



UC SANTA CRUZ

UNIVERSITY RELATIONS NEWSLETTER for FACULTY

June 2002

TO ALL UC SANTA CRUZ FACULTY:

MANY FACULTY have expressed interest in becoming involved in the advancement efforts of the campus. This newsletter, the first in a series, is intended to provide you with information about the campus's work in fundraising, strategic communications, and relationship building.

It also will recognize the participation of a number of faculty, as examples of current faculty engagement. Their work inspires us, as it—and the engagement of all faculty—form the cornerstone on which we continue to build our efforts.

Please give me your comments and suggestions—we want to make this newsletter as interesting and as useful for you as possible. You can reach me at 9-2501 or rsuduiko@cats.

With all best regards,

RONALD P. SUDUIKO

Vice Chancellor, University Relations

ACADEMIC PROGRAMS ENHANCED BY PRIVATE PHILANTHROPY

Over the course of this past academic year, a number of UC Santa Cruz programs have received a boost from private funding. Here are a few examples:

- ▶ Science, Technology, Engineering, Policy, and Society (**STEPS**) Institute for Innovation in Environmental Research received a \$500,000 commitment from alumnus Gordon Ringold and his wife, Tanya Zarucki. Directed by **Professor John Thompson**, the center will foster research on large-scale environmental problems facing our world today.
- ▶ Campus priorities of increasing graduate enrollments will be supported by the Bhojwani Family **Endowed Graduate Fellowship**. This \$200,000 commitment will fund an annual award to students who are the first in their family to attend graduate school.
- ▶ The campaign for **McHenry Library Expansion** is bolstered by a bequest of cash and securities totaling \$128,485. This is the first major gift to the Library Expansion project.
- ▶ **Alumni Reunion giving** has resulted in an all-time high in donations that will support many campus priorities. A total of \$647,460 was donated by this year's reunion classes.
- ▶ Private gifts have funded the **new University Center**, which will open during the next academic year. Looking out over redwoods, the center is being built on the third floor of the dining hall for Colleges Nine and Ten. This exciting venue promises to be a major asset to the campus and will provide a centrally located site for faculty to meet with colleagues, host professional meetings, and entertain guests in a very pleasant atmosphere.

A successful fundraising campaign to build the center has realized more than \$400,000 to date. With a donation or pledge of \$1,000, all faculty will have the opportunity to join as Charter Members and have their names engraved on a permanent plaque in the building.

Faculty will receive a formal invitation and the list of benefits early in the fall quarter. If you would like additional information, please contact Jennifer Wood, 9-2489 (jmwood@cats).

For more information about Development plans and opportunities for private gifts to support your programs, contact one of the following members of the Development team:

- ▶ Paul Prokop, Associate Vice Chancellor, Development, 9-5591 (pjprokop@cats)
- ▶ Pamela Peterson, Campaign and Foundation Proposal Development Director, 9-5227 (pgpeters@cats)
- ▶ Jennifer Wood, Annual and Special Gifts Development Director, 9-2489 (jmwood@cats)
- ▶ Ann McCrow, Arts Division Development Director, 9-2439 (aemccrow@cats)
- ▶ John Idstrom, Engineering Development Director, 9-4572 (jidstrom@soe)
- ▶ Donna Hancock, Humanities Development Director, 9-4713 (dhancock@cats)
- ▶ Margaret Gordon, Library Development Director, 9-4211 (mgordon@cats)
- ▶ Lynne Stoops, Natural Sciences Division Development Director, 9-4240 (lstoops@cats)
- ▶ John Leopold, Social Sciences Division Development Director, 9-3689 (jleopold@cats)
- ▶ Ronaldo Ramirez, Student Affairs Development Director, 9-3801 (affirm@cats)

FACULTY CONTRIBUTE TO ADVOCACY WITH GOVERNMENT OFFICIALS

In order to advance the goals of the university, the Government and Community Relations Office works closely with elected officials and their staff and facilitates the advocacy efforts of the campus. A more powerful influence results from this united effort, in which many faculty participate. For information about advocacy activities, contact Donna Blitzer, Director of Government and Community Relations, 9-3938 (dblitzer@cats).

Recent faculty engagement in advocacy activities coordinated by Government Relations includes the following:

—**Professor Joel Ferguson**, Associate Dean, Jack Baskin School of Engineering, presented an overview of engineering achievements and plans for legislators and government staff in Sacramento.

—**Assistant Professor Tara Madhyastha** attended the Alumni Associations of UC advocacy day in Sacramento and participated in legislative visits.

