



UC SANTA CRUZ

UNIVERSITY RELATIONS NEWSLETTER for FACULTY

February 2003

TO ALL UC SANTA CRUZ FACULTY:

Private giving during the first half of this fiscal year stands at \$17,633,572—\$10 million ahead of our midpoint total last fiscal year. We’ve also been successfully communicating the news about UCSC’s excellent faculty, students, and programs. Thus far in this academic year, over 130 faculty have been quoted in the media.

These and other examples of our shared successes are reported to you in this latest University Relations newsletter. I thank you for all your daily efforts, which are integral to the campus’s forward momentum. All of us in University Relations appreciate our existing faculty partnerships and invite others to join in our work.

As always, I welcome your ideas and comments. Please contact me at extension 9-2501 or rsuduiko@ucsc.edu.

My best regards to you,
RONALD P. SUDUIKO
Vice Chancellor, University Relations

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FUNDRAISING FOR UCSC

PRIVATE SUPPORT Midway through the fiscal year, UCSC’s giving totals are on the rise, as illustrated in this table:

PRIVATE SUPPORT	FY 2002-03*	FY 2001-02**
Total Giving	17,633,572	6,328,404
Total Annual Giving	1,057,785	991,703
Total Major Gifts	16,575,787	5,336,701
Number of Donors	7,029	6,656

*As of December 31, 2002

**As of December 31, 2001

Fundraising results since the late November newsletter include:

- ▶ The **Carnegie Corporation awarded a \$750,000 grant** to the New Teacher Center. Executive Director **Ellen Moir** and her colleagues deserve recognition for their success. For award details, see the *Currents Online* story at <http://www.ucsc.edu/currents/02-03/01-27/grant.html>

- ▶ The **J. M. Long Foundation** pledged **\$250,000** to underwrite construction costs for the Center for Ocean Health. Professor **Gary Griggs**, director of the Institute of Marine Sciences, collaborated with **Sarah Schuster** of the Physical and Biological Sciences Development Office on this grant.
- ▶ Friends of the UCSC Library board member **Mark Engel** (Cowell '75) established the **Norman O. Brown Classics Endowment** to honor the inspirational pioneer faculty member. The endowment addresses a major campus need for increased support for library materials in classics.

UNIVERSITY CENTER UPDATE The University Center opening was a terrific success. To date, more than 85 people have become charter members. Professors **Roger Anderson**, **Michael Cowan**, and **Sandra Faber** jointly signed a solicitation letter to encourage faculty to join. For details on charter membership benefits, contact **Jennifer Wood** at extension 9-2489 or visit <http://ucenter.ucsc.edu>.

PARTICIPATION IN FUNDRAISING EVENTS Recent faculty involvement in fundraising-related activities for UCSC include:

- ▶ The ARCS (Achievement Rewards for College Scientists) Foundation annual scholarship awards event, held February 4, was attended by Chancellor **M.R.C. Greenwood**, Associate Vice Provost and Dean **Lynda Goff**, Dean **Sung-Mo (“Steve”) Kang**, Professor **Russell Flegal**, and Senior Lecturer **John Wilkes**. This year nine UCSC students received the prestigious science and engineering scholarships.
- ▶ Provost **Campbell Leaper**, College Administrative Officer **Deana Slater**, and the staff of Colleges 9 and 10 organized an extremely successful “Family Day” on February 8. Approximately 260 people attended, including many parents of Colleges 9 and 10 students.
- ▶ Dean **Edward Houghton**, Professors **Anatole Leiken** and **Nicole Paiement**, and Lecturer **Roy Malan** attended a concert showcasing the UCSC Resident String Ensemble (RSE) and honoring donors who contributed to the RSE scholarship program. The event was hosted at the Corralitos home of campus friends **Sam and Terese Wright**.
- ▶ UCSC Foundation trustee **Betsy Woolpert** hosted a lunch with members of the south Santa Cruz County agriculture community to highlight the work of the Center for Agroecology and Sustainable Food Systems. The featured speaker was Professor **Carol Shennan**. Also in attendance were Chancellor **M.R.C. Greenwood** and Dean **Martin Chemers**.

IDENTIFYING FUNDING SOURCES

Faculty interested in locating funding for academic programs and research will find the following web sites and resources helpful:

- ▶ **Foundation Center** (<http://foundationcenter.org>): Contains listings and links to foundations and corporate grant makers and resources for foundation research and proposal writing. Use the “Virtual Classroom” (<http://fdncenter.org/learn/classroom/index.html>) to access online tutorials on grantseeking and using the Foundation Center web site. Visit the “RFP Bulletin” page (<http://fdncenter.org/pnd/rfp>) and subscribe to its weekly e-mail alert; the page also offers a listing of RFPs and award bulletins with links to source announcements.
- ▶ **Community of Science Funding Alert** (<http://cos.com/services/funding.shtml>): A weekly e-mail alert of public and private funding opportunities; the alert may be personalized to filter content. As UCSC is an institutional subscriber to COS, faculty may register with COS at no extra cost.

