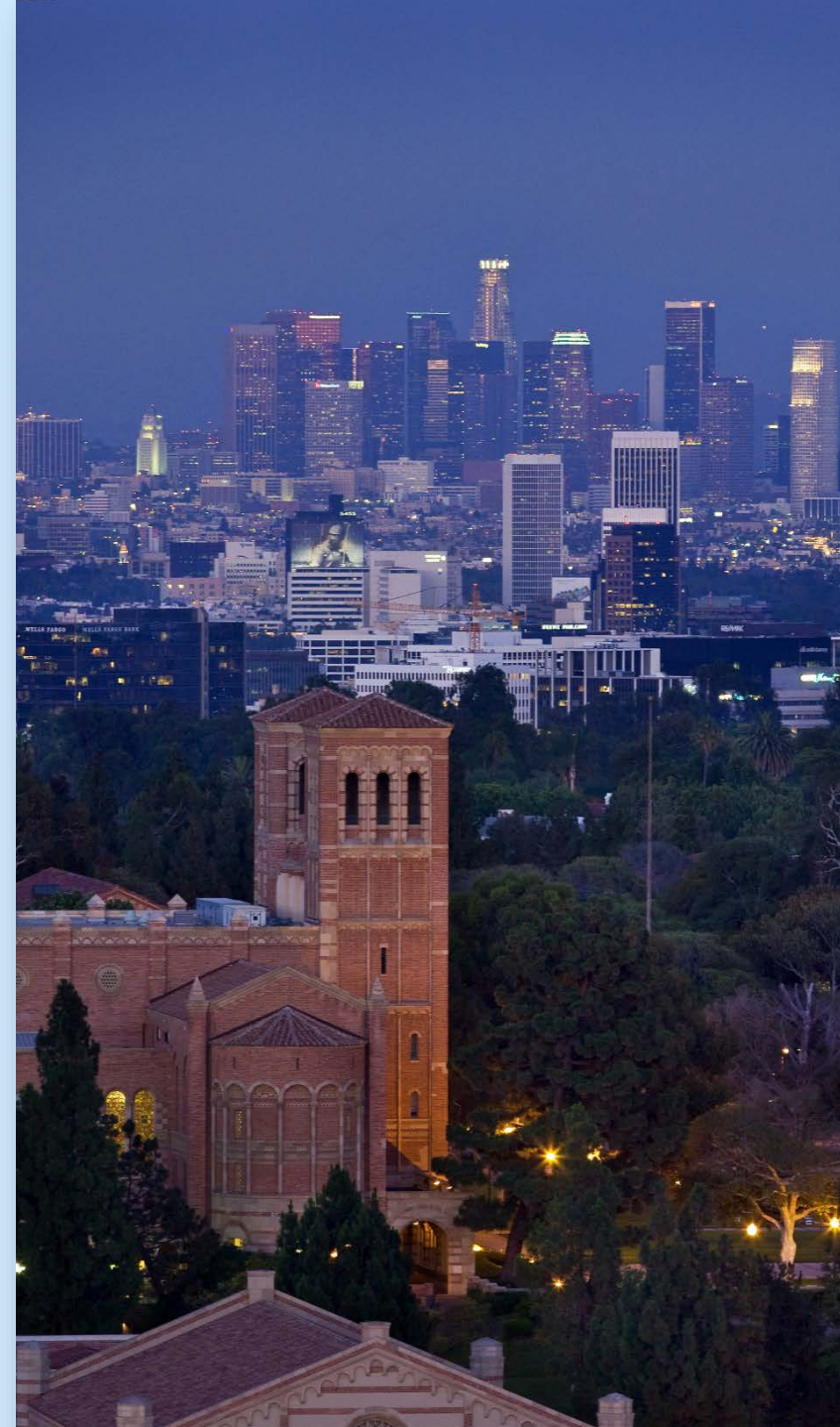


Grand Challenge Research Initiatives & the “Grand Challenge” of Building Partnerships Within and Outside the University

NORDP May 1, 2015



Today's Panelists



Marjorie A. Duske

Director, Science and
Technology
University of California
Office of Federal Governmental
Relations



Michelle Popowitz, JD, MPH

Asst VCR and Exec Director for
UCLA Grand Challenges
UCLA Office of the Vice
Chancellor for Research



Casandra Rauser, PhD

Project Director, Sustainable
LA Grand Challenge
UCLA Office of the Vice
Chancellor for Research

By Telephone



Matthew Sharp

Senior Policy Director
Goldhirsh Foundation

Topics

- Background
- Exploration of Internal Partnerships
- Case Study: Working with Faculty to Develop Sustainable LA Research Plan
- Exploration of External Partnerships
- Case Study: Goldhirsh Foundation & UCLA Partnership
- A Government Relations Perspective



About Michelle

Grand Challenges

A powerful way to enhance the research enterprise, drive collaboration and strengthen relationships with partners in and outside of campus

