

From: [Kidwell, Kimberlee K](#)
To: [Benson, Barry D](#)
Subject: FYI: Evans Chair Update
Date: Wednesday, February 12, 2020 2:07:33 PM

Sent from my iPhone

Begin forwarded message:

From: Robb Fraley [REDACTED]
Date: February 12, 2020 at 12:04:23 PM CST
To: "Kidwell, Kimberlee K" <kkidwell@illinois.edu>
Subject: Re: Evans Chair Update

Kim—thanks for sharing the update and progress. I know Tami feels things are moving in the right direction! Robb

Sent from my iPhone

On Feb 12, 2020, at 12:03 PM, Kidwell, Kimberlee K
<kkidwell@illinois.edu> wrote:

Hi Robb,

I am not certain whether Tami Craig-Schilling has kept you updated on what's going on with AgCom and the Evans Chair in the last couple of years but I thought you might be interested to know that after a lot of hard work to merge AgCom with AgEd and Ag Leadership, to address program concerns with AgCom through two external reviews - one with academics and another with industry folks, and to address personnel problems in the program, an offer went out yesterday to one of the top people in the field in the best program in the country for the endowed position. To be honest, I am embarrassed by how long it has taken to right this situation. I made a promise that I would address the problems in AgCom in early 2017. Three years later we are almost there. Jim deserves to see that program thriving again and should feel proud of who sits in that chair. The candidate pool was outstanding. In fact, I am trying to hire a second person from the pool to join the Evans chair as the new faces of AgCom at Illinois. I told both of them about the Center for Science Communication Initiative during the interview process. They are very excited about the opportunities we are creating at Illinois. These new tenured faculty will be tremendous assets to the team if we land them. If successful, witnessing the investiture for the Evans

Chair will be a highlight of my career as dean.

Please let me know if you want to discuss this further. I appreciate your patience as I work my way toward resolution.

Sincerely, Kim

Sent from my iPhone

From: [Kidwell, Kimberlee K](#)
To: [Bruns, David A](#); [Meenen, Kimberly K](#)
Subject: FYI: Robb Fraley
Date: Saturday, December 19, 2020 12:03:00 PM
Attachments: [JJKDanforth Center -- final.docx](#)
[Final White Paper for the JJK Academy May 21, 2020.docx](#)

Hi Kimberly and David,

I have good news - Robb called me this week with several items to share related to advancement:

1. He did not receive the message below – which I sent to him again today.
2. He and Laura are adding [REDACTED] to their Borlaug Scholarship in Crop Sciences and he wanted us to be aware that this is in the works through the foundation.
3. He wants to continue the discussion about the science communications project early next year.

I will let you know if he responds to the email below. Let's please make a note to connect with him in early January about the sci com project.

Enjoy your weekend.

Kim

Dr. Kim Kidwell, Dean
Robert A. Easter Chair
College of Agricultural, Consumer and Environmental Sciences (ACES)
227 Mumford Hall, MC-710
1301 West Gregory Drive
Urbana, IL 61801
217-333-0460
kkidwell@illinois.edu

From: Kidwell, Kimberlee K
Sent: Saturday, December 19, 2020 11:56 AM
To: [REDACTED]
Subject: JJK Project

Hi Robb,

It was great to connect with you this week. I am resending information about the JJK/Danforth Center project – see below.

Many thanks to you and Laura for your kind generosity. I appreciate you, as do many future female plant breeders!

Enjoy the holidays,
Kim

Dr. Kim Kidwell, Dean
Robert A. Easter Chair
College of Agricultural, Consumer and Environmental Sciences (ACES)
227 Mumford Hall, MC-710
1301 West Gregory Drive
Urbana, IL 61801
217-333-0460
kkidwell@illinois.edu

From: Kidwell, Kimberlee K
Sent: Tuesday, October 13, 2020 9:54 AM
To: [REDACTED]
Subject: JJK Project

Hi Robb,

I hope this message finds you safe and well. I thought you might appreciate knowing about a project I have been working on with the Jackie-Joyner Kersee Foundation in ESL for the last couple of years. The first attachment contains a press release about the Danforth Plant Science Center joining the project. The second attachment is a confidential white paper that provides an overview of the intentions of the effort.

To set the context, we have two ACES alums, Mark Scholl and Mark Mestemacher, who are on the JJK board of directors. Mark S. had a vision for using agriculture as an inner city youth development platform. Many meetings and a couple of years later, the dream is transitioning into reality. Illinois Extension is the key program development/delivery player for ACES and recently housed an Extension Educator at the JJK. We also are working with campus to create a college readiness training program for youth at the center to support them with being "Illinois ready" upon graduating from high school. Qualified students will have an opportunity to attend UIUC for free through the Illinois Commitment and Illinois Promise programs. We also are supportive of connecting them with community colleges and other universities as appropriate for their interests and academic ability.

Our new major, Metropolitan Food and Environmental Systems is accepting its first cohort in spring 2021 (<https://mfst.illinois.edu/>), which might be a good track for students from ESL to pursue. The partnership with the Danforth closes the loop so to speak by creating an opportunity for students to intern while in high school and throughout their college years on site or with other industry partners in the plant sciences arena in the area. The hope is that students will build professional networks and experiences while in school that will entice them to come back to the St. Louis area post-graduation to establish a career in the area. There are a few entrepreneurial threads built into the program around food and nutrition as well that we hope will stimulate economic development in the ESL area.

I know how important this type of work is to you. With your deep ties to the Danforth and ACES, I thought you might enjoy having a more detailed view of the project. I would appreciate any insight or feedback you might have about this effort.

I hope that you and Laura are enjoying retirement. I imagine you are “too busy” but imagine you are having fun prioritizing things you love when deciding what you spend your time doing. If you would like to connect for further discussion about this project, the science communication effort, or rescheduling a visit to connect with Joe Cornelius please let me know. I am always happy to connect with you.

Take care, Kim

Dr. Kim Kidwell, Dean

Robert A. Easter Chair

College of Agricultural, Consumer, and Environmental Sciences (ACES)

227 Mumford Hall, MC-710

1301 West Gregory Drive

Urbana, IL 61801

217-333-0460

kkidwell@illinois.edu

Partnership connects urban youth to careers in ag and food innovation



EAST ST. LOUIS: The Donald Danforth Plant Science Center and University of Illinois Extension provide educational programs in urban agriculture, leadership, health and nutrition, and career development to youth at the Jackie Joyner-Kersey Community Center. Photo provided.

URBANA, Ill. – Olympian Jackie Joyner-Kersey believes every youth should be given the opportunity to achieve greatness. The [Jackie Joyner-Kersey Center](#) in East St. Louis is a safe learning center where youth are instilled with the dream, drive, and determination to succeed in academics, athletics, and leadership.

Inspired by Joyner-Kersey’s passion to empower her community, new partners have joined efforts to elevate youth potential. The [Donald Danforth Plant Science Center](#) is providing STEM and Ag curriculum with authentic research experiences for K-12 students in genetics, molecular biology, image analytics and offering internships for high school at its innovative research facility in St. Louis.

“We are creating a hands-on STEM education and work force development pipeline from kindergarten to adult that provides opportunities for people to develop marketable skills in urban agriculture, innovation, and entrepreneurship while learning about the importance of food production and improving their own communities’ access to nutrition,” said [Kristine Callis-Duehl](#), the Sally and Derick Driemeyer director of education research and outreach at the Danforth Center.

The partnership aligns with outreach efforts launched in 2019 by University of Illinois [College of Agricultural, Consumer and Environmental Sciences \(ACES\)](#). Working through the local Illinois Extension office, ACES efforts focus on youth engagement, health and nutrition, and economic expansion through metropolitan food production and community education.

“This collaboration epitomizes what ACES strives for in everything that we do – providing pathways for people and communities to thrive,” College of ACES Dean Kim Kidwell says. “Working closely with our partners at the JJK Center and Danforth Plant Science Center, this project positions youth in the East St. Louis area for successful career pathways to address economic development and food access issues that too often plague inner cities.

