

Meeting of the UC Merced Alumni Association Board

Saturday, October 27, 2012

9 a.m. to 12:30 p.m.

Garden View Dining Room, Yablokoff-Wallace Dining Center, UC Merced

MINUTES

Present: Vice President **Sam Fong** (Management/BS/2009), Secretary **Jason Castillo** (Biology/BS/2009), **Eve Delfin** (Social & Cognitive Science/BA/2006), **Josh Franco** (Social & Cognitive Science/BA/2009), **Jose Godinez** (Political Science & Sociology/BA/2011), **Jacqueline Miramontes** (Psychology/BA/2010), **Kevin Rico** (Management/BS/2010) and **Jackie Shay** (Biological Sciences/BS/2009).

Web Conferencing: **Keith Ellis** (Political Science & Management/BS/2012), **Efferman Ezell** (Psychology/BA/2009), **James Kirby** (Political Science/BA/2010) and **Eve Hoyo** (Computer Science & Engineering/BS/2012).

Staff Attending: **Heather Buckner** (Director of Alumni Relations), **Kyoki Prusela Phillips** (Alumni Relations Intern) and **John Valva** (Executive Director, UCOP Office of Alumni Affairs, Special Events).

Not present: **Christopher Abrescy** (Managements/BS/2009), **President Uday Bali** (Environmental Engineering/BS/2008), **Joshua Bolin** (World Cultures & History/BA/2007), **Michael Oliveira** (Bioengineering/BS/2009), **Elizabeth Perkins** (Sociology/BA/2011), **Maricela Rangel-Garcia** (Biological Sciences/BS/2009) and **Yaasha Sabba** (Biology/BS/2009).

I. Call to Order & Introductions
9 – 9:15 a.m.

Heather Buckner
Director of Alumni Relations

II. Action Items Review
9:15 – 9:30 a.m.

Heather Buckner

III. AAUC Conversation
9:30 – 10:15 a.m.

John Valva
*Executive Director, UCOP Office
of Alumni Affairs, Special Events
and Protocol*

AAUC Mission –

The mission of the Alumni Associations of the University of California is to enrich the lives of UC alumni and ensure the UC system remains in your lives. There are 1.6 million UC alumni. We need as many individuals as possible getting involved in a philanthropic capacity. We need more awareness and advocacy for the UC from all Californians, since our Sacramento support has been on a decline for the past few years. We hope to raise awareness through projects like ‘Onward California’ whose purpose is to educate the 40 million Californians on how the UC affects them on a day to day basis.

Prop 30 – AAUC Reaction –

In regards to budgeting cuts from the state, no one likes what has been happening for the past few years. This also reinforces the importance of our alumni. If Prop 30 doesn't pass (it's possible), tuition will rise in mid- academic year (January). To get the facts on Prop 30, visit <http://www.universityofcalifornia.edu/news/article/28563>

UC Merced Regent Representation–

Currently, UC Merced does not have a Regent representative but is scheduled to have one in 2022. Beyond that, UC Merced also does not have a voting member on the AAUC. If you'd like to amend the AAUC By Laws to add a voting member, consider a time and place to motion. Before doing so, a UC Merced representative should attend a few meetings first and get a better understanding of how the Board works and their role on it. The next AAUC Board meeting is scheduled for March 18, the day before UC Day March 19.

IV. Campus & Alumni Relations Updates
10:15 – 10:20 a.m.

Heather Buckner

Founders Day Events Highlight Campus's First 10 Years -

<http://www.ucmerced.edu/news/founders-day-events-highlight-campus-first-10-years>

Campus Grows Valley Investment, Boosting Area's Economic Strength -

<http://www.ucmerced.edu/news/campus-grows-valley-investment-boosting-areas-economic-strength>

Enrollment Continues to Climb at UC Merced –

<http://www.ucmerced.edu/news/enrollment-continues-climb-uc-merced>

BREAK

10:20 – 10:40 a.m.

New Discussion Item: Proposition 30 –

Sam Fong

Vice President, UCMAA Board

First and foremost, the board urges all alumni to vote and be informed on all propositions on the ballot.