Sustainable LA Grand Challenge

Thriving in a Hotter Los Angeles

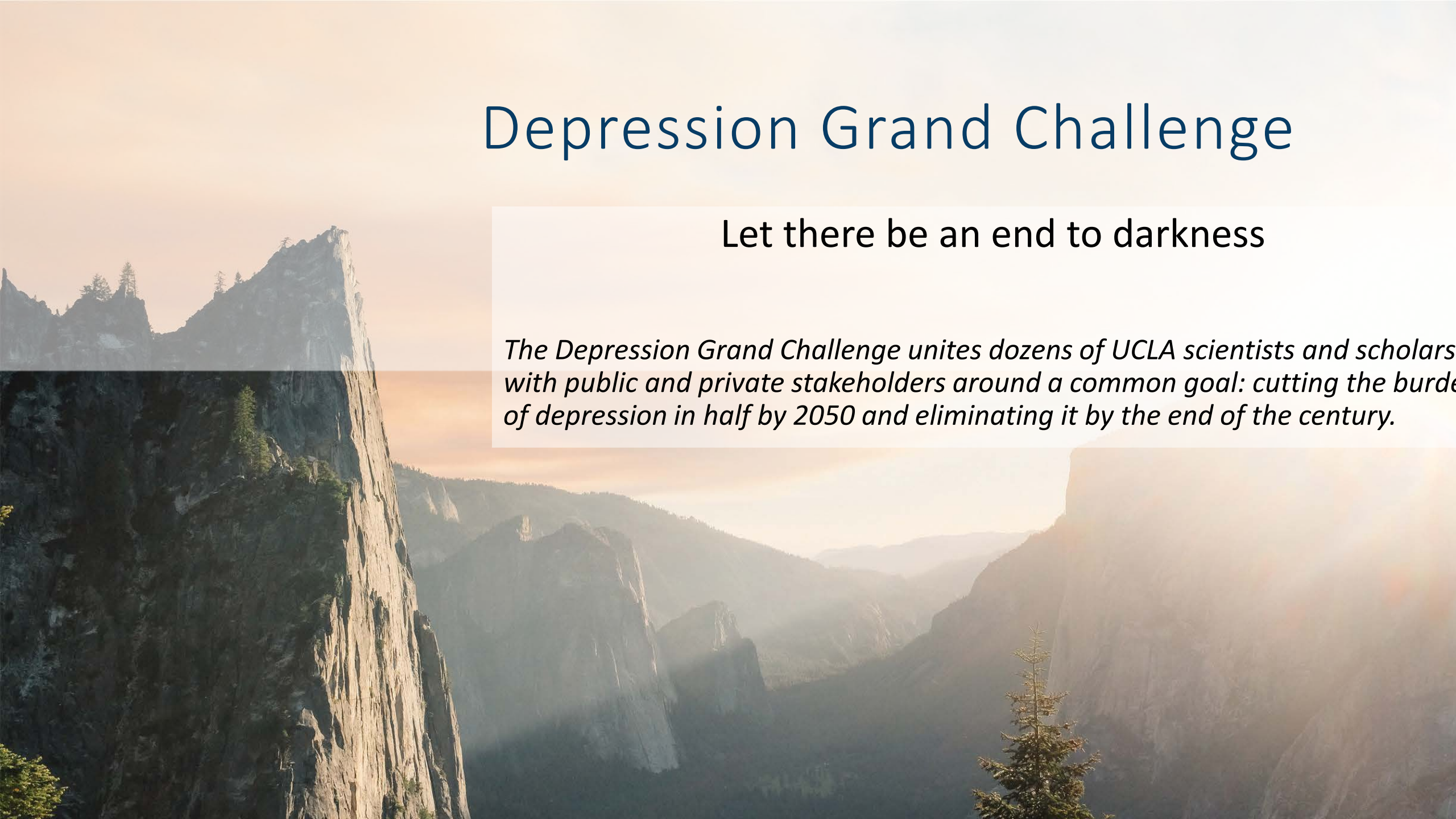
The Sustainable LA Grand Challenge combines the efforts of more than 140 UCLA researchers from nearly every school across campus to tackle the interrelated issues of energy, water and ecosystem health with the goal of making LA sustainable by 2050—and our commitment to deliver this plan by 2020.



Depression Grand Challenge

Let there be an end to darkness

The Depression Grand Challenge unites dozens of UCLA scientists and scholars with public and private stakeholders around a common goal: cutting the burden of depression in half by 2050 and eliminating it by the end of the century.





