



California Partners
PROJECT

2021 ANNUAL REPORT

CONTENTS

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.

03

LETTER FROM JENNIFER SIEBEL
NEWSOM & OLIVIA MORGAN

04

CPP YEAR IN REVIEW

08

PUBLIC EDUCATION & IMPACT

09

LOOKING AHEAD

10

ACKNOWLEDGMENTS

OPENING LETTER FROM CPP
CO-FOUNDERS JENNIFER SIEBEL
NEWSOM & OLIVIA MORGAN



When we launched the California Partners Project two years ago we meant the “partners” in our organization’s title as a verb. Our shared belief is that collaboration and partnership are critical elements of a California that is truly “for all”. The twin pillars of our work – gender equity and child wellbeing – are intimately interconnected, and they both forefront teamwork and cooperation over individualism and going it alone.

Partnership means providing the space where others’ voices are heard and their strengths are given a chance to shine. It means carrying your share of the load and trusting your allies will steady you if you stumble, always offering their good advice and best intentions. It means valuing what is shared and paying it forward toward the common good.

In its second year, CPP doubled down on this vision of partnership. Our gender equity work benefited from extraordinary talents across multiple fields – from academia to entertainment to advertising. We continued producing hard data tracking the success of California’s first-in-the-nation law promoting women on public company boards and gave women of color a platform to highlight their expertise.

We added an Advisory Council on Child Wellbeing to our team, including six Youth Ambassadors, each a leader in her own right. We then introduced an academic team to support our Youth Ambassadors as they set out to articulate what their generation needs from the tech industry.

And, in partnership with community organizations up and down the state, we hosted listening sessions with mothers struggling to parent through the pandemic. We then sought guidance from top experts to produce parenting toolkits responsive to the real needs and concerns of moms in those conversations. Partner is a power position, a strength multiplier. It is the antidote to division and subordination. As we leap into 2022, we are committed to continuing to develop true partnerships – starting with even closer collaboration with the Office of the First Partner – that leverage all the resources we can muster toward the benefit of California’s youth and the equal elevation of California’s women.

Jennifer Siebel Newsom

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

Olivia D. Morgan

*Executive Director and Co-Founder
of the California Partners Project*

CHILD WELLBEING

YEAR IN REVIEW

In 2021, First Partner Jennifer Siebel Newsom completed a six-month statewide Listening Tour consisting of intimate conversations with mothers sharing their parenting struggles, balancing caregiving for the family, increasing household responsibilities, and navigating their children's digital reliance. These open and frank discussions provided the insights to develop the concrete tips found in our Responsive Toolkits. Our team contacted expert pediatricians, educators, fitness trainers, and mental health providers who offered recommendations and practical strategies parents can apply in their households.

CPP partnered with Alliance For Girls, Youth Leadership Institute, Youth Radio (YR Media), Music Changing Lives, The Representation Project, and Shelectricity to identify and engage outstanding youth leaders representative of California's diverse socio-economic and cultural demographics. These carefully selected leaders serve multiple roles on the WHY (We Hear You) Campaign: spokeswomen insisting that tech be a force for good in the lives of children, members of CPP's Child Wellbeing Intergenerational Advisory Council, and facilitators of peer focus groups that explored individual media and tech relationships through the lens of teenage girls. In the fall, the WHY Youth Ambassadors facilitated a global conversation through the session "How can the digital space amplify our voices and enable us to exercise our power?" at the Youth4Youth iSummit attended by more than 175 youth leaders, professional athletes, influencers, and policymakers.

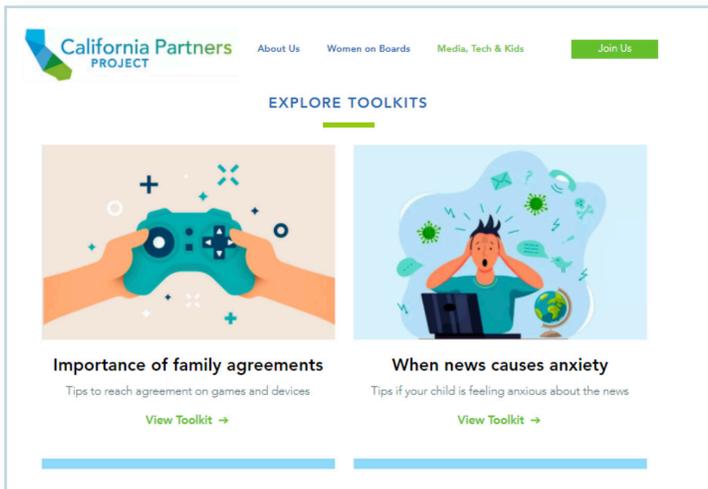
CHILD WELLBEING

YEAR IN REVIEW

LAUNCH MOMENTS

Listening Tours

CPP hosted eleven Listening Tour sessions during the six-month tour from regions across the state including Sacramento, Santa Rosa, Los Angeles, Oakland, Berkeley, and Fresno. Overall, CPP met with more than 60 caregivers during the Listening Tour.



