

SPECIAL COMMITTEE ON DEVELOPMENT AND FUNDRAISING
May 2016 Report

To: Academic Senate, Santa Cruz Division

Constituted in fall 2014, the Special Committee on Development and Fundraising (SCDF) mission recognizes the need, given the increasing importance of fundraising to the campus, for the faculty voice in development. We began with three aims: to bring a broader, more diverse range of faculty into direct contact with University Relations (UR) and the fund-raising process; to find innovative ways to support graduate education as well as to enhance graduate student-alumni engagement; and to make the UC Santa Cruz culture of philanthropy reflect a coordinated faculty-UR collaboration better suited to our intellectual interdisciplinarity, less fragmented by departmental and divisional territoriality, and overall more responsive to campus needs and goals.

To these ends, the SCDF developed three projects, in varying stages of completion:

1. Creation of an Experts' List to enable the media, campus administrators, campus visitors, and others to contact faculty with appropriate areas of expertise for interviews, information, etc. The committee worked intensively with campus IT staff to refine our interactions with Senate faculty in undertaking the challenging task of how to describe our research and expertise. These interactions included the development of a nuanced interface and deliberations on how best to present academic disciplinary boundaries in meaningful ways to the general public. A standard resource in most large universities, our list went online in December 2015 and is now in its second phase.¹
2. Involvement of alumni and Silicon Valley companies in new and innovative interdisciplinary programs at UC Santa Cruz. A pilot project is drawing on the under-utilized 2012-13 Faculty-Initiated Group Hires (FIGH) proposals as the basis for a special development effort, using them beyond the cluster-hiring that was originally intended: to increase the visibility, life-span and potential for fund-raising of the FIGH faculty clusters. Representing the current strengths of UC Santa Cruz collaborative research, these proposals will provide the basis for a SCDF pilot program, developing direct faculty-UR partnerships for specific faculty-generated research/teaching projects. Of the Senate top-ranked proposals, we chose Natural Language Processing (NLP) and worked with the lead faculty from Linguistics and Computer Science (who are in the process of creating both a Designated Emphasis and a Master's program) on a trial presentation for an audience of graduate alumni and Silicon Valley companies. The aim is to create a two-way, university-industry partnership, not to ask for money but rather advice on the new NLP program and to offer the possibility of hosting Visiting Research Professionals at campus (to teach selected Master's classes, be involved in the department/program, and work with researchers). After an extended period of coaching by UR staff and several rehearsals with SCDF, we held a successful event on April 20 in Menlo Park.² Specific follow-up is ongoing and will be presented at the Senate meeting.

¹ <http://campusdirectory.ucsc.edu/expertise>

² http://senate.ucsc.edu/committees/special-committees/committee-on-development-and-fundraising/Presentation_NLP_Menlo%20Parkver_04_20_2016.pdf

3. Organization of a graduate alumni panel organized in partnership with the Graduate Division, for Alumni Weekend, “From graduate degree to innovative and meaningful work,” with five panelists representing a range of disciplines across campus.³ Organization of a graduate alumni panel organized in partnership with the Graduate Division, for Alumni Weekend, “From graduate degree to innovative and meaningful work,” with five panelists representing a range of disciplines across campus:
- 2015 Joint Senate-Admin Task Force Report on Graduate Growth, especially the section on Professional Development, pp. 24-27.⁴
 - Institute for Humanities Research project PhD+, a workshop series launched this year to discuss possible career paths for humanities PhDs, online identity issues, internship possibilities, work/life balance, elements of style, grants/fellowships and more.⁵
 - MCD Biology Training Grant Program (Director Susan Strome).⁶

As a Senate committee with a campus-wide purview, the SCDF has a mandate that we will continue to use to help coordinate these different disciplinary and administrative efforts. A growing percentage of PhDs are pursuing non-academic careers, in the natural and social sciences, humanities, and the arts. Those used to be called “alternative” careers, implying that they are back-ups to the one true path of academia. Our committee aims to find new ways to support a sustained, all-campus engagement with graduate programs that seek to expose students to diverse career options and provide customized training for each student to pursue his/her target career(s).

Respectfully submitted;

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³ http://senate.ucsc.edu/committees/special-committees/committee-on-development-and-fundraising/SCDF_Graduate%20Panel_AlumWeekend_04_29_2016.pdf

⁴ <http://senate.ucsc.edu/archives/Current%20Issues/Task%20Force%20on%20Graduate%20Growth/TFGG%20Report>

⁵ <http://ihr.ucsc.edu/event/phd-humanists-work/>

⁶ <http://pbse.ucsc.edu/mcd-trainee-outcomes.html>