Reasons for Partnerships

- Address expertise gaps
- Means to engage stakeholders/
obtain critical buy-in
- Obtain new experience
- Increase reach/breadth

→ Enhance impact



Partners or Functions on Campus*



**At various stages of engagement
varying from simply identified to
already immersed.*

Example 1: Engaging the Campus



Example 1: Engaging the Campus

– Hustling for votes

My LA2050 Grants Challenge:
Making LA the
Healthiest Place to Live



Example 1: Engaging the Campus

- Hustling for votes
- Two courses

GC-URSP
Grand Challenges Undergraduate
Research Scholars Program

NOW ACCEPTING APPLICATIONS

GC-URSP is a UCLA Grand Challenges class and research experience
This unique year-long course is centered around the Sustainable LA Grand Challenge: Making the LA region 100% sustainable in energy, water, and biodiversity by 2050.

2nd & 3rd Years
If you will be a 2nd or 3rd year in Fall 2015, you are eligible to apply as a Scholar. For the 2015-16 school year, Scholars will learn research, communication, and innovation skills AND perform research under the mentorship of a Sustainable LA Grand Challenge faculty member. No research experience is necessary. You will also engage in an extended group project. Preference will be given to 2nd years.

4th Years & Above
If you will be a 4th year or above in Fall 2015, you are eligible to apply as a Project Consultant. Project Consultants attend the class but do not do research. They have a special leadership role in the class and will work with a group of ~5 Scholars in the class. They also work closely with Dr. Kennison for 1 additional hour a week.

Eligibility
Available to attend the class on Tuesdays, 6-8pm, all 3 quarters
ALL majors welcome
Minimum 2.7 GPA

APPLY BY MAY 3, 11:59pm
<http://vcr.ucla.edu/GC/URSP>

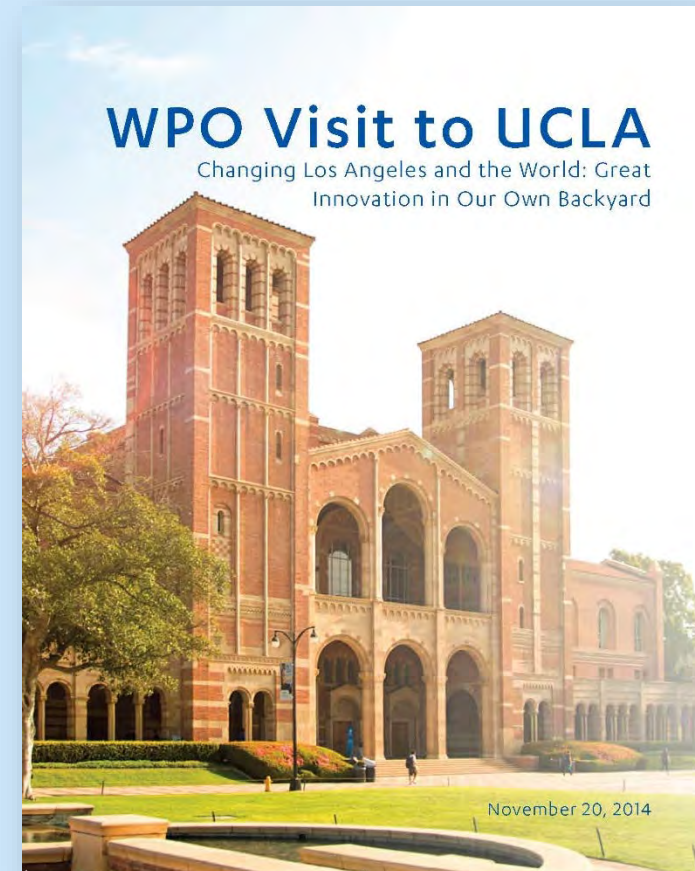
GCURSP@college.ucla.edu | vcr.ucla.edu/GC/URSP
UCLA Grand Challenges | UCLA Undergraduate Research Center



Example 1: Engaging the Campus

- Hustling for votes
- Two courses
- Showcasing the Grand Challenges

Emerging Research Speaker Series



Example 1: Engaging the Campus

– Partners:

- Campus community,
- Chancellor's Office
- Public Relations
- Staff Assembly
- Undergraduate Research Center
- Marketing & Communications

