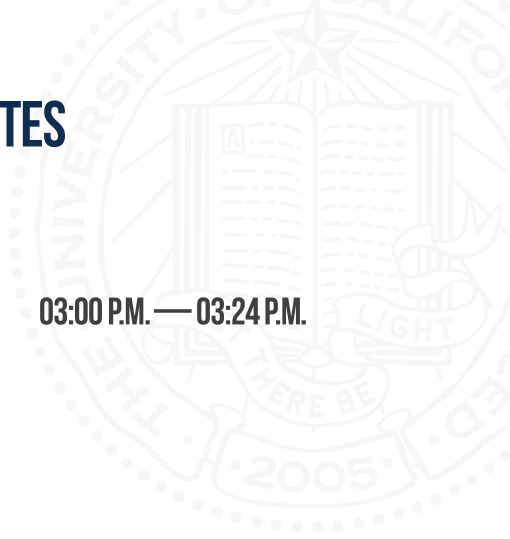




UCMAA BOARD OF DIRECTORS MEETING MINUTES

OCTOBER 19, 2019 | 03:00 P.M. — 04:30 P.M.
UNIVERSITY OF CALIFORNIA MERCED | MERCED, CA



01 CALL TO ORDER

03:00 P.M. — 03:24 P.M.

- **Alumni Relations Staff:**
 - Chris Abrescy Executive Director of Alumni Relations
 - Magdalena Castaneda Administrative Assistant
- **UCMAA Executive Committee:**
 - Keith Ellis President
 - Brandon Ruscoe Vice President
 - Randell Rueda Secretary
- **UCMAA Board Members:**
 - Alvin Cha - Miguel Lopez - Derek Sollberger
 - Ivan Flores - Jacqueline Minas - Jamie Sweet
 - Sam Fong - Michelle Pal - Ulises Vargas
 - Janna Glaze - Brooklynn Pham - Brenda Yu
 - Eduardo Hernandez - Jo-Anne Rodriguez
 - Sean Lambert-Diaz - Jared Ruscoe
- **UC Merced Alumni:**
 - Manning Yu
- **UC Merced Student Alumni Association**
 - Kamila Flores Barragan SAA President
 - Jesús González Moctezuma SAA Treasurer
- Opening Remarks— Keith Ellis
 1. Janna Glaze has been chosen to serve on the President Search Alumni Advisory Committee
- Approval of Agenda | Passing of Minutes
 1. Agenda Approval Motioned by: Miguel Lopez
 2. Agenda Approval Second by: Alvin Cha
 3. Passing of Minutes Motioned by: Miguel Lopez
 4. Passing of Minutes Second by: Ivan Flores

02 ALUMNI DIRECTOR'S REPORT

03:24 P.M. — 03:42 P.M.

- Executive Director of Alumni Relations, Chris Abrescy
 1. Introduction
 - a. Janna Glaze was selected to serve as the Alumni Trustee for the UC Merced Foundation Board of Trustees
 - b. Janna and Grant Glaze are pledging to endow another scholarship after endowing the J & R Tacos Scholarship in April
 2. Welcome Home TUE '09
 - a. What's New in Phase II
 - i. Arts & Computational Sciences (ACS) — includes one of the largest lecture halls
 - ii. Sustainability Research & Engineering (SRE) — newest addition of research labs
 - iii. Bellevue Loading Dock
 - iv. Mineral King Bridge
 - b. Starting Bobcats EARLY
 - i. Continuing to bring in first generation scholars
 - ii. Upcoming wave of second generation scholars and Bobcat Legacy scholars

UCMAA BOARD OF DIRECTORS MEETING MINUTES

OCTOBER 19, 2019 | 03:00 P.M. — 04:30 P.M.

