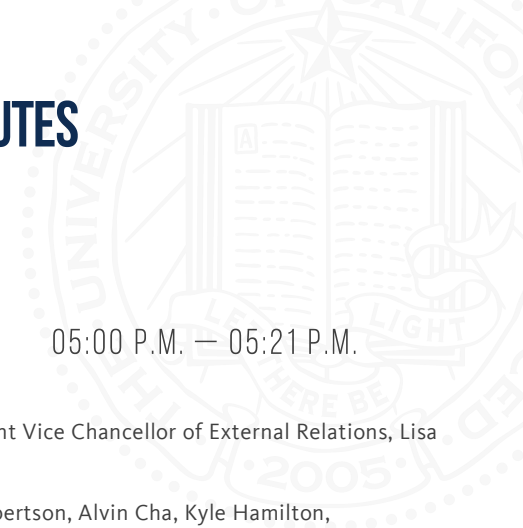


UCMAA BOARD OF DIRECTORS MEETING MINUTES

OCTOBER 19, 2018 | 05:00 P.M. — 08:00 P.M.

UNIVERSITY OF CALIFORNIA, MERCED | MERCED, CA



01 CALL TO ORDER

05:00 P.M. — 05:21 P.M.

- **Alumni Relations Staff:** Chris Abrescy and Magdalena Castaneda
- **University Staff:** Vice Chancellor of External Relations, Ed Klotzbier and Assistant Vice Chancellor of External Relations, Lisa Pollard Carlson
- **UCMAA Board Members:** Keith Ellis, Brandon Ruscoe, Randell Rueda, Trevor Albertson, Alvin Cha, Kyle Hamilton, Katie Hatfield, Aaron Hill, Domonique Jones, Sean Lambert-Diaz, Celso Lopez, Jacqueline Minas, Joan Rich, Jared Ruscoe, Derek Sollberger, Marko Zivanovic, Eduardo Hernandez, Jacob Gutierrez, Brooklynn Pham, Sam Fong, and Ulises Vargas,
- Opening Remarks
 - UCMAA President, Keith Ellis:
 1. Thanked all UCMAA Board Members for their participation
- Approval of Agenda/Passing of Minutes:
 1. Motion: Brooklynn Pham
 2. Second: Marko Zivanovic
 3. Vote: Unanimous approval

02 VICE CHANCELLOR'S REPORT

05:21 P.M. — 05:38 P.M.

- Vice Chancellor of External Relations, Ed Klotzbier:
 - Chancellor Leland sends her regards to the UCMAA Board of Directors
 - Academic year is off to a great start with students utilizing the state-of-the-art and innovative campus resources and amenities
 1. 7,800+ Undergraduate Students
 2. 700+ Graduate Students
 - Phase One of 2020 delivered a few short weeks ago
 - U.S. News and World Report Rankings
 1. #67 amongst Public Universities
 2. #17 for Undergraduate teaching
 3. #2 for exceeding expected graduation rates in the nation, second to SDSU
 4. #44 of Public Universities for Alumni Giving and #96 of all institutions
 - Fastest growing region in the state, fastest growing public research university in the nation
 - Chancellor Leland:
 - a. Currently in her 7th year as Chancellor
 - b. Has advocated for to increase visibility of the needs of students (e.g. residence halls, research facilities, courses, infrastructure, state funding, etc.)
 - c. Innovation to increase support for the expansion of the University footprint to help make all resources available to the students and community with the famous UC Merced “pioneering spirit”
 - Student Population:
 1. 65% low income
 2. 73% first-generation
 - UCMAA Board of Director Aaron Hill '09, has been seeded as the Alumni Trustee on the Foundation Board of Trustees
 - Alumnus Viet Ta '09 is the latest to pledge a \$10K endowed scholarship
 - External Relations is creating digital tools to share the important achievements of UC Merced
 - Bobcat Day will celebrate the 10th year of the first inaugural class
 - External Relations is open to ideas of where to host future regional events
 - Dinner with the Deans is the latest initiative to bring the Deans of the schools to meet alumni and current students all throughout the state — the pilot has been planned in the Livermore area



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05:38 P.M. — 05:54 P.M.

