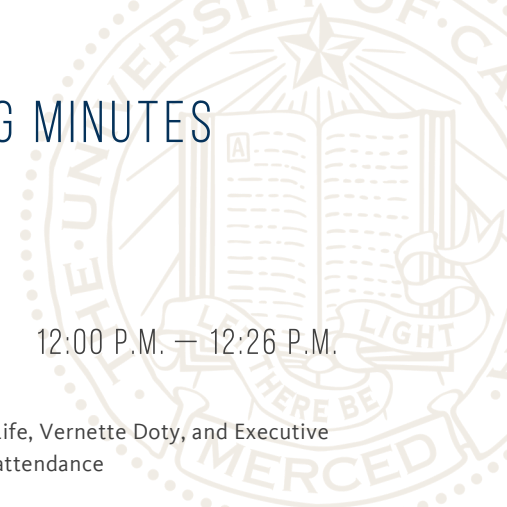




UCMAA BOARD OF DIRECTORS MEETING MINUTES

AUGUST 5, 2017 | 12:00 P.M. — 04:00 P.M.
UC MERCED FRESNO CENTER | FRESNO, CA



- 01** CALL TO ORDER 12:00 P.M. — 12:26 P.M.

 - Call to order, all UCMAA Board Members present
 - Associate Chancellor & Chief of Staff, Ed Klotzbier, Associate Director of Student Life, Vernette Doty, and Executive Director of Center for Career & Professional Advancement, Brian O’Bruba were in attendance

- 02** APPROVAL OF MEETING MINUTES 12:26 P.M. — 12:31 P.M.

 - Approval of meeting minutes:
 - Motion: Alex Ela
 - Second: Marko Zivanovic
 - Motion passed

- 03** DIRECTOR’S REPORT 12:31 P.M. — 12:45 P.M.

 - President Keith Ellis introduced Executive Director of Alumni Relations, Chris Abrescy
 - UC Merced Growth
 - Campus is growing both in size and populations
 - 2,300 new bobcats estimated for the 2017—2018 year
 - Alumni Population approximately 7,500 as of May 2017
 - Alumni Outreach
 1. Visiting companies with large UC Merced Alumni employment
 - Vanguard in Scottsdale, Arizona
 2. Looking into expanding Alumni Association presence in the corporate world
 - Establishing Corporate Chapters
 3. Leading hiring companies of Alumni:
 1. UC Merced
 2. E. & J. Gallo
 - Current Alumni Giving Status: 13.3%
 - Homecoming 2017
 - October 20—22, 2017
 - Renaming of Dinner with an Alumnus
 - the graduATE
 - UC Merced LYNX Platform
 - On track for expected launch date

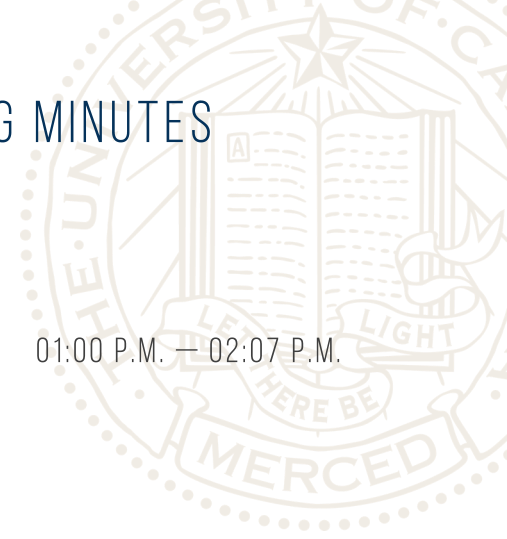
- 04** SPECIAL GUEST 12:45 P.M. — 01:00 P.M.

 - President Keith Ellis introduced Associate Chancellor and Chief of Staff, Ed Klotzbier
 - Associate Chancellor’s Report
 - Announced that there was a realignment of major departments:
 - Development and Alumni Relations now fall under the Office of the Chancellor
 - Proposed Goals:
 - Short-Term Goals
 1. Prepare for upcoming Academic year
 2. Expand media market (Fresno to Los Angeles to San Francisco)
 3. Personal experience videos for various groups/departments on campus
 4. Assist Admissions
 5. Develop relations with Corporations



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05 POWER HOUR

01:00 P.M. — 02:07 P.M.

