

2007 Summer Associate Research Projects

Making College Affordable

Supervisor: Chris Vaeth, Director of Special Projects

California's public university – including the University of California (UC), the California State University (CSU), and the California Community Colleges (CCC) – has long been one of the nation's most prestigious systems of higher education.

But over the past two decades, as California has faced economic hardship and shifting priorities, the affordability of its public university system has suffered. With skyrocketing tuition (“fees”), textbook prices, and living expenses, fewer and fewer students can afford to go to college.

California's system of higher education must become more affordable. To this end, the Greenlining Institute is partnering with students statewide to place an initiative on the 2008 ballot.

Associates will help lay the groundwork for the campaign, focusing on three areas:

1. Student organizing
2. Campaign research
3. Internet and media strategy.

Anti-Foreclosure Project

Supervisors: Orson Aguilar, Associate Director

Bob Gnaizda, Policy Director & General Counsel

Foreclosures are at a modern era high in California. The Greenlining Institute is working with 12 financial institutions to develop a Billion Dollar reserve fund for low-income borrowers. We will also be working with federal and state legislators on solutions.

The Associate will do:

1. Research
2. Coordinate and meet with senior financial institution management and legislators
3. Set up a joint Greenlining/Federal Reserve hearing in San Francisco
4. Help refine the joint Greenlining/financial institution plan
5. Attend and prepare testimony for legislative hearings and op-eds and blogs, as well act as a media contact person.

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Leveraged Corporate Philanthropy

Supervisor: Orson Aguilar, Associate Director

Bob Gnaizda, Policy Director & General Counsel

Forty years ago many corporations committed 2% or more of pre-tax income to philanthropy. Today, few go above 1% and many are at a half of one percent. The objective of this research will be to do a report on the philanthropy of the 100 largest corporations. This will include a report card based on percentage of pre-tax income, percentage to minority led non-profits and percentage to underserved communities.

Recently, the California Public Utilities Commission set a goal of 2% of pre-tax income for philanthropy by utilities. This has already led to a doubling of philanthropy overall and a tripling to underserved communities.

The Associate will:

1. Research successful case histories for this report to determine ideas and strategies
2. Submit the completed report to all Fortune 500 corporate CEOs, the Federal Reserve, and other regulators.

Alternative Energy, Emerging Technology and Social Justice

Supervisor: Thalia Gonzalez, Legal Counsel

The Summer Associate would be responsible for creating the framework for a community forum and/or drafting publications on the legal and policy implications of emerging technology in the area of alternative energy and/or energy efficiency. The goal of the forum and subsequent publication would be to increase the inclusion and engagement of stakeholders and minority communities in technology development and scientific enterprise. As a central component of the forum, participants will be asked to develop policy agendas and reports. The forum will include participants from non profits, minority communities and academia.

Key responsibilities of the project may include:

1. Developing a background/issue brief on alternative energy and new technologies in California
2. Creating a community based forum on emerging alternative energy technologies
3. Developing a request for papers
4. Identifying potential presenters/participants
5. Undertaking outreach/education to community members
6. Creating a report summarizing findings and papers from presenters/participants
7. Synthesizing forum recommendations into a legal/policy agenda
8. Developing a plan for dissemination reports, recommendations, etc.
9. Implementation of recommendations in advocacy work

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Investing in a Diverse Democracy: The Impact of Foundation Endowments on People of Color

Supervisor: Orson Aguilar, Associate Director

This project complements Greenlining's existing work on philanthropy and its impact in minority and underserved communities.

The Associate will research diversity of Fund Manager for foundation assets and examine the frequency with which they are engaging in Socially Responsible Investments.

The Associate will consider the following research questions:

1. What are the issues related to hiring minority fund-managers for major foundation endowments?
2. Who are the players and stakeholders advocating for more diversity among fund managers?
3. What percentage of fund managers are Latino, African-American, and Asian-American?
4. What are major foundations doing to ensure that their investments are socially responsible?
5. What kind of research projects can Greenlining pursue that puts sunlight on the investments at major private foundations to determine their impact on communities of color?

Evaluation of Pharmaceutical/Biotech investments into pipeline organizations

Supervisor: Hector Preciado, Health Policy Director

This research would provide a basis for pharmaceutical and biotechnology companies to re-evaluate their philanthropic giving to pipeline programs. The Associate would compile a report and attempt to develop best practices for diversity, access, and community benefits from various biotech and pharmaceutical companies. It would be composed of evaluating their philanthropic giving to pipeline organizations and what benefits do they receive in return (i.e. a more diverse workforce to choose from, culturally competent candidates for various positions, etc.) The project will look at pharmaceuticals and biotechnology companies' corporate social responsibility and what they do to address the needs of the communities and address the needs for the state of CA in terms of a more competent workforce. How does their commitment affect what is going on with the pipeline programs (positive/negative)? This project would consist of gathering specific data (i.e. annual reports, program information, etc) to be able to analyze what is being done from their side to better enhance, support and/or develop a pipeline program. This research would also help determine which biotech/pharmaceutical corporations The Greenlining Institute may partner with in terms of developing a diverse workforce that meets the needs of CA. The goal of this project will be to examine and document the private sector's benefits in investing in underserved and communities of color by offering support and additional opportunities to pursue a health career.

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Regional Pipeline Perspectives from the Field

Supervisor: Hector Preciado, Health Policy Director

This project will consist of conducting interviews of people who participate in and staff pipeline programs in the Bay Area. The information gathered will be utilized for a qualitative research project looking at why and how the pipeline programs engage people to participate in science and health careers; assist in the training, mentoring, and support the people from underserved backgrounds. The project will evaluate the current status of health/science career pipeline organizations in the following areas:

- Infrastructure – what is the current connection between other pipeline programs addressing similar populations?
- Sustainability – what is needed to continue programs and possible funding options?
- Testimony – we will collect first-hand information from people who have gone through Bay Area pipeline programs and how their experience benefited them in comparison to others who did not participate (What is the reasoning for them to be working/participating in this particular area? Etc.). In addition summer associate will collect information from individuals who manage pipeline programs and conduct a needs assessment.

The goal of this project will be to gather evidenced based data to showcase the importance of pipeline programs in the Bay Area and develop recommendations to leverage partnerships with private industry for funding opportunities as well as

emphasize the need to create an infrastructure to enable pipeline programs to collaborate.

Health Impact Assessment

Supervisor: Hector Preciado, Health Policy Director

This project would be stage 2 of conducting a Health Impact Assessment in the City of Firebaugh. The HIA will be evaluating the potential health impacts of community design and would consider such factors as access to education, transportation, social spaces, etc. We hope that this project contributes to the new cutting-edge field of HIA. Such data may help The Greenlining Institute in learning lessons for future affordable housing developments in other locations and will provide a tool by which communities may be a dialog around their health and their built environments.