



# UC SANTA CRUZ

## UNIVERSITY RELATIONS NEWSLETTER for FACULTY

November 2002

### TO ALL UC SANTA CRUZ FACULTY:

In the past two months, UC Santa Cruz has announced more than \$10 million in private donations. Inspired by that achievement and propelled by an increasingly sophisticated development operation, the campus is moving forward on an ambitious fundraising program.

UC Santa Cruz also is sharpening strategic communications, tapping faculty expertise and external assistance to help refine targeted messages and create dynamic vehicles for getting the word out about our campus's excellence and unique achievements. Likewise, we are building fruitful relationships with alumni and others, with resultant increased campus support at many levels.

The three brief sections of this newsletter provide more details about these efforts, with emphasis on recent faculty engagement. All of us in University Relations appreciate our many productive partnerships with faculty. We want this publication to serve as another vehicle by which we can recognize and thank you.

I welcome your comments and suggestions. You can reach me at ext. 9-2501 or [rsuduiko@ucsc.edu](mailto:rsuduiko@ucsc.edu).

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

*Private Philanthropy Enhances Academic Programs*  
*Public Communications and Marketing Project Strengthens Strategic Communications*  
*Alumni Association Activities Provide Springboard for Faculty Engagement*

### PRIVATE PHILANTHROPY ENHANCES ACADEMIC PROGRAMS

**MAJOR BOOSTS TO ADAPTIVE OPTICS AND TO SCIENCE EDUCATION** In September, UC Santa Cruz announced the \$9.1 million award from the Gordon and Betty Moore Foundation to establish the **Laboratory for Adaptive Optics** (<http://currents.ucsc.edu/02-03/09-23/moore.html>). In the same week, we announced a \$1 million, four-year grant from the Howard Hughes Medical Institute (HHMI) to **Manuel Ares**, Professor of Molecular, Cell and Developmental Biology (<http://currents.ucsc.edu/02-03/09-23/ares.html>).

These grants resulted from shared effort on the part of many individuals—in the case of the Moore Foundation gift, those involved included Professor **Claire Max**, Professor **Joseph Miller**, and Professor **Jerry Nelson**; Natural Sciences Dean **David Kliger**; AVC **Paul Prokop** and development staff **Lynne Stoops** and **Pamela Peterson**; and, of course, the involvement and leadership of our chancellor, **M.R.C. Greenwood**. Pamela also was involved in preparation of the HHMI grant proposal.

**RECENT SUPPORT FOR MODERN POETRY** A \$500,000 living trust from Lecturer Emeritus **George Hitchcock** has created a modern poetry collective at Porter College. This planned gift of \$500,000 will establish the George

Hitchcock Modern Poetry Fund to support residencies for poets, commissions for song cycles, poetry readings, a poetry prize, and scholarships for gifted student poets. Porter College Provost **David Evan Jones** and AVC **Paul Prokop** facilitated this important example of planned giving. If you want to learn more about planned giving opportunities for yourself, please contact Associate Vice Chancellor Paul Prokop (ext. 9-5591) ([pjprokop@ucsc.edu](mailto:pjprokop@ucsc.edu)).

**BOLSTERING CENTER FOR CULTURAL STUDIES** A \$325,000, four-year grant from the Rockefeller Foundation has been awarded recently to the **Center for Cultural Studies**. The grant was initiated and submitted by the center codirectors **Gail Hershatter**, Professor of History, and **Christopher Connery**, Associate Professor of Literature. The center, one of the research foci of the Humanities Division led by Dean **Wlad Godzich**, will use the funds to bring resident scholars to campus for research on globalization and trans-regional phenomena.

<http://press.ucsc.edu/text.asp?pid=200>

**FUNDING FOR NEW UNIVERSITY CENTER** Private gifts have funded the new **University Center**, construction of which will finish shortly. With views of redwoods and open sky, the center is situated on the second 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, faculty may join as Charter Members and have their names engraved on a permanent plaque in the building. Details of the project and a list of benefits for Charter Membership are available. ([http://urelations.ucsc.edu/info/university\\_center.pdf](http://urelations.ucsc.edu/info/university_center.pdf)). For additional information, please contact **Jennifer Wood**, ext. 9-2489 ([jmwood@ucsc.edu](mailto:jmwood@ucsc.edu)).

