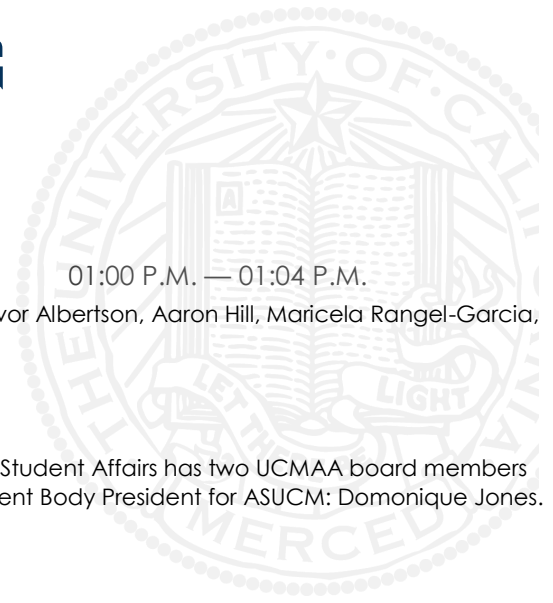




UCMAA BOARD OF DIRECTORS MEETING

JULY 30, 2016 | 1:00 P.M. — 5:00 P.M.

WALTER A. BUEHLER ALUMNI CENTER | DAVIS, CA



01 CALL TO ORDER

01:00 P.M. — 01:04 P.M.

- Those not present were Brooklynn Edwards, Katie Hatfield, Trevor Albertson, Aaron Hill, Maricela Rangel-Garcia, and Yaasha Sabba

02 APPROVAL OF MEETING MINTUES

- Correction: The Chancellor's search committee for the VC of Student Affairs has two UCMAA board members involved: Kyle Hamilton and Danielle Armedilla, and the Student Body President for ASUCM: Domonique Jones.
- Otherwise, minutes approved unanimously.
- Kyle Hamilton motioned approval.
- Danielle seconded motioned. Motioned passed.

03 UC DAVIS PRESENTATION

01:04 P.M. — 01:46 P.M.

- President Keith Ellis introduced Richard Engel, Carrie Wright and Sandré Nelson
- Richard Engel
 - Assistant Vice Chancellor, Alumni Relations
 - Executive Director Cal Aggie Alumni Association
 - Challenges Board to do the following:
 1. Develop ways to keep alumni engaged after graduating
 2. Document events, moments, and history
 3. Keep doing data work — makeup of Alumni and Board representation
 4. Planning for the future
 5. Look at strategic Alliances and partnerships to broaden UCMAA Brand
- Carrie Wright
 - Chief Program Officer
 - Responsible for two programs — Parent Planning and Student Alumni Association

Parent Planning

 - 1,000 members
 - Host several events that market towards keeping Parents of UC Davis students informed of events and deadlines (on and off campus).

Student Alumni Association

 - Student run organization planned and operated by students
 - Contains their own Board of Directors
 - Focuses on Community Service

04 UC MERCED ALMA MATER: "MY MERCED"

01:46 P.M. — 01:50 P.M.

- Board meeting to begin with "My Merced" Alma Mater

05 OPENING REMARKS

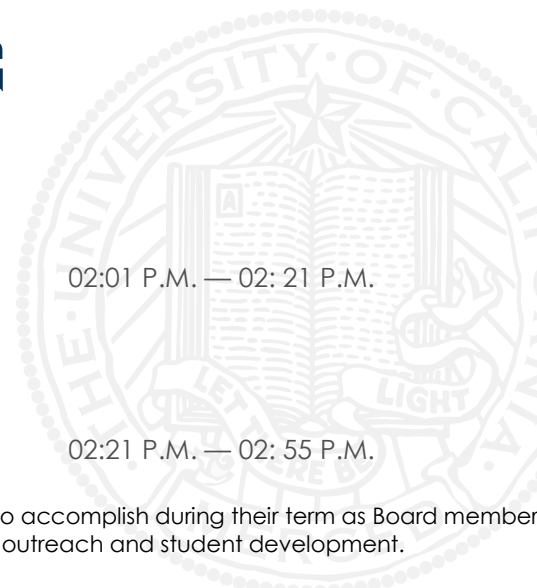
01:50 P.M. — 02:01 P.M.