1. Community Engagement

- Lead by Associate Director of Student Life, Vernetta Doty
- Community Service Awareness
 - Month-long initiative
 - Kick-off: Homecoming Weekend (10/21)
 - Conclusion: Giving Tuesday UC Merced (11/28)
 - Regional Support
 - Chapters can host one event focused on a community service project
 - Coincide with national service projects, take photos and share online
 - Look into local organizations and agencies for projects

2. Career

- Lead by Executive Director of the Center for Career and Professional Advancement, Brian O’Bruba
- Engaging Alumni
 - Leveraging recruitment relationships | Identifying recruitment opportunities
 - Mentorship | Internship opportunities
 - Reviewing resumes
 - Hosting mock interviews (shadowing or informational)
 - Sharing personal experiences
- UC Merced LYNX | Graduway
 - Upcoming networking platform for alumni and students
- Intern 200
 - Identifying opportunities within each respective alum’s organization
 - Sharing via personal or professional networks
 - Follow-up with Center for Career & Professional Advancement timeline

3. Advocacy

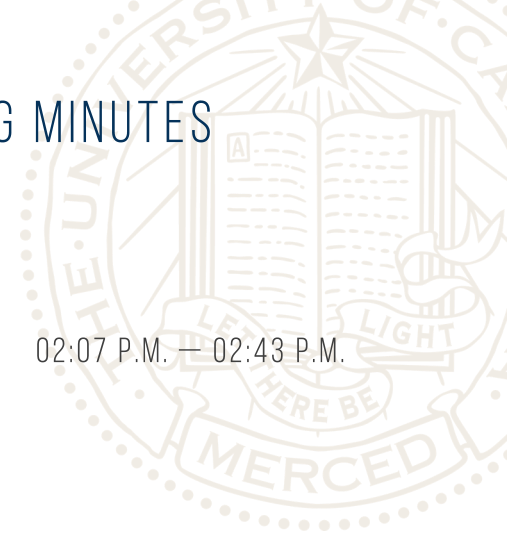
- Lead by UCMAA Board member and Community Relations Representative, Miguel Lopez
- Table Sponsorships

| | | |
|------------------------------|----------------------------|-----------|
| • NAACP Freedom Fund Banquet | 1047 Branch | |
| • Cioppino Dinner | Merced Chamber of Commerce | |
| • Fresno County Breakfast | Fresno Chamber of Commerce | September |
| • Fresno State of the City | Fresno Chamber of Commerce | September |
- * Miguel to create a calendar to distribute to the board
- Calls to Action
 - Phone Banking
- Legislative Visits/Advocacy
 - UC Day 2019
 - Pre UC Day Dinner/Mixer
 - Alumni Specific Day for Student Government Relations (SGR) Office
- Recruitment
 - Student Alumni Association (SAA) Members depending on interest
 - Matching people to events
 - Create calendar of events monthly
 - Vetting
 - Utilize chapters to become involved in their local communities
 - Highlighting elections/positions alumni hold and reporting to alumni newsletter, ContiNEWS



UCMAA BOARD OF DIRECTORS MEETING MINUTES

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06 CCPA UPDATE

02:07 P.M. — 02:43 P.M.

- President Keith Ellis introduced Associate Director of Student Life, Vernetta Doty
 - Community Engagement Report — HOLD
 - Crop Mobsters
 - Online venue used to reduce food waste.
 - Merced.cropmobster.com
- President Keith Ellis introduced Executive Director Brian O’Bruba.
 1. Presentation: Restructuring of Leadership and Career Centers on campus
 - Office of Leadership, Services and Careers
 1. Souza Leadership Center (and Yosemite Leadership) Program
 2. Community Engagement Center
 3. Center for Career & Professional Advancement
 2. Presentation: Goals for the new Office of Leadership, Services, and Careers
 - Intern 200
 - Bringing back the Merced Business Crawl
 - Creating an internship Funding Program
 - Creating programs to help students in Consulting Careers
 - Creating programs for Graduate Students
 - Creating Leadership Programs

07 UCMAA ON-BOARDING

02:43 P.M. — 03:12 P.M.

