQUITABLE MANNER.

23 HERE'S WHERE I GET INTO SOME OF THE
24 STRATEGIES THAT YOU MIGHT WANT TO LOOK AT IN TERMS
25 OF ACHIEVING THE GOALS OF YOUR MISSION STATEMENT.

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1 ADDING AN ADDITIONAL CAP ADVISOR TO EACH TEAM. THIS
2 SHOULD BE A PERSON FROM AN UNDERSERVED COMMUNITY.

3 PROVIDE TRAINING SO THAT THE ADVISOR WILL
4 UNDERSTAND THEIR IMPORTANCE TO THE PROGRAM. IF CAP
5 ADVISORS ARE NOT PART OF THE MINORITY POPULATION, IT
6 IS HARD TO IMAGINE THE MINORITY VIEWPOINT IS BEING
7 EXPRESSED.

8 CONTINUE TRAINING PROGRAMS FOR UNDERSERVED
9 MINORITY STUDENTS. DEVELOP PATHWAYS FOR THEM TO
10 JOIN RESEARCH TEAMS. DIVERSITY IN A RESEARCH TEAM
11 MAY HELP REBUILD THE TRUST THAT IS CURRENTLY LACKING
12 IN THE PATIENT POPULATION.

13 OUTREACH TO DOCTORS SERVING INNERCITY AND
14 UNDERRESOURCED AREAS. SHARE CURRENT RESEARCH WITH
15 THEM AND DEVELOP WAYS FOR THEM TO MAKE CONNECTIONS
16 WITH RESEARCH FELLOWS. MANY INNERCITY PATIENTS AND
17 THEIR DOCTORS DO NOT HAVE VIBRANT CONNECTIONS TO
18 RESEARCHERS, SO BLACK AND LATINO PATIENTS MAY BE
19 UNAWARE OF RESEARCH THAT CAN BENEFIT THEM.

20 DEVELOP WAYS TO ADDRESS EQUITY ISSUES AND
21 WRITE THEM INTO FUNDING GUIDELINES. THE GUIDELINES
22 SHOULD LOOK AT WAYS TO BUILD TRUST, REDUCE RACISM,
23 MAKE RESEARCH FINDINGS USEFUL TO TRADITIONALLY
24 UNDERSERVED COMMUNITIES. FUNDED RESEARCH HAS TO
25 MAKE SENSE SCIENTIFICALLY AND ETHICALLY. SPENDING

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1 TAXPAYER DOLLARS ON RESEARCH THAT IS ONLY AVAILABLE
2 TO ONE SEGMENT OF THE POPULATION ONLY REPEATS THE
3 SINS OF THE PAST WHERE THE AFFLUENT AND MIDDLE CLASS
4 CAN TAKE ADVANTAGE OF TREATMENTS THAT THE POOR AND
5 UNDERSERVED CANNOT.

6 WITH GUIDELINES IN PLACE, CIRM CAN LEAD
7 THE WAY TO MORE EFFECTIVE TREATMENTS. THANK YOU.

8 CHAIRPERSON DURON: THANK YOU VERY MUCH
9 FOR THAT. I THINK THAT SHE'S ECHOING EVERYTHING
10 THAT IS ON OUR PLATE, EVERYTHING THAT WE HAVE BEEN
11 TALKING ABOUT PARTICULARLY IN THE LAST YEAR AND AS
12 WE HEAD THROUGH DEI AND THE THINGS THAT DAVID
13 MENTIONED, THE DIFFERENT GROUPS THAT WE HAVE TO
14 REACH OUT TO, BUT ALWAYS REMEMBER THAT THEY SHOULD
15 BE INCLUSIVE. SO THANK YOU VERY MUCH. WE REALLY
16 APPRECIATE THAT. WE HOPE THAT THROUGH
17 COMMUNICATIONS WE'RE GOING TO ALLOW PEOPLE TO
18 RECOGNIZE WE ARE, IN FACT, TRYING TO ADDRESS ALL OF
19 WHAT SHE CARES ABOUT AND IS CONCERNED ABOUT BECAUSE
20 I THINK THAT WE TRULY ARE.

21 SO, MARIA, IF THERE IS NO OTHER BUSINESS,
22 I WOULD LIKE TO THANK EVERYBODY FOR THE ROBUST
23 CONVERSATION AND YOUR ENGAGEMENT IN THE CONVERSATION
24 AND WITH IDEAS, ET CETERA, ET CETERA. AND YOU WILL
25 BE HEARING FROM MARIA TO SET UP OUR NEXT MEETING.

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1 UNLESS ANYBODY ELSE HAS A BLESSING TO SHARE WITH US
2 TO END THE MEETING, I WILL JUST SAY HAVE A GOOD
3 AFTERNOON. STAY SAFE OUT THERE AND CONTINUE TO BE
4 SMART.

5 CHAIRMAN THOMAS: EXCELLENT JOB, MADAM
6 CHAIR.

7 CHAIRPERSON DURON: THANK YOU, J.T. MY
8 MAIDEN VOYAGE.

9 CHAIRMAN THOMAS: GOOD JOB BY THE TEAM.
10 THIS IS GREAT. EXCELLENT WORK.

11 CHAIRPERSON DURON: WE ARE REALLY EXCITED.
12 THANK YOU, EVERYBODY. TAKE CARE.

13 DR. HIGGINS: REMEMBER THAT COVID IS NOT
14 DEAD.

15 MR. MCCORMACK: AND NEITHER ARE WE.

16 (THE MEETING WAS THEN CONCLUDED.)

17
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REPORTER'S CERTIFICATE

I, BETH C. DRAIN, A CERTIFIED SHORTHAND REPORTER IN AND FOR THE STATE OF CALIFORNIA, HEREBY CERTIFY THAT THE FOREGOING TRANSCRIPT OF THE ZOOM 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 JANUARY 12, 2022, 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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