**ANNUAL FUND ACHIEVEMENT** The Annual Fund program engages students, who contact alumni, parents, and others to represent UC Santa Cruz in a professional manner as they raise funds for the university. In only eight weeks this quarter, the students' phone calls from the Telephone Outreach Program (TOP) have resulted in \$215,000 in donations. Chancellor **M.R.C. Greenwood** opened the Fall Speaker Series at TOP. Librarian and Development Director **Margaret Gordon** and University Librarian **Allan Dyson** spoke on behalf of the Library Acquisitions Fund and the Buy-A-Book Campaign. The TOP students also were delighted to hear Humanities Dean **Wlad Godzich** discuss the Humanities Division. In addition, on behalf of the colleges. Provosts **Andrew Szasz**, **John Schechter**, **William Ladusaw**, **Joel Ferguson**, and **Campbell Leaper** inspired our student callers to draw attention to the need for gifts to fund scholarships and other programs that help enrich students' academic and co-curricular activities. In addition, the following arts faculty and a student are participants in the TOP Fall Speaker Series to talk about departmental fundraising priorities in 2002–03: **E. G. Crichton**, Associate Professor, Art Department; **Laura Anderson**, voice major, Music Department; **Chip Lord**, Professor and Chair, Film and Digital Media Department.

**PROVOSTS LEARN DEVELOPMENT PRACTICES** College provosts participated in an overview of development principles and practices. **Chuck Sizemore** of Marts & Lundy led the discussion. He was joined by **Pedro Castillo**, Oakes College Provost; **Andrew Szasz**, College Eight Provost; **William Ladusaw**, Cowell College Provost; **Joel Ferguson**, Crown College Provost; **Conn Hallinan**, Kresge College Provost; **John Schechter**, Merrill College Provost; **David Evan Jones**, Porter College Provost; **Margo Hendricks**, Stevenson College Provost; and **Deana Slater**, Colleges Nine and Ten College Administrative Officer.

**CONTACTING DEVELOPMENT STAFF** To learn more about development plans and possibilities for private gifts that will support your programs, contact one of the following members of the development team.

- ▶ Paul Prokop, Associate Vice Chancellor, Development, ext. 9-5591 ([pjprokop@ucsc.edu](mailto:pjprokop@ucsc.edu))
- ▶ Jennifer Wood, Annual Fund & Colleges Development Director, ext. 9-2489 ([jmwood@ucsc.edu](mailto:jmwood@ucsc.edu))
- ▶ Ann McCrow, Arts Division Development Director, ext. 9-2439 ([aemccrow@ucsc.edu](mailto:aemccrow@ucsc.edu))
- ▶ John Idstrom, Engineering Development Director, ext. 9-4572 ([jidstrom@soe.ucsc.edu](mailto:jidstrom@soe.ucsc.edu))

- ▶ Donna Hancock, Humanities Division Development Director, ext. 9-4713 ([dhancock@ucsc.edu](mailto:dhancock@ucsc.edu))
- ▶ Margaret Gordon, Library Development Director, ext. 9-4211 ([mgordon@ucsc.edu](mailto:mgordon@ucsc.edu))
- ▶ Lynne Stoops, Natural Sciences Division Development Director, ext. 9-4240 ([lstoops@ucsc.edu](mailto:lstoops@ucsc.edu))
- ▶ John Leopold, Social Sciences Division Development Director, ext. 9-3689 ([jleopold@ucsc.edu](mailto:jleopold@ucsc.edu))
- ▶ Ronaldo Ramirez, Student Affairs Development Director, ext. 9-3801 ([affirm@ucsc.edu](mailto:affirm@ucsc.edu))

## **PUBLIC COMMUNICATIONS AND MARKETING PROJECT STRENGTHENS STRATEGIC COMMUNICATIONS**

Faculty have been among campus members to encourage University Relations' increased attention to effective communications about the unique distinctions of our campus. As part of that effort, University Relations is initiating a public communications and marketing project that will include hiring outside consultation to assist us.

An ad hoc task force has met with finalists who have submitted proposals for the project. Task force members include **David Kliger**, Dean of Natural Sciences and Professor of Chemistry and Biochemistry; **Michael Cowan**, Professor of American Studies and Literature and Senior Adviser to the Chancellor; **Susan Gillman**, Professor of Literature; **Francisco Hernandez**, Vice Chancellor of Student Affairs; and **Cathy Sandeen**, Dean of UC Santa Cruz Extension. Other committee members include Foundation trustee and alumnus **Loren Steck**, a psychologist and principal of a market research firm, and Alumni Council member **Kenneth Doctor**, a senior executive with the Knight Ridder Corporation. Vice Chancellor **Ronald Suduiko** chairs the group and AVC **Elizabeth Irwin** and Public Information Director **Jim Burns** are ex-officio members. Others who participated in review sessions with the consultants included Chemistry and Biochemistry Professor **Anthony Fink**, who also is the Chair of the Senate Committee on Admissions and Financial Aid; Dean of the Jack Baskin School of Engineering **Sung-Mo (Steve) Kang**; and Dean of the Arts **Edward Houghton**.