Responsive Toolkits

CPP published and distributed 15 responsive toolkits organized by topics raised during the Listening Tour. These tips, best practices, and practical strategies are available on the CPP website. The toolkits are informed by outreach to more than a dozen experts such as pediatricians, mental health professionals, educators, and psychologists, and include links to the additional resources at relevant organizations.

Youth Ambassadors

CPP selected WHY (We Hear You) Youth Ambassadors from statewide youth-based organizations such as Alliance For Girls, Youth Leadership Institute, Youth Radio (YR Media), The Representation Project, Shelectricity, and Music Changing Lives, which are all known for elevating the voices of young people and empowering them to effect change. WHY Youth Ambassadors will use their platforms as leaders in their communities to spearhead dialogue and change in the tech industry.



GENDER EQUITY

YEAR IN REVIEW

California's public companies are shifting cultural norms around who belongs in corporate boardrooms: women now hold more than double the number of board seats they held in 2018, and all-male boards are essentially nonexistent. At CPP we are promoting, tracking, and spotlighting this shift while identifying and sharing strategies and lessons learned from California's experience to increase the representation of women of color in boardrooms.

Our report series tracking the implementation of California's women on boards law, SB 826, has become a gold standard for top quality data; along with our 2020 focus group findings, our reports were used by the California Attorney General's Office to defend the law in court. We added two reports to the series this year, *Women of Color on California's Public Company Boards* and *Mapping Inclusion: Women's Representation on California's Public Company Boards by Region and Industry*. Both reports examine whether gains are being made equally, what can be learned from any disparities across race, sector, and geography, and offer successful strategies gleaned from CPP's focus groups and the wealth of knowledge from our collaborators to address lingering gaps.

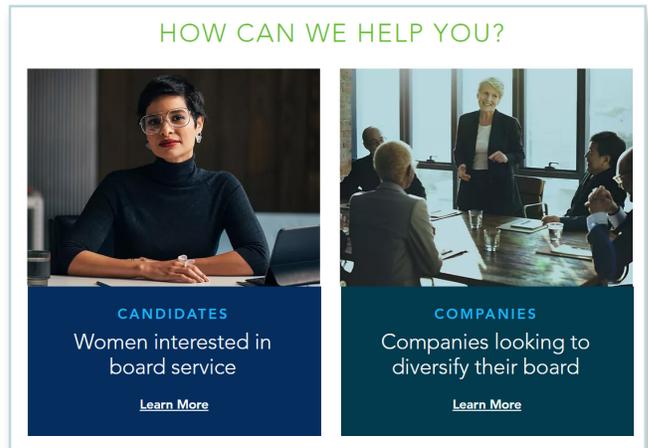
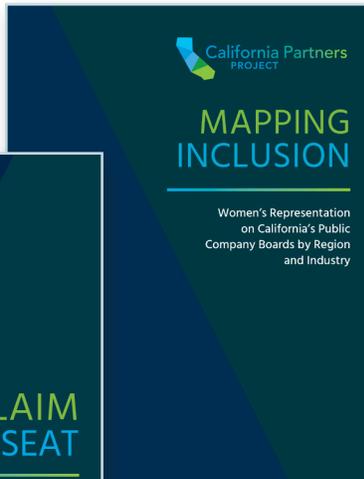
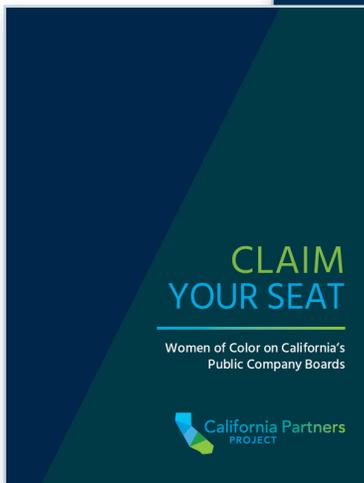
Responsive to the focus groups we conducted last year, we created a Resource Hub for women considering board service and companies looking for women directors and made a short video using humor to drive home the simple truth that there's really no good reason not to have a diverse corporate board. The video offers a light-hearted entry point to a challenging conversation, will be shared by partners including Diligent and National Association of Corporate Directors, and will be distributed to our target audiences on LinkedIn via a LinkedIn grant program.