► **Foundation Directory Online:** Lists the largest 10,000 foundations and over 150,000 grants and is searchable by multiple parameters. Access is limited to divisional development offices because campus use is through a fee-based subscription. Contact your development office for assistance.

Contact your [divisional development office](#) for consultation on and assistance in identifying funding sources. In the case of federal or state funding, contact your Office of Sponsored Projects analyst through <http://www.ucsc.edu/osp>.

REFINING STRATEGIC COMMUNICATIONS

The steering committee initiated by University Relations has selected the firm Lipman Hearne to provide consultation for UCSC's public communications and marketing project. So far, several dozen faculty members have participated in focus groups and individual meetings to provide their various perspectives.

Scheduled for completion by late spring, the project will continue to be guided by the steering committee comprised of Vice Chancellor **Francisco Hernandez**; Deans **Edward Houghton**, **Sung-Mo ("Steve") Kang**, **David Klinger** and **Cathy Sandeen**; Professors **Michael Cowan** and **Tony Fink**; Foundation trustee and alumnus **Loren Steck**; and Alumni Council member **Ken Doctor**. Ex-officio members include Vice Chancellor **Ronald Suduiko**, Associate Vice Chancellor **Elizabeth Irwin**, and Director of Public Information **Jim Burns**.

EXPANDING RELATIONSHIPS AND ADVOCACY

Below are a few examples of how faculty are helping to build positive relationships for UC Santa Cruz:

- Professor **John Thompson**, director of the STEPS Institute, participated in a community open house and appreciation reception for former Assemblymember and Speaker Pro Tem **Fred Keeley**. At the event, Chancellor **M.R.C. Greenwood** announced the establishment of an annual Keeley lecture series on environmental policy.
- Representative **Anna Eshoo**, whose 14th District now includes north Santa Cruz County, visited campus on January 10. She met with **Chancellor Greenwood**, Executive Vice Chancellor and Campus Provost **John Simpson**, Vice Chancellors **Robert Miller** and **Ronald Suduiko**, and Deans **Martin Chemers**, **David Klinger**, **Cathy Sandeen**, and **Frank Talamantes**. Representative Eshoo received briefings from Professors **David Deamer**, **Lindsay Hinck**, and **Don Smith**, and from **Lisa Hunter**, associate director of public education and outreach for the Center for Adaptive Optics.
- On February 10, Vice Chancellor for Research **Robert Miller** and Associate Vice Chancellor for Research **Burney Le Boeuf** made a presentation to department heads of the City of Santa Cruz and other public officials on the economic impact of research. On February 19, they will participate in UC Research Day in Sacramento.
- Through the UCSC Speakers Bureau, **James Lewis** of the Chemistry Department spoke to the Watsonville Kiwanis Club and Professor **Alan Christy** of the History Department gave a talk to the American Association of University Women.
- Professor **Tricia Rose** emceed the Martin Luther King Jr. convocation on January 21, featuring civil rights activist James Lawson Jr.; **Chancellor Greenwood** also spoke at the event. Professor **Paul Ortiz** moderated the next day's panel discussion, with Professor **Carolyn Martin Shaw** and two students as panelists.
- Arts & Lectures Director **Michelle Witt** is teaching a Porter College class entitled *Sound Art: Experiencing Live Music*. Her January 24 class was held in the home of Porter Provost **David Evan Jones** with a private perform-

ance by visiting artists, the Arden Trio.

- ▶ Professor **Jonathan Beecher** will deliver the 36th annual Faculty Research Lecture on Tuesday, March 11. Presented by the Santa Cruz Division of the Academic Senate, his talk is entitled “Two Concepts of Utopia.” For more information, contact [Government and Community Relations](#) and the [University Events Office](#).

SHOWCASING RESEARCH AND OTHER ACHIEVEMENTS

NEWS MEDIA COVERAGE Disseminating news about faculty research findings and achievements is one of the primary jobs of the Public Information Office (PIO). Through a variety of media channels (e.g., press releases, *Currents*, *Review*, and the UCSC web site) the [PIO team](#) regularly showcases the talented individuals who comprise UCSC, resulting in international, national, and regional coverage of UCSC. Below are recent examples of faculty whose achievements have garnered media attention.