UNIVERSITY OF CALIFORNIA MERCED | MERCED, CA

- c. Building partnerships with family
 - i. Parent & Family Hospitality Suite—hosted during move-in weekend to welcome family & Bobcats
 - ii. Recorded video messages to students from family members
- d. Scholars Bridge Crossing 2019 (video shown)
- e. Regional Alumni Events
 - i. Bobcats x Brostrom @ L.A.—alumni reception in L.A.
 - ii. Bay Area Bobcats — alumni reception in San Francisco
 - iii. San Diego Bay Bobcats — next stop in San Diego
- f. #ShiftingStrategy
 - i. Shifted to LinkedIn Messaging
 - ii. #27 @ 27— UC Merced ranked #27 for average alumni giving among national public universities
- g. #AlumniInfluencer | #iSpyAlumneye
- h. Leadership Conference 2019
- i. A.C.C.E.S.S.— First Generation
- j. Legacy Builders—Class of 2009 Oral History
- k. Fall Commencement 2019 (12/15) - to be hosted on the Hosteler Court
- l. Give Tue UC Merced (12/3)
- m. Launch of the first “The Future of” speaker series (11/4)
- n. Bobcats + Brews (10/19)
- o. Home is Where the Heart of California is

03

CHANCELLOR SEARCH ADVISORY COMMITTEE

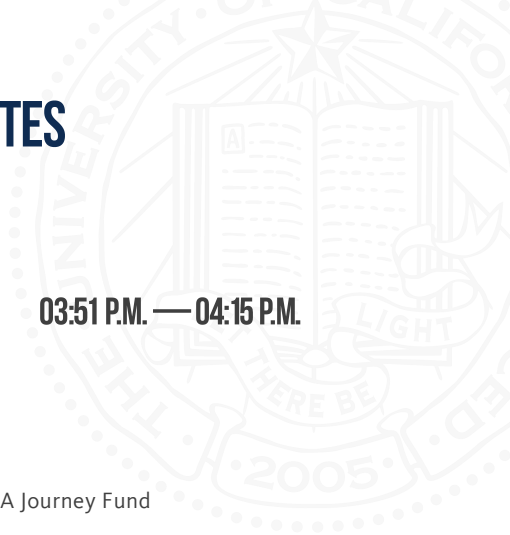
03:42 P.M. — 03:51 P.M.

- Overview—Brooklynn Pham
 1. Campus Day: Opportunity for conversations amongst constituent groups of what is envisioned in the next Chancellor
 2. Faculty, Staff, Student Town Hall — 10/2
 - a. Video recording available
 3. Final Day for Nominations — 11/7
 - a. Nomination process is very confidential, but nominees are contacted and have the opportunity to decide if they would like to accept the nomination
 - * Brooklynn to provide a link to the board
- Upcoming Events:
 1. Alumni Summit: Open conversation for Alumni to share their thoughts on the Chancellor Search
 2. Alumni Town Hall — 10/29 | 6:00 p.m.—7:00 p.m. (Virtual)
 - a. Call for Alumni volunteers to be present and speak
 3. Alumni Town Hall — 11/1 | 12:00 p.m.—1:00 p.m. (Virtual)
 - a. Call for Alumni volunteers to be present and speak
- Questions/Comments:
 1. Brandon Ruscoe: Do attendees of closed events (i.e. Community Luncheon) need to maintain the standard confidentiality?
 - a. Yes, we should be speaking generally about the process and not discuss the content
 2. Randell Rueda: ASUCM held a Town Hall-esque event for the students, and compiled results of a widespread survey to gather insight from the students
 3. Alvin Cha: Who will be online for the Alumni Town Hall?
 - a. Select representatives from the Search Advisory Committee will be present, in addition to representatives from UCOP involved in the logistics

UCMAA BOARD OF DIRECTORS MEETING MINUTES

OCTOBER 19, 2019 | 03:00 P.M. — 04:30 P.M.

UNIVERSITY OF CALIFORNIA MERCED | MERCED, CA



04

UCMAA BOARD COMMITTEE REPORTS

03:51 P.M. — 04:15 P.M.

- **Alumni Advocacy Committee** — Domonique Jones
 1. Legislative calendar has closed and is preparing for February meeting

- **Alumni Giving Committee** — Brandon Ruscoe
 1. Working on improving the capture of metrics and impacts of the UCMAA Journey Fund
 2. A 100% board giving goal for the year
 3. Would like to develop a mini marketing kit to give to the board
 - a. Jo-Anne Rodriguez: Should help inform others and keep board accountable, while providing opportunities to showcase successes as they come up
 4. Emphasizing the importance of building partnerships with new stakeholders who can contribute to funding our events

