



JOIN THE CAMPAIGN

THE HUMAN TOUCH

***CREATING HUMAN LEADERS
for the
21st CENTURY***



UNIVERSITY OF CALIFORNIA
HUMANITIES RESEARCH
INSTITUTE



20 MILLION TO GENERATE A NEW WAVE OF HUMAN LEADERS FOR THE 21ST CENTURY

THE HUMAN TOUCH

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WHY:

The problems we face today are enormously challenging. Science, technology, and business have been critical to social development in the past century. But there is accelerating recognition that humanistic thinking is vital to progress.

More than ever, the ability to think critically, analyze carefully, communicate clearly, collaborate with empathy, solve problems creatively, and simply to read, interpret, and debate effectively are fundamental.

Our systems need to be more human if we are going to have a sustainable future.

THE HUMAN TOUCH

WHY NOW:

The Human Touch campaign focuses on core questions about who we are as individuals and who we are as a society. We are facing an increasingly fractured global landscape. Our children, grandchildren, and their children are facing an emergency of our making we must address while there is still opportunity for hope and change.

We support critical research, thinking, and capacities, and train leaders for collaboration with other pivotal voices to solve the most difficult problems of our time. Above all, we need better leaders. That reality is in dramatic evidence today across government, business, and nonprofit sectors.

What makes an effective leader today is very different from just a few years ago. Leaders have to be agile, make big decisions at pace, and be highly adept at critical problem-solving. That is what is required to lead in the 21st-century world.

We urgently need a new generation of leaders.
Leaders who are more human.

THE HUMAN TOUCH

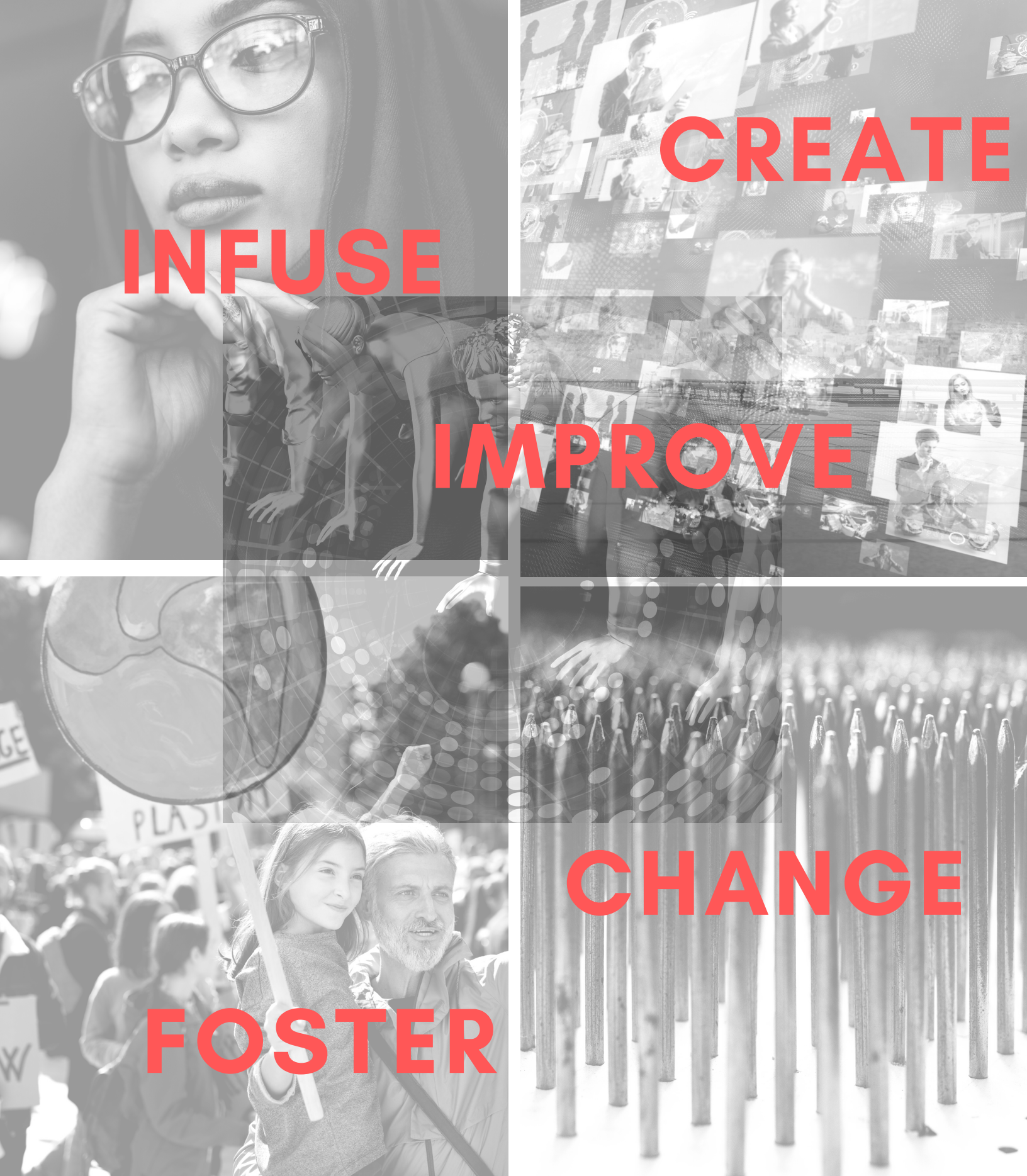
WHY US:

The University of California is the world's leading public university research system. The campaign will support the internationally renowned University of California system-wide Humanities Research Institute (UCHRI).

As the only multi-campus, university-based humanities institute in the US, UCHRI is unique in scope, wielding worldwide impact and influence.

UCHRI has a powerful combination of networks, platforms, connections, communities, and relationships in California and internationally.

With a global reputation for thought leadership, UCHRI is known for its pioneering commitment to defining what the humanities should do and showing the world what can happen when the humanities intervene.



INFUSE

CREATE

IMPROVE

CHANGE

FOSTER

THE HUMAN TOUCH:
Why the Humanities Matter More than Ever



OBJECTIVE 1

SKILLS AND CAPACITIES

INFUSE SKILLS NEEDED TO THRIVE

THE HUMAN TOUCH: EMPOWERING
FUTURE LEADERS WITH CRITICAL
CAPACITIES FOR OUR COLLECTIVE
CHALLENGES

Our workforce lacks the complete canvas of knowledge, capacities, and understanding needed in the modern workplace to support the missions of business, education, government, and nonprofits in a dramatically transformed world.

Leaders want a new caliber of employee with agile, deep thinking capacities. Leaders understand that our economy and polity depend on a combination of innovation and powerful design sensibilities. They recognize that the humanities are necessary for cultivating the cultural and intellectual capital that will transform companies, cities, and empower an internationally-competitive creative economy. A growing number of corporate leaders recognizes that liberal arts and humanities training provides the portable competencies required to flourish in this challenging new culture.

Fostering a healthy and vibrant environment for the humanities, liberal arts, and higher education is showing itself to be fundamental for our long-term wellbeing and growth.



Ethics Bowl: an initiative that provides participants from underserved high schools in California with a platform to think deeply about real-life pressing ethical questions, the use of technology, social inequality, the environment, and politics.

HumanistseWork: a program that connects graduate students with one another and PhD alumni in order to explore a variety of post-degree career trajectories. The initiative focuses on labor, knowledge production, and the future of work.

OBJECTIVE 2

INFRASTRUCTURE

CREATE A PLATFORM FOR COLLABORATIVE THINKING

THE HUMAN TOUCH: BUILDING
SUPPORTIVE, GENERATIVE SPACES FOR
CIVIC ACTION AROUND THE WORLD

UNIVERSITY OF CALIFORNIA
HUMANITIES RESEARCH INSTITUTE

"When you adopt a more person-centered approach and you ask the kinds of questions the humanities tell us to ask – questions about why we're doing things the way we are now, has it always been done this way, can it be done differently, what kind of value are we trying to create, what kind of lives are we trying to create for people – those questions give you very different answers when it comes to how you should lead, how you should proceed, and the kinds of institutions you should build."