“From planting the first seed to harvesting nutritious food at JJK and experiencing hands-on learning at Danforth, we hope this program inspires young people to graduate from college with a degree in plant sciences or a related field and then return home to make a difference in their communities.”

[Amy Cope](#), Illinois Extension county director for Madison, Monroe, and St. Clair counties, says, “Each partner believes in dedicating resources to the underserved families of East St. Louis. By joining together the impact is endless. The collaboration strives to provide community education and hands-on instruction in community-supported agriculture programs by establishing community gardens, vertical farming sites, and a commercial test kitchen for food innovation.”

Researchers from the Danforth Center will open new avenues for youth in the areas of agriculture, food, STEM, and college and career readiness.

The Danforth Center offers time, expertise, energy, and facilities in the partnership as they challenge students to connect the food on their plate to the plants that produce the food they eat. Research at the Danforth Center drives innovation to improve the human condition through better understanding of plant science.

“Research conducted by the student interns will contribute to advancing our scientific research projects,” says Ruth Kaggwa, Danforth Center STEM education and outreach manager. “As high school interns gain new skills, they earn expertise badges, mimicking workforce development practices in real world careers.”

Infrastructure development is required to support the goals of the collaboration, and efforts are well underway, Cope says. The expanded site will be located at the Jackie Joyner-Kersey Center and will include additional classrooms, demonstration areas, greenhouses, community gardens, and a commercial test kitchen, all which will contribute to experiential learning methodology and community engagement.

The announcement coincides with National 4-H Week Oct. 4-10 which features the theme Opportunity4All and highlights the organization’s mission to ensure all youth have equal access to opportunities to reach their potential, Cope says. Should this be a quote?

Learn more about the outreach efforts and ways to support the project by contacting Cope at amycope@illinois.edu or 618-939-3434.

SOURCE: [Kristine Callis-Duehl](#), Director of Education Research and Outreach, Danforth Center

SOURCE: Amy Cope, County Director, Illinois Extension

WRITER: Judy Mae Bingman, Communications and Marketing Manager, Illinois Extension

Media Contact Danforth Plant Science Center: Karla Roeber, kroeber@danforthcenter.org, 314.406.4287

ABOUT EXTENSION: Illinois Extension leads public outreach for University of Illinois by translating research into action plans that allow Illinois families, businesses, and community leaders to solve problems, make informed decisions, and adapt to changes and opportunities.

About The Donald Danforth Plant Science Center

Founded in 1998, the [Donald Danforth Plant Science Center](#) is a not-for-profit research institute with a mission to improve the human condition through plant science. Research, education and outreach aim to have impact at the nexus of food security and the environment, and position the St. Louis region as a world center for plant science. The Center’s work is funded through competitive grants from many sources, including the National Institutes of Health, U.S. Department of Energy, National Science Foundation, and the Bill & Melinda Gates Foundation. Follow us on Twitter at [@DanforthCenter](#).

The Jackie Joyner Kersee Academy
Improving Lives through Food and Nutrition

The Jackie Joyner Kersee (JJK) Foundation and Illinois Extension in the College of Agricultural, Consumer and Environmental Sciences (ACES) are embarking on a partnership designed to support youth engagement and community development related to improving health and nutrition in the East St. Louis (ESL) area and beyond through the establishment of the JJK Academy for Food and Nutrition.

The JJK Foundation, Illinois Extension and the College of ACES have a common mission: to support people with winning in life. Although the mechanisms used to create opportunities for people to create their best life differ between the organizations, the approaches used are highly complementary and synergistic. By combining forces, we have an opportunity to develop a model to support community development in inner cities that focuses on youth engagement, health and nutrition and economic expansion through metropolitan food production that could be replicated across the country. As a collective, we aspire to instill the drive and determination required to support young people with succeeding academically and in life by improving health, nutrition and well-being.

Our intentions: 1) Expand the community outreach efforts of the JJK Foundation by embedding Extension personnel on site to develop and deliver programming with JJK staff related to urban food production and community gardening, food preparation and nutrition, leadership development and college readiness; and 2) Create a plan for developing a demonstration center on site where community members, as well as people from around the globe, gather to learn about vertical farming, community supported agricultural systems, food innovation, entrepreneurialism, economic development, etc.

Rationale: Access to nutritious food is a serious concern for low-income families in cities and rural communities around the globe. The college of ACES and University of Illinois are elevating our investments and efforts in Food and Agricultural Systems for Global Health so that we become the world leader in research and outreach efforts designed to address this concern. In addition, the workforce needs in agriculture and allied disciplines has never been higher with more than 30,000 jobs per year in the US expected to go unfilled due to lack of adequately trained personnel for the next several years. Agriculture has become a high-tech, innovative science that relies on the use of biotechnology, robotics and data analytics to ensure that an environmentally safe, nutritious and abundant food supply is available. Although career opportunities in the food and agriculture space are diverse and abundant, we struggle to draw students into agriculture these days due to lack of awareness about the complexity and importance of the food system, as well as decreased population sizes in rural communities where people with an agriculture background typically come from. The College of ACES is gearing up to entice a new generation of students into food and agricultural sciences that source from urban areas. We intend to use food and agricultural systems as a mechanism for expanding food production, food access and economic development in inner cities through community gardening, vertical farming, food innovation and entrepreneurialism.

The JJK Foundation is an iconic entity in East St. Louis that serves as a portal through which inner city youth can transform their lives through support, inspiration, determination and dedication. The reputation of the organization creates a draw for young people to engage in activities provided by the Foundation, which creates opportunities for them to thrive in life. ACES and Illinois Extension hope to partner more closely with the JJK Foundation to ignite an interest in these youth in pursuing a career in the food and agriculture industries by exposing them to opportunities in these fields as part of their JJK Foundation experience. By directly integrating a food and agriculture platform into offerings at the

Foundation, we hope to provide opportunities to scaffold interested youth into career pathways in the industry that will support their personal success, as well as stimulate economic development and vibrancy in the community.

Assets Available through the JJK Foundation (<https://jjkfoundation.org>):

- A world renowned leader, role model and influencer in Jackie Joyner Kersee.
- An established training facility in East St. Louis that serves 200 youth per day, year round. The current physical infra-structure at JJK includes classrooms, computer rooms, offices, meeting rooms, gymnasiums, kitchen, dining area, external sports field, a greenhouse and a food garden. The site is well established and has become a flourishing community center for the area.
- Years of immersion in the community, which has generated understanding and made the JJK Foundation a tremendous influencer in the inner city.
- Access to acreage contingent to the current facility for expansion. All activities will occur on-site at the existing location and in new facilities that will be built on the expanded site. We have an opportunity to create a highly visible hub that will become well known as a training center to support using Food and Agriculture as a mechanism for developing inner city youth, as well as for economic development.
- A fully developed, deployable leadership training program called Winning In Life. Components of this program can be customized for diverse audiences ranging from K through 12 participants to adult learners. A facilitator training program also is available.
- The current facility is located in a metropolitan area that is a well-known hub for the best agricultural science in the world.
- An appreciation for the diversity and complexity of problems found in urban communities with strong ties to leaders in the agricultural community.

