

# Meeting of the UC Merced Alumni Association Board of Directors

Saturday, January 24, 2015  
 10:04 AM-1:00 PM  
 Science & Engineering Building 2 - 302



## MINUTES

### \*Action Item\*

#### Attendance:

**In-Person:** K. Ellis, J. Shay, T. Albertson, W. Hamilton, S. Anastos, L. Mckinney, M. Lopez

**Conference – Call:** K. Phillips, M. Dimayuga, J. Godinez, J. Kirby, S. Fong

I.	Pre-Meeting Refreshments & Discussions	9:45-10:00	
II.	<b>Call to Order &amp; *Approval of Minutes*</b> Motion to approve minutes T. Albertson Second by W. Hamilton Unanimous	10:00-10:05	Keith Ellis President
III.	<b>*Alumni Campus Employees (ACE) Chapter Approval*</b> Have a good chapter plan. Concerns with Merced Chapter and ACE Clashing. ACE is also a member of Merced Chapter. To be officer, need to be Alumni Employee. W. Hamilton mentions there are about 85 Alumni Campus Employees. Motion by W. Hamilton. Second by S. Anastos. Unanimous	10:05-10:10	W. Kyle Hamilton
IV.	<b>Discuss &amp; Review Board Nominating Committee</b> <b>--By-Laws</b> <b>--Application Process</b> President Ellis sent out Bylaws and necessary documents. Discussion about process and how to change it. No voting or approval. K. Phillips felt questions are not worded to gear towards alumni to show who they are. Not getting alumni who are not directly connected to boards circle. W. Hamilton wants to reach out to student groups on campus and do light recruitment. If we don't have active alumni groups to use networks, will see slow growth in chapters. Not fair to see scoring sheet, or share something with more information to newly engaged alumni. S. Anastos thought process was really opaque, not clear on scoring or future steps. Do some kind of interview portion. M. Dimayuga agrees with interview process. President Ellis said numbers may be high but not all applicants submitted high quality applications. J. Kirby asks if there is an incentive to fill seats. Male-to-female balance needs to be considered. L. Mckinney mentions about recruitment within chapters. Jackie, Kyle, Miguel, Uday, Chris and Keith are members of nominating committee. J. Godinez says not fair to give point per UCM affiliation. Does not like donor	10:10-10:20	Nominating Committee

	<p>component. M. Lopez agrees on UCM Affiliation portion of application. President Ellis says giving should be considered but not weighted as much as it is now. L. Mckinney says to consider as an extra credit option.</p>		
V.	<p><b>Development &amp; Alumni Relations Report</b></p> <p>C. Abrescy introduces JaeJae as new AR Specialist, Kenyneih Williams as new Annual Giving and Stewardship position. C. Abrescy shows map of how UCMAA, SAA, SJV UC are interrelated, goals for this year, and 10 ways alumni can get involved. President Ellis mentions how they will fit into strategic plan. Working on redrafting strategic plan. C. Abrescy also shared calendar of events, which is in draft form. April 11<sup>th</sup> Bobcat Day full plan of events. C. Abrescy thanks those who participated in Giving Tuesday and showed at a glance figures of giving rate as of now. Need 35 donors to meet alumni donor giving rate. L. French wanted to thank everyone for Giving Tuesday, and 100% board giving participation rate. Will be doing Giving Tuesday again next year. President Ellis liked positive energy on social media regardless of if you gave or not. Kelli Abrescy announced gift that supports alumni. The gift is unique because it is a \$1,000 award that is given to an alumnus currently enrolled in Optometry School or an alumnus who graduated from Optometry school or working in field. One component of recipient is to give back into their community. This award can be given out this year. To start a scholarship of this nature it is an endowed fund of \$25,000 and can be awarded at \$1,000 a year. JaeJae put together a reporting structure online.</p> <p>Alumni.ucmerced.edu/impact. President Ellis asked for a way for board to report what they did and it gets recorded with Chris and JaeJae. Want to create a board member impact portion of each board meeting.</p>	10:20-10:30	Chris Abrescy AR Director
VI.	<p><b>*UCMAA Scholarship*</b></p> <p>Taking \$10,000 and endowing. Need to decide number of awards and size of awards. President Ellis suggests 3-4 awards at \$500 a piece. Also looking at who would be envisioned as the ideal scholarship recipient. T. Albertson asks who needs it the most. J. Shay suggests having it being an even \$4,000 would be nice. Who will utilize it properly? W. Hamilton suggests talking to Charles about seeing students who really need it. L. Mckinney suggests nomination process. J. Godinez agrees with nomination process. President Ellis suggests a scholarship per academic school. Kelli Abrescy suggests talking to Kevin Bristow about Guardian Scholars. S. Anastos concern about nomination process and getting word out. T. Albertson mentions this will be positive press for the Alumni Association. S. Anastos asks when it will be awarded. President Ellis says money will be ready for Fall 2015.</p>	10:30-10:50	Keith Ellis President W. Kyle Hamilton