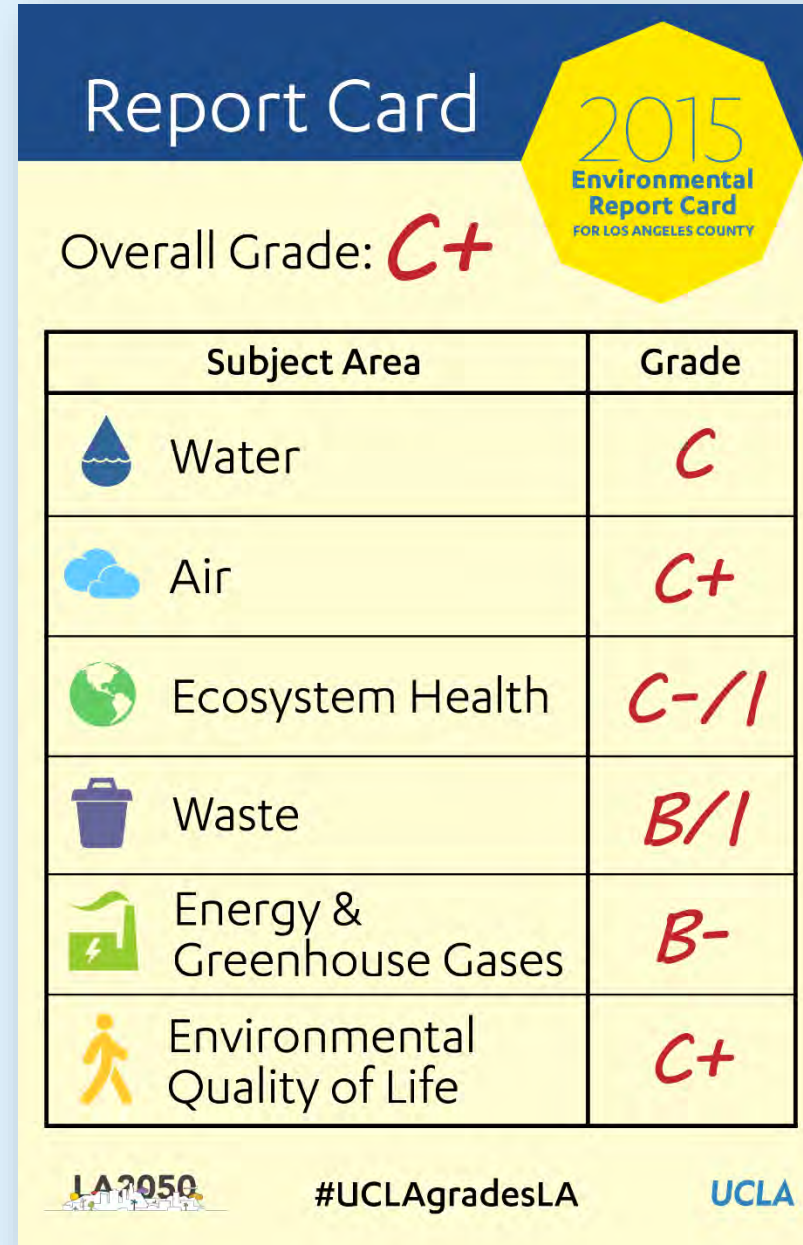


Example 2: Promotion of Environmental Report Card

- Rationale:
 - Stimulate dialogue
 - Compel action among community members
 - Baseline measures
 - Involved existing partner



Example 2: Promotion of Environmental Report Card



2015 Environmental Report Card FOR LOS ANGELES COUNTY

YOU ARE INVITED TO THE

#UCLAgadesLA

TWITTER PARTY

A conversation exploring UCLA's Environmental Report Card for Los Angeles County.

APRIL 7
3-4PM PST

HOSTS
@UCLAIOES
@UCLAgc
@Goddish-dn
@LA2050

HASHTAG
#UCLAgadesLA

TIME
Tuesday, April 7
3:00-4:00PM PST

UCLA
LA 2050

Example 2: Promotion of Environmental Report Card

- Campus Partners:
 - Department staff
 - Faculty
 - Media Relations
 - Web team
 - Student Groups
 - Government Relations
- External Partners:
 - Goldhirsh Foundation



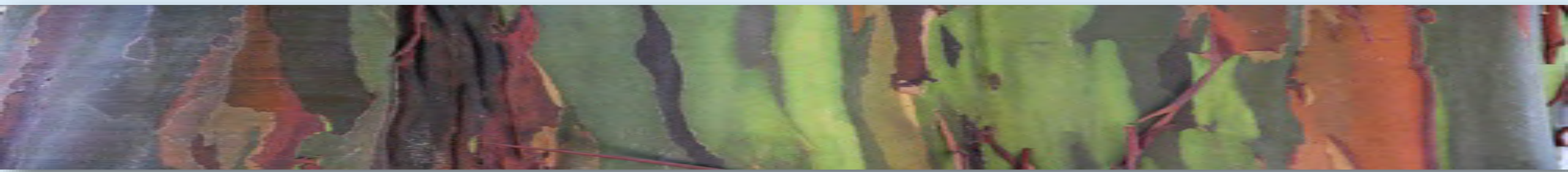
Example 3: Traditional Research Development

- Funding opportunity from local utility.
- Short timeline.
- Served as communicator, collector and packager of proposals.
- 39 Proposals submitted in cohesive package.

Partners:

- Faculty from about 8 departments
- Corporate, Foundation & Research Relations
- Leadership of Engineering School
- Development
- Industry Sponsored Research Office
- Research Administration





About Cassie



Casandra Rauser, Ph.D.