Natalie Purcell
Integrative Health Program Director, San Francisco VA Health Care System

We face an array of complex
global, interconnected
problems whose solutions need
collaboration, deep thinking,
and an understanding of one
another.

The humanities ask questions of vital importance to everyone. What are values we consider to be human? How can we think about issues such as sustainability? On all levels and across all these divides. It's not just technical or scientific know-how. This requires practices. It's about what we consider to be a livable life. These kinds of values, which are very urgent now, have always been the subject matter of the humanities.

Connected Learning: an initiative for advancing research and adoption of a more equitable, participatory, and effective ecosystem of learning in the networked era. This new learning paradigm takes advantage of the promise of newfound connections youth have to interests, ideas, knowledge, mentors, and peers through the internet and digital media.

Immersion Program on Critical Themes: annual summer institutes in different international sites led by recognized scholars and public intellectuals. Participants include faculty and graduate students focusing on themes like "Design in China" (Shanghai), "The Built Environment" (Beirut), "Social Life of Cyber-technology" (Irvine, Oahu), and "Varieties of the Non-racial" (South Africa).



OBJECTIVE 3

NARRATIVES

CHANGE HOW THE IMPORTANT STORIES ARE TOLD

THE HUMAN TOUCH: CHANGING THE WAY
PEOPLE FEEL AND THINK ABOUT
THEMSELVES AND THE WORLD

"Part of what made the Macintosh great was that the people working on it were musicians and poets and artists and zoologists and historians who also happened to be the best computer scientists in the world...it's technology married with liberal arts, married with the humanities, that yields us the results that make our heart sing."

Steve Jobs
Apple

The elemental part of any social change is the change of the soul, the change of the spirit, the change of the narrative.

Narrative and messaging and storytelling about the fundamental issues and changes going on in our world are crucial. Changing the stories that get told about issues like climate change and economic inequality changes the way people feel and live and think about themselves, others, and our world. These are humanistic crises and the humanities and humanistic organizations play a pivotal role.

Boiling Point: an initiative to discover tools humanists have to cope with massive social shifts and contemporary crises. The project seeks to expand society's capacities for managing these erosive times and to confront urgent themes including climate change and economic insecurity with new scripts and approaches.

UC Student Veterans Writing Workshop: a forum for student veterans to produce narratives, to engage with other student veterans, and to present their stories publicly. When veterans write their stories and share them with others, they heal invisible wounds and they build bridges of communication to the outside world.

Humanizing Deportation: a public platform for immigrants wishing to share personal stories regarding deportation. This project communicates a more authentic, robust, and nuanced idea of the many profiles of people being affected by mass human migration and the human consequences of the current crisis.



The background of the entire page is a grayscale image of a person's head and hands. The person's head is tilted down, and their hands are visible at the bottom. A large, semi-transparent red rectangle is overlaid on the image, covering the upper and middle portions. The text is white and positioned within this red area.

OBJECTIVE 4

LITERACIES

IMPROVE DATA AND VISUAL LITERACY

THE HUMAN TOUCH: DISCOVERING
THOUGHTFUL WAYS TO NAVIGATE
TECHNOLOGY AND CULTURE IN A
CHANGING WORLD

"I personally think there's going to be a greater demand in 10 years for liberal arts majors than there were for programming majors and maybe even engineering. When the data is all being spit out for you, options are being spit out for you. You need a different perspective in order to have a different view of the data."

Mark Cuban
Entrepreneur and Investor

We need new literacies around what truth is, where people get knowledge from; and then, how are people creating knowledge, and how are people deciphering what that knowledge is.

Our modes of interacting and communicating, working and transporting, consuming and recreating are different in key ways from just a few decades ago. How we read and write have been impacted; as too, how images both still and moving have not only proliferated but are being used more and more to communicate.

Digital Literacies: programs that provide faculty and graduate students with capacities for working in the digital humanities with the intent to develop and execute ambitious digital projects that address important topics such as visual culture and literacy. The impact and reach of the humanities greatly increases when scholars learn how to integrate digital applications and methods as well as digital storytelling with their humanist toolkit.

