



California Partners
PROJECT

2020 ANNUAL REPORT

CONTENTS

In partnership with the people of California, 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.

03

LETTER FROM JENNIFER SIEBEL NEWSOM

04

CPP YEAR IN REVIEW

08

PUBLIC EDUCATION & IMPACT

10

LOOKING AHEAD

12

ACKNOWLEDGMENTS



FROM JENNIFER SIEBEL NEWSOM

In 2020, we launched the California Partners Project to promote gender equity and child wellbeing in this state we love and believe so much in; and what a year it has been.

The shared vision that fuels our work is the promise of a more equitable California, harnessing the ingenuity of all its people, and leading the nation and the world in building a future that nurtures all our children.

We believe that Californians will thrive economically, socially, and individually when women have access to the same leadership roles as men. When more women hold seats at the tables of power, they bring new insights, approaches, and solutions that drive and shape a more just, sustainable, and inclusive economy. They bring to the boardroom a consideration of how decisions impact others, especially children.

And if we cannot agree that the fundamental purpose of society is to raise healthy, whole children, what common purpose can we share? As the fifth largest economy in the world and the cradle of global innovation and creativity, California has both the opportunity and obligation to imagine the brightest possible future— and then will it into being.

We know that we're better together than alone. Partnership is key to maintaining the bold and innovative leadership that has always defined the Golden State. We have the deepest gratitude for the partners who made it possible for CPP to root ourselves in critical work even in this difficult and extraordinary year.

We believe in building the “blue sky” vision of the just and equitable world we want to live in, even as we weather the storms of the present. Thank you for joining us on the journey.

CPP YEAR IN REVIEW

GENDER EQUITY

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“Increasing the representation of women – rich in diversity and experience – on the boards of the 650 public companies headquartered in California is key to maintaining California’s edge in innovation and economic growth.”

– Jennifer Siebel Newsom

”

Studies and experience show us that diverse boards make overall better decisions than their counterparts: they make better decisions about their companies, their communities, and society. Yet women, particularly women of color, are still vastly underrepresented in boardrooms. We know there are qualified women ready to serve all across this state and country– and it is past time they are equally represented in corporate boardrooms and have equal opportunities to contribute their talents and expertise toward better financial, environmental, social, and governance performance in our businesses.

That is why we are tracking the progress of SB826, California’s first-in-the-nation law mandating that public companies headquartered in California include women on their boards. In October we released our *Claim Your Seat* report, the first in a series tracking the impact of the law and the related opportunity for over 650 women to claim seats on boards that need them. We launched our report at the Fortune Most Powerful Women Next Gen Conference and shared our findings in publications and events targeted to the women we most need to answer the call to corporate leadership.

CPP YEAR IN REVIEW

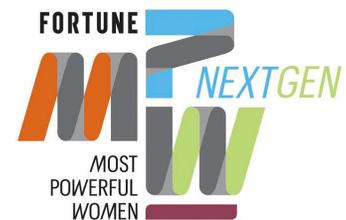
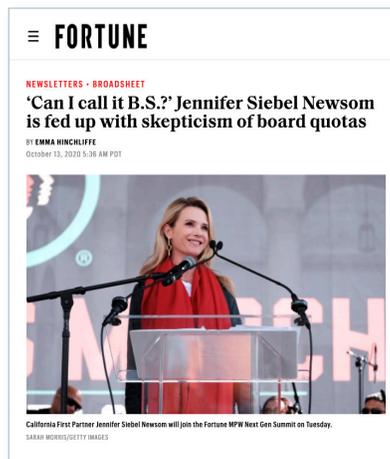
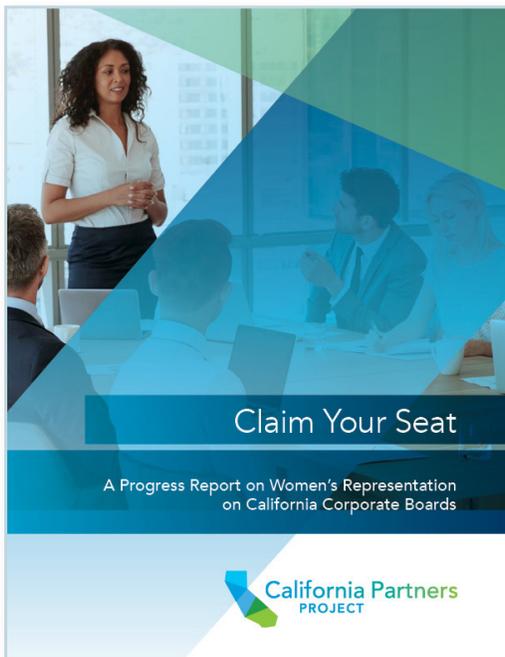
GENDER EQUITY

