UCMAA BOARD OF DIRECTORS MEETING MINUTES  
OCTOBER 17, 2015 | 9:00 A.M. — 11:00 A.M.  
STUDENT ACTIVITIES & ATHLETICS CENTER 209

01  09:00 A.M. — 09:15 A.M.  
CALL TO ORDER  
• Minutes approved

02  09:15 A.M. — 09:25 A.M.  
UCMAA CHAPTERS REVIEW  
• Chapter call with Socal, Bay Area, DC, Merced  
• Talked about event planning, fundraising, and shared successes and failures between each chapter.  
• Second chapter call of its kind; J. Shay was facilitator; Call had an event planning theme. Everyone liked the more structured call. Great advice was shared.  
• Not every chapter will be on call at same time depending on priorities of chapter.  
• Discussion on whether the Board should create special interest chapters—should we create them ourselves vs. organic growth?  
  • Current chapters are small and still need room to grow.  
  • Maybe regional chapters should have sub-chapters?  
  • Discussion ultimately concluded that chapters should be created based on interest from the bottom, not the top (i.e., the Board owns initiative)

03  09:25 A.M. — 09:45 A.M.  
GIVING TUESDAY UC MERCED  
LISA FRENCH  
• #GIVETUEUCM: new hashtag  
• 24hr presence on campus to promote event internally and get students accilitated with giving/philanthropy  
• Externally, Alumni Giving and Relations plans on promoting the event via social media  
• Third-party vendor, GiveCampus, is currently being explored by Alumni Relations for consulting and use of their services/products to support this event.  
• Board president K. Ellis plans on hosting $1,000 challenge.  
• Last year’s donations equated to around $40,000 with gift match  
• University is optimistic this year’s goals will be met or exceeded.  
• Current match challenge from Wells Fargo is only for scholarship donations, but giving may still be from anywhere and, otherwise, go to any other fund.  
• Alumni and University Relations are currently planning a new fundraising initiative to promote growth of UCM Endowments.  
• Current plans remain confidential and are still in works, but coming soon!  
• Other UC Campuses have engaged with Alumni Relations and board leadership to learn more about being attuned to the young alumni population.

04  09:45 A.M. — 09:55 A.M.  
CHANCELLOR’S ASSOCIATES  
KENYEIH WILLIAMS  
• Kenyeih is the new director of annual giving and stewardship  
• K. Williams plans on revitalizing the philanthropy and giving committee of UCMAA  
• Lowered giving tiers for C.A. to $500/year and plan on reviewing giving communications to illustrate the multiple funds and opportunities as strategic giving options to donors rather than having them compete against each other  
• created opp. For donors at $500 tier to be invited to chancellors holiday social

05  09:55 A.M. — 10:05 A.M.  
ADMISSION C.A.T.S.  
JUAN VILLEGAS  
• Juan Villegas is the Associate Director of Admissions  
• C.A.T.S. is a program to have alums share wisdom and experience with prospective students. Admissions wants to partner with UCMAA to grow program  
• Liz M. suggests for updated admissions info and stats be distributed to chapters  
• Most of current CATS recruiters hired by admissions are UCM Alums