Liberal Arts Literacies: an initiative that conceptualizes a dynamic, future-oriented ecology for liberal arts education in the 21st century. Developed in consultation with a national working group of college presidents, foundation members, policymakers, administrators, faculty, and industry experts, this is a hands-on experiential learning curricula focused on cultivating critical thinkers and problem solvers capable of responding to the seismic shifts facing our planet.



OBJECTIVE 5

EQUITY AND INCLUSION

FOSTER SOCIAL EQUALITY AND DIVERSITY

THE HUMAN TOUCH: EMBRACING HUMAN
DIFFERENCES AND ELEVATING DIVERSE
VOICES FOR THE BETTERMENT OF OUR
SOCIETY

"I think about engineers who have the technical skills to build innovative solutions to the problems facing us all. But it's really hard to design truly creative, sustainable solutions to those problems unless you understand how things came to be the way they are—the historical perspective, the sociopolitical perspective, the socioeconomic perspective. When you have had the advantage of humanities training, you can bring more holistic perspectives to problem solving because you understand how things came to be, and that makes it possible to imagine other possible futures."

Adrienne Posner
Google Program Manager, focused on diversity and inclusion

The **humanities** build and empower

- emotional intelligence
- cultural sensitivity
- complex problem-solving

The **humanities** create a space for

- deep, serious discussion on critical topics
- deep thinking that gets to the root of what is happening and why

The **humanities** cultivate

- a predisposition to act
- a sense of history and the collective good
- a feeling of respect and dignity for individuals



Horizons of the Humanities: an initiative grounded on four interrelated pillars: techno-humanities, social heterogeneity, the future of the university, and research infrastructure. Through partnerships combining scholars and media and technology professionals, it explores the consequences for higher education, political engagement, and knowledge sharing amidst rapidly changing cultural, political, and ecological landscapes.

Diversity Symposium: a call to analyze institutional challenges regarding diversity, with a view to retention of underrepresented faculty and doctoral students. Participants share strategies and resources centered on key themes: labor politics in diversity work, surviving and thriving effectively in leadership positions, and building collaborations within and across institutions.



We are determined to make real changes in five areas that impact the generation of HUMAN LEADERS for the 21st Century:

- **Skills and Capacities**
- **Infrastructure**
- **Data and Visual Literacies**
- **Narratives**
- **Equity and Inclusion**

EVIDENCE OF THE URGENT NEED FOR WHAT THE HUMANITIES, ARTS, AND SOCIAL SCIENCES OFFER CONFRONTS US EVERY DAY. AS MEDICINE AND TECHNOLOGY PUSH THE LIMITS OF BEING HUMAN, BLURRING THE BOUNDARIES BETWEEN SCIENCE AND NATURE, AND BETWEEN PUBLIC AND PRIVATE, WE NEED THE HUMANITIES TO HELP US KNOW WHAT IT MEANS TO BE HUMAN, AND HOW TO TAKE RESPONSIBILITY FOR OUR CHOICES AND STEWARDSHIP OF OUR NATURAL ENVIRONMENTS. WHEN FACED WITH QUESTIONS OF ETHICS AND VALUES BY SCIENCE AND TECHNOLOGY, GOVERNMENT AND BUSINESS, THE ECONOMY AND SOCIETY, WE TURN TO THE HUMANITIES TO REDEFINE OUR ETHICAL SENSIBILITIES.

- Polarization and a culture of Us vs. Them thinking are undermining decision-making and problem-solving in politics, economics, healthcare, climate, and business ethics in the US and beyond.
- Millions of people at all levels of society struggle every day with “fake news,” falsehoods, and distortions of truth on issues of widespread impact.
- Technology, Big Data, and Artificial Intelligence increasingly raise complex issues of policy, use, and regulation that require intellectual curiosity, reasoned debate, a sense of social cohesion, and a shared future.

CAMPAIGN GOALS

WHY 20 MILLION?