Assets available through the College of ACES (<https://aces.illinois.edu>) and Illinois Extension (<https://extension.illinois.edu>):

- World renowned teaching, research and Extension programming in food, agriculture and nutrition.
- Established Extension presence in East St. Louis through Unit 22, which provides support and services to Madison, Monroe and St. Clair counties. Several extension experts have previously engaged in programming at the JJK Foundation, and an Extension Educator in Agriculture and Natural Resources was recently hired to create a permanent extension presence on site to assist with program development and delivery.
- The Illinois Board of Higher Education approved a new major in ACES called Metropolitan Food and Environmental Systems (MetroFEST), which will enroll its first class in the fall of 2020. Students in this major will be educated to understand the science and practice of food production, processing, and security across urban environmental, economic, and social contexts, while maintaining environmental sustainability of national metropolitan regions and urban localities. Graduates with this degree will have the skills and expertise required to engage in the agriculture and food systems in metropolitan areas. We intend to recruit students from JJK into this program.
- University of Illinois recently launched a new program called Illinois Commitment that provides free tuition for four years to in-state students from families with an income of \$67,100 or less (see admissions.illinois.edu for details). If accepted, many students from the East St. Louis area may qualify for this program. Participation in Illinois Commitment, coupled with the vast array of scholarship opportunities available from the College of ACES, could result in a debt free college experience for qualified students.

- Extension and ACES personnel are collaborating with program staff from JJK's "Winning in Life" leadership development program to expand offerings for youth in the East St. Louis area and across the state of Illinois through 4-H.

Goals:

- Expand the infrastructure at the JJK Foundation site to include demonstrations that are used as teaching/integration opportunities for youth development, as well as for community enhancement, including establishing a community garden, building and managing a vertical farming operation, creating a community supported agriculture program, developing a test kitchen for food innovation, etc. Although funding would be required to create the physical structures, each demonstration could be revenue generating, which would sustain operations. All aspects of the food system, including production, management, processing, sales, nutrition assessment, etc. will be integrated into the training model. People within the community can learn how to create and manage these systems at the site, and then replicate these processes in targeted areas in the community to expand food access and economic development.
- Develop a college readiness program at the JJK Foundation to assist prospective students with meeting the requirements to be accepted into the University of Illinois, other higher education institutions and/or technical training programs. It is essential that we support these young people with developing college/career readiness skills if we intend to inspire them to create rewarding career paths. We intend to develop training modules to provide students with fundamental skills needed to successfully navigate the college or other training experiences. This could be done in partnership with area community colleges, technical training programs and other universities if interest and resources are available to create and sustain the program. Programming can be delivered on-line, live or in a hybrid format.
- Create an endowment to provide long-term support for these efforts through a joint fundraising effort involving the JJK Foundation and the College of ACES to support this program.

Needs:

- Develop a capital plan to build out the infra-structure needed to support agricultural production, food preparation, nutritional education, etc. including: demonstration kitchen, food distribution center with refrigeration, office space, program delivery space, greenhouse, garden space, vertical farming demonstration facility and other facilities needed to support program delivery.
- Build out the educational curriculum and develop employees to manage facilities, deliver programming, train youth, and assist with career development activities.
- Assess the needs for online program delivery for career readiness, entrepreneurial skill development, financial planning and other essential life skills. Formulate a plan and then create deliverables to address these needs.
- Create a Winning In Life expansion plan. Discussions to extend the training to youth statewide through Illinois Extension and 4-H are ongoing. Continue to grow this program in concert with expanding the development of the overall curriculum.
- Develop a budget plan for sustainably maintaining the JJK Academy over time. Determine the level of endowment funding needed to fulfill organizational needs for a minimum of 10 years. Create a long-term plan for maintaining the endowment.

From: [Benson, Barry D](#)
To: [Kidwell, Kimberlee K](#)
Cc: [Bruns, David A](#); [Robinson, Gene E](#); [Kirby, Erin](#); [Jushkevich, Paulanne](#); [Meenen, Kimberly K](#); [Jackson, Julie A](#); [Fox, Shari M](#)
Subject: RE: SciComm Center Feedback
Date: Wednesday, February 12, 2020 12:54:56 PM

Thanks Kim and I appreciate the background. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

-- Barry

From: Kidwell, Kimberlee K <kkidwell@illinois.edu>
Sent: Wednesday, February 12, 2020 11:04 AM
To: Benson, Barry D <bensonb@illinois.edu>
Cc: Bruns, David A <dbruns@illinois.edu>; Robinson, Gene E <generobi@illinois.edu>; Kirby, Erin <ekirby2@illinois.edu>; Jushkevich, Paulanne <paulanne@illinois.edu>; Meenen, Kimberly K <kmeen@illinois.edu>; Jackson, Julie A <filip@illinois.edu>; Fox, Shari M <sharifox@uif.uillinois.edu>
Subject: Re: SciComm Center Feedback

All,

As a FYI, I have spent the better part of the last 3 years trying to address the problem with the endowed chair referred to below. After cleaning up the program through a merger, two external reviews, and a massive recruitment effort to conduct a national search for someone qualified to fill the position, an offer went out to one of the best people in the field from the best program in the country yesterday. The chair was established in 2013 and it took us until 2020 to get it right. Robb's concerns are valid. I can only hope that he interprets all that my team and I have done to address the problem as the new normal of how we steward gifts and activate endowed chairs in ACES. I will let him know what is going on with the position and the program.

Kim

Sent from my iPhone

On Feb 11, 2020, at 4:07 PM, Benson, Barry D <bensonb@illinois.edu> wrote:

Just a quick note and certainly happy to provide more detail later... I do think [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[Redacted]

-- Barry

From: Bruns, David A <dbruns@illinois.edu>
Sent: Tuesday, February 11, 2020 12:53 PM
To: Kidwell, Kimberlee K <kkidwell@illinois.edu>; Robinson, Gene E <generobi@illinois.edu>; Kirby, Erin <ekirby2@illinois.edu>; Jushkevich, Paulanne <paulanne@illinois.edu>; Meenen, Kimberly K <kmeenen@illinois.edu>
Cc: Jackson, Julie A <filip@illinois.edu>; Benson, Barry D <bensonb@illinois.edu>; Fox, Shari M <sharifox@uif.uillinois.edu>
Subject: RE: SciComm Center Feedback

[Redacted]
[Redacted]
[Redacted]
[Redacted]. Erin will reach out to Bill and Dr. Yun at NCSA to bring them into the conversation.

From: Kidwell, Kimberlee K <kkidwell@illinois.edu>
Sent: Tuesday, February 11, 2020 12:26 PM
To: Robinson, Gene E <generobi@illinois.edu>; Bruns, David A <dbruns@illinois.edu>; Kirby, Erin <ekirby2@illinois.edu>; Jushkevich, Paulanne <paulanne@illinois.edu>; Meenen, Kimberly K <kmeenen@illinois.edu>
Cc: Jackson, Julie A <filip@illinois.edu>; Benson, Barry D <bensonb@illinois.edu>; Fox, Shari M <sharifox@uif.uillinois.edu>
Subject: RE: SciComm Center Feedback

All,
I agree with Gene. [Redacted]
[Redacted]
[Redacted]

Kim

Dr. Kim Kidwell, Dean
Robert A. Easter Chair
College of Agricultural, Consumer, and Environmental Sciences (ACES)
227 Mumford Hall, MC-710
1301 West Gregory Drive
Urbana, IL 61801

217-333-0460
kkidwell@illinois.edu

From: Gene Robinson <generobi@illinois.edu>
Sent: Tuesday, February 11, 2020 11:46 AM
To: Bruns, David A <dbruns@illinois.edu>; Kidwell, Kimberlee K <kkidwell@illinois.edu>; Kirby, Erin <ekirby2@illinois.edu>; Jushkevich, Paulanne <paulanne@illinois.edu>; Meenen, Kimberly K <kmeenen@illinois.edu>
Cc: Jackson, Julie A <filip@illinois.edu>; Benson, Barry D <bensonb@illinois.edu>; Fox, Shari M <sharifox@uif.uillinois.edu>
Subject: Re: SciComm Center Feedback

All,

The verbal commitment is very generous. [REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

