CALL TO ORDER

- 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

APPROVAL OF MEETING MINUTES

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

DIRECTOR’S REPORT

- 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

SPECIAL GUEST

- 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

* Indicates Action Item
POWER HOUR

1. Community Engagement
   • Lead by Associate Director of Student Life, Vernette 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
   • 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

* Indicates Action Item
UCMAA BOARD OF DIRECTORS MEETING MINUTES
AUGUST 5, 2017 | 12:00 P.M. — 04:00 P.M.
UC MERCED FRESNO CENTER | FRESNO, CA

06 CCPA UPDATE

- President Keith Ellis introduced Associate Director of Student Life, Vernette 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

- 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

- The Executive Committee presented an outline of expectations of goals with projected timeline:
  1. UCMAA Endowed Fund — $25,000
  2. Alumni Giving Rate — X%
  3. the graduATE — X Alumni
  4. Intern 200
  5. LYNX Platform
  6. UC Merced Day in Sacramento
  7. Community Goal
  8. Alumni House
  9. Endowed Chair — $1 Million
  10. Graduate Student Fellowship — $25,000

* Indicates Action Item
UCMAA OPERATIONS

- 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

UCMAA RESOLUTIONS

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

UCMAA CHAPTERS

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

UCMAA COMMITTEES

- New Proposed Committees:
  1. Alumni Advocacy
  2. Career & Professional Advancement
  3. Community Engagement
- Committee Leadership:
  1. Student Alumni Relations
     Sheena Truong & Katie Hatfield
  2. Alumni Giving
     Kyle Hamilton & Brandon Ruscoe
  3. Alumni Advocacy
     Marko Zivanovic & Miguel Lopez
  4. Career & Professional Advancement
     Brooklynn Edwards & Stephanie Arcayena
  5. Community Engagement
     Alex Ela & Sean Lambert-Diaz

OPEN DISCUSSION

- 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.

CLOSING REMARKS & ADJOURNMENT

- Indicates Action Item