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

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

APPROVAL OF MEETING MINUTES 12:26 P.M. — 12:31 P.M.
• Approval of meeting minutes:
  • Motion: Alex Ela
  • Second: Marko Zivanovic
  • Motion passed

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

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

• Indicates Action Item
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
   • 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
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

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)

UCMAA GOALS

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

11 UCMAA CHAPTERS
• Motion to create E. & J. Gallo Corporate Chapter
  • Motion: Jackie Shay
  • Seconded: Miguel Lopez
  • Motion passed unanimously

12 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

13 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.

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