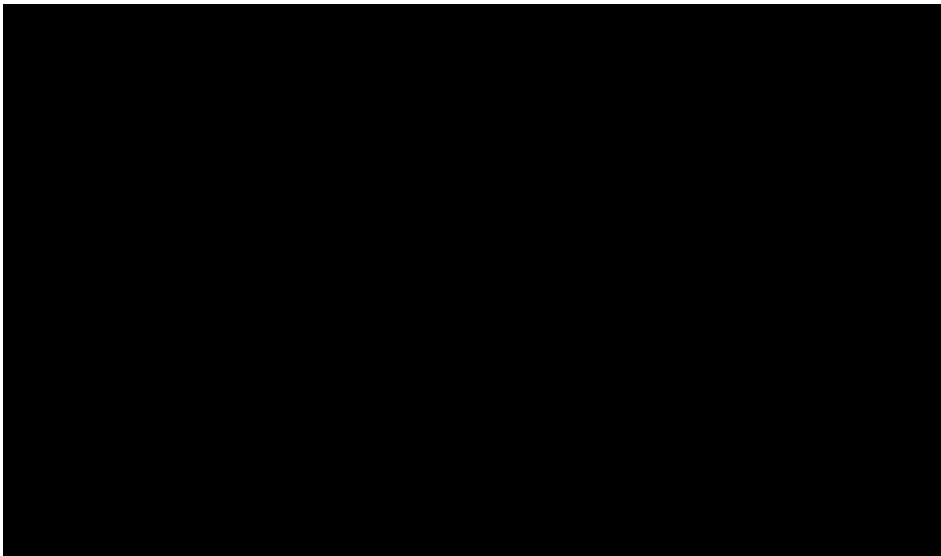
Gene

On 2/11/20 12:33 PM, Bruns, David A wrote:

Hi all,

Barry and the Chancellor had a good meeting with Robb this morning.

[REDACTED]



My thoughts for next steps:




. Feel free to add your thoughts

DAVID BRUNS
Executive Director of Principal Gifts

Office of the Vice Chancellor for Institutional Advancement
University of Illinois at Urbana-Champaign
217.300.0589 | dbruns@illinois.edu | with.illinois.edu

[<image001.png>](#)

Under the Illinois Freedom of Information Act any written communication to or from university employees regarding university business is a public record and may be subject to public disclosure.

--

Gene E. Robinson

Director, Carl R. Woese Institute for Genomic Biology
Swanlund Chair
Center for Advanced Study Professor in Entomology and Neuroscience
Director, Bee Research Facility

University of Illinois at Urbana-Champaign
1206 West Gregory Dr. | M/C 195
Urbana, IL 61801
217-265-0309 | generobi@illinois.edu
www.igb.illinois.edu
Laboratory website: www.life.illinois.edu/robinson

Administrative Assistants:
Carl R. Woese Institute for Genomic Biology
Mary Callaway
Room 1606
Tel. 217-265-0340
mabrown5@illinois.edu

Robinson Laboratory
Tish Cundiff
Room 2414
Tel. 217-265-7614
lcundiff@illinois.edu

From: [Kidwell, Kimberlee K](#)
To: [Robb Fraley](#)
Subject: RE: Delivery Instructions for Gifting [REDACTED] to the University of Illinois Foundation - Robert & Laura Fraley
Date: Wednesday, December 23, 2020 10:44:00 AM
Attachments: [image002.png](#)
[image003.png](#)

Robb,

Your thoughtful generosity is humbling. As a female plant breeder, words cannot adequately express my gratitude to you and Laura for expanding this fellowship.

I recall a pivotal moment in my career when I was awarded the D.C. Smith Pioneer Fellowship at University of WI, which funded much of my PhD work. Dr. Smith's widow said to me as we stood on the podium posing for pictures "I can't imagine a woman in agronomy." That comment rings in my ears every time I hit a professional milestone.

The landscape has changed much since then because people like you created a pathway for women to advance in the industry. We have a long way to go but fellowships like this will help us pave the way forward. Thank you. I am grateful for your investment in the women who will benefit from your faith in them and your generosity. It makes a difference.

Sincerely, Kim

Dr. Kim Kidwell, Dean
Robert A. Easter Chair
College of Agricultural, Consumer and Environmental Sciences (ACES)
227 Mumford Hall, MC-710
1301 West Gregory Drive
Urbana, IL 61801
217-333-0460
kkidwell@illinois.edu

From: Robb Fraley [REDACTED]
Sent: Monday, December 21, 2020 1:35 PM
To: Kidwell, Kimberlee K <kkidwell@illinois.edu>
Subject: Fwd: Delivery Instructions for Gifting [REDACTED] to the University of Illinois Foundation - Robert & Laura Fraley

Kim—this relates to our [REDACTED] donation to the Fraley-Borlaug Scholarship. Hope you have a nice Holiday. Robb

Sent from my iPhone

Begin forwarded message:

From: [REDACTED]
Date: December 21, 2020 at 8:58:30 AM CST

To: "Warnes, Todd M." <warnes@uif.uillinois.edu>

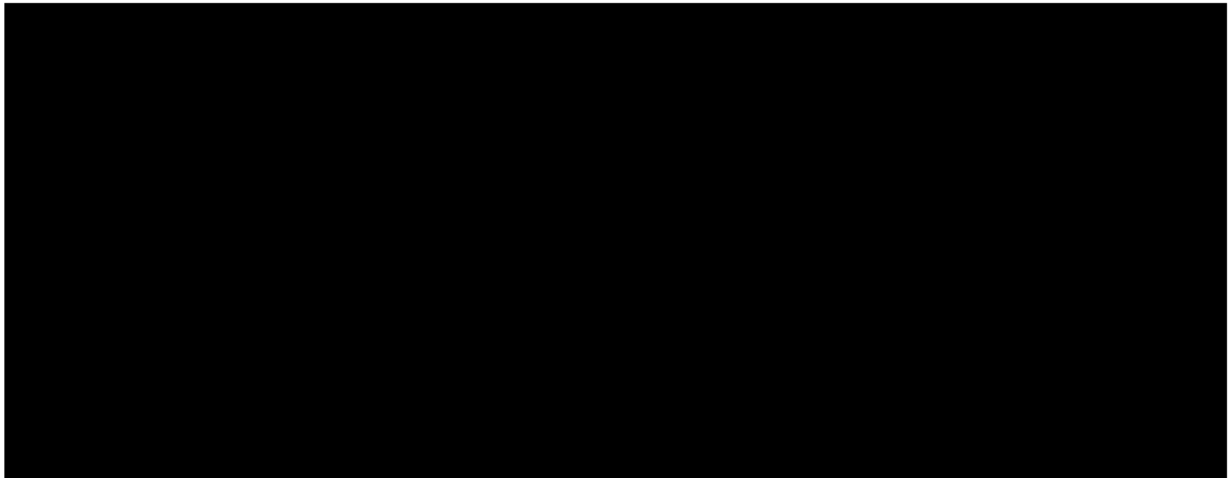
Cc: Robb Fraley [REDACTED]

Subject: RE: Delivery Instructions for Gifting [REDACTED] to the University of Illinois Foundation - Robert & Laura Fraley

Hi Todd,

Great! Thank you very much.

Best,



From: Warnes, Todd M. <warnes@uif.uillinois.edu>

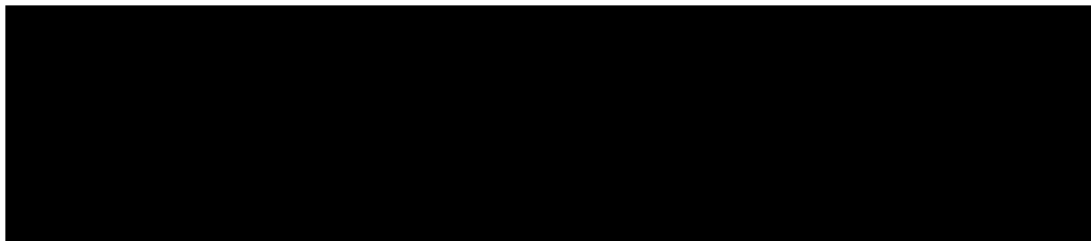
Sent: Monday, December 21, 2020 8:42 AM

To: [REDACTED]

Cc: Robb Fraley [REDACTED]

Subject: RE: Delivery Instructions for Gifting [REDACTED] to the University of Illinois Foundation - Robert & Laura Fraley

Good Morning [REDACTED]



Please let me know if you have any questions and again, thank you for your assistance in delivering this wonderful gift.

