



California Partners  
PROJECT

# 2022 IMPACT REPORT

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In partnership with the people of California, the California Partners Project champions gender equity across the state and ensures our state’s media and technology industries are a force for good in the lives of all children.

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## 2022 BOARD OF DIRECTORS

Olivia Morgan, Board Chair  
Becky Beland McNaught  
John China  
Lisa Ling  
Ann O’Leary  
Sukhinder Singh Cassidy  
Norah Weinstein  
Tom Willis



Jennifer Siebel Newsom



Olivia Morgan

## GENDER EQUITY ADVISORY COUNCIL

**Esther Aguilera** – President & CEO, Latino Corporate Directors Association

**Annalisa Barrett** – Senior Advisor, KPMG Board Leadership Center

**Betsy Berkhemer-Credaire** – CEO, 50/50 Women on Boards

**Reveta Bowers** – Former Board Chair, Common Sense Media

**Julie Castro Abrams** – CEO & Chair, How Women Lead

**John China** – President, SVB Capital

**David Chun** - CEO & Founder, Equilar

**Hannah-Beth Jackson** - California State Senator (Retired) and Author of SB 826

**Amanda Packel** – Managing Director, Rock Center for Corporate Governance at Stanford University

**Anne Sheehan** – Former Director of Corporate Governance, CalSTRS

## The stage is set for progress – and the stakes couldn’t be higher.

We enter 2023 fueled with determination and purpose.

Our vision when we founded the California Partners Project (CPP) in 2020 was an organization that would be strategic and nimble. We set out to seize the moment - making the most of the strong platform and progress already underway in the Office of the First Partner’s inclusive and innovative California for All Women and California for All Kids initiatives and leveraging our combined expertise in gender equity and our shared dedication to healthy and equitable child development.

We have chosen the specific topics of women’s representation in business leadership, pay equity, and kids’ mental well-being as strategic levers for societal change and community wellness. And in the coming years, we will continue to research, convene conversations, and elevate other important topics, stories, and best practices related to our program areas.

The guiding impulse of CPP was to work within the **sybiotic realms of child well-being and gender equity, leaning into the insight that they are inextricably linked**. Women are the backbones of their communities, and supporting them in all facets of life disrupts harmful cycles and allows children and families to thrive.

Children cannot possibly reach their fullest potential and develop the fullest expression of their personhood if their mothers are not supported - for moms are the social and financial anchor of their

families and regulator of their families' nervous systems. Further, children cannot flourish if their doctors, nurses, school personnel, teachers, and caregivers - primarily women - are not thriving personally and professionally with opportunities to participate at every level of decision-making.

Meeting women's social, emotional, physical, and economic needs will bring regenerative healing to all. From diversifying public company boards to addressing pay gaps to recognizing how technology and social media impact young lives, California is tackling some of the significant challenges of our era with courage and innovation. We take seriously our opportunity and obligation to be a force for good in these conversations and to **build new bridges between the personal, public, and private sectors.**

Thanks to a brilliant team and a broad coalition of generous collaborators, we have spent three productive years shining a spotlight on our state's successes in these realms. We are proud to do our part to ensure that California continues to lead by example, **partnering with talented creators that drive the world culturally and economically.** After all, California values inspired innovations over ingrained habits, and is never afraid to go first in pursuit of a better way.

Last year dealt a devastating blow to gender equity in the overturning of Roe v. Wade and in the gross spectacle of misogyny displayed during Harvey Weinstein's sexual assault trial. Women and girls without autonomy over their own bodies cannot experience the freedom of complete self-determination and safety; they cannot dream big and strive to realize those dreams without confidence that they control their own futures. To place power over one's physical being into the hands of others is to assert subservience; it is the opposite of equality.

The re-election of Governor Gavin Newsom granted the California Partners Project four additional years to bring all we have to the fight for gender equity and child well-being. We are grateful, and we are ready. Thank you for partnering with us in this critical work.