The Board discussed whether or not the Board would like to endorse Proposition 30 like the AAUC did.

Jose Godinez suggested that since a resolution was written that could be presented to the Board at this time, that we treat this as a learning experience and come prepared to the next meeting.

Josh Franco suggested that he write a resolution that would then be circulated to the Board for e-mail vote.

Heather Buckner reminded the Board that an e-mail vote required 100 percent approval to pass.

James Kirby motioned to authorize board member Franco to draft a resolution in support of Prop 30 to be considered for a vote by the full board via email by this coming Wednesday. Jackie Shay seconded the motion.

Motion passed with 11 in favor and one opposed.

V. UCMAA Regional Programs
10:30 – 10:45 a.m.

James Kirby

UCMAA Regional Activities– The UCMAA has tried to host several regional programs since the Board’s last meeting. Of these regional programs, three were cancelled due to low alumni interest.

UCMAA Chapter Charter Review – Alumna Liz Kang submitted a charter and plan proposal for a San Francisco Bay-area Chapter. The Board reviewed the Charter and Plan and discussed their role in creating other chapters in the Bay if future charters are submitted. At this time, all alumni living within a 30 mile radius of a San Francisco Bay Area chapter event will be invited, but if in the future there is another chapter proposed within the Bay Area, then the new chapter would need to be approved by the board and the San Francisco Bay Area chapter will not have events within a 30 mile radius of the new chapter.

Keith Ellis motioned to vote on the charter. Jackie Shay seconded the motion.

Motion passed with 12 in favor. None opposed.

VI. UCMAA Giving
10:45 – 11:15 a.m.

Heather Buckner

Alumni Giving-

Alumni giving rate last year was 4.2 percent. When asked, alumni from UC Merced believe that their fellow alumni are giving. They think everyone else is giving. The Alumni Relations offices’ goal is doubling alumni giving rate to 8.4 percent, which is still lower than the national average of 13.5 percent. Since July 1st, nine alumni have given, ranging from \$5 to \$60. It doesn’t matter how much you can give, the percentage of alumni who give to the University is a statement. A statement we could use as leverage in AAUC, the state, and the country.

Rebranding of Chancellor’s Pioneers to GOLD Society –

A pioneer is a person who is clearing a new path; giving back to UC Merced should not be a pioneering act. With the new rebranding, GOLD Society will not be a membership group, but a recognition society. Unlike the Chancellor’s Pioneer program, alumni are no longer restricted to donate into the Annual Fund. Alumni may donate to any UC Merced fund, and they will be recognized at the GOLD Society level in the Annual Donor Report

Creating a simpler online giving site –

We need a simple set up page asking donors for their first last name, the amount, and that’s it. The drop down menu is not effective. By evolving the page to be more user friendly, we can promote it more easily.

Josh Franco: We need simple donation form, which looks like a Splash page. If possible, the website should be up and running by the Board Call-a-thon. The site should be mobile ready. We should also look into text messaging so alumni can text a number and donate that way.

VII. UCMAA Board Call-a-thon
11:15 – 11:50 a.m.

Heather Buckner

Make a gift website is managed by BSU-

If the board would like an active role in updating the website, there are two options:

- 1) Create our own web page that we can send funds for, but it will be limited to three
- 2) Join meeting with Development regarding BFS

James Kirby suggests looking into Connecttogive.com and that we need a follow up metric to measure if the Board Call a thon is effective.

The purpose of the Call-a-thon is to introduce the Board to the alumni community, tell them about our initiatives, and increasing alumni giving rate. In the coming weeks, we urge board members to post on their social media an article urging your fellow alumni to “Pick Me!”.

Discussion: Can we send bumper stickers to givers? Like PBS?

More information in November regarding Phone a thon will be issued. Email Heather your preferred call list ASAP.

VIII. Next Meeting: Date, Time, Location, and Format

The next UCMAA Board meetings will occur as follows. Please mark your calendars.

Saturday, December 1 – 9 a.m. – 1 p.m. PST

Saturday, April 13 – Noon – 3 p.m. PST

Saturday, July 27 – Noon – 3 p.m. PDT

IX. Adjournment
12:30 p.m.