

# Meeting of the UC Merced Alumni Association Board of Directors

Saturday, October 18, 2014  
8:45 AM-5:00 PM  
ROOM SSB



## MINUTES

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\*Action Item\*

Attendance:

In-Person: K. Ellis, J. Shay, Y. Sabba, W. Hamilton, M. Lopez, S. Anastos, M. Rangel-Garcia, K. Phillips, L. McKinny, T. Albertson, M. Dimayuga,

Conference- Call: J. Bolin, J. Kirby, J. Godinez

- I. Pre-Meeting Refreshments & Discussions 8:45-9:00
- II. Call to Order & \*Approval of Minutes\* 9:00-9:05 Keith Ellis President  
Motion to approve minutes W. Hamilton Second by M. Lopez Unanimous
- III. Welcome: Development & Alumni Relations Report: 9:05-9:15 Vice Chancellor Kyle Hoffman  
--New Assistant Vice Chancellor Lisa French  
VC Hoffman introduced the new Assistant Vice Chancellor for Development & Alumni Relations Lisa French who supervises the Alumni Relations and Annual Giving Directors. Lisa comes from UCSD. Also, VC welcomed Chris Abrescy into his new role as Alumni Director. Lastly, thanked the board for its leadership and service.
- IV. New Board Member Orientation 9:15-9:35  
--Review Constitution & Bylaws --AAUC  
--Review Mission Clusters --Culture  
President Ellis walked through the New Board member orientation included in the agenda packet explaining various policies and procedures outlined there
- V. Open Creative Discussions 9:35-9:55  
J. Godinez voiced his his satisfaction with board meetings and the lack of substance, which he cited as his rationale for not attending in person.  
  
K. Phillips & L McKinny encouraged members to give to have 100% Board giving participation.
- VI. 2020 Project Update 9:55-10:00 Sara Anastos  
Board Member S. Anastos informed the board of the bidding process for the 2020 Project and projected announcement of a firm at the beginning of 2015. Also, topping off of COB 2 would be in December.
- VII. AAUC Update 10:00-10:05 Keith Ellis President  
President Ellis gave an update of the recent October AAUC Meeting and reception at Blackrock for UC Alumni Leaders. The other UC alumni presidents are very open to joint all-UC events after the success of UCLA's Hollywood event. President Napolitano will propos a 4-5 less than 10% Tuition increase plan for November Regents Meeting in hopes of Governor Brown Buy Out. Also, there is a CA Higher Education PAC for UC, CSU, CCC –driven by alumni

VIII. \*Compliance Resolution\* 10:05-10:10 Keith Ellis President  
 Motion to approve W. Hamilton Second M. Lopez all approved except Y. Sabba

IX. \*Fresno Chapter Charter & Plan\* 10:10-10:20  
 Motion to approve W. Hamilton Second M. Lopez unanimous approved

BREAK 10:20-10:35

X. Leveraging Social Media:  
 --Facebook, Twitter, LinkedIn, Portfolium 10:35-10:50 Chris Abrescy  
 AR Specialist

Ellis and Abrescy spoke of the importance of board members leveraging social media: liking and sharing updates on personal accounts and well as interacting with what is posted on UCMAA accounts. Also, Abrescy showcased Portfolium a new platform similar to linkedin developed by UC Alumni to more effectively showcase student life activities and academic works from linkedin.

XI. Mission Clusters Update:  
 --Community Impact --Philanthropy 10:50-11:00 Executive Committee  
 The Board board up into two groups to discuss these two mission clusters.

XII. Alumni Giving Committee Report 11:00-11:15 Yaasha Sabba

XIII. --New Recurring Giving Portal Secretary  
 giving.ucmerced.edu was launched allowing automatic monthly giving

XIV. Alumni Relations Report 11:15-11:30 Chris Abrescy  
 --CALL-A-THON Report AR Specialist  
 July Call-a-Thon review and statsitics—recommended doing it during the January Winter meeting

XV. ADJOURNMENT 11:30

	LUNCH	NOON	
	PREVIEW DAY & HOMECOMING EVENTS		
	ANNUAL UCMAA MEMBERSHIP MEETING	1:00-2:00	
	SAA TRIVIA	2:00-3:30	
	PAST & PRESENT PRESIDENTS DINNER	4:00-6:00	
	17 <sup>th</sup> STREET HAPPY HOUR & ART HOP	6:00PM	
	SUNDAY BOBCAT BRUNCH @ CINEMA CAFE	11:00 AM	