Focus Groups: Invaluable Insights

We collected insightful, nuanced information about board dynamics via a series of focus groups with experts and top business leaders. Participants candidly shared their own experiences and came together to suggest how to close the remaining gender gap and most effectively maximize the opportunity afforded by the 2021 SB826 deadline. The invaluable insights from these focus groups helped form the blueprint for our work in 2021 and beyond.



LAUNCH MOMENTS



Our First Report: Claim Your Seat

To launch *Claim Your Seat*, Fortune's The Broadsheet—the foremost newsletter on the world's most powerful women—previewed the report findings. CPP's Jennifer Siebel Newsom appeared live to share the report at the Fortune Most Powerful Women Next Gen Summit and targeted an audience of up-and-coming women of color. Fortune also ran a stand-alone article based on this conversation.

CPP YEAR IN REVIEW

CHILD WELLBEING

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“We believe California has not just an opportunity, but a moral obligation, to lead the nation on these issues. Given the real world’s dependence on the virtual world, the tech industry must take responsibility for its impact.”

– Jennifer Siebel Newsom & Lisa Ling

”

California is the home of countless technology and media companies that export their products all over the world. We want the tech products and media platforms created here to enrich the lives of our children, not harm them, particularly now that so many of these products are daily necessities in a pandemic-altered society.

As COVID-19 transformed life and plunged our nation into a “new normal,” we sought to understand how teens in California were coping with the disruption in school, sports, jobs, friendships, and individuation from their families– the work of adolescence. We partnered with Material, a national research firm, and the Child Mind Institute, nationally renowned for their clinical, research, and advocacy work with adolescents, to conduct in-depth qualitative research on California teens’ mental health and coping strategies during COVID-19.

In November, we launched our *Are the Kids Alright?* report on the *TODAY Show*, reaching a large audience of caregivers with our findings and recommendations. The report findings revealed adolescents are experiencing a deep sense of grief and loss. They are keenly aware of the key missed moments of their school year and the unexpected disruption of their identity development.

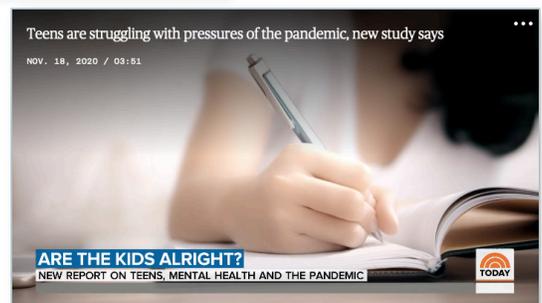
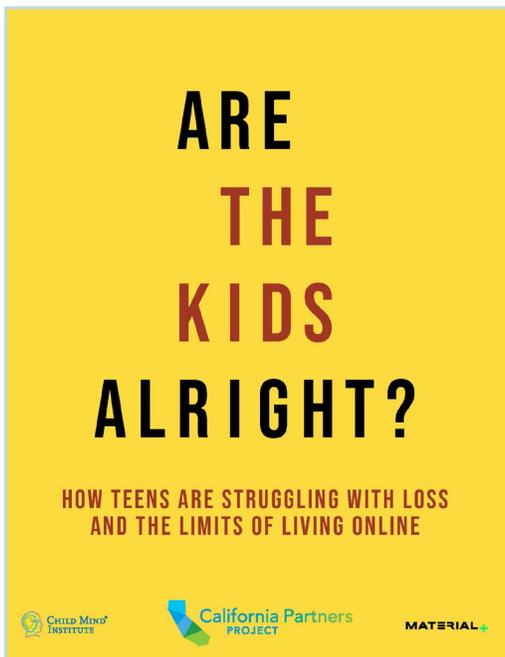
CPP YEAR IN REVIEW