GENDER EQUITY

YEAR IN REVIEW

LAUNCH MOMENTS

CPP released two reports in 2021.



CPP Launched its resource hub. A tool supporting candidates and companies in creating a diverse boardroom.



Jennifer was a guest speaker at the Nasdaq Entrepreneurial Center IPO Bootcamp.



First Partner Jennifer Siebel Newsom appeared on *Closing Bell* to talk about our Women of Color report.

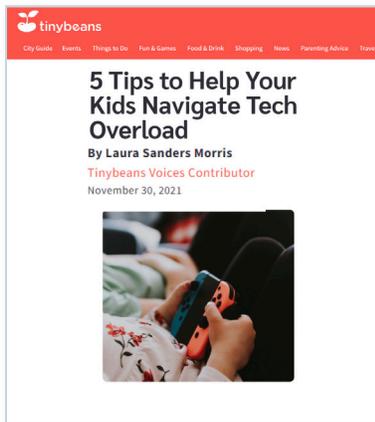


Jennifer led a keynote session with barrier breaking CEO Ursula Burns offering perspectives on the importance of corporate board representation and what we need from today's leaders.

PUBLIC EDUCATION & IMPACT HIGHLIGHTS

CHILD WELLBEING

Blog for tinybeans was written by CPP's Laura Sanders Morris in which she shared her top 5 tips to navigate tech overload.



Motherly Magazine published an op-ed by Jennifer Siebel Newsom addressing tech addiction in kids.



Bay Area Moms have been posting CPP's Responsive Toolkits monthly.



GENDER EQUITY

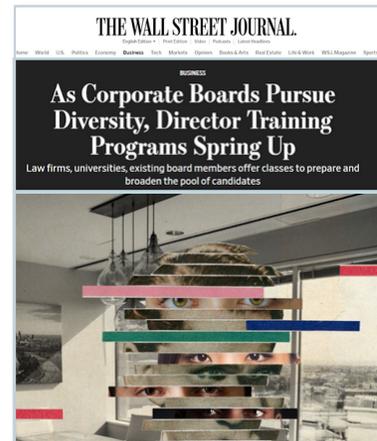
Market Watch wrote an article on our Women of Color Report.



Closing Bell interviewed Jennifer Siebel Newsom, which aired on CNBC.



The Wall Street Journal cited our Mapping Inclusion Report.



LOOKING AHEAD

CPP launched into 2022 ready to increase its impact through the rich content and partnerships developed in our first two years. We will host monthly discussions featuring our Child Wellbeing Responsive Toolkits with parents, caregivers, educators, nonprofit leaders, and others who are committed to the wellbeing of our youth. Building on last year's listening tour, S. Marshall Perry, Ph.D and our other academic partners will analyze data collected from collaborating organizations to paint a timely portrait of the real-world parenting challenges of California's diverse communities in a quantitative report to be shared with advocates, experts, and policy leaders.

Our youth leaders will use their platforms as ambassadors to inspire the inclusion of youth voices in the critical dialogue about the growing mental health crisis for adolescent girls. Veronica Terriquez, Ph.D., Director of the UCLA Chicano Studies Research Center, and Monique Lane, Ph.D., Associate Professor of Education Leadership, St. Mary's College of California will complete research examining the adolescent mindset of social media and tech product usage among teenage girls in California.

Leveraging the momentum built through our first two years of work promoting women on boards, we will author the concluding report on the full immediate impact of SB 826. Through profiles, case studies, and the cold hard facts, we will demonstrate the benefits board diversity creates for California companies, alerting board-ready women to the opportunity in California and helping companies improve their board recruitment practices to maximum effect.

CPP's fourth report on the state's landmark law will reflect on the sea change in board leadership in California and how it will shape corporate priorities, governance, and society in the years to come. In collaboration with Stanford's VMware Women's Innovation Lab and Graduate School of Business, we're pioneering two innovative, modern board toolkits that will help companies optimize recruiting processes and board norms to increase the recruitment, retention, and inclusion of women directors. In addition, we are pleased to share that we are in partnership with the First Partner's Office and other California agencies and organizations to design a collaborative pay equity project.

