

From: jm@perswatch.net
Subject: TIAA-CREF Survey: Applicability to CalPERS
Date: July 15, 2006 10:28:22 AM PDT
To: Rob_Feckner@CalPERS.CA.GOV
Cc: George_Diehr@CalPERS.CA.GOV
Priya_Mathur@CalPERS.CA.GOV

Dear Mr. Feckner:

I wanted to be sure you have seen the [attached report](#) on a recent survey by TIAA-CREF. The survey sought to examine participants' attitudes around Socially Responsible Investing (SRI), to gauge their knowledge of and commitment to TIAA-CREF's SRI strategies, and to inform the company's SRI strategies moving forward.

I'd like to see CalPERS take a somewhat similar survey of our members and eventually extend that to taxpayers, focusing on corporate governance and investments that yield collateral benefits. The results of such a survey could provide critical support when CalPERS is accused of pursuing a "social agenda" or when we are under attack to change from defined benefit to defined contribution plans. It will also help board members to determine a baseline from which you know you shouldn't stray too far without educating and/or carrying out a dialogue with members and taxpayers.

You could start very inexpensively by posting some trial surveys on the CalPERS website. These pretest results could help shape the educational component and how questions are phrased in a more thorough survey.

Sincerely,

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