Happy Holidays!

Todd

Todd Warnes

Director of Cash Receipts
University of Illinois Foundation

p 217.244.0352 // f 217.333.5577 // e warnes@uif.uillinois.edu

From: [REDACTED]
Sent: Wednesday, December 16, 2020 10:33 AM
To: Warnes, Todd M. <warnes@uif.uillinois.edu>
Cc: Robb Fraley [REDACTED]
Subject: RE: Delivery Instructions for Gifting [REDACTED] to the University of Illinois Foundation - Robert & Laura Fraley

Hi Todd,

[REDACTED]

Please confirm receipt when you see it on your end.

Thank you,

[REDACTED]

From: Warnes, Todd M. <warnes@uif.uillinois.edu>
Sent: Thursday, December 10, 2020 10:07 AM
To: [REDACTED]
Subject: RE: Delivery Instructions for Gifting [REDACTED] to the University of Illinois Foundation - Robert & Laura Fraley

Thank you [REDACTED]

Todd Warnes

Director of Cash Receipts
University of Illinois Foundation

From: [REDACTED]
Sent: Thursday, December 10, 2020 9:59 AM
To: Warnes, Todd M. <warnes@uif.uillinois.edu>
Cc: Fraley Robb [REDACTED]; Laura Fraley [REDACTED]
Subject: RE: Delivery Instructions for Gifting [REDACTED] to the University of Illinois Foundation - Robert & Laura Fraley

Todd,

Appreciate it. As I mentioned on the phone, we will hopefully get the necessary [REDACTED] paperwork executed today or tomorrow.

Thanks,



From: Warnes, Todd M. <warnes@uif.uillinois.edu>
Sent: Thursday, December 10, 2020 9:47 AM
To: [REDACTED]
Subject: Delivery Instructions for Gifting [REDACTED] to the University of Illinois Foundation - Robert & Laura Fraley

[REDACTED]

Per your request, I have attached the instructions for delivering [REDACTED] electronically to the University of Illinois Foundation. As noted, we will be on watch for [REDACTED] worth of the DFA U.S. Core Equity II Portfolio Institutional Class to be delivered to the Foundation's account at Northern Trust from Robert & Laura Fraley.

Once received, we will apply the gift as directed toward the Fraley - Borlaug Scholars in Plant Science Fund [REDACTED] and provide an official receipt to Mr. and Mrs. Fraley.

Please let me know if you have any questions with the information provided and thank you for your assistance in delivering this wonderful gift.

Sincerely,

Todd

Todd Warnes

Director of Cash Receipts

University of Illinois Foundation

1305 West Green Street, MC 386

Urbana, IL 61801

p 217.244.0352 // f 217.333.5577 // e warnes@uif.uillinois.edu



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Any tax conclusions set forth in this communication, including any attachments, are based solely on the facts provided by the client.

From: [Yun, Joseph T](#)
To: [Bruns, David A](#); [Kidwell, Kimberlee K](#); [Robinson, Gene E](#)
Cc: [Meenen, Kimberly K](#); [Kirby, Erin](#)
Subject: Re: Fraley
Date: Thursday, May 14, 2020 6:10:30 PM

Hello David and all. Unfortunately I have heard nothing. With that said, I did send Robb an email regarding a webinar next Tuesday in which I will be presenting a bit on our work with the WHO and how we have helped the Pan American Health Organization countries deal with COVID misinformation online. If you are interested as well, the information is here:

https://www.linkedin.com/posts/giesbusiness_covid19-activity-6666329785519665152-CVRo

I did not receive an email back from Robb though. I am assuming he is quite busy, especially in light of Jacque's email.

With this all said, I am pushing forward! Thank you all for your kind words, encouragement, and support.

Joe

JOSEPH T. YUN, PH.D.
Research Assistant Professor of Accountancy, Advertising, and Director of Data Science Research Service
Department of Accountancy, Gies College of Business
Charles H. Sandage Department of Advertising, College of Media
2046 BIF | 515 E Gregory Dr.
Champaign, IL 61820
217.333.8178 | jtyun@illinois.edu
www.josephyun.com <<http://www.josephyun.com>>

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On 5/14/20, 5:21 PM, "Bruns, David A" <dbruns@illinois.edu> wrote:

Hi Kim, Gene and Joe,

FYI...see Jacque's email below. She is secretary to the board of the UI Foundation. I haven't heard anything from Robb in response to my outreach about Joe's proposal to Facebook. Have you?

Hope all is well.

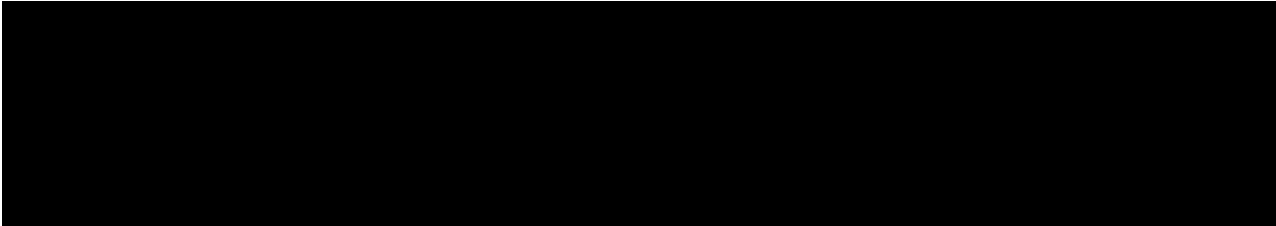
David

-----Original Message-----

From: Schweighart, Jacqueline N. <schweighart@uif.uillinois.edu>
Sent: Thursday, May 14, 2020 11:54 AM
To: Fox, Shari M <sharifox@uif.uillinois.edu>; Bruns, David A <dbruns@illinois.edu>
Cc: Smith-Phillips, Patricia <smithphi@uif.uillinois.edu>
Subject: Fraley

Hi Shari and David,

Just wanted to give you a quick update. [REDACTED]



Thanks much,
Jacque

Sent from my iPhone

From: [Meenen, Kimberly K](#)
To: [Robinson, Gene E](#); [Bruns, David A](#); [Kidwell, Kimberlee K](#)
Cc: [Kirby, Erin](#); [Jushkevich, Paulanne](#); [Jackson, Julie A](#)
Subject: RE: SciComm concept paper
Date: Friday, February 07, 2020 9:00:56 AM
Attachments: [image001.png](#)
[image002.png](#)

Dear David,

Thanks for sharing the revised concept paper. I do not have any additional edits.

As discussions progress with Robb, perhaps the Agricultural Communications Documentation Center could be added to the science communication inventory on our campus. It is a well-used content generator in the ag and food spaces. It can be found here:

<https://www.library.illinois.edu/funkaces/acdc>

Best,
Kimberly

Kimberly Meenen, Ed.M. Higher Ed Admin., B.S. Ag Communications
Assistant Dean of Advancement
University of Illinois ACES Office of Advancement
Voice: 217/333-9355
kmeenen@illinois.edu
<http://advancement.aces.illinois.edu/>

 **ILLINOIS**
College of Agricultural, Consumer
& Environmental Sciences

From: Gene Robinson <generobi@illinois.edu>
Sent: Friday, February 07, 2020 6:38 AM
To: Bruns, David A <dbruns@illinois.edu>; Kidwell, Kimberlee K <kkidwell@illinois.edu>
Cc: Kirby, Erin <ekirby2@illinois.edu>; Jushkevich, Paulanne <paulanne@illinois.edu>; Jackson, Julie A <filip@illinois.edu>; Meenen, Kimberly K <kmeenen@illinois.edu>
Subject: Re: SciComm concept paper

David,

Looks excellent. Kim and I met earlier this week and we discussed another IGB program that might be of illustrative interest to Robb: Game Day Genomics, part of our Science Unexpected program.