- **Career & Professional Advancement Committee** — Brooklynn Pham & Michelle Pal
 1. Gallup Clifton Strengths Survey
 - a. Coordinating efforts to make survey access available to individual or groups of alumni/graduating students
 - b. Notification to specific individuals and then notification to professional societies on campus
 2. In alignment to the UCMAA Board mission, the committee members discussed contributing to the clothing closet
 - a. Can be a monthly pledge or one-time donations
 - b. Will ask Brian O'Bruba for donation options and to provide updates
 3. Upcoming Meetings—to be held in the evening with days of the week and times to be coordinated with all member
 4. Questions/Comments:
 - a. Brandon Ruscoe: Feedback received that there is some missing “flare” or “color” in the clothing options
 - b. Keith Ellis: Brian’s initial focus was on the sizes
 - c. Jared Ruscoe: Were the initial funds spent responsibly and efficiently?
 - i. Brooklynn Pham: An update from Brian will need to be requested.
 - ii. Michelle Pal: It is still a work in progress. Students use the closet for class presentations. Next step is adding more styles and providing tips on how to prepare for an interview and public speaking.
 - d. Kamila Flores Barragan: Not everyone is part of a professional association and not all students can afford this type of service. How can the receiving audience be more broad and diverse?

- **Community Engagement Committee** — Jamie Sweet & Sean Lambert-Diaz
 1. Did not meet during the Fall quarter; will discuss engagement event for the Winter quarter at the next meeting
 2. Backpack drive was a huge success thank you to all who contributed
 3. Looking forward to new ideas from the board have an on-going spreadsheet of organizations the UCMAA board members are involved with for potential future collaborations

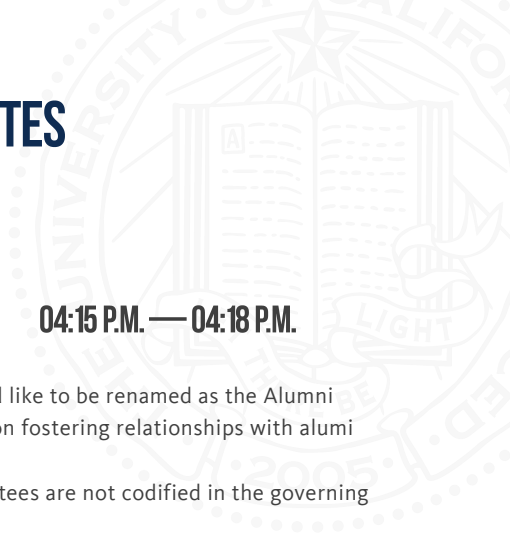
- **Student Alumni Relations Committee** — Alvin Cha
 1. Re-establishment of new goals for the upcoming year and new infrastructure for the committee
 2. A.C.C.E.S.S. is shifting focus towards themes and instead of majors and schools, first A.C.C.E.S.S. was first generation
 3. Next theme is STEAM (S.T.E.M. + Arts) - February 2020
 4. Two GraduATE Dinners in the works, one coming up hosted by Alvin and one in spring at J & R Tacos by Janna

* Alvin to follow-up with Sam for a potential Bay Area GraduATE Dinner

UCMAA BOARD OF DIRECTORS MEETING MINUTES

OCTOBER 19, 2019 | 03:00 P.M. — 04:30 P.M.

UNIVERSITY OF CALIFORNIA MERCED | MERCED, CA



05 UCMAA OPERATIONS

04:15 P.M. — 04:18 P.M.

- Alumni Giving Committee Rename
 1. Brandon Ruscoe — The UCMAA Alumni Giving Committee (AGC) would like to be renamed as the Alumni Stewardship & Giving Committee (ASGC) to focus on fostering relationships with alumni
 2. Randell Rueda — It is not a bylaw or constitution change as the committees are not codified in the governing documents
 3. Renaming of the Alumni Giving Committee to Alumni Stewardship & Giving Committee
 - a. Motioned by: Brooklynn Pham
 - b. Seconded by: Miguel Lopez
 - c. Vote: Unanimous Approval

06 GIVE TUE UC MERCED

04:18 P.M. — 04:21 P.M.

- Keith Ellis — It is mid-fiscal year and perfect timing for the board to reach out to the alumni population and encourage giving that is meaningful to each of us

07 OPEN CREATIVE DISCUSSION

04:21 P.M. — 04:35 P.M.