- President Keith introduces Chris Abrescy.
- Chris Abrescy
 - Director of Alumni Relations
 - Presents New and Returning Board Members with UCMAA Board cards
 - Presents Birthday Cards to Keith Ellis, James Kirby and Marko Zivanovic
 - Presents gift to Davis Alumni for graciously hosting the board.
 - Recognized and thanked retired Board members
 - Presented a recap of the past year, by the numbers (notable achievements)
 1. #29 — \$29,025 raised
 2. #24 — 1,500 new members
 3. #22 — 2,200 new students this year

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06 UCMAA BOARD AT-A-GLANCE

- Presented by President Keith Ellis
 - UC Policy to give the presentation
 - Outlined structure, strategy, and protocol

02:01 P.M. — 02:21 P.M.

07 REFLECTION: YOU SEE MERCED

- President Keith presents Vice President Jackie Shay
- Asked the board to write for 3 minutes about what they wish to accomplish during their term as Board members.
- Overall result of reflection is that the Board wishes to focus on outreach and student development.

02:21 P.M. — 02:55 P.M.

08 PILLAR PLANNING

- Board breakout at 2:55 P.M. into the following pillars:
 1. Philanthropy
 2. Advocacy and Community Outreach
 3. Alumni Outreach
- Reconvened at 3:30 P.M.
 1. Philanthropy Goals
 - Short-Term Goals
 - Building a giving culture at UC Merced
 - Establishing a class gift
 - Year-to-year vs. grouped years
 - Long-Term Goals
 - Develop different strategies for giving
 - Start a fund for building an Alumni house/center
 2. Advocacy and Community Outreach
 - Create a mandatory orientation for Chapter Leaders
 - Reach out to Ernesto Mora-Lua, Merced Chapter Leader, to see what he has in plan for developing and improving Merced Chapter
 - Find and reach out to clubs and organizations that are involved in Merced City/County events, to see where UCMAA can contribute.
 3. Alumni Outreach Goals
 - Conduct dinners with Alumni
 - Host professional seminars
 - Create a YouTube channel
 - Informal interviews
 - First videos featuring Board members

02:55 P.M. — 03:55 P.M.

09 PROPOSALS AND PARTNERSHIPS

UCMAA RESOLUTION

- President Keith shared protocol for drafting a resolution
- When completed, draft should be submitted to Chris and team for outlining and arrangement.
- Motion to approve UCMAA Board Compliance Resolution
 - First — Kyle
 - Second — Miguel
 - Passed unanimously

03:55 P.M. — 04:15 P.M.

UCMAA CHAPTERS

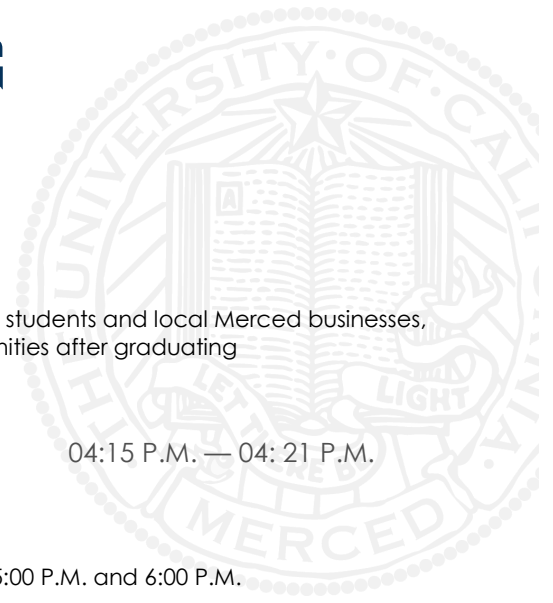
- President Keith and Chris Abrescy asked if we should consider reorganizing, or reformatting, chapters.
 - Starting discussion must come from Chapter Leaders' meeting
 - Movement towards creating a Chapter Leader retreat (Q1/2017)



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UC Merced Business Crawl

- Presented by Brandon Ruscoe
- Objective to establish connections between current students and local Merced businesses, allowing for more future internships and job opportunities after graduating
- Point of contact — Brandon Ruscoe

04:15 P.M. — 04:21 P.M.

10 UCMAA OPERATIONS

- Presented by Chris Abrescy
- Master Calendar
 - Next Board Meetings
 1. October 14, 2016; starting time between 5:00 P.M. and 6:00 P.M.
 2. April 21, 2017
 - Giving Day on November 29, 2016
- UCMAA Board attire
 - Need a definitive answer on Post Assessment

04:21 P.M. — 04:40 P.M.

11 OPEN CREATIVE DISCUSSION

- We will need to increase our efforts for this year's Giving Tuesday
 - Goal for 2016: \$500,000
- Community Forum at UC Merced concerning 2020 Project
 - August 10, 2016 at 6:00 P.M.
- Items for next meeting
 - Bringing Community Leaders to Board meeting
 - City Manager

04:40 P.M.

12 ADJOURNMENT