Gifts to support UCHRI and the UC Humanities Network will help to secure the Mellon Foundation \$10 million matching gift. In addition to leveraging these funds, the endowment will have a multiplier effect throughout both the UC system and the state of California by supporting research projects on all 10 campuses that will impact humanities teaching and curriculum, exposing hundreds of thousands of students in all majors and disciplines to the skills, knowledge, and understanding that the humanities offer.

This historic matching gift from the Mellon Foundation—among the largest ever made by this most important, prestigious, and influential foundation supporting the humanities in the United States—recognizes the stature of humanities research and programs across the University of California. For Mellon, this extraordinary gift is only the third endowment gift it has ever given out.

UC President Janet Napolitano has acknowledged the significance of this endowment and its potential to have an enduring and extensive impact on the UC system, the state, nationally, and globally.

"Together, the UC Humanities Research Institute and the UC Humanities Network constitute one of the most collaborative and generative ecosystems for humanities research among public universities in the world. In a time of relentless challenges for higher education, UC's steely financial commitment to the humanities is admirable and makes the system a crucial partner for the foundation."

Mariët Westermann
Executive Vice President, Mellon Foundation

UCHRI: SNAPSHOT

UCHRI has a proven track record of creating and developing supportive spaces for civic action, a need in many places around the world today, not the least being the US. Over the past three decades UCHRI has promoted innovation and leadership in the practice and sharing of collaborative humanistic research across all 10 UC campuses, nationally and globally.

UCHRI has empowered national and international leadership across a broad range of key issues. These include the development of the digital humanities and the digital arts, the future of liberal arts education in changing economic, technological, and cultural environments, and humanities and work.

UCHRI and the multi-campus UC Humanities Network have developed public humanities programs and partnerships with cultural institutions contributing to public policy debates. These have made vital contributions to culture and society in California and beyond.



THE POWER AND POTENTIAL OF THE UNIVERSITY OF CALIFORNIA

The University of California Humanities Research Institute has a demonstrated record of bridging the gaps between the disciplines, building on the University of California's unparalleled strengths in humanities research, teaching, and public programs.

UCHRI and the UC Humanities Network offer a compelling example of the power of the University of California to leverage the resources and excellence of individual campuses. Together they nurture a multi-campus research infrastructure uniquely evincing the power of ten, in which the whole is greater than the sum of its parts. California is a microcosm of our culturally diverse and multilingual global society. The state offers a crucial laboratory for understanding our multifaceted global culture and for defining the connections, differences, and commitments essential to making a better world for all.

President Napolitano, former US Secretary for Homeland Security, has pledged \$2 million in matching funds towards establishing an endowed Presidential Chair for the Director of the UC Humanities Research Institute.

The Presidential Chair could hold a donor's name along with the Presidential Chair designation. Other funding and naming opportunities include UCHRI, faculty fellowships, graduate student fellowships, seminar and working group series, digital humanities and public humanities programs, as well as named administrative chairs for the directors of campus-based humanities centers.

NAMING AND LEGACY OPPORTUNITIES

INFRASTRUCTURE

\$20 Million UC Humanities Research Institute

\$5 Million UC Presidential Chair for UCHRI Director

(with an additional \$2 Million UC Office of the President match)

\$2 Million Endowed UC campus Humanities Center Director Chairs
(amount variable by campus)

RESEARCH FELLOWSHIPS

\$1 Million Faculty or graduate student fellowships

\$650,000 UC President's Faculty Research Fellowship

\$500,000 Residential faculty fellow (UCHRI-based for a quarter)

COLLABORATIVE ENGAGEMENTS

\$2 Million Residential research group (around a designated theme)

\$250,000 Multicampus working group (researchers from three or more UC campuses work on a project or theme)

\$250,000 Public or digital humanities program

LEADERSHIP FOR A DIVERSE SOCIETY INITIATIVE

\$5 Million UCHRI Leadership Initiative

\$500,000 Support for graduate student engagement in future leaders program

THE HUMAN TOUCH

CREATING HUMAN LEADERS

FOR THE 21st CENTURY

JOIN THE CAMPAIGN

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UCHRI

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