With gratitude,

**Jennifer Siebel Newsom**  
First Partner of California  
and Co-Founder of the California  
Partners Project

**Olivia Morgan**  
Co-Founder of the California  
Partners Project

## CHILD WELL-BEING ADVISORY COUNCIL

**Elizabeth Estes** - Founder,  
Breaking Barriers California,  
Children and Education of  
Counsel, AALRR

**Kimberly Gudino** - Advisor &  
College Ambassador, Women's  
Foundation California

**Liz Heller** - Managing Partner,  
memBrain LLC

**Tim Kendall** - Co-Founder,  
Moment

**Monique Lane, Ph.D.** - Associate  
Professor of Educational  
Leadership, Saint Mary's College  
of California

**S. Marshall Perry, Ph.D.** - Vice  
Provost of Graduate Programs  
& Academic Innovation, Saint  
Mary's College of California

**Esta Soler** - Founder &  
President, Futures Without  
Violence

**Veronica Terriquez, Ph.D.** -  
Director, UCLA Chicano Studies  
Research Center

**Chuck Wolfe** - CEO, The Chiles  
Group

**Shafia Zaloom** - Author &  
Health Educator

# CHILD WELL-BEING

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Mental health is well-being, and the adolescent mental health crisis is at a tipping point. Since CPP's founding in 2020, we've applied a holistic view to our research, educational campaigns, and advocacy of pillars of child well-being. We assess child well-being through a whole child approach, ensuring that children have adequate, high-quality sleep, movement and mindfulness education, healthy social relationships, access to nature, healthy eating habits, literacy and a balanced relationship with media and technology.

We bring the concerns and expertise of parents, educators, youth, and health professionals directly into a statewide discussion on child well-being and mental health, and then amplify and share supportive resources with broader communities.

## 2021

**CPP produced a Landscape Analysis on Tech and Youth Well-Being** which examines and connects key players in the kids and tech safety advocacy movement. Digging further into the findings of the landscape analysis, CPP's Board heard directly from Baroness Beeban Kidron, Chair of 5Rights Foundation, on the UK's landmark law on children's online safety.

**CPP launched a Child Well-being Advisory Council and Youth Ambassador program** that convened and empowered female-identifying teen leaders from across the state. Through focus groups with psychologists and academic researchers, the ambassadors discussed the impact of social media on their lives, supported each other, and advocated for tech companies to improve online safety.

**CPP and California First Partner Jennifer Siebel Newsom launched a six-month statewide Listening Tour with mothers** to hear their struggles of parenting, balancing caregiving and household responsibilities, and navigating digital reliance in the wake of the COVID-19 pandemic.

The research, insights, and conversations from the Listening Tour led to the creation of **CPP's Responsive Toolkits** which consolidate insights, solutions and concrete tips informed by experts.

## 2020

**CPP founded** to focus on Gender Equity and Child Well-Being, specifically media, tech, and kids.

**CPP published Resources and Healthy Tech Tips for Parents & Kids**, and uplifts statistics about media, technology, and adolescent mental health.

**CPP conducted research** with the Child Mind Institute and Material.

**CPP published "Are the Kids Alright? How Teens are Struggling with Loss and the Limits of Living Online"**. The report launched on The TODAY Show and USA Today.

**California First Partner Jennifer Siebel Newsom and Lisa Ling hosted** an online conversation with **The Social Dilemma Virtual Tour**.

## 2022

**Baroness Beeban Kidron met with CPP's Youth Ambassadors** regarding their digital lives and the success of the UK's Age Appropriate Design Code (AADC).

**The California Age-Appropriate Design Code Act (AB 2273, Wicks)** was signed into law by California Governor Gavin Newsom after passing the State Legislature unanimously in late August. The law lays out design and data privacy standards for any online platform or application that is regularly accessed by children under 18.

