

Special Committee on Development and Fundraising Annual Report, 2017-18

To: Academic Senate, Santa Cruz Division

The SCDF was formed by the Senate in fall 2014 to meet the need for a more active and diverse faculty voice in fundraising. The charge to the committee included two parts: 1) The Committee advises the Chancellor and Vice Chancellor for University Relations (VCUR) on priorities, policies and strategies related to fundraising and development. 2) The Committee serves as a resource for the VCUR to engage and enroll faculty in fundraising and development efforts. The SCDF focused this year on the second, faculty-oriented part along with a graduate component. We worked to make the UCSC culture of philanthropy reflect a coordinated faculty-University Relations (UR) collaboration, better suited to the intellectual interdisciplinarity of our research and teaching, less fragmented by departmental and divisional territoriality, and overall more responsive to campus needs and goals.

Faculty research cluster proposals

The centerpiece of SCDF work is our experimental program identifying faculty clusters that represent current untapped opportunities for collaborative research at UCSC, and then working with those clusters and UR to prepare and give a presentation to potential community and industry partners. To expand our reach, this year SCDF issued two general CALLS for faculty cluster proposals. The first CALL in January 2017 produced a small response rate and only one viable cluster with which to work, a group in Human-Computer Interaction (HCI) and Well-Being, which is now working with SCDF and UR to develop a presentation to be held at the Silicon Valley Center, probably in Fall 2018 (pending approval of a proposed Master's program). The second CALL in November 2017 was more successful; of the eleven responses we received, SCDF passed one (UCSC Institute for the Biology of Stem Cells) directly to UR and chose three (Center for Cultural Studies; Center for Public Philosophy; Open Lab) for further possible development. We envision working closely with the Center for Cultural Studies to expand its campus collaborations and its institutional and fundraising base. The Center for Public Philosophy has begun to work with UR to develop the circulation of its animation videos and to extend its funding base beyond traditional small-scale Humanities donors, where it has already been successful. The Open Lab model provides successful local models of art-science collaboration that would benefit the campus as a whole with greater intra-campus visibility and better communication.

Graduate education

The SCDF focus on fundraising and development for graduate education has been a continuing priority. We continued work on filling the need for professional development for graduate students and alumni that embraces careers both inside and outside of academia. To that end, we focused on the potential for graduate internships and small-grant funding in all our discussions with the faculty research clusters. We hope to collaborate with Graduate Council and Graduate Division on a potential funding proposal for central planning, coordinating and codifying of professional development programs across campus. We are also working on a "Distinguished Visiting Professionals" program to bring leading practitioners to campus, enhancing both graduate education and placement. The larger aim is to strengthen graduate career development

by more systematically involving alumni and Silicon Valley companies in graduate programs at UCSC.

Faculty Experts list

In 2015-16, SCDF initiated the 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 to produce what is a standard resource in most large universities. Our list¹ went online in December 2015 and is now in its second phase. We are currently gathering data on how and by whom the list is used, to assess its effectiveness. We may integrate the Strategic Academic Plan-themed workgroups into the areas of expertise as needed.

We end this report with a look ahead. While SCDF has worked extensively on faculty participation, the committee has not yet found a reliable way to provide the administration with consistent advice on development priorities and policies. Nor have we fully developed a communication strategy that would make development decisions more visible and transparent to the campus as a whole. Our aim is to evaluate the state of development efforts at UCSC and to offer systematic advice from the Senate faculty perspective on development policy for the campus. Finally, SCDF looks forward to the formal Senate approval of a new standing committee, Committee on Development and Fundraising (CDF), in 2018-19.

Respectfully submitted;

SPECIAL COMMITTEE ON DEVELOPMENT AND FUNDRAISING

Ronnie Lipschutz

Susan Strome

Anna Tsing (F&W)

Daniele Venturi

Ólóf Einarsson, *ex officio*

Susan Gillman, Chair

Keith Brant, sits with

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