03 ALUMNI DIRECTOR'S REPORT

- Executive Director of Alumni Relations, Chris Abrescy
 - Full presentation can be found [online](#)
 - UC Merced Alumni
 1. 9,100+ Alumni
 2. Degreed Confirmed Alumni by School:

a. Graduate Division	414
b. Engineering	1,425
c. Natural Sciences	2,483
d. Social Sciences, Humanities and Arts	4,851
 3. Number of Degrees:

a. Master's	262
b. Ph.D.	298
c. 2X Degrees	130
d. 3X Degrees	8
 - UC Merced Career D.N.A. — Discover. Network. Assess.
 1. Funding provided from UC Office of the President (UCOP) for alumni-career initiatives focused on professional development
 2. Career D.N.A. Overview:
 - a. 250 Online Placement Assessments
 - b. 163 Registrants
 - c. 112 Online Assessment Participants
 - d. 58 Group Assessment Participants
 - e. 138 Remaining Group Assessment Codes available
 - i. Remaining codes will be used for redefined projects in the near future
 3. Program was created to engage all alumni from farthest removed to most recent graduates
 - UC Merced L.Y.N.X.
 1. Over 10.5K views since its launch
 2. 64% of alumni have volunteered to serve as mentors
 3. 30 users willing to be ambassadors
 - Merced Alumni Regional Strategy (M.A.R.S.)

1. Bobcats @ Dustbowl Brewery	March 23, 2018
2. UC Merced Bobcats & Basketball: Lakers	March 28, 2018
3. UC Merced Bobcats @ Bourbon Pub	April 3, 2018
4. UC Merced Day Reception	April 25, 2018
5. UC Merced in L.A. for a Day	September 27, 2018
 - Dinner with the Deans
 1. Pilot program to be held in Livermore area
 2. Select alumni have been invited, including local UCMAA Board Members
 - Giving At-A-Glance
 1. 42% of UCMAA Board of Directors have given
 2. Special thanks to the following Board Members:
 - a. Derek Sollberger
 - b. Brooklynn Pham
 - c. Kyle Hamilton
 - d. Sean Lambert-Diaz
 - e. Brandon Ruscoe

* Indicates Action Item



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- Alumni Giving
 1. Fiscal year 2017—2018: \$10, 660.78
 2. Fiscal year 2018—2019: 52 Donors (<1%)
 3. Goals: 20% by 2020 with a rolling 2-year average
- Give Tue UC Merced (GTUCM)
 1. Date: Tuesday, November 27, 2018
 2. Goal: 1,000 Donors in a Day
 3. 2017 GTUCM Recap
 - a. 1,187 Unique donors
 - b. Collectively raised \$1.3M in donations and matched funds

04

ALUMNI JOURNEY SURVEY

05:54 P.M. — 05:58 P.M.

- Discussion led by UCMAA Board Member Kyle Hamilton
 - Survey held for alumni 1-year, 3-years, and 5-years out from graduation
 - Approximately 25% responded of the target participants
 1. More than 90% would recommend attending UC Merced to a family member
 2. 1 in 2 students had a mentor
 3. Less than 90% had a professor they connected with
 4. Many participants state they have utilized skills they have honed at UC Merced in their various fields
 5. Many participants state they enjoyed their time while attending UC Merced as an undergraduate
 6. Many participants state specific involvement in extracurricular clubs and organizations
 - Alumni Relations will be reviewing the latest survey results to identify correlations and to determine if there should be continued investment in the survey
- Questions:
 1. Brooklynn Pham: Do various departments use the collected data?
 - Yes, the data was disseminated quite widely amongst the departments for specific needs and initiatives
 2. Can data be made accessible for viewing?
 - No, data contains confidential information, however, analysis can be run per request

05

UCMAA COMMITTEES

05:58 P.M. — 06:33 P.M.