- 2014 –** Director, Sustainable LA Grand Challenge, ***UCLA***
- 2009 – 2014** Research Development, ***UC Irvine (>100 proposals, \$78M, 38% funded)***
- 2008 – 2009** Freelance Editor (technical science writer)
- 2007 – 2008** Director, Tamarindo Preserve Conservancy, ***Costa Rica***
- 2006 – 2008** Tutorial Developer, ***Rapid Learning Center***
- Ph.D.** Ecology & Evolutionary Biology, ***University of California, Irvine***
- B.S.** Biology, ***Arizona State University***

Building Partnerships Among Researchers from Different Disciplines

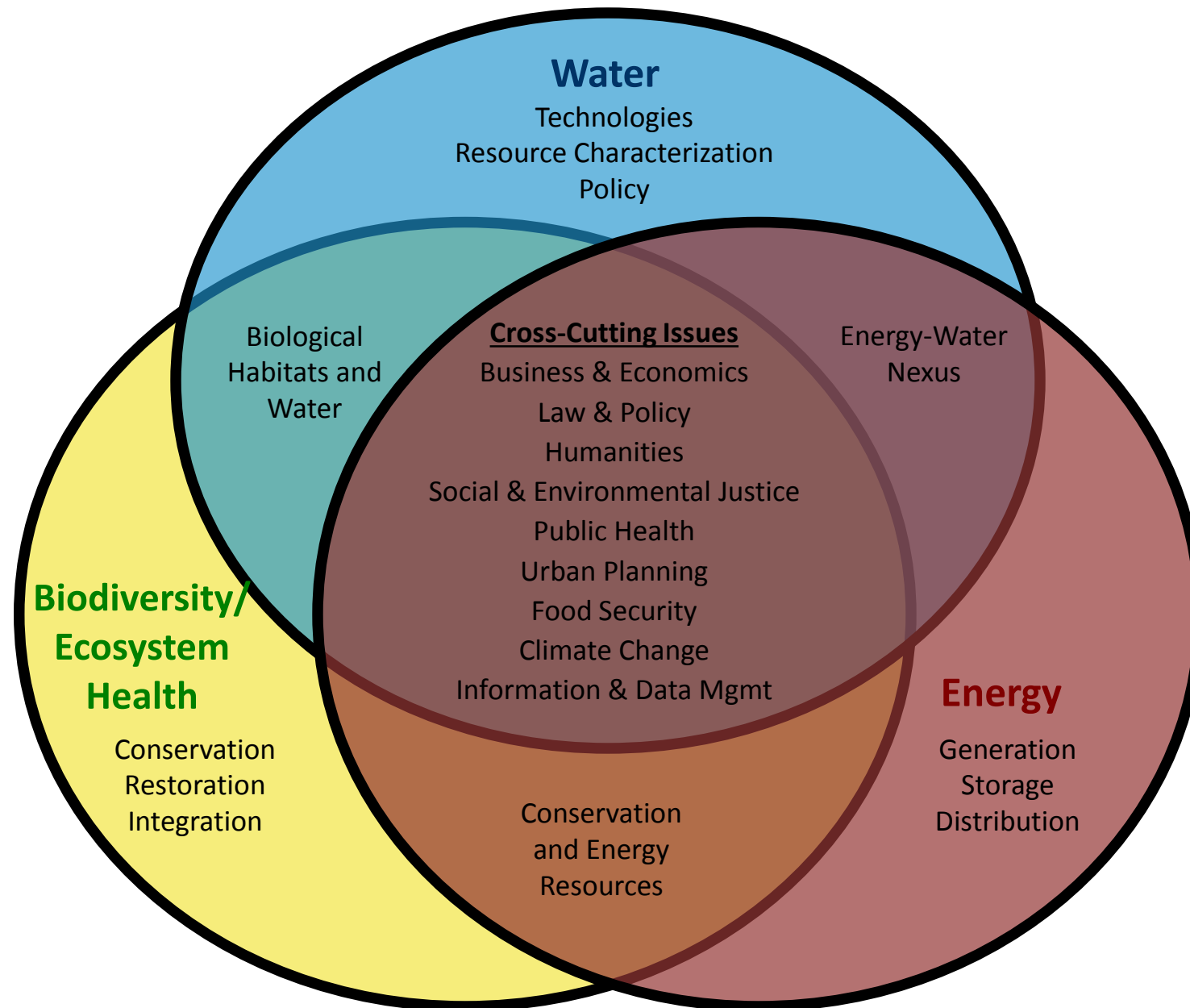


CASE STUDY: Development of the Sustainable LA Research Plan

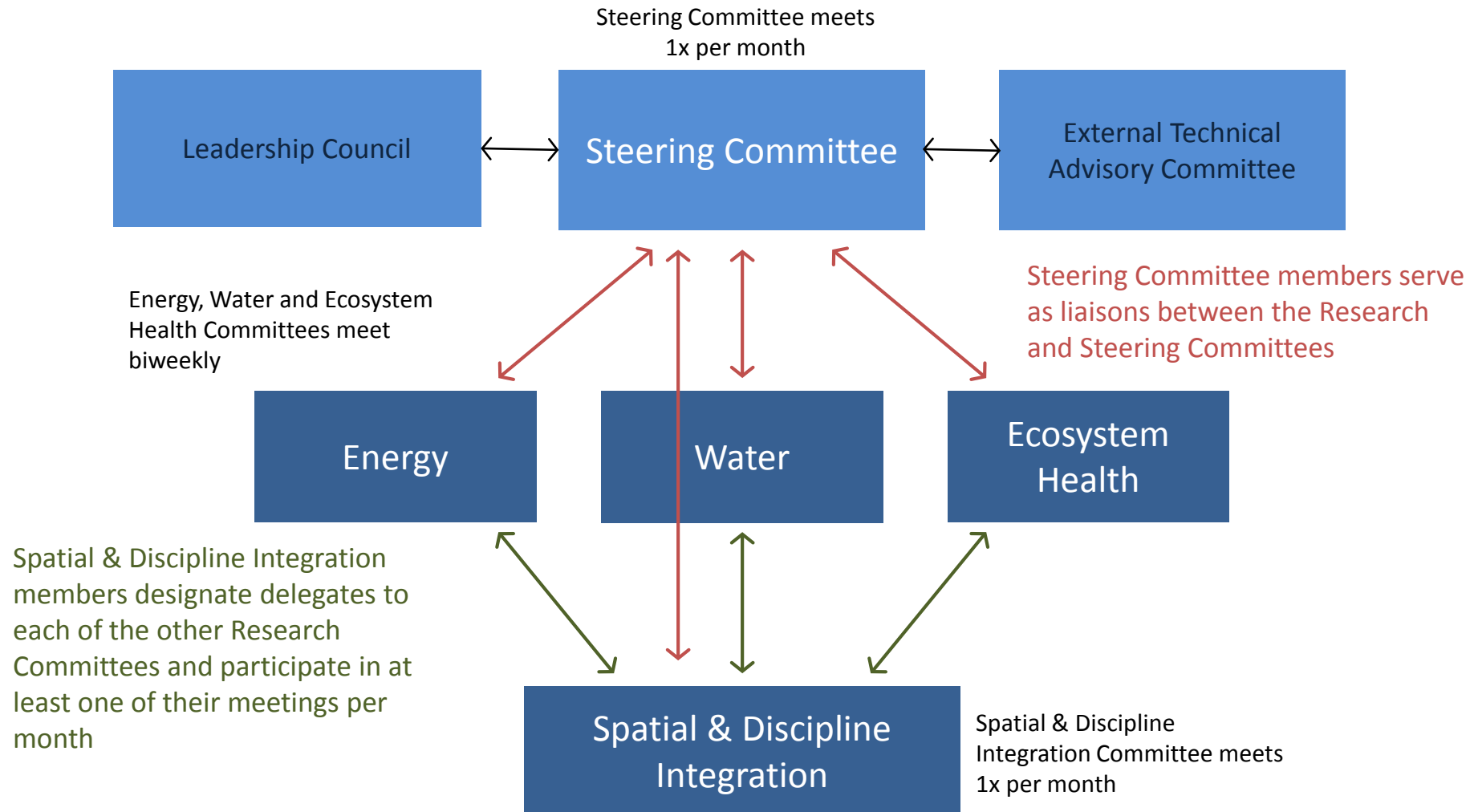


GOAL: Transform the LA region to 100% sustainability in energy, water and ecosystem health by 2050

Organizing the Research Plan



Organizing the Sustainable LA Research Committees



Building the Interdisciplinary Teams



What motivates individuals to collaborate?





