

Women & Philanthropy

at UCLA

Charting the Future of Management Education

Dean Judy D. Olian

With a new strategic plan and fundraising campaign aptly named ACCELERATE the Campaign for UCLA Anderson, Dean Judy D. Olian plots an aggressive course for the leading business school. Women & Philanthropy sat down with Dean Olian, who holds the John E. Anderson Chair in Management, to talk about the plan, her role and the future of women in business.

What are your top achievements since becoming dean of the Anderson school in January 2006?

It's been a wonderful experience. We've launched a strategic plan and fundraising campaign that is bold – befitting this remarkable institution. We've formed new partnerships around the world and hired 23 esteemed faculty in the last three and a half years. We've also made several innovations in the MBA program and expanded courses and research opportunities. For example, many of our students attend one-week intensive study modules all over the world, and this summer we are introducing an exciting accounting institute for undergraduates.

Where would you like to see more progress within the school?

At Anderson we have a fervent belief in the value of diversity because it enriches the community of faculty and the learning environment for our students. We are dedicated to bringing more underrepresented minorities into the school and adding women to our ranks. We've hired five new women faculty, for example. And I am pleased to say the number of women students in our full-time MBA program has grown to about 35 percent of the class – but until we get to 50 percent I don't think that's enough.

Are women on equal footing with men in the business profession?

In general, progress for women has been slower than I'd like, though there has been

some. Women are seeing business careers as less friendly than more individualized professions such as medicine or law, where they might be freer to exercise choices and balance multiple demands on their lives. We are seeing more new women entrepreneurs than men largely for the same reason.

With the economic climate so tough, are you pulling back on your goals for the Anderson school?

To the contrary, our new strategic plan is ambitious. It includes hiring additional top faculty, increasing fellowships for students and expanding our global presence. To get us there, we'll need to build on the strength and engagement of our alumni and friends.

What challenge for the school concerns you the most?

Anderson ranks among the top management schools in the world despite a small endowment in comparison to our peers. Our future preeminence depends on building the endowment and securing a stable funding base despite diminishing state support, so that is also central to our advancement efforts.

What are the key ingredients to leading the Anderson school?

We must continue to provide leadership preparation for our students and research support for our faculty. We are always innovating because changes around us continue at a galloping pace.



President’s Message

Kathleen Flanagan

The mission of Women & Philanthropy at UCLA is especially vital during difficult economic times. Our members support students, sustain transformative programs and foster discovery and innovation across the campus. The dividends benefit the local community and the world.

To advance our cause, my top priority is to reach out to Bruin alumni and engage the next generation of members.

Our outreach toolkit got a significant boost, with an updated look for the Women & Philanthropy logo, this newsletter and our enhanced Web site.

Visit women.support.ucla.edu to see videos about faculty researchers expanding the edges of knowledge, learn about women’s leadership at UCLA and connect with Women & Philanthropy members.

Now, more than ever, is the time to tell our story and point to benefits that are made possible through our united efforts. I invite all of you to help spread the word, e-mail friends the link to our Web site and encourage women of vision to take action to support UCLA by joining Women & Philanthropy.



Women & Philanthropy at UCLA recognizes and promotes women’s leadership and philanthropy on the UCLA campus.

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Making Great Things Happen through Philanthropy

Phyllis Parvin

It was 1972 when Phyllis Parvin and her late husband Albert first contributed seed money to help build UCLA's Molecular Biology Institute and support its founding director, Professor Paul D. Boyer. With their continued help through the years, Professor Boyer and the Institute flourished. Phyllis recalls, "When Paul won the Nobel Prize in Chemistry, we felt like *we* had won the Nobel Prize. It was really a thrill."

Phyllis feels no less excitement about the 150-plus physicians who have been trained through the Kennamer Fellowship

Program in Internal Medicine, a program that she initiated with her husband in the early 1980s. "Dr. Rexford Kennamer was our family doctor, a wonderful man who practiced medicine as an art form," she explains. "We established this program as a way of honoring him." Phyllis recently added the Parvin Visiting Professorship to the program, bringing distinguished speakers to share their knowledge with the next generation of general practitioners.

A long-standing member of Women & Philanthropy, Phyllis says, "Among the best things about Women &

Philanthropy are the women in the group. They are successful women from diverse backgrounds who are committed to the university."

Like Phyllis, they are making great things happen through philanthropy.



From medical training to Nobel Prize-winning research, the work that Phyllis Parvin supports at UCLA benefits the world.

Women at the Top

At UCLA External Affairs

Vice Chancellor Rhea Turteltaub and Associate Vice Chancellor Tracie Christensen are among a handful of women leaders across the country who occupy the top two spots of a major university department.



Rhea leads the coordinated campus-wide communications, advocacy and fundraising effort designed to build long-term relationships and support for the

university. Chancellor Gene Block said of Rhea's appointment, "I believe Rhea is the right leader to build upon the progress we have made as we reach toward the next level of excellence and service."