CHILD WELLBEING

Expanded Toolkit: Response to Findings

Enriching traditions planned with their peers have now been replaced with often disposable friendships created over social media and gaming communities. 65% of the teens we interviewed are not physically active in the course of a week. Teens reported they are regularly multitasking on social media and games during online classes throughout their school day. They go to bed much later than pre-pandemic times and find themselves using additional devices and platforms as a sedative to get to sleep. In response to the findings, we developed an expanded toolkit to provide both teens and parents ways to recognize warning signs of unhealthy relationships with technology as well as practical recommendations to increase physical movement, establish daily mindfulness, and regain a practice of restorative sleep.

LAUNCH MOMENTS



Our First Report: Are the Kids Alright?

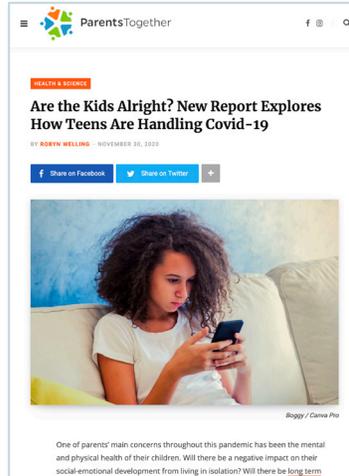
To launch *Are the Kids Alright?*, NBC's the *TODAY Show* featured a segment highlighting the report findings with interviews with teens who participated in the study and Dr. Harold Koplewicz from the Child Mind Institute. *TODAY.com* also published an article on the report. *USA TODAY* interviewed First Partner Jennifer Siebel Newsom and Dr. Koplewicz for an article that also ran on our launch day.

PUBLIC EDUCATION & IMPACT

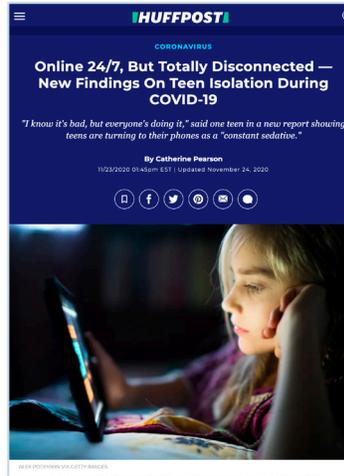
Silicon Valley Business Journal showcases our report



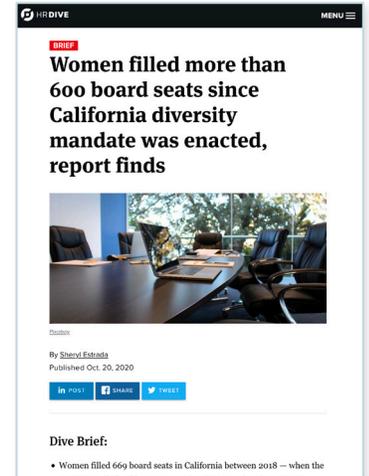
ParentsTogether covers our report on their website



HuffPost quotes Executive Director, Olivia Morgan



HRDive – Leading publication for human resource executives



METRICS



5K
WEBSITE VISITORS



20+
COVERED ON
20+ PUBLICATIONS



1.2K
EMAIL
SUBSCRIBERS



1,176
REPORT
DOWNLOADS



11.4
MILLION POTENTIAL
IMPRESSIONS



2,852
ENGAGEMENTS

SOCIAL MEDIA



EVENTS



JUNE

AUGUST

OCTOBER

DECEMBER



LOOKING AHEAD

The strong foundation we built in 2020 defined by the research we spearheaded, public education shared, and partnerships cultivated can only mean the sky's the limit for CPP in 2021.

