Meeting of the UC Merced Alumni Association Board of Directors

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

MINUTES

*Action Item*

Attendance:

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
--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 propose 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 AR Specialist  
--CALL-A-THON Report  
July Call-a-Thon review and statistics—recommended doing it during the January Winter meeting

XV. ADJOURNMENT 11:30

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