SUSTAINABLE LA

Thriving in a hotter Los Angeles

ENERGY COMMITTEE



Ann Carlson
Energy
Systems,
Climate
Change &
Environmental
Law & Policy



JR DeShazo
Energy
& Water
Economics &
Policy



Rajit Gadh
Smart Grid
Energy
Management &
Delivery



**Diana
Huffaker**
High-efficiency
Nanotech-
based
Photovoltaics



Gregory Okin
Physical
Geography,
Soil, Dust &
Renewable
Energy



**Suzanne
Paulson**
Characterization
of Air Quality &
Effects on Health
& Climate



**Richard
Wirz**
Alternative
Energy
Generation &
Storage

ECOSYSTEM HEALTH COMMITTEE



**Richard
Ambrose**
Coastal
Environmental
Assessment &
Restoration



**Tom
Gillespie**
Biogeography
& Remote
Sensing



**Ursula
Heise**
Biodiversity &
Environmental
Humanities



**Cara
Horowitz**
Environmental
Law & Policy



Mike Jerrett
Geographic
Exposure
Modeling &
Land Use
Characterization



**Brad
Shaffer**
Applied
Ecosystem
Conservation

WATER COMMITTEE



Mark Gold
Water Policy
& Coastal
Resource
Management



Alex Hall
Climate
Science &
Regional
Climate
Modeling



Eric Hoek
Nano-
membranes,
Sewage
Treatment &
Recycled Water



**Christine
Lee**
Remote
Sensing for
Water Quality
Monitoring



**Dennis
Lettenmaier**
Hydrology &
Hydrology
Climate
Interactions



**Steve
Margulis**
Hydrologic
Processes &
Climate Change



**Maite
Zubiaurre**
Cultural
Diversity in
Attitudes about
Refuse

SPATIAL AND DISCIPLINE INTEGRATION COMMITTEE



Dana Cuff
Urban Design,
Sensing
Technologies &
Architecture



**Hilary
Godwin**
Public Health
Impacts
of Climate
Change



**Juan
Matute**
Sustainable
Transportation
& Land Use



Ted Parson
Environmental
Law & Science
Policy



**Stephanie
Pincetl**
Energy &
Water Use
Policy



Gaurav Sant
Sustainable
Construction
Materials



Eui-Sung Yi
Architecture
& Strategic
Urban Design

Working within an Interdisciplinary Partnership



Working within an Interdisciplinary Partnership



Working within an Interdisciplinary Partnership



Lessons Learned

- Develop a personal relationship with individual researchers
- Be upfront about expectations and funding opportunities
- Partnerships should be strategic and mutually beneficial
- Understand individual's motivation for collaborating
- Use food to motivate people
- Define a specific shared goal
- Be creative – use structured brainstorming exercises, sometimes
- Be flexible – tailor your facilitation to the personality of the group
- Practice diplomacy and conflict resolution strategies
- Understand the different languages among the disciplines and translate when necessary