# CHILD WELL-BEING

## AB 2273: The California Age-Appropriate Design Code Act

CPP and First Partner Siebel Newsom have been at the forefront of championing youth safety online. Data and research from across disciplines and geographies continues to highlight the relationship between the ongoing youth mental health crisis and the compounding effect of technology and social media. A key focus of 2022 was actively tracking the progress of AB 2273 – the California Age-Appropriate Design Code Act. The law signifies a much-needed push for tech businesses to formally consider children’s user experience, safety, and well-being in their product design.

In collaboration with other leaders in the responsible technology and youth advocacy movements, CPP facilitated conversations to inform the creation of the California Children’s Data Protection Working Group that will advise the state legislature on best practices related to the law’s requirements. We will continue to engage with industry experts, advocates, and academics about the opportunities ahead, and bridge the gap between government and the corporate sphere so that children’s needs and rights are kept at the forefront. CPP will also continue to focus on educating California kids and families about how to maintain balance and boundaries with technology.

Join us for...

**An IG Live Conversation on Children's Online Privacy & Safety**

Friday, October 14, 2022 at 11:30 AM PT

CA First Partner  
Jennifer Siebel Newsom

Journalist  
Lisa Ling

CA Assemblymember  
Buffy Wicks



*“ A largely unregulated tech industry has poured fuel on the fire of an already raging youth mental health crisis. Protecting kids online is a universal issue that cuts across the political divide, and kids across the country are stepping up to demand change. I applaud lawmakers for this huge step forward, and hope the momentum continues.”*

**Lisa Ling**, Journalist, Television Personality, and Author | Board Member, the California Partners Project



# CHILD WELL-BEING

## Governor's Advisory Council on Physical Fitness and Mental Well-Being

Last year, in advance of a meeting of the Governor's Advisory Council on Physical Fitness and Mental Well-Being in December, CPP delved deeply into research on the intersection between physical fitness and mental well-being with an emphasis on children and youth. The Advisory Council is tasked with exploring healthy strategies to ensure all Californians can thrive, with a particular focus on child physical and mental health (and the symbiotic relationship between the two). We amplified the #MoveYourBodyCalmYourMind campaign and aggregated best practices and existing research to inform the Advisory Council's objectives and actions for the next three years.



## Report on Youth & Social Media

In 2023, together with academic partners Veronica Terriquez, Ph.D., Director of the UCLA Chicano Studies Research Center, Monique Lane, Ph.D., Associate Professor of Educational Leadership, Saint Mary's College of California, and Jazmine Miles, UC Santa Cruz, CPP will publish the results of research and focus group discussions with CPP Youth Ambassadors regarding the impact of social media on their lives. The report will include commentary about current data trends, the tech industry's responsibility to protect youth, as well as the existing gaps in research studies.



# GENDER EQUITY

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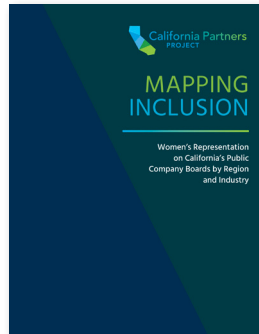
CPP's gender equity work targets tangible, measurable initiatives that will improve the lives of women in California. CPP reviews each project with industry leaders, academics, and a network of gender equity organizations to ensure the effort is needed, useful to the intended audience, and will have a significant, measurable impact.

A continual source of inspiration for CPP's work is the organization's location; California leads the country in enacting innovative, first-in-the-nation laws aimed at remedying gender discrimination. California's Governor, First Partner, and lawmakers are committed to creating a more equitable California for women. By bringing together private sector and state government efforts, CPP works to realize the full potential of California's policies and spark cultural change in the workplace.