- ▶ Asteroid expert **Erik Asphaug** was quoted in an article in the *New York Times* about scientists’ ideas for how best to stop an asteroid heading toward Earth, should one be discovered.
- ▶ The *Los Angeles Times* tapped **Brent Haddad** of environmental studies for comment on a high-stakes move by the Bush administration to resolve a long-standing water dispute between Imperial Irrigation District and coastal southern California.
- ▶ The *Washington Times* discussed the welfare-reform work of **Rebecca London**, research associate with the Center for Justice, Tolerance, and Community.
- ▶ Hindi and Urdu lecturer **John Mock** was quoted in the *Atlanta Journal and Constitution*, as well as by Cox News Service, about the current political situation in Pakistan.
- ▶ **Manuel Pastor** of the Center for Justice, Tolerance, and Community was quoted several times in *San Jose Mercury News* stories about the Mayfair neighborhood of San Jose, an immigrant enclave where most residents live paycheck to paycheck.
- ▶ Linguistics professor **Geoffrey Pullum** was coauthor of a full-page opinion piece in the January 3 issue of the *Chronicle of Higher Education*.
- ▶ Astronomer **Stephen Thorsett** was quoted in an article in the *Washington Post* about a new NASA satellite to study supernovae.

More examples of faculty in the news are found in:

- ▶ The monthly “Media Highlights” (http://www.ucsc.edu/news_events/media_highlights) which lists faculty who have been covered in the news. Faculty who have been contacted by an off-campus reporter should alert a PIO team member, so we may track the coverage and share the news with the campus community.
- ▶ The “UCSC in the News” section of *Currents Online* (<http://currents.ucsc.edu>).

PUBLICATIONS FEATURING FACULTY Check your mailboxes next month for the winter 2003 issue of the *Review* magazine. Faculty features include **Gregory Gilbert** and **Ingrid Parker’s** investigative research in Panama, **Mark Cioc’s** new book on the Rhine River’s remarkable history, and **Phil Crews’s** pioneering research on sponge chemistry.

MEDIA TRAINING PIO staff also offers individualized training and rehearsal for media interviews. For more information, contact a PIO staff member.

RECONNECTING WITH FORMER STUDENTS

ONLINE COMMUNITY Faculty are invited to use the new **Alumni Association online directory** to search for and contact former students. Over 57,000 UCSC alumni are in the directory, and nearly 6,000 have registered and are networking with their fellow alumni. With just a click of the mouse, faculty can e-mail their former students through the Alumni Association's new interactive web site. Register for the Online Community at: <http://alumni.ucsc.edu>. Contact **Lisa Bono** with questions at extension 9-3058 or lbono@ucsc.edu.

BANANA SLUG SPRING FAIR ALUMNI REUNION: APRIL 12, 2003 Mark your calendars for one of UCSC's biggest annual events. Opportunities for faculty to meet with alumni abound throughout the weekend, including the following Saturday, April 12, events:

- ▶ **All-Alumni Reunion Luncheon:** The largest annual gathering of alumni begins at 11:30 a.m. All UCSC faculty members are invited to lunch with their former students.
- ▶ **Distinguished Faculty Lecture:** Immediately following the luncheon, Professor **Adrienne Zihlman** will deliver this special lecture in the Media Theater.
- ▶ **College Receptions:** Provosts **Bill Ladusaw, Margo Hendricks, John Schechter, Joel Ferguson, David Evan Jones, Conn Hallinan, Pedro Castillo,** and **Andy Szasz** will hold afternoon receptions for alumni, faculty, and staff at the colleges.
- ▶ **Guided tour of the Natural Reserves:** Environmental Studies Lecturer and UCSC Campus Natural Reserves Director **Maggie Fusari** will lead a special tour of the reserve's interpretive trail.
- ▶ **Reunions:** Many thanks to faculty who have already committed to participating in Saturday's reunion gatherings:
 - ▶ "First Ever" Anthropology Department Reunion (at Baskin Art Center Courtyard): Professors **Alison Galloway, Diane Gifford-Gonzalez, Susan Harding, Carolyn Martin Shaw, Triloki Pandey,** and **Adrienne Zihlman**
 - ▶ Class of '73 (at Cowell Dining Hall): Provost **Bill Ladusaw,** Vice Chancellor **Burney Le Boeuf,** and Professors **Joe Bunnett, John Dizikes, Bill Domhoff,** and **Melanie Mayer**
 - ▶ Jack Baskin School of Engineering (at Crown College Provost House): Dean **Sung-Mo ("Steve") Kang** and Provost **Joel Ferguson**
 - ▶ Department of History (at Sentinel Room at University Center): Professors **Dilip Basu, Jonathan Beecher, Alan Christy, Bruce Levine,** and **Buchanan Sharp**
 - ▶ Journalism Program (at Kresge College Provost House): Provost **Conn Hallinan,** Writing Program Chair **Roz Spafford,** and Lecturers **Farnaz Fatemi** and **Martha Mendoza**

For details and to R.S.V.P. for the All-Alumni Luncheon, contact **Lynn Zachreson** (extension 9-5842, lynnz@ucsc.edu) or visit <http://alumni.ucsc.edu>.

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