CALL TO ORDER

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

APPROVAL OF MEETING MINUTES

- 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.

UC DAVIS PRESENTATION

- 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. 1,000 members
    2. Host several events that market towards keeping Parents of UC Davis students informed of events and deadlines (on and off campus).
  - Student Alumni Association
    1. Student run organization planned and operated by students
    2. Contains their own Board of Directors
    3. Focuses on Community Service

UC MERCED ALMA MATER: “MY MERCED”

- Board meeting to begin with “My Merced” Alma Mater

OPENING REMARKS

- 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

*Indicates Action Item
UCMAA BOARD AT-A-GLANCE

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

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.

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

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

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)
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

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

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

ADJOURNMENT
- 04:40 P.M.