# GENDER EQUITY



**2022 The Big Picture Report**



**2021 Mapping Inclusion Report**



**2021 Claim Your Seat Report**



**2021 Progress Report**

## Women on Boards Report Series

In May, we released our fourth report on the status of women on California's public company boards. The report examines the impact of California's groundbreaking law (SB 826) to advance gender diversity in corporate boardrooms. We were proud to receive news coverage by Bloomberg, CNBC, and the New York Times, as well as a number of regional publications.

CPP's report series uniquely captures the near tripling of women's representation on California's public company boards, while sharing the perspectives of business leaders and spotlighting some of the tremendous female talent bringing their expertise to California companies. Data from CPP's report series is routinely cited in the media and was used by the State Attorney General's office to defend SB 826 in court.



*“For the first time ever, one in three public company board seats in California are held by women. This is five percent above the national average and more than two times the number of seats held in 2018. While there is still work to be done, there is no denying the cultural shift.”*

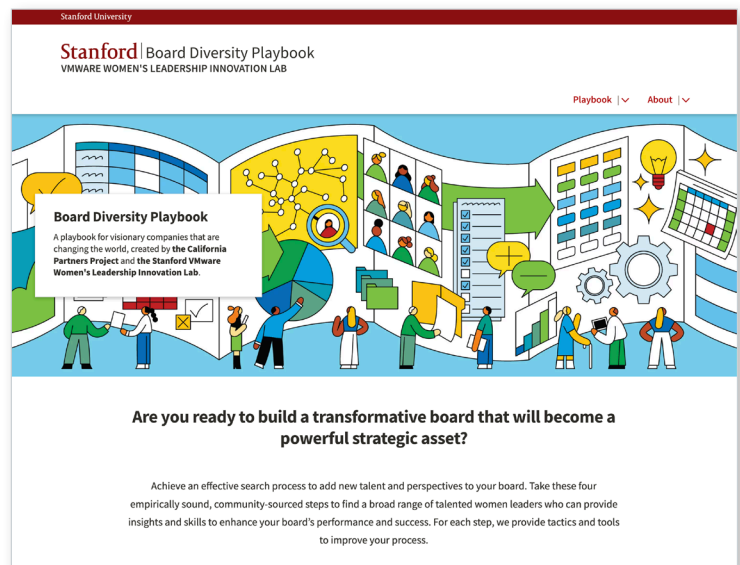
**Jennifer Siebel Newsom**, First Partner of California | Co-Founder, the California Partners Project

# GENDER EQUITY



## Board Diversity Playbook

CPP recently released the first of two Board Diversity Playbooks created in collaboration with the Stanford VMware Women's Leadership Innovation Lab. The Playbook offers four empirically sound, community-sourced strategies for conducting an effective search for new talent and perspectives to add to corporate boards, along with tools and tactical implementation advice from board directors. The Playbook will be a useful resource for CEOs, investors, board members, and board nominating committees, in addition to organizations and educators who work with boards on governance, effectiveness and oversight.



*“Companies who care about business performance need to prioritize diversity as a key lever for driving growth — not because it’s a nice thing to do, but because it’s the smart thing to do. Use the strategies in this playbook to create opportunities to accelerate the performance of your board.”*

**Sukhinder Singh Cassidy, CEO, Xero, Ltd.**

# GENDER EQUITY



100+

Number of companies that have signed the Equal Pay Pledge

\$87 billion

Estimated cost of the pay gap for women in California each year

## Equal Pay

This year we launched our Equal Pay advocacy campaign, working alongside the Office of the First Partner and the California Commission on the Status of Women and Girls to both evaluate where we stand and spotlight California businesses committed to equal pay. We will use our platform to uplift exemplary equal pay strategies with California's employers, always communicating the business case with additional positive externalities. CPP is collecting tactical equal pay strategies from signatories to share in a playbook for California companies, and will co-host an event celebrating signatories at the Governor's Mansion in early 2023 in connection with National Equal Pay Day.