<https://www.igb.illinois.edu/index.php/acquainted/science-unexpected>

Let's see if this can be added.

My schedule has clarified and I will be able to attend at 1:00 PM as originally planned, but will need to leave around 1:30.

Thanks for your great efforts on this.

Best,
Gene

On 2/6/20 4:54 PM, Bruns, David A wrote:

Hi all,

[Here's a revised version of the SciComm concept paper](#) that incorporates Robb's areas of interest, to the best of our understanding of them. Let's talk tomorrow about the proposed gift amount [REDACTED]). Feel free to add any comments or edits to the document.

See you tomorrow.

David

DAVID BRUNS

Executive Director of Principal Gifts

Office of the Vice Chancellor for Institutional Advancement
University of Illinois at Urbana-Champaign
217.300.0589 | dbruns@illinois.edu | with.illinois.edu



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--

Gene E. Robinson
Director, Carl R. Woese Institute for Genomic Biology
Swanlund Chair
Center for Advanced Study Professor in Entomology and Neuroscience

University of Illinois at Urbana-Champaign
1206 West Gregory Dr. | M/C 195
Urbana, IL 61801
217-265-0309 | generobi@illinois.edu
www.igb.illinois.edu
Laboratory website: www.life.illinois.edu/robinson

Administrative Assistants:

Carl R. Woese Institute for Genomic Biology

Mary Callaway

Room 1606

Tel. 217-265-0340

mabrown5@illinois.edu

Robinson Laboratory

Tish Cundiff

Room 2414

Tel. 217-265-7614

lcundiff@illinois.edu

From: [Yun, Joseph T](#)
To: [Robinson, Gene E](#); [Kidwell, Kimberlee K](#); [Bruns, David A](#)
Cc: [Benson, Barry D](#); [Kirby, Erin](#); [Meenen, Kimberly K](#)
Subject: Re: Social Macroscope Project
Date: Friday, April 17, 2020 2:01:11 PM
Attachments: [image001.png](#)

Gene, I absolutely agree with your thoughts here. I have been very clear with Melissa and Robin (public affairs) in that I really look to them for the content. They are definitely the experts. I have spoken to them both about this project.

My skill would be taking that content and algorithmically getting it matched appropriately.

Very excited,
Joe

JOSEPH T. YUN, PH.D.

Research Assistant Professor of Accountancy, Advertising, and Director of Data Science Research Service

Department of Accountancy, Gies College of Business

Charles H. Sandage Department of Advertising, College of Media

2046 BIF | 515 E Gregory Dr.

Champaign, IL 61820


217.333.8178 | jtyun@illinois.edu

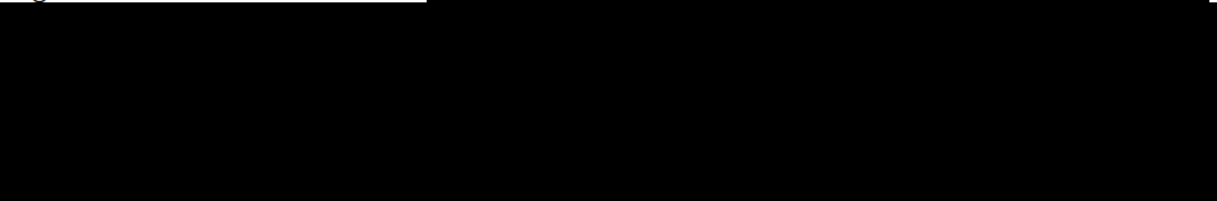
www.josephtyun.com

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From: Gene Robinson <generobi@illinois.edu>
Date: Friday, April 17, 2020 at 1:57 PM
To: "Kidwell, Kimberlee K" <kkidwell@illinois.edu>, Joseph Tek Yun <jtyun@illinois.edu>, "Bruns, David A" <dbruns@illinois.edu>
Cc: "Benson, Barry D" <bensonb@illinois.edu>, "Kirby, Erin" <ekirby2@illinois.edu>, "Meenen, Kimberly K" <kmeen@illinois.edu>
Subject: Re: Social Macroscope Project

Hi All,

I agree with all of Kim's comments. 



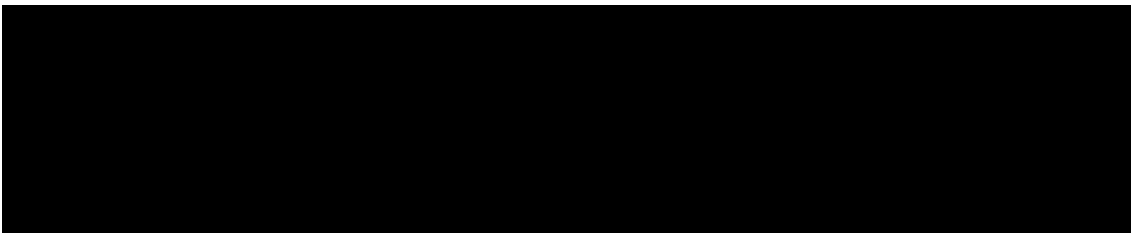


Best,
Gene

On 4/17/20 12:33 PM, Kidwell, Kimberlee K wrote:

Hi everyone,
I hope this email finds each of you safe and well.

The revised proposal reads very nicely and aligns well with the last conversation we had with Robb. Well done Joe!



I am grateful to be in this conversation and look forward to evolving this project with all of you.

Thank you for your efforts.

Sincerely, Kim

Dr. Kim Kidwell, Dean
Robert A. Easter Chair
College of Agricultural, Consumer, and Environmental Sciences (ACES)
227 Mumford Hall, MC-710
1301 West Gregory Drive

Urbana, IL 61801
217-333-0460
kkidwell@illinois.edu

From: Yun, Joseph T <jtyun@illinois.edu>
Sent: Tuesday, April 14, 2020 3:38 PM
To: Bruns, David A <dbruns@illinois.edu>; Kidwell, Kimberlee K <kkidwell@illinois.edu>; Robinson, Gene E <generobi@illinois.edu>
Cc: Benson, Barry D <bensonb@illinois.edu>; Kirby, Erin <ekirby2@illinois.edu>; Meenen, Kimberly K <kmeenen@illinois.edu>
Subject: Re: Social Macroscope Project

I look forward to your feedback Gene and Kim. I am very excited about this project and the impact that this can have. Advertising can be used for good.

Joe

JOSEPH T. YUN, PH.D.

Research Assistant Professor of Accountancy, Advertising, and Director of Data Science Research Service

Department of Accountancy, Gies College of Business

Charles H. Sandage Department of Advertising, College of Media

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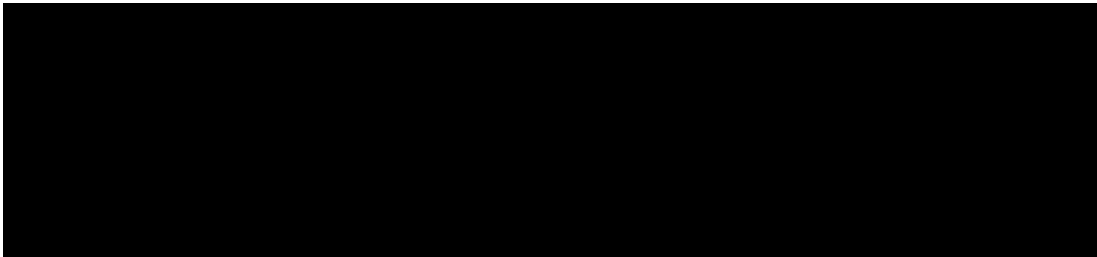
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From: "Bruns, David A" <dbruns@illinois.edu>
Date: Tuesday, April 14, 2020 at 3:06 PM
To: "Kidwell, Kimberlee K" <kkidwell@illinois.edu>, "Robinson, Gene E" <generobi@illinois.edu>
Cc: "Benson, Barry D" <bensonb@illinois.edu>, Joseph Tek Yun <jtyun@illinois.edu>, "Kirby, Erin" <ekirby2@illinois.edu>, "Meenen, Kimberly K" <kmeenen@illinois.edu>
Subject: Social Macroscope Project

Hi Kim and Gene,

I hope you and yours are safe and well.