Final selection of the consulting firm is expected in time for the project to commence in earnest at the beginning of the winter quarter.

## **ALUMNI ASSOCIATION ACTIVITIES PROVIDE SPRINGBOARD FOR FACULTY ENGAGEMENT**

The UCSC Alumni Association Council convenes alumni around the country and also fosters on-campus activities in which faculty are essential participants. For general information about alumni activities, contact Executive Director **Carolyn Christopherson** ([carolync@ucsc.edu](mailto:carolync@ucsc.edu)) (ext. 9-4886).

**ALUMNI COUNCIL FOCUSES ON THE COLLEGES** The UCSC Alumni Council hosted a panel of faculty speakers at its October meeting. The panel addressed these questions: "How should UCSC's college experience distinguish itself from other UC campus's college experience?" "How should the roles of colleges and departments be adjusted to contribute to this unique experience?" "What kind of financial constraints make it hard to create the unique college experience?" and "What kind of alumni financial support would help to overcome those constraints?"

Panelists included **William Ladusaw**, Professor of Linguistics and Provost of Cowell College; **Andrew Szasz**, Associate Professor of Sociology and Provost of College Eight; **Lynda Goff**, Professor of Ecology and Evolutionary Biology and Vice Provost/Dean of Undergraduate Education; and **Paul Prokop**, Associate Vice Chancellor of Development. Others attending and contributing to the discussion were Chancellor **M.R.C. Greenwood**; **Margo Hendricks**, Associate Professor of Literature, Director, Office of International Education, and Provost of Stevenson College; **John Schechter**, Professor of Music and Provost of Merrill College; **Pedro Castillo**, Associate Professor of History and Provost of Oakes College; **Joel Ferguson**, Professor of Computer Engineering and Provost of Crown College; **Conn Hallinan**, Lecturer in Writing and Provost of Kresge College; **David Evan Jones**, Professor of Music

and Provost of Porter College; and **George Blumenthal**, Professor of Astronomy and Astrophysics and Chair of the Santa Cruz Division of the UC Academic Senate.

**FACULTY TALKS HIGHLIGHT REGIONAL MEETINGS** Faculty presentations are always highlights of UC Santa Cruz alumni events around the country. The engagement of faculty with former students is an essential element in building a lifetime relationship with our alumni. There are alumni chapters in San Diego, Los Angeles, Silicon Valley, Sacramento, San Francisco Bay Area, Seattle, Boston, New York, and Washington, D.C., in addition to the Santa Cruz chapter. If you have an interesting topic to present and would like to visit one of our regional chapters—or if you already have plans to be in a region and are willing to give a talk while you're there—please contact **Allison Garcia** ([acgarcia@ucsc.edu](mailto:acgarcia@ucsc.edu)) (ext. 9-3966). The Alumni Association reimburses faculty for related travel expenses, including round-trip airfare, hotel, and meals.

An example of this activity: **Bruce Levine**, Professor of History and currently a visiting faculty member at UC Washington, D.C., inaugurated a quarterly speaker series there this month. Levine's topic drew from his new book about the Civil War. Other recent faculty presenters include:

- ▶ Professor of Psychology **Craig Haney** (Los Angeles Chapter)
- ▶ Research Professor of Psychology **Thomas Pettigrew** (San Diego Chapter)
- ▶ Professor of Sociology **Paul Lubeck** (Santa Cruz Chapter)
- ▶ Professor of History **Edmund "Terry" Burke** (Rainier Chapter, Seattle)
- ▶ Research Professor of Astronomy and Astrophysics **Frank Drake** (Boston Chapter)
- ▶ Professor of Astronomy and Astrophysics **Jerry Nelson** (Sacramento Chapter)

**CAMPUS-BASED ACTIVITIES RELY ON FACULTY** Among campus-located alumni activities are the Page and Eloise Smith Scholastic Society (PESSS), which was established to support the educational aspirations of orphans, wards of the court, and foster children. **Paul Ortiz**, Assistant Professor of Community Studies; **Gary Miles**, History Professor Emeritus; and **Katie Simonton**, Oakes College Core Course Instructor, are members of the Leadership Team for PESSS. They met in September with alumnus founder **Bill Dickinson**, 35 student Fellows, and staff from the Alumni, Student Affairs, and Development Offices.

**Paul Ortiz; Katie Simonton; Gary Miles; Mary-Kay Gamel**, Professor of Classics, Comparative Literature, and Theater Arts; **Cynthia Polecritti**, Associate Professor of History; and **Beth Remak-Honnet**, Librarian, McHenry Library, also joined the fall-quarter PESSS kick-off event at which 65 Fellows were present. More information on the Page and Eloise Smith Scholastic Society can be found at: <http://alumni.ucsc.edu/pesss.htm>