

Meeting of the UC Merced Alumni Association Board

Saturday, April 13, 2013
2:30 to 5:30 p.m.
Room 159, Kolligian Library, UC Merced



MINUTES

- I. Call to Order, Introductions & Approval of Minutes Uday Bali
2:30 – 2:45 p.m. *President, UCMAA Board*

Uday Bali motioned to approve the minutes; Jacqueline Yanez seconded the motion. The motion passed unanimously.

- II. UCMAA Resolution to Support 2020 Project Keith Ellis
2:45 – 3 p.m. *UCMAA Board Member*

Keith Ellis shared that the Chancellor spoke at a recent Regents meeting about building partnerships with private and public companies to help alleviate lack of campus space, following recommendations from the Urban Land Institute. These public-private partnerships would change UC Merced's Long Range Development Plan as approved. This resolution is to show the Board's support of the Chancellor's new initiative that she refers to as the 2020 Project.

Motion to make friendly amendment removing Section IV and V and approving the document by the Board by Jackie Shay; motion seconded by Jason Castillo. Motion passed unanimously.

- III. UCMAA and SAA Relationship Christopher Abrescy
3 – 3:15 p.m. *UCMAA Board Member*

Christopher Abrescy opened discussion on how to get current students involved with the UCMAA and proposed forming a subcommittee to set a goal for student-alumni engagement with the Board and tactics for reaching that goal. The Board discussed several ways to build connections with students through internships, professional networking or job opportunities. The Board also suggested having SAA Leadership attend UCMAA Board meetings.

The following Board members volunteered to serve on the SAA-UCMAA Subcommittee: Christopher Abrescy (Lead), Maricela Rangel-Garcia, Yaasha Sabba, Jose Godinez and Keith Ellis.

- IV. Alumni Giving Task Force Report Yaasha Sabba
3:15 – 3:30 p.m. *UCMAA Board Member*

Yaasha Sabba reported on his work with the Alumni Giving Task Force at UC Merced. The Task Force has spent time reviewing UC Merced's makeagift.ucmerced.edu web site, investigated text-to-give programs and discussed the UCOP You Promise campaign to help raise funds through support of individual commitments. The greatest achievement at this point of the Task Force is the creation of an Alumni Association fund so that donations can now be directed to support alumni programs.

Yaasha Sabba also reported out on the latest alumni giving numbers. Fifty-five alumni have donated since July 1, 2012 which is a rate of 2.5 percent alumni giving participation. One hundred thirty-four alumni need to make a gift to UC Merced in order to reach our goal of 8.4 percent alumni giving.

Heather Buckner introduced the School Battle that will be taking place June 1 through 30 this year. Modeled after our successful Class Battle last June, the School Battle will encourage a competitive edge to alumni giving.

- UCMAA Board Call-a-thon Review

Uday Bali

Two interns, seven Board members on campus and five Board members off campus participated in the UCMAA Board Call-a-thon on December 1. Four hundred sixty-seven alumni were called; Board members spoke with 117 alumni, left 270 messages and got updated contact information on 162 alumni. As a result of our calling efforts, 12 alumni made gifts to UC Merced totaling \$546.00. The total cost to support the Call-a-thon was \$84.

Uday Bali shared that he saw the outreach as being successful and that it was something the Board could do again to support alumni giving.

V. UCMAA Board Member Giving Discussion

Keith Ellis

3:30 – 4 p.m.

Keith Ellis discussed the idea that Board members should be required to donate to UC Merced in order to symbolize their commitment to the organization, lead by example and demonstrate their support of UC Merced.

Josh Bolin shared concerns with this idea in that our young alumni Board members might be unemployed or in graduate school and unable to support UC Merced with even the smallest donation and requiring them to do so would limit our ability to recruit strong leaders or would be encouraging fiscal irresponsibility.

Several Board members shared that they consider giving to be an important responsibility of the Board and that it should be highly recommended to Board members through their service but that it should not be mandated for participation.

The group discussed the importance of encouraging giving to Board applicants and evaluating applicants on whether or not they have chosen to give to UC Merced (weighing their application with that criterion). The Board also discussed only considering applicants as finalists if they have given to UC Merced.

The Board also discussed why alumni might not be giving and how we can educate our current students on the importance of giving back to UC Merced. The Board agreed that the new SAA-UCMAA Subcommittee should try to address this in their discussion of how to connect the UCMAA to the SAA and educate students on the importance of philanthropy.

Ultimately, the Board decided not to vote on the UCMAA Board Member Giving Requirement and instead encourage applicants to the Board to make a gift through the application process. This was tabled to be further discussed at the UCMAA Board Selection in FY14 agenda item.

BREAK – 4 – 4:10 p.m.

VI. UCMAA Financial Support Discussion

Keith Ellis

4:10 – 4:40 p.m.