At our last meeting with Robb earlier this spring, we promised to deliver to him in April a more detailed outline of the Social Macroscope project proposed by Joe Yun (copied). [Here is that revised outline](#) for your review. Coincidentally, since our meeting with Robb, Facebook issued an [RFP for its Foundational Integrity Research: Misinformation and Polarization initiative](#), to which Joe plans to submit a proposal in support of the Social Macroscope project as well. We've included a draft of the Facebook proposal in the concept paper to Robb to garner his insight and feedback.



As always, I welcome and value your thoughts and feedback.

Stay well, my friends.

David

DAVID BRUNS

Executive Director of Principal Gifts

Office of the Vice Chancellor for Institutional Advancement
University of Illinois at Urbana-Champaign
217.300.0589 | dbruns@illinois.edu | with.illinois.edu



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--

Gene E. Robinson
Director, Carl R. Woese Institute for Genomic Biology
Swanlund Chair
Center for Advanced Study Professor in Entomology and Neuroscience
Director, Bee Research Facility

University of Illinois at Urbana-Champaign
1206 West Gregory Dr. | M/C 195
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Room 1606

Tel. 217-265-0340

mabrown5@illinois.edu

Robinson Laboratory

Tish Cundiff

Room 2414

Tel. 217-265-7614

lcundiff@illinois.edu

From: [Kidwell, Kimberlee K](#)
To: [FRALEY, ROBERT T \[AG/1000\]](#)
Subject: Response to Text
Date: Wednesday, February 05, 2020 12:47:00 PM

Hi Robb,

Thanks for your text. My responses to the issues at play are below. Please let me know if you would like to schedule a phone conversation for further discussion:

1. I checked my calendar on April 21st. Scott Angle from NIFA is supposed to be on campus that day. I think he is coming to us from St. Louis on the 20th. I am not sure what his schedule is yet but I might be able to leave around noon to make it to St. Louis by 3:30 pm.
2. The central Foundation Office is working on the revision of the concept note based on feedback from our conversation. A major portion of the rewrite I made was in the front end of the document. As a teaser – I am not sure how this will be edited before being finalized for you – this is how I reframed the concept:

Perspective drives the decision-making process. As challenges related to feeding an expanding world population, addressing the impacts of climate change and navigating a global economy continue to elevate, providing accessible, science-based evidence to inform decision making by policy makers, influencers and the general public is more important now than ever. Scientists do an outstanding job of making discoveries and generating content that has the potential to address the world's grand challenges; however, this information often is not framed in a way that is understandable to the general public. In the confusion, emotions often overshadow scientific evidence, which can lead to devastating results that limit the adoption of valuable, innovative technology.

There is an incredible need for research designed to address issues related to enhancing the food system while protecting the environment. To maximize the influence of evidence for decision making, we must develop pathways for scientists to improve their ability to communicate results to broad audiences using modern technology. Scientific data must be re-packaged in a manner that enhances public consumption thereby expanding influence beyond our peer base, targeted audiences and/or people who align with our perspectives.

The Science Communication Center at the University of Illinois Urbana-Champaign will specialize in training people in the art of effective scientific communication, emphasizing the use of digital platforms to expand the impact of their results through accessible messaging. We will reinvent the approach to science communication, breaking down the barriers between the generation of scientific evidence and society's ability and willingness to utilize this information for decision-making.

3. You will be interested to know that we recently interviewed three stellar candidates for the Evans Chairs in Ag Comm. Although we are working through the hiring process at the moment, I am cautiously optimistic that we will seat a highly respected person in the field in the chair. Righting that chair has been a high priority to me – Jim deserves to be honored appropriately. We are almost there.

I enjoy interacting with you. You always challenge me to dream big ... and to make the dream happen.

Take care, Kim

Dr. Kim Kidwell, Dean

Robert A. Easter Chair

College of Agricultural, Consumer, and Environmental Sciences (ACES)

227 Mumford Hall, MC-710

1301 West Gregory Drive

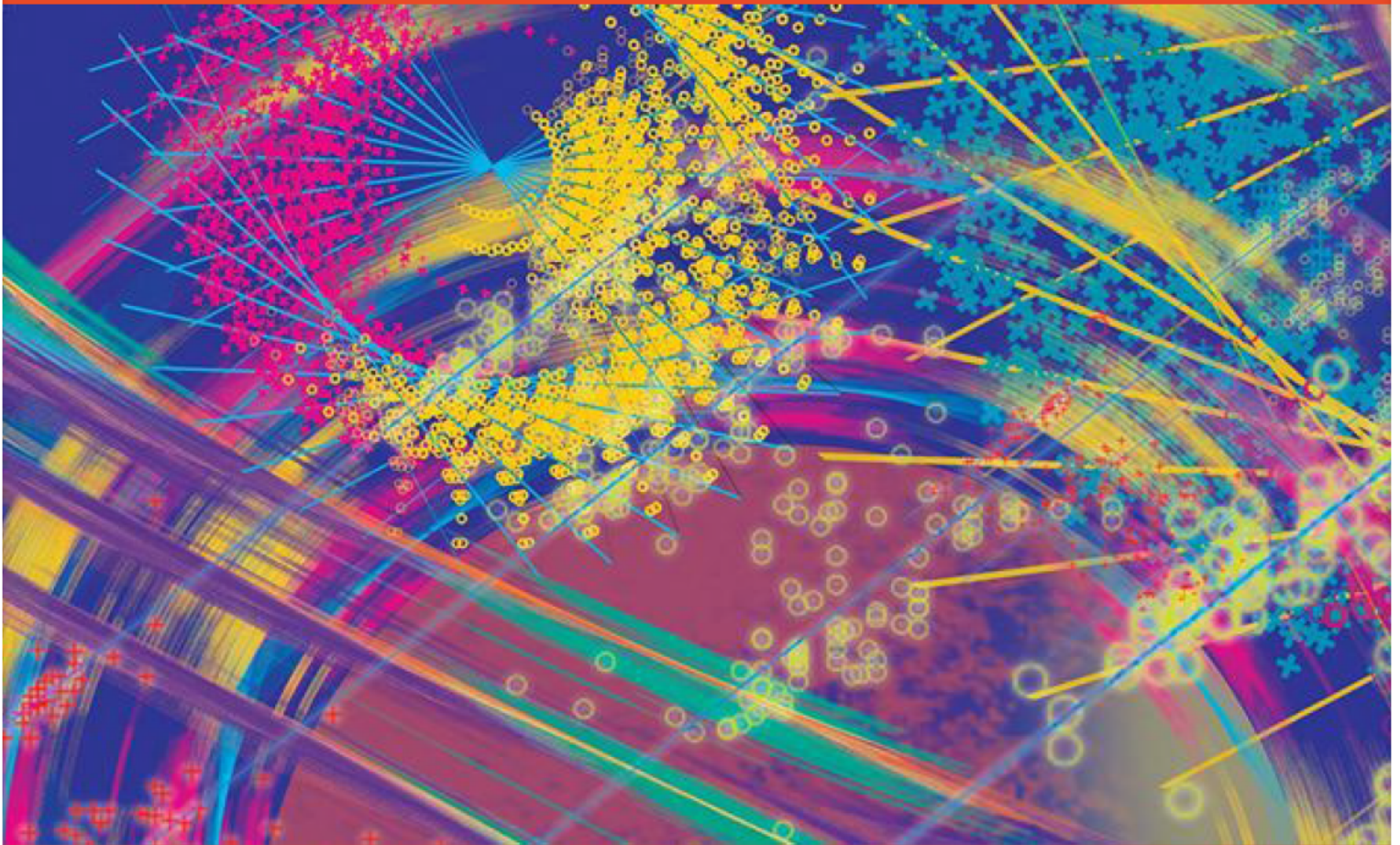
Urbana, IL 61801

217-333-0460

kkidwell@illinois.edu



CHANGING THE WORLD THROUGH SCIENCE COMMUNICATION



I ILLINOIS
Office of the Vice Chancellor
for Institutional Advancement

**Presented to Robb & Laura Fraley
December 2019**



OVERVIEW

We believe it's critically important to be a part of the conversation and help people understand the approaches that are a part of global agriculture. We're actively joining the conversation and so is the public and private sector.