Competitive, modern companies have diverse boards, and SB826 positions California at the forefront of a rapidly-growing movement to tap into the advantages of adding more women's voices to corporate boardrooms. Keeping in mind that the law requires California public companies to fill hundreds more board seats with women in 2021, this year we are dedicating ourselves to holding companies accountable, spreading the word to board-ready women, and helping California companies maximize this competitive edge.

We will start by releasing two new data and analysis studies. The first includes the race and ethnicity of women added to public company boards in California, produced in partnership with the Latino Corporate Directors Association, a community dedicated to increasing the number of US Latinos on corporate boards, and Equilar, a corporate governance data firm. A subsequent report will measure the law's progress by geographic region and industry. By measuring and tracking progress with SB826, we increase public awareness of the law while reminding companies of the coming deadline and the benefits of adding women to their boardrooms.

We've spent the past year in conversation with top thought leaders in business, and we've heard them explain why having women on their boards is an essential element of corporate success. We are sharing that message this year through a short, persuasive video informed by the insights and messaging tips surfaced by our focus groups. Together, with modernized board toolkits, CPP and our partners will help boards reduce their own biased processes to grow their networks and increase the recruitment, retention, and inclusion of women directors, especially women of color.

This year we will also embark on a listening tour to hear firsthand the concerns caregivers are experiencing and to better understand their challenges across the state. Sharing the findings and resources of the *Are the Kids Alright?* report with communities representative of the diverse and inclusive makeup of California, we hope their stories will offer us the guidance needed to expand our toolkit with additional



...LOOKING AHEAD

strategies while acknowledging the struggles of parenting in a pandemic. Storytelling allows us to deepen our connection with adolescents and empower them to speak their truth about living online. We are recruiting teenage girls who are willing to openly discuss their tech experiences during the pandemic and how their lives may have changed during this unprecedented time. We believe when decision-makers hear directly from young people who have grown up on tech, we can expect those in power to own their impact, self correct, and support self efficacy and the mental wellbeing of our children.

We look forward to connecting with you in your homes via our virtual programming in 2021. If opportunity allows, we are prepared– and eager –to shift quickly to in-person programming. Whether on our screens or on the ground, we hope to see you soon!

OUR TEAM



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& Programs



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Marina Castellanos
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ACKNOWLEDGMENT

We are profoundly grateful for the support we received in our first year and the faith our founding partners placed in our vision. The Board of Directors enthusiastically met for the first time to formally launch CPP in March and has stayed committed, engaged, and determined to see CPP succeed despite the pandemic and a world turned upside down. The Women on Boards Advisory Council has rolled up its sleeves and been an active contributor to every piece of our gender equity work. We would also like to thank our Women on Boards Focus Group participants who dove in with gusto to share their insights and first hand experiences with board governance and recruitment. Lastly, CPP and this year's work would be just a blue sky vision without our gracious funders. From the bottom of our heart, we thank you for giving us the opportunity to make a difference

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Janet Keller

Lisa Ling

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David Chun – CEO & Founder of Equilar

Hannah-Beth Jackson – California State Senator (Retired) and author of SB826 Amanda Packer – Managing Director of the Rock Center for Corporate Governance at Stanford University

Anne Sheehan – Director of Corporate Governance at CalSTRS (Retired)

ACKNOWLEDGMENT

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CPP's Founding Sponsor, the Artemis Rising Foundation



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LISA STONE PRITZKER

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