- Committee applications will remain open with the exception of Career & Professional Advancement which has reached capacity
- * The UCMAA Executive Committee will review feedback from the Committee Chairs and will assess the new model for upcoming meetings
- Committee Reports
 1. Alumni Advocacy Committee — Domonique Jones
 - a. Each campus will have the opportunity to host their own UC Day to advocate for their respective campus in a new initiative entitled UC Day x10
 - b. The committee will be reaching out to Adam Gray's office to identify opportunities to assist in filling the vacancy on the Board of Regents; Baltazar Cornejo suggested sending a letter to each member of the Rules Committee
 - c. Adam Gray signed a bill to secure funding for a Central Valley-based branch of UCSF to increase the likelihood of a secured medical education institution
 - d. Mentoring program for alumni interested in the Senate or interested in career changes
 - e. Potential joint endeavor with the Giving Committee to determine if fundraising can be accomplished

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2. Alumni Giving Committee — Kyle Hamilton
 - a. GTUCM will be focusing on (1) scholarship fund to avoid confusion of having too many choices, and there will be more of an online presence than a HQ in the Lantern
 - b. Each Board of Director is asked to contact at least 2 fellow alumni to be first-time or repeat donors for GTUCM
 - c. Will be contacting chapter leaders to encourage participation in outreach efforts for GTUCM
 - d. Working on initiatives to reach 20% alumni giving by the year 2020
 - e. Will be establishing a space for Graduate students to connect with Graduate UCMAA Board Members

3. Career and Professional Advancement Committee — Brooklynn Pham
 - a. Executive Director Brian O’Bruba provided updates on the Clothing Closet, informed non-board members about initiatives and why donations are not accepted
 - b. Discussed committee goals and visions of what can be accomplished this academic year
 - c. Will be establishing mentorship opportunities through online platforms such as UC Merced L.Y.N.X. and LinkedIn for current students and alumni
 - d. Will be connecting with the Venture Lab to host entrepreneurial events in the Spring
 - e. Clothing Closet Updates
 - i. New clothing is preferred to ensure attire is up-to-date
 - ii. Next phase is to actually build the space
 - iii. There will be visible Alumni Association branding at the location and the closets themselves

4. Community Engagement Committee — Sean Lambert-Diaz
 - a. Hosting a #BobcatsGiveBack Initiative on Homecoming morning at 9:30 a.m.
 - b. Planning to reach out to local Merced organizations such as Foster Care or the Boys & Girls Club for a “Stuff the Bus” campaign
 - c. Sean will be working with the San Pedro Boys & Girls Club director to host a beach clean-up or an event for the youth
 - *Sean will connect with Merced Boys & Girls Club director and fellow alumnus, Michael Pierick
 - d. The committee is holding a book drive with donations to benefit Danielle’s Gift, donations can be submitted to Maggie/Alumni Relations

5. Student Alumni Relations Committee
 - a. Alvin Cha and Joan Rich are assisting in coordinating contacts for alumni to host GraduATE Dinners
 - b. Eduardo Hernandez and Jared Ruscoe are assisting in identifying alumni panelists for A.C.C.E.S.S. and Experience by Degrees
 - c. Questions:
 - i. Brooklynn Pham: Are GraduATE Dinners envisioned to follow the prior year’s model?
 - The committee will assess the initial model and modify as needed
 - ii. Jacob Gutierrez: Will A.C.C.E.S.S. events shift to industries rather than majors?
 - Experience by Degrees will cover degree-specific discussions and A.C.C.E.S.S. will focus on industry-based discussions
 - iii. Jacqui Minas: What are the event logistics of the GraduATE Dinners?
 - GraduATE Dinners are hosted by alumni for a small group of students (10—15) for the purpose of networking and mentorship
 - iv. Jacob Gutierrez: How are alumni panelists identified?
 - Alumni are identified through personal networks and through the use of the school’s database

06

ASSISTANT VICE CHANCELLOR’S REPORT

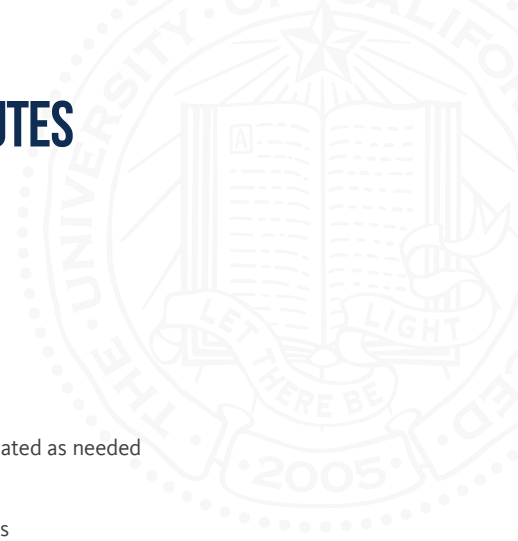
06:33 P.M. — 06:49 P.M.