- President Keith Ellis presentation:
 - Alumni Association Organizational Structure
 1. Not a 501(c)(3) Organization
 2. No dues
 3. Constitution and By-Laws (see online)
 - A year-long project to be reviewed by committee:
 - Stephanie Arcayena
 - Marko Zivanovic
 - Jacob Gutierrez
 - W. Kyle Hamilton
 - Randell Rueda
 - Miguel Lopez
- Upcoming Events (see calendar)

08 UCMAA GOALS

03:12 P.M. — 03:35 P.M.

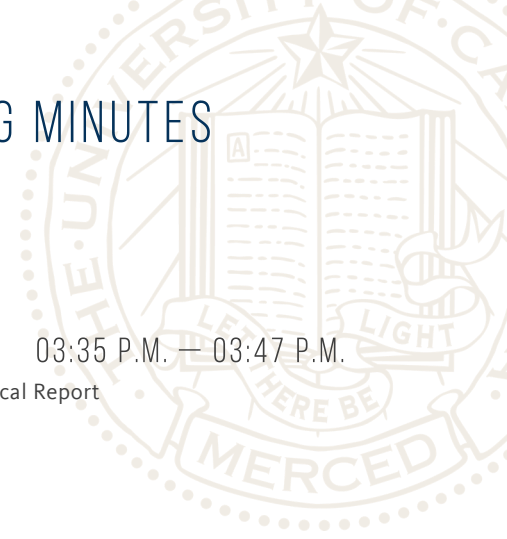
- The Executive Committee presented an outline of expectations of goals with projected timeline:

| | |
|--|---------|
| 1. UCMAA Endowed Fund — \$25,000 | 1 Year |
| 2. Alumni Giving Rate — X% | 2 Years |
| 3. the graduATE — X Alumni | 1 Year |
| 4. Intern 200 | 1 Year |
| 5. LYNX Platform | 2 Years |
| 6. UC Merced Day in Sacramento | 1 Year |
| 7. Community Goal | 2017 |
| 8. Alumni House | 5 Years |
| 9. Endowed Chair — \$1 Million | 5 Years |
| 10. Graduate Student Fellowship — \$25,000 | 5 Years |



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09 UCMAA OPERATIONS 03:35 P.M. — 03:47 P.M.

- Executive Director of Alumni Relations, Chris Abrescy — UCMAA Endowment | Fiscal Report
- Continued funding of the Endowment
 - Motion: Brooklynn Edwards
 - Seconded: Alex Ela
 - Motion passed unanimously

10 UCMAA RESOLUTIONS 03:47 P.M. — 03:50 P.M.

- Annual Compliance
 - Motion: Alex Ela
 - Seconded: Jackie Shay
 - Motion passed

11 UCMAA CHAPTERS 03:50 P.M. — 03:54 P.M.

- Motion to create E. & J. Gallo Corporate Chapter
 - Motion: Jackie Shay
 - Seconded: Miguel Lopez
 - Motion passed unanimously

12 UCMAA COMMITTEES 03:54 P.M. — 04:06 P.M.

- New Proposed Committees:
 1. Alumni Advocacy
 2. Career & Professional Advancement
 3. Community Engagement
- Committee Leadership:
 1. Student Alumni Relations
 2. Alumni Giving
 3. Alumni Advocacy
 4. Career & Professional Advancement
 5. Community Engagement

Sheena Truong & Katie Hatfield
 Kyle Hamilton & Brandon Ruscoe
 Marko Zivanovic & Miguel Lopez
 Brooklynn Edwards & Stephanie Arcayena
 Alex Ela & Sean Lambert-Diaz

13 OPEN DISCUSSION 04:06 P.M. — 04:16 P.M.

- UC Merced School/Division involvement:
 - Contributions to the Alumni Association
 - How to become involved with the Alumni Association and vice versa.
- UC Merced Alumni Campus Employees
 - Paint Night

Thursday, August 10 | 5:30 p.m.

14 CLOSING REMARKS & ADJOURNMENT 04:16 P.M.