Tracie became associate vice chancellor for development in January 2009 with 19 years of fundraising experience at UCLA. The former executive director of the Women &

Philanthropy program, Tracie is dedicated to building a "culture of philanthropy" on campus. She explains, "We need to be out there telling our story and facilitating support for UCLA's world-class students, faculty and programs."

At Women & Philanthropy



Nancy Sacks, previously co-executive director of the program with Tracie, now takes over its leadership. She also serves the university

as executive director of development for the medical sciences, supervising the fundraising efforts for the David Geffen School of Medicine, the Ronald Reagan UCLA Medical Center and the component parts of the UCLA Health System.



Jasmine Payne, regional director of development for major gifts at UCLA, enhances the Women & Philanthropy team as its new development director. In addition

to her personal commitment to women's leadership and significant higher education experience, Jasmine brings a strong network of relationships to the position from her development work at the UCLA College.

A Bruin First

Deborah Estrin



Professor Deborah Estrin is the first woman from the Henry Samueli School of Engineering and Applied Science to be elected to the National Academy of Engineering.

A dedicated educator and stand-out computer scientist, UCLA professor Deborah Estrin was elected this year to the National Academy of Engineering – one of the highest professional distinctions awarded to engineers. She is the first woman from the Henry Samueli School of Engineering and Applied Science to be elected to the prestigious group.

Deborah is a pioneer in the development of distributed sensing systems that enable monitoring of complex environmental phenomena – for example, using smart cameras deployed in nature to observe the detailed effects of climate change on biodiversity.

In recognizing her milestone achievement, Deborah was quick to share credit, saying, “I feel particularly grateful to my many students and faculty collaborators for making this work so rewarding and stimulating.”

From UCLA to the White House

Camille Johnston

UCLA alumna Camille Johnston earned her degree in political science in 1990, and she has taken it all the way to the White House. In January, she was appointed special assistant to President Barack Obama and director of communications for Michelle Obama. The accomplished media specialist has a lot on her shoulders as she manages the communications strategy for one of the most popular first ladies in history. Camille is, in fact, returning to the White House, where she worked during the Clinton administration, including directing communications for Tipper Gore, wife of Vice President Al Gore.

Camille says, “It is always an honor and a privilege to work in the White House, but I am particularly proud to be part of this historic administration.”



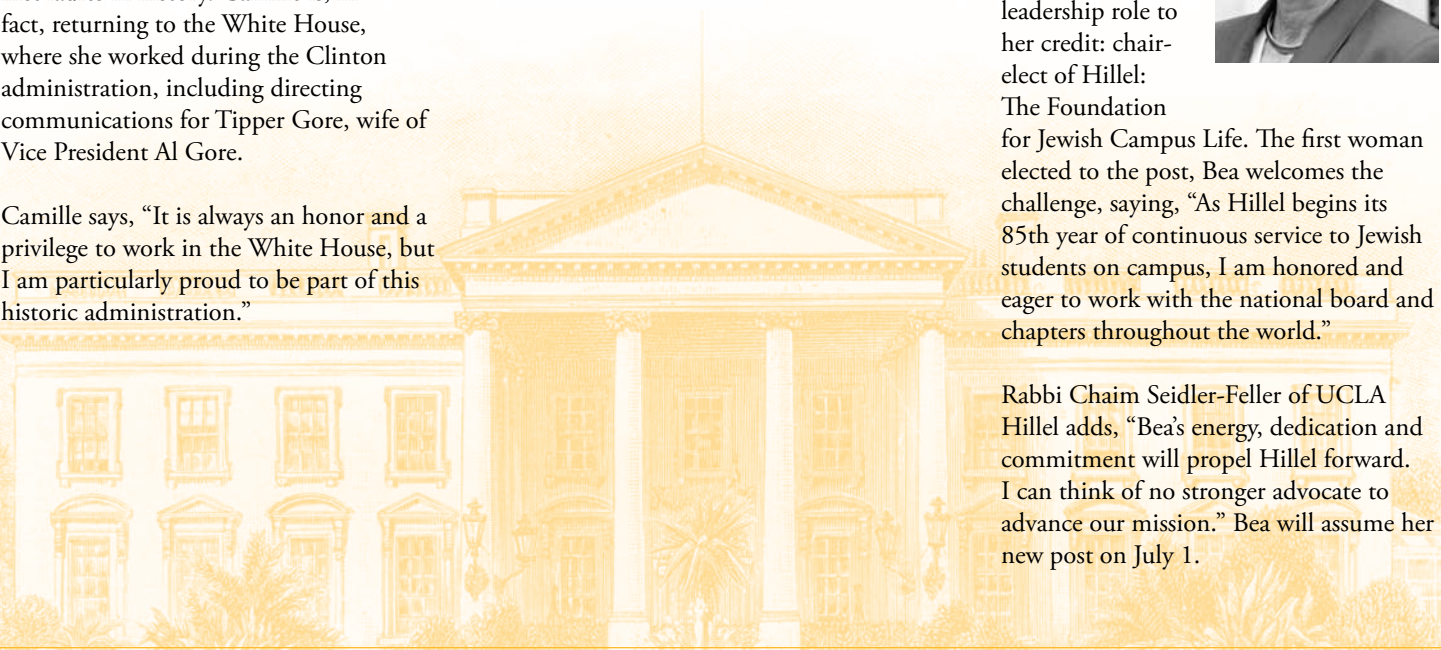
Congratulations to Bea Mandel

Former Women & Philanthropy president and UC Regent from 1987-1988, Bea Mandel has added another leadership role to her credit: chair-elect of Hillel:



The Foundation for Jewish Campus Life. The first woman elected to the post, Bea welcomes the challenge, saying, “As Hillel begins its 85th year of continuous service to Jewish students on campus, I am honored and eager to work with the national board and chapters throughout the world.”

Rabbi Chaim Seidler-Feller of UCLA Hillel adds, “Bea’s energy, dedication and commitment will propel Hillel forward. I can think of no stronger advocate to advance our mission.” Bea will assume her new post on July 1.



Boosting Bruin Scholars

Carol Block

Carol Block, wife of UCLA Chancellor Gene Block and one of the newest members of Women & Philanthropy, has established herself as an inspiring leader across campus and throughout UCLA's neighboring communities.

For example, she hosts a popular "leadership luncheon" twice a year for women faculty and staff. And for UCLA's students, she has energy to spare. "Our students are so bright and have so much promise," she said after helping out at the residence halls during move-in weekend last fall. "It's a pleasure to get to know them."

Chancellor and Mrs. Block are so inspired by UCLA students that they were among



Mrs. Block welcomes students on move-in day last fall.

the first to make a commitment of their own funds to support students through the Bruin Scholars Initiative. Chancellor Block launched the initiative in January to raise \$500 million for graduate student fellowships and undergraduate scholarships. Fully 80 percent – \$400 million – will be endowed, providing

a permanent wellspring of support for future generations. The initiative also calls for fostering a service ethic, encouraging world citizenship and bolstering research opportunities.

The cause to help ensure affordability and access for students is close to Mrs. Block's heart. "Gene and I strongly believe that deserving students should have every opportunity to pursue their dreams of a college education," she says. "We're happy to help by supporting the Bruin Scholars Initiative."

Astin Scholars Program Honors Faculty Couple

Lena Astin



Student engagement in community learning is a top UCLA priority.

"Service learning has an enormous impact on a student's life," explains Helen (Lena) Astin, professor emeritus and lifelong advocate for civic engagement among undergraduates. "It warms my heart that this concept has grown to prominence here at UCLA."

In fact, engaging undergraduates in civic life is now a top priority for UCLA, where Chancellor Gene Block recently created the Helen and Alexander Astin Civic Engagement Scholars Program. In naming the program after the two former Bruin faculty, the chancellor praised the Astins

as "visionary scholars with deep UCLA roots. They are widely recognized for their seminal research on how civic engagement experiences enhance undergraduate education."

The scholarships will enable deserving undergraduates to spend their senior year volunteering in community programs and conducting research on civic issues. The first five scholarships will be awarded next fall through the Center for Community Learning, which helps students find work off-campus for academic credit.

"I'm touched and honored by the recognition," says Lena, "but the important thing is the chancellor's commitment to this excellent program."

Lena continues to be an active researcher and educator at the Graduate School of Education & Information Studies, including a special focus on women's issues. An early proponent of the Women & Philanthropy program, Lena says, "It's essential that women continue in leadership roles on campus and beyond."

Remembering a Friend: Maddie Katz



Madelyn "Maddie" Katz, wife of Ron Katz '58 and beloved friend of UCLA, passed away on March 1, 2009. Maddie will be dearly missed

throughout the Bruin community, where she was known as a spirited volunteer and philanthropic leader for more than 20 years.

"Hundreds of people came to celebrate Maddie's life at her memorial, which reflects the great esteem and fondness in which she was held," says Kathleen Flanagan, president of Women & Philanthropy. "Her philanthropy magnified who Maddie was with her generosity, empathy and self-effacement."

Through the Katz Family Foundation, Maddie and Ron have enriched UCLA health care, the arts, athletics and music – a legacy that will continue to grow and inspire generations to come.

Contributions in Maddie's honor may be directed to the Maddie Katz Fund for Operation Mend at the UCLA Hospital System.

operationmend.ucla.edu

UCLA

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Courtesy of the Hammer Museum.

Ann Philbin

Meet amazing members like business leader *Julia Gouw*.

Hear from visionary leaders like Hammer Museum director *Ann Philbin*.

Learn from groundbreaking faculty like astronomer *Andrea Ghez*.

And discover opportunities to make an impact like the *Bruin Scholars Initiative*.

All this plus events and updates at **women.support.ucla.edu**.