	<p>Nominating two top donors to the fund to add to nominating committee. L. Mckinney says to share on google doc to add any questions. Motion for 4 awards, \$500 a piece, 3 for academic schools one for student Affairs. Motion T. Albertson second W. Hamilton. Vote Unanimous. Nominating W. Hamilton and J. Gutierrez. Motion moved T. Albertson Second L. Mckinney. Opposed J. Godinez. Vote Unanimous.</p>		
	<b>BREAK</b>	<b>10:50-11:00</b>	
VII.	<p><b>Guided Group Discussions:</b>  <b>--Enhancement of Academic Integrity</b>  <b>--Career &amp; Professional Advancement</b>  President Ellis introduces Guests Provost Peterson and Dr. Anna Zanzucchi. Provost mentions it is critical to know if academic opportunities are serving well for our students. Has been challenges articulating what their degree is along other matters and they need to see that and hear that. Dr. Zanzucchi mentions that academic integrity is generational in nature and an ever-evolving topic. Brian O’Bruba mentions that CCPA sat down with President Napolitano to talk about the transition from graduating to getting a job. L. Mckinney mentions that engineering students she has come across have never had a job other than research and out of their current field. Requiring an internship somewhere in all majors. Typing and PC class is important and a vital skill and separates you, it should be a requirement and necessity for upcoming generations. W. Hamilton mentions writing a cover letter, resume and other professional development skills is important and is lacking in some alumni and current students. T. Albertson asks if UC Merced offers basic engineering or science courses for non-STEM majors. Provost Peterson says we do not have this, and agrees we need intro courses and general ed courses should be core to all majors. Students should venture out and take classes that are outside of their major to be well rounded. T. Albertson mentions if you are focusing on a job only then we are in a dead society. Provost says general education is the main subject matter. J. Kirby says liberal arts size in education and diversity was present in UC Merced when he was here. Building organizations, and speaking to professors personally was great. It was a small school feel but with a UC Education. Loves the fact that UC Merced is bringing jobs to the Central Valley. Do a survey to see where alumni are and what their monetary impact is for congressional districts. Can we put a value on where alumni are and what they do? Brian O’Bruba mentions that formal internships are important but students could get involved in other ways either working on a project or other means. Process of commuting to internships can be difficult for students.</p>	11:00-12:00	<p>Tom Peterson  <i>Provost &amp; EVC</i>  Dr. Anne Zanzucchi  <i>Academic Senate</i>  Brian O’Bruba  <i>AVC Campus Life and Director, CCPA</i></p>

	<p>A heat map of alumni is an important tool to use. Heat map about employment BUT also continuing education maps. Alumni can be going out there and making these contacts faster than anyone because they are in these industries and are networking with each other. Informal mentor program. "Alumni Buddies" for next meeting to discuss. Tom Peterson says it is about Friendraising before fundraising. President Eliis mentions to ask alumni what they think about before doing something. Faculty work on grants where alumni participation could be beneficial.</p>		
VIII.	<p><b>Souza Leadership Center and Alumni Partnerships</b>  President Ellis introduces Steve Lerer. Steve thinks that leadership development is very critical for the future. Bringing honor society on campus in Fall. Bobcat leadership series is first part of program. 14 workshops every semester. 7 hours and they graduate from the program. Most jobs will want to require students to go through the leadership program before applying. Second level is P.A.W.S. Third level is Leadership in Action. YLP students are also getting certified in leadership center. Doing student tours of businesses. After completing students will graduate from the center and get an honor stole at commencement. Wants to partner with alumni, invite to panel or look at workplaces for students to go to. Future thought: bring Leadershape to campus. Find people to individually sponsor students to attend conference. About \$1200 per student. Students that do the program all in a semester don't really have anywhere to apply what they learned.</p>	12:00 – 12:25	Steve Lerer OSL Assistant Director for Student Government & Leadership Development
	<b>WORKING LUNCH</b>	<b>12:30</b>	
IX.	<p><b>SAA Events &amp; Bobcat Day Planning Discussion</b>  Feb. 13 is A.L.U.M. Day, having alumni present on campus or social media is critical. Alumni led tours on Bobcat Day. Separate parents and students and do two presentation/panels, alumni take parents, SAA takes students. ALUMPICS and ALUMNIGHT planned for same day. Bobcat Brunch next morning.</p>	12:30-12:45	Amarpreet Maholi SAA President
X	Open Creative Discussions	12:45-1:00	Executive Committee
XI.	ADJOURNMENT	1:00	