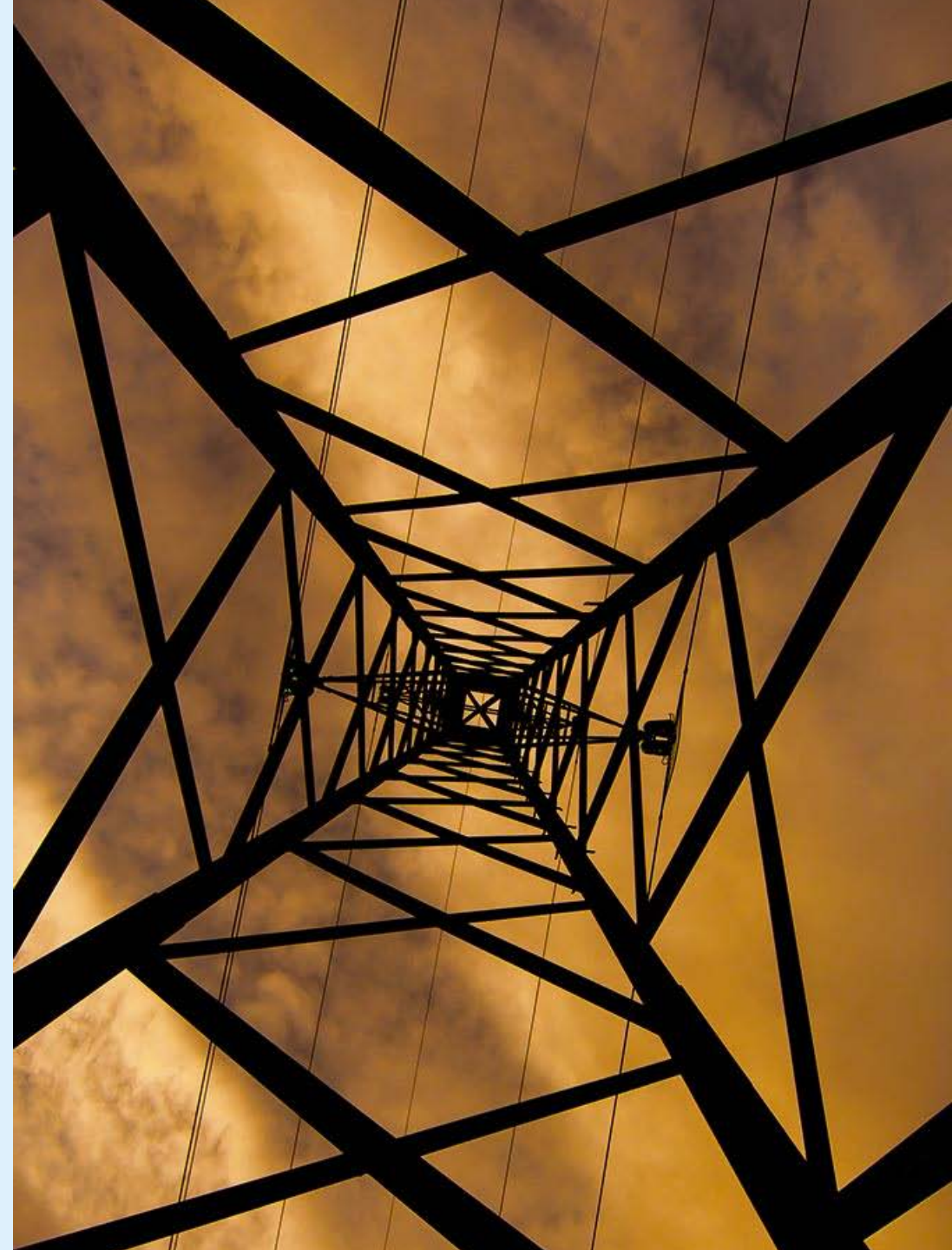
External Partners

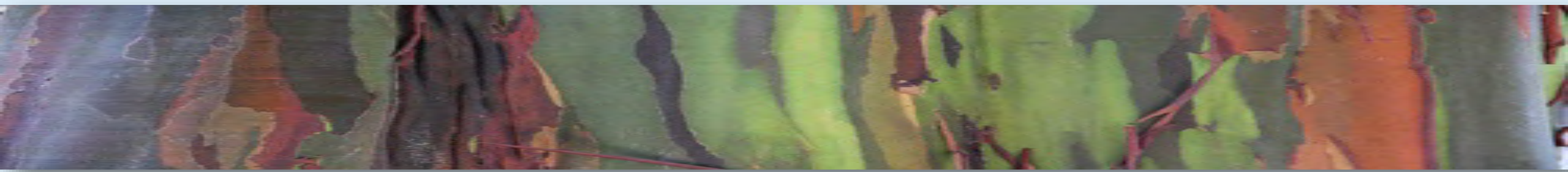


- Universities and Research Centers
- Government Entities (Local, County, State, National)
- Foundations
- Aligned Community Organizations
- Industry Partners
- Alumni Association & Support Groups
- Individual Philanthropists

Strategies for External Partners

- Customized approach/pitch
- Flexibility in the type of relationships
- Careful consideration of implications for other partnerships





About Matt



LA2050 + UCLA GRAND CHALLENGES

CONNECTIONS AND LESSONS LEARNED

**GOLDHIRSH
FOUNDATION**



OUR LARGEST INITIATIVE

LA2050 is a **community-guided initiative** that created a shared vision for the future of Los Angeles, and is driving and tracking progress toward that vision. We do this via **research & reporting, capital investment, collaboration, and activation.**

**GOLDHIRSH
FOUNDATION**



Arts & Cultural Vitality Housing



Environmental Quality

596 ACRES

Income & Employment



Health



Social Connectedness



Public Safety



Education



Jury Selected



NO RIGHT BRAIN LEFT BEHIND

MY LA2050 WINNERS

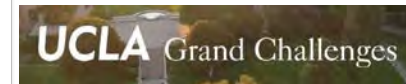
Learn



Create

streetcraft LA

Live



2014

Connect



Play



PERSHING SQUARE

GOLDHIRSH FOUNDATION





RECIPE FOR PARTNERSHIP:

- A shared futurist vision
- Regional data tracking
- Multiple assets

A SHARED FUTURIST VISION

- Research teams are working on the long game
- Extraordinary depth in subject matter
- Tracking trends and visions

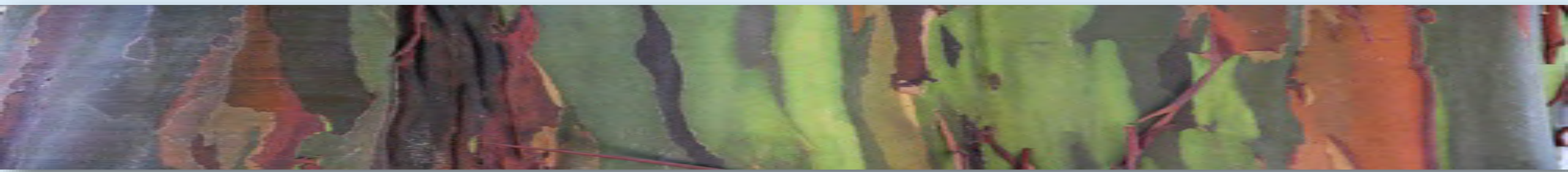
REGIONAL DATA TRACKING

- Our largest city is one of 88
- Few sources centralize key measures of progress
- Credibility and long-term commitment to tracking



RESOURCES THAT UNIVERSITIES CAN PROVIDE

- Thousands of engaged students
- Facilities to convene
- Alumni networks and relationships



About Marjorie

How Government Relations Supports Research

Lessons Learned about Partnerships & Working with Grand Challenges

- Richness of the campus community
- Free stuff is a good motivator
- Importance of focus
- Flexibility is key
- Perfection is the enemy of progress
- Celebrate the successes
- Partners help you realize your potential



