

# UCMAA BOARD OF DIRECTORS MEETING MINUTES

OCTOBER 17, 2015 | 9:00 A.M. — 11:00 A.M.  
STUDENT ACTIVITIES & ATHLETICS CENTER 209



UCMAA BOARD

JACKIE SHAY

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 acclimated 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