Keith Ellis discussed the UCMAA Financial Plan Proposal he had crafted and developing a subcommittee of the Board to investigate a financial support plan for the UCMAA. James Kirby suggested the option of initiating a membership fee for the UCMAA as one option to financially support our growth; Keith said that was one option but he also wants to explore others. The subcommittee will bring any official recommendations to the Board at future meetings if they deem it necessary to amend our bylaws or make changes to the UCMAA Constitution.

The following Board members volunteered to serve on the Financial Planning Subcommittee: Keith Ellis, Sam Fong, Yaasha Sabba, James Kirby and Evelyn Hoyo.

VII. Regional Programs Review
4:40 – 5 p.m.

James Kirby
UCMAA Board Member

James Kirby provided a report on regional programs coordinated through the UCMAA and shared his UCMAA DC Chapter review of the past year. James encouraged thoughtful programming for future regional activities and not just events for the sake of events. He also shared a review of the UCOP-initiated discussion with all 10 UC DC-area chapter leaders earlier this year, and UCOP's commitment to supporting chapter activities in the area.

The group then reviewed a new chapter charter request – UCMAA Greater Sacramento Valley Chapter. Keith Ellis explained that this chapter is focusing their attention on building a strong advocacy network in the Sacramento area to strengthen our connections in that area. They plan to work closely with our Governmental Relations team to ensure that they are supporting UC Merced's initiatives.

Josh Bolin motioned to approve the charter for the establishment of the UCMAA Greater Sacramento Valley Chapter; motion was seconded by Jackie Shay. Motion was passed unanimously.

VIII. UCMAA Board Selection in FY14
5- 5:15 p.m.

Sam Fong
Vice President, UCMAA Board

In follow up to previous Board discussion on how Board applicants are reviewed and selected, Sam Fong presented the application criteria that the Nominating Committee is planning to use in evaluating applicants to the Board.

The Nominating Committee changed the three point scale on question responses to a four point scale to help more heavily weigh question responses. The Nominating Committee also added in the giving component to the application review to align with the Board's priorities. The Nominating Committee also added in a question just for re-applying Board members so that they can be evaluated based on their Board service in the re-application process. The Nominating Committee also removed any application weighing based on geographic area per the Board's recommendation.

Josh Bolin questioned the point system noted throughout the application criteria document. He expressed several issues with the number-based criteria and feared that using this system would disqualify worthy applicants.

Uday Bali suggested that maybe including a requirement for applicants to list references would be beneficial so that we could see the applicants' network and in turn know if they'd be able to leverage that network in Board service. Jackie Shay countered that applicants could just list people they knew without actually demonstrating that they could leverage them for the alumni network.

Josh Bolin requested that all applicants be distributed to the Board and allow the Board to weigh in on selections. Keith Ellis shared that by sending the applications to the entire board, it would negate the role of the Nominating Committee. Their role is to review the applicants and present the best ones to the Board for approval. Their existence as outlined in the UCMAA Board By-laws outlines that they are vetted with the authority to make those recommendations to the Board.

Heather Buckner offered the opportunity that if Board members wanted to review the applications as well, they were welcome to participate in the Nominating Committee meeting as a non-voting member so that they could have their voice heard during the decision-making process without taking away from the Nominating Committee's role.

Jose Godinez expressed concerns over the application criteria as well.

Keith Ellis argued that the application criteria were guidelines for the nominating committee and that it should be approved by the Board as a non-binding agreement. A guideline is fundamental to the Board but is something that should be left to the committee for correction.

Motion by Josh Bolin to return the UCMAA Board Application Criteria guidelines to Nominating Committee for revision; motion not seconded.

Motion by Keith Ellis to approve the UCMAA Board Application Criteria guidelines as amended; motion was seconded by Jackie Shay. Nine voted in favor and four voted against with one abstention. Motion is passed.

Heather Buckner shared that the anticipated timeline for applications would be to announce the application process to the UCMAA on June 15 and close the application process on July 15. Then the Nominating Committee would review the applications the week of July 19 – 22 in preparation for the UCMAA Board Meeting on Saturday, July 27.

Josh Bolin requested that the July 27 meeting date be moved to allow for members of the Board to take the California Bar Exam.

IX. AAUC Meeting Review
5:15 – 5:25 p.m.

Heather Buckner
Director of Alumni Relations

Heather Buckner gave a brief review of the AAUC meeting hosted on March 18 at UC Davis. She reviewed the You Promise Campaign and UCOP DC Outreach that had earlier been reported at today's meeting and announced that the next meeting of the AAUC is Monday, May 13.

X. Adjourn and Schedule Next Meeting
5:25 – 5:30 p.m.

Uday Bali

Motion to adjourn made by Josh Bolin; seconded by Efferman Ezell. Motion passed unanimously.