ACKNOWLEDGMENTS

We are profoundly grateful for the sustained support and continued faith we received in our organization's second 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. CPP's founding Board of Directors was both ballast and Polaris as CPP navigated 2021's choppy waters. The Women on Boards Advisory Council advised us to focus on the powerful combination of hard data illustrated by personal narrative. Our Women on Boards work has exceeded our dreams of impact and we have them to thank, as well as the creative team at Known, and the star cast of our women on boards video: Fred Savage, Lisa Ling, Brian Niccol, Enrique Lores, Maria Contreras Sweet, and Stacy Brown-Philpot.

We would also like to thank our new funding partners, The California Endowment, for supporting our youth-led campaign, WHY (We Hear You); our Youth Ambassador sponsor organizations: Alliance for Girls, Youth Leadership Institute (yli), The Representation Project, YR Media (Youth Radio); our Child Wellbeing Advisory Council for their guidance and support; as well as our Youth Ambassadors, and the remarkable team that worked with them: the Youth Leadership Institute, Veronica Terriquez, Ph.D., and Monique Lane, Ph.D. Much gratitude to Joaquin Alvarado, Co-Founder and Executive Producer, StudioTo Be and The California Reducing Disparities Project for ensuring we hear the authentic voices of California throughout our Listening Tour. Lastly, the partners without whom CPP would not exist: our funders. Thank you for sharing and supporting our love of California and faith in its future! We look forward to connecting with you!

OUR TEAM



Olivia Morgan
Co-Founder &
Executive Director



**Laura Sanders
Morris**
Director, Policy
& Programs



**Orlena Perez
Watson**
Communications &
Logistics Manager

**Introducing our 2022
Interim Executive Director**



Katrina Steffek



Holly Teliska
Program Consultant



Leigha Weinberg
Program Consultant

ACKNOWLEDGMENTS

CALIFORNIA PARTNERS PROJECT BOARD OF DIRECTORS

Elizabeth Gore, Board Chair
Reveta Franklin Bowers
John China

Janet Keller
Lisa Ling
Olivia Morgan

Joyce Newstat
Norah Weinstein
Thomas Willis

WOMEN ON BOARDS 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 – CPP Board, Interim Head of School, The Center for Early Education

Julie Castro Abrams – CEO & Founder, How Women Lead, Managing Partner, How Women Invest

John China – CPP Board, President, SVB Capital

David Chun – CEO & Founder, Equilar

Hannah-Beth Jackson – California State Senator (Retired), author of SB826

Amanda Packel – Managing Director, Rock Center for Corporate Governance Stanford University, Co-Director, Stanford Directors' College

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

CHILD WELLBEING ADVISORY COUNCIL

Nancy Aguilar-Aquino – CPP Youth Ambassador, Youth Leadership Institute (yli)

Elizabeth Estes – Founder of Breaking Barriers California, Children and Education of Counsel, AALR

Kimberly Gudino – President's Youth Council, The California Endowment

Liz Heller – Producer, Managing Director, memBrain LLC

Shawn Jones – CPP Youth Ambassador, Music Changing Lives

Tim Kendall – CEO, Moment

Monique Lane, Ph.D. – Associate Professor, St.Mary's College of California, Kalmanovitz School of Education

Karina Lipe – CPP Youth Ambassador, Shelectricity

Lisa Ling – CPP Board, Journalist

Malinalli Perez – CPP Youth Ambassador, The Representation Project

S. Marshall Perry, Ph.D. – Associate Dean, St. Mary's College of California Kalmanovitz School of Education

Nina Roehl – CPP Youth Ambassador, YR Media (Youth Radio)

Esta Soler – Founder and President, Futures Without Violence

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

Sasha Mylan Williams – CPP Youth Ambassador, Alliance for Girls

Chuck Wolfe – CEO, The Chiles Group

Shafia Zaloom – Author & Health Educator

ACKNOWLEDGMENTS

With enormous gratitude for our generous founding donors who make this work possible:

CPP's Founding Sponsor, the Artemis Rising Foundation



Founding Partners



FAMILY FUND

LISA STONE PRITZKER

Anonymous

Program Partners



The Colley Family
Foundation



Stephanie DiMarco