CPP was invited to join forces with the California Civil Rights Department (CRD), the Center for Law and Work (CLAW) at the University of California, Berkeley, and the Office of the First Partner to tell California's equal pay story through the sharing of robust, intersectional labor statistics collected by the State after the passage of SB 973, along with case studies and other qualitative findings. CPP will use the first data set, to be released in 2023, as its roadmap for a strategic storytelling project to help reduce California's gender pay gap.

## LinkedIn Ad Grants

CPP was the proud recipient of two LinkedIn ad grants allowing the organization to share \$100,000 in advertisements and sponsored posts promoting CPP's Women on Boards Resource Hub. The Hub encourages professional women to consider corporate board service as part of their career path, and raises awareness to companies about the competitive advantages of corporate board diversity. The campaigns achieved 4.28M impressions, increased CPP's LinkedIn following by 60% and drove 13,000 web visits to CPP's website and Resource Hub.

### 2022 CAMPAIGN METRICS

60%

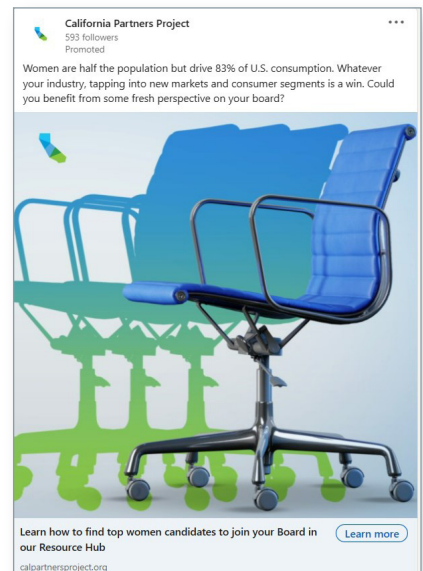
Increase in CPP's following

4.28M

Impressions

13,000+

Website visits



# 2022 SUPPORTERS

We are profoundly grateful for the sustained support we received in our organization's third year. Our funders, board, advisors, and growing list of supporters and collaborators have deepened our work, magnified our impact, and demonstrated the true meaning of partnership.



LYNDA AND STEWART RESNICK

THE COLLEY FAMILY  
FOUNDATION



# COLLABORATORS

5Rights Foundation

50/50 Women on Boards

California Commission on the Status of Women and Girls

California Reducing Disparities Project

Child Mind Institute

Hannah Chatalas

Elizabeth Galicia

Equilar

How Women Lead

Kelly Stiles

KNOWN

Latino Corporate Directors Association

Material

Mine The Gap

Office of California First Partner Jennifer Siebel Newsom

Saint Mary's College of California

Stanford VMware Women's Leadership Innovation Lab

StuDiOtube

The Representation Project

UCLA Chicano Studies Research Center

Youth Leadership Institute

# OUR TEAM



**Katrina Steffek**  
Interim Executive Director



**Orlena Watson**  
Finance & Operations Manager



**Jennifer Heifferon**  
Program Manager, Child Well-Being



**Leigha Weinberg**  
Program Director, Gender Equity



**Elizabeth Cheong**  
Program Manager, Gender Equity



**Marina Castellanos**  
Social Media Specialist

# PARTING NOTE

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CPP's programmatic impact in gender equity and child well-being continues to deepen. We are amazed by the generosity, ingenuity, and strength of our collaborating partners. Over the next four years, the Newsom Administration will cement a legacy of bold and progressive leadership and policy, and CPP will play an important bridge-building and storytelling role.

We have been strengthened by the recent addition of new staff and board members, and the deepening commitment of those who have been here since the start. I am proud that we have built a truly collaborative culture that authentically mirrors our values of partnership, equity, and innovation.

This is an important moment, and there is much more work to be done. We feel the urgency - and know that CPP's expertise, relevancy, and commitment are needed now more than ever.

A handwritten signature in black ink, appearing to read 'Katrina Steffek', with a stylized flourish at the end.

Katrina Steffek  
Interim Executive Director