- Sam Fong — Appreciates hosting a meeting on Saturday instead of Friday night, especially for those working Friday. More regional events on the weekends would be great for engagement and networking
- Jo-Anne Rodriguez — Are board members required to be involved in the execution or promotion of chapter events? Can we find a way to train the board on engagement tips and tricks?
- Sam Fong — From an investment perspective, you don't want your only point of contact being an ask
- Jamie Sweet — When will new committee members be announced?
 - Applications are still open as there is a need for more involvement in the smaller committees. Rosters have been updated with new committee members and will be resent to the board
- Sam Fong — Do we have funding for each chapter?
 - Not per chapter, but they can request funding or resources they may need using the Chap App
- Keith Ellis — For consistency, branding purposes, and because of privacy concerns all contact information is maintained by the department to avoid issues that other alumni associations have run into
 - Alumni may still leverage their networks and social media to contact alumni about upcoming opportunities

08 A LOOK AHEAD

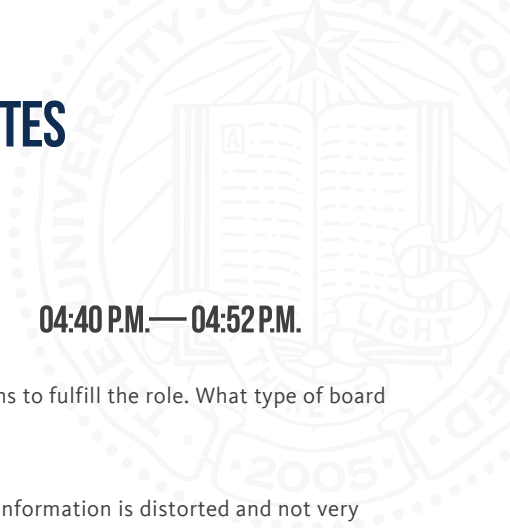
04:35 P.M. — 04:40 P.M.

- UCMAA Board Goals
 - a. Brooklynn Pham — Is there a space for alumni influencers to meet with each other?
 - The Alumni Association summit was meant to fill that role, but can look into an online space
- Winter UCMAA Board Meeting
 - a. Looking to host on 2/29 based on other's availability
 - b. Brenda Yu and Jacqui Minas have offered to look into potential meeting space

UCMAA BOARD OF DIRECTORS MEETING MINUTES

OCTOBER 19, 2019 | 03:00 P.M. — 04:30 P.M.

UNIVERSITY OF CALIFORNIA MERCED | MERCED, CA



09

CLOSING REMARKS & ADJOURNMENT

04:40 P.M.— 04:52 P.M.

- Executive Team Leadership Transition:
 - a. Keith Ellis — The board has a very robust IPP in the bylaws now and plans to fulfill the role. What type of board leadership do you want for the next two years?
 - i. Sam Fong — Good communication and execution
 - ii. Michelle Pal — Improved technology side of communication, information is distorted and not very centralized
 - b. Brandon Ruscoe — When we look at a shift in leadership we need to look at the roles. Are we fulfilling the needs of the board? Take some time to reflect on your place and find if there is more potential to tap into
 - c. Randell Rueda — It's as fulfilling as you want it to be. EC meets once a month to discuss items and then hosts a quarterly meeting. It's nice to see fellow board members take initiative on things they want to do
 - d. Brooklynn Pham — Can we return feedback in the form of a survey?
 - i. Keith Ellis — The post meeting assessment can be used to provide feedback on leadership and de-identify comments that will be shared with the UCMAA Board.
 - E. Janna Rodriguez — Can you elaborate on the election process?
 - i. Keith Ellis — After the February meeting, the department will call for nominations from the current board members and follow-up with the nominees. Board members can be nominated for more than one position, but will have to choose one. If nominees accept the position, they will write a paragraph that will be included in the electronic ballot. Voting will be done electronically and final selections will begin their term at the beginning of the new fiscal year on July 1st.
- * Action Items:
 - External Relations: Development/Gathering of resources to help the board be more savvy with engagement of alumni
 - Executive Committee: Addition of "Leadership Transition" questions on the post-meeting assessment
 - Board: Increased involvement in board-driven initiatives and giving opportunities
- Adjourn UCMAA Board Meeting
 1. Motion: Miguel Lopez
 2. Second: Jacqui Minas
 3. Vote: Meeting adjourned