- Assistant Vice Chancellor of External Relations, Lisa Pollard
 - External Relations recently launched a new toolkit that has been spearheaded by Chris Abrescy and the Public Relations team:
 - a. Facts will be updated regularly throughout the year

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- b. Will provide notable and recent stories pertaining to UC Merced
 - c. Will highlight key research opportunities
 - d. Includes Faculty stories and alumni breakouts
 - e. Tool will be updated bi-annually with facts and key stories — updated as needed
- *UCMAA Board of Directors to provide feedback on toolkit/magazine

- AVC Lisa Pollard is willing to provide a general development update at future meetings

07

WHAT WORKS? WHAT'S NEEDED?

06:49 P.M. — 07:03 P.M.

- All discussion items will be reviewed by the UCMAA Executive Committee after being de-identified and aggregated

08

UCMAA CHAPTERS

07:03 P.M. — 07:35 P.M.

- Copy Edit
 - Copy edit of the Constitution and Bylaws sent to the UCMAA Board of Directors for review
 - a. Attendance Policy Updates
 - 1. Motion to Approve: Kyle Hamilton
 - 2. Second: Trevor Albertson
 - 3. Vote: Passed Unanimously
 - UCMAA Chapter Update
 - a. Working towards a model that will allow Chapters to work alongside the UCMAA Board rather than as satellite entities
 - b. Bylaw Article VII Amendment Proposal
 - i. Concerns were raised over the terminology, variation of chapter models (industry-based vs region-based), and the need to follow-up with additional chapters for their input
 - c. President Keith Ellis proposed creating a task force composed of interested UCMAA Board Members and led by Secretary Randell Rueda
 - 1. Motion to table amendments: Randell Rueda
 - 2. Second: Brooklynn Pham
 - 3. Vote: Item Tabled to February

09

UCMAA BOARD GOALS

07:35 P.M. — 07:40 P.M.

- 1-Year, 2-Year, and 5-Year Goals
 - 1-Year Goals
 - a. Committee Restructure Implementation Model
 - b. Chapter Restructure Implementation Model
 - c. L.Y.N.X. Platform Renewal and Increased Engagement — In Progress
 - d. 20% Alumni Giving — In Progress
 - e. 100% UCMAA Board Giving — In Progress
 - f. Clothing Closet (\$5K) — Completed
 - 2-Year Goals
 - a. \$50K UCMAA Journey Endowment
 - b. \$100K UCMAA Scholarship
 - 3-Year Goals
 - a. Alumni House/Alumni Storefront/Resource Center
 - b. Endowed Chair Fund (\$1M)
 - c. UCMAA Naming Opportunity

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d. UCMAA Graduation/Alumni Supplies

- Tabled Goals

a. Intern 200

• Questions:

1. Joan Rich: Will Alumni Relations be brought back to campus?

- A lot can happen between now and the completion of 2020. It is possible UCMAA may need to voice their opinions in the future

10 CLOTHING CLOSET 07:40 P.M. — 07:41 P.M.
• Referenced note from Executive Director, Brian O'Bruba provided in the meeting materials

11 OPEN CREATIVE DISCUSSION 07:41 P.M. — 07:43 P.M.
• Jared Ruscoe: Fellow Board Member Aaron Hill would like to propose inviting former First Lady, Michelle Obama in celebration of the 10th anniversary of the first inaugural class
• Marko Zivanovic: Appreciates the constructive conversations held at the Fall 2018 Board Meeting

12 A LOOK AHEAD 07:43 P.M. — 07:44 P.M.
• Upcoming Events and Meetings:
- Please reference meeting materials provided
- A final count of attendees for the envisioned Southern California UCMAA Board Meeting is needed

13 CLOSING REMARKS AND ADJOURNMENT 07:44 P.M. — 07:45 P.M.
• Action Items
* Secretary Randell Rueda to coordinate a task force for further discussion of the Chapter model
• Tabled Items
- Bylaws Article VII Amendment Proposal
• Adjournment of the Board Meeting
1. Motion to adjourn: Joan Rich
2. Second: Katie Hatfield
3. Meeting Adjourned at 7:45 p.m.