—Robb Fraley

Now, more than ever, it is imperative that we train our scientists and academics to communicate research and discoveries to the general public in a way that is accessible and will be embraced by everyone. We need coordinated action and common ground for conversations to solve global problems and meet the world's increasing needs. As you are aware, GMOs have been widely misunderstood by the general public, despite the best efforts made by researchers with certain populations, such as farmers. And we have seen and will continue to see the dire consequences of societal skepticism with issues such as climate change and vaccines. No doubt we will face the same challenges with yet-to-be-seen breakthroughs whose benefits will need straight-forward and comprehensible messaging.

Because the very nature of science is interdisciplinary, no institution is better positioned to communicate across all disciplines to the general public than the University of Illinois at Urbana-Champaign. With a distinctive engine of 150+ centers, laboratories and research institutes, 2,963 faculty, and a rank of 4th in the country for earned doctorates, Illinois is uniquely situated to communicate science at scale. The impact of this is measured by a society that understands the



importance and relevance of science; a society that appreciates the limitless possibilities of science; a society that respects and embraces science.

The Science Communication Center at the University of Illinois at Urbana-Champaign will reinvent science communication, breaking down the barriers between science and society's understanding of science.

OPPORTUNITY

Science communication at Illinois is not new. Many programs belonging to celebrated and diverse faculty claim international recognition. What's missing is the intentional, sustainable support of these programs and the ability to scale. The Science Communication Center at Illinois will be led by a senior faculty member who will harness existing successful programs under one umbrella and build additional initiatives and partnerships to reinvent science communication.

STRUCTURE

The Science Communication Center will connect and support:

- **Workshops and Training** integrating the Alda Method® of improvisational techniques for faculty, staff, and students, to relate their innovative ideas and discoveries to a broader audience, including colleagues in academia, publishers, funders, policy makers, and the general public.
- **Science Communication Courses** offering academic opportunities across disciplines and levels of study.
- **Public Engagement Efforts** including the Entomology Department's internationally renowned Insect Fear Film Festival, the Carl Woese Institute of Genomic Biology's (IGB) World of Genomics events offered to thousands of individuals in major venues across the country, and Agronomy Day, which hosts agricultural professionals from around the world.
- **Science & the Arts**, promoting the enhancement and visibility of exhibits such as the IGB's Art of Science and sustaining NCSA's nationally renowned Advanced Visualization Lab.

These and numerous other public engagement and outreach programs would be sustained and marketed more broadly to serve new audiences, making science more accessible to the public.



IMPACT

The Science Communication Center at Illinois will expand our commitment to the advancement of scientific exchange. The University of Illinois at Urbana-Champaign's service-oriented approach and influence in the broader scientific community perfectly positions this Center for excellence.

Robb and Laura, your demonstrated appreciation of the value and significance of our mission – from your support of our newest endeavors, like the Carle Illinois College of Medicine, to your major investments in four other campus units – illustrates your vision of and commitment to the campus as an institution of distinction, with a world-class reputation in research, teaching, and public engagement. Your commitment of talent, time and energy to the College of ACES, IGB Leadership Council and the University of Illinois Foundation Board of Directors, is evidence of how deeply you believe in what is possible at the University of Illinois at Urbana-Champaign.

This Center will be an extension of the excellence you have helped to create at Illinois. It will lay the groundwork for bringing together experts with a common goal to reach out to countless communities, advocating the merits of science, and fostering both awareness and appreciation for the bold innovations of today and tomorrow.

We look forward to exploring this opportunity in more detail, as we build the future, together.

With you, with Illinois, we will change the world.

Science-focused Social Media Listening and Communication Software: A Proposal

“In recent years, the explosion of social media platforms and the public collection of social data has brought forth a growing desire and need for research capabilities in the realm of social media and social data analytics. Research on this scale, however, requires a high level of computational and data-science expertise, limiting the researchers who are capable of undertaking social media data-driven research to those with significant computational expertise or those who have access to such experts as part of their research team. The Social Media Macroscopic (SMM) is a science gateway with the goal of removing that limitation and making social media data, analytics, and visualization tools accessible to researchers and students of all levels of expertise” (Yun et al., 2019). The University of Illinois Office of the CIO has funded this project between NCSA and Technology Services, and the funding ends this June. Recently, a \$5M grant was submitted to NSF to further build out the technology.

The Macroscopic could host additional applications that strategically enable the University to communicate science. ***We have an opportunity to create the first “Science-focused Social Media Listening and Communication Software”*** that takes advantage of artificial intelligence to mine science based social media traffic, allowing the University to proactively publish scientific communication in a timely and impactful way. The cost of creating this app is outlined below:

\$50,000 – annual cost to host science gateway on HUBzero’s technology platform

\$80,000 – one-time cost to pay NCSA developer for one year

\$X,XXX – overhead of NCSA application development

\$10,000 – one-time cost to pay student to work with developer in creation of app

\$14,444 – one-month summer funding to pay Joseph Yun to manage project

The benefits of this app are as follows:

1. Illinois would be the first University to create and host this software, truly innovating higher education communications and marketing
2. Illinois’ reputation would be elevated, particularly to prospective undergraduate and graduate students, and early career faculty recruits
3. Illinois has an opportunity to license use of our Science-focused Social Media Listening and Communication Software intellectual property to other academic institutions, thus not only allowing for self-sustenance, but opening the door for revenue generation while promoting science communication around the world
4. Illinois would take a leadership role in further promoting science communication, enabling more citizens the opportunity to understand the world around them

- Improve the internship marketing relationship between the Research Park and ACES. More ACES students need to be hired by the ag companies there. (Kim will follow up with Dave Rosch, Jeanne Drasgow and Pedro about this problem.)
- Bayer is interested in developing a City Scholars like program with ACES for undergrads and/or graduate students.
- Send them information about the ACES Leadership Academy to demonstrate our efforts to integrate life-skill enhancement into our curriculum, and to provide access to training for students, staff, faculty and external participants. (Kim will follow up on this.)
- Curriculum needs, student competencies (Adam/Brian can discuss these with faculty)
 - Life-skills
 - Machine Learning
 - Quantitative analytics
 - Genome wide selection – genomics
 - R-coding
 - Statistics
 - Supply chain / operational research
 - Ability to translate content to context
 - Science literacy
 - Critical thinking
 - Willingness to engage - curiosity
- Create a special topics course that rotates among industry partners to bring industry relevance into our classrooms (Adam/Brian)
- Ask Sam Eathington and Chris Harbourt how the envision extension supporting a data analytic-based world.
- If extension focuses on on-farm, applied research, how will we fund it? (Adam)
- We should develop a critical conversation debate platform in ACES around controversial/relevant topics in the food, health and well-being, environment space that involve bringing experts to campus. This could be done in a panel format. (Kim did something like this in a former life. Will talk to the new AD of OAP about this. OAP or OR should host these with support from OMC. Perhaps OR should host if we want to do one this fall – German.)
- Send Janice Edwards the Talent Gap proposal. Who has her email address?