—**Professor Patrick Mantey** and **Dean Sung-Mo (Steve) Kang** assisted in making legislative contacts to influence approval of the lease revenue bond that will benefit UCSC with funding for the Engineering Building and Institutes for Science and Innovation.

— **Professor Gary Griggs**, **Professor Russell Flegal**, **Professor Carol Shennan**, **Professor Brent Haddad**, **Professor Manuel Ares**, **Professor John Vesecky**, and **Professor Patrick Mantey** met on campus with U.S. Congressman Sam Farr to discuss science and research initiatives.

— **Professor Joseph Miller**, **Professor Gary Griggs**, **Professor Thorne Lay**, and **Professor Abraham Seiden** helped develop information to educate legislators on the importance of state investment in research specifically at UCO/Lick, the Institute of Marine Sciences, the Institute of Geophysics and Planetary Physics, and the Santa Cruz Institute for Particle Physics.

RESEARCH AND OTHER FACULTY ACHIEVEMENTS SHOWCASED IN THE NEWS

As research findings are released through faculty books, papers, or presentations, Public Affairs disseminates the news nationally and internationally. Reporters also often seek faculty expert comments relevant to current issues. Every week, there are several stories involving UC Santa Cruz faculty in various media outlets.

The quarterly [Media Highlights](#) report provides a list of faculty who have been in the news in the past two

months. News media coverage is also reported regularly in [Currents Online](#), and you can view it by clicking the button “Making the News.” We invite faculty who have been contacted by a reporter to let us know, so we can look for the resultant media clip and share the news with the rest of the campus through “Making the News.”

For help in preparing for media interviews, to suggest newsworthy items, or to let us know about media interviews that may come directly to you, please contact one of these members of the Public Affairs team:

- ▶ Elizabeth Irwin, Associate Vice Chancellor, Communications, 9-5226 (emirwin@cats)
- ▶ Ann Gibb, Arts, Humanities, and Library Public Information Rep., 9-2496 (anngibb@cats)
- ▶ Tim Stephens, Engineering and Natural Sciences Senior Public Information Rep., 9-4352 (stephens@cats)
- ▶ Jennifer McNulty, Social Sciences and Student Affairs Senior Public Information Rep., 9-4399 (jmcnulty@cats)

FACULTY BUILD RELATIONSHIPS THROUGH COMMUNITY OUTREACH

The Government and Community Relations Office facilitates efforts to enhance positive relationships with the campus’s nearby region. Engagement with community organizations and Friends groups is enhanced by the participation of campus ambassadors, including many faculty.

Faculty presentations to community groups are among the most appreciated examples of community outreach, and dozens of seniors groups, service clubs, and schools request university speakers every year. All faculty are encouraged to join this corps of ambassadors by volunteering to include their names and chosen topics on the campus speakers list.

A formal invitation to join the Speakers Bureau will be issued soon. Anyone wishing to be included in the new brochure that will be mailed to several hundred organizations throughout the region can contact Liz Evanovich, Government and Community Relations Assistant, 9-1325 (lize@cats).

A few volunteers who recently served as featured guest speakers for community organizations include the following:

- Professor Joseph Miller**, on “The Keck and Lick Observatories”
- Professor Emeritus Joseph Bunnett**, on “Chemical Weapons Issues”
- Associate Professor Ronnie Lipschutz**, on “Globalization and Its Impact”
- Professor Isebill Gruhn**, on “U.S. Foreign Policy Since 9/11”

FACULTY FEATURED AT ALUMNI CHAPTER EVENTS

Faculty are among the most sought-after speakers by alumni for their chapter events, and this past year’s participants are noted below. Faculty’s connection with former students is an essential feature in building a lifetime relationship with alumni. For more information on opportunities to engage with alumni, contact Alumni Association Executive Director Carolyn Christopherson, 9-4886 (carolync@cats).

Featured speakers at 2001–02 Alumni Chapter events include the following:

- Professor Craig Haney** (Los Angeles Chapter)
- Research Professor Thomas Pettigrew** (San Diego Chapter)
- Professor Paul Lubeck** (Santa Cruz Chapter)
- Professor Edmund “Terry” Burke** (Rainier Chapter, Seattle)
- Research Professor Frank Drake** (Boston Chapter)
- Professor Jerry Nelson** (Sacramento Chapter)

SUMMER CALENDAR HIGHLIGHTS

- July 13** Opening Gala, [Shakespeare Santa Cruz](#)
- July 27** Annual [Alumni](#) Wine Tasting