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
  • #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 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 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