



UCMAA BOARD OF DIRECTORS MEETING

JANUARY 23, 2016 | 1:00 P.M. — 4:00 P.M.

COLLEGE OF SAN MATEO | SAN MATEO, CA

UCMAA BOARD

VC KYLE HOFFMAN

01 01:16 P.M. CALL TO ORDER

Brandon, Prusela, Chris, Kyle, Jacob, Katie Hatfield, Keith Ellis, Dulcemaria, Sean, Liz, Jackie, Sam Fong, Sheena, Chris (SAA), Marko, Gabriella, Brooklyn, James, Maricela, Jae Jae, Trevor, Kyle Hoffman, John Valva

02 01:24 P.M. VICE CHANCELLOR REPORT

Trevor – How have town-gathering relations progressed?

Kyle – After November 4th, we were so impressed with the participation of the community for the candlelight vigil with over 2000 participants, many local people wanted to help during that time. During that time we tried our best to avoid the pitfalls in the midst of the crisis. The local people have recognized that this university has made a tremendous positive impact on the community.

Prusela -- I want you to know that Chris and Jae Jae are doing great!

Maricela – Regarding admissions, will there be any changes in terms of the offerings admission and competitiveness of applicants?

Kyle – Over 22,000 applications came in this year, with the largest increase in application from any UC system, UC Merced is as competitive as any UC campus in that every student must meet the national standards, and we all know that some campuses have received much larger pools of applicants, but this year in particular diversity throughout the system has been very emphasized. It is going to be good for our campus to make sure we are looking at good financial aid packages, and so forth, but the alumni have a lot of power in influencing admissions to the campus.

03 01:42 P.M. UNIVERSITY OF CALIFORNIA OFFICE OF THE PRESIDENT JOHN VALVA

John – When Chris and Keith invited me, I was excited and it is great that we are in the bay area! It truly matters that you are spending your volunteer time to help your alma mater, so thank you for your dedication and time. I thought I would share with you what is happening in the OP that affects students and alumni the most, and there are a couple of things I will need you to help me with toO.

I am the main liaison in the office to you, we have 1.9 million alumni, and our job is to support your job in helping your constituents.

What are presidential initiatives? She wants to know how do you make a grand enterprise relevant and accessible to our parents, neighbors and voters? What is the university doing to influence the challenges of the globe: food security, global neighbor relations, poverty, climate change, etc. We all work doing different things, but we are trying to package and galvanize a message to collaborate and attain a collective goal of being part of a global initiative.

UC should be carbon neutral by 2025, and this is a challenge, but very important to us. This entails how we build buildings, how food is prepared, what type of petrol is being used in campus vehicles. The university's investment portfolio is invested in this mission.

How is food sustainable and how do we make food healthy for everyone?

Relationships with Mexico, our neighbor with resources that trade partner. All of the major Mexican research universities are part of the global food initiative, and we are working on what this means for our undergraduate students in recruitment and access.

There are a number of faculty support endeavors, "catalyst moments"

My most involved initiative is the technology development industry; we create more patents in a day than Stanford does in a year. The university over a century has not retained all the legal rights to all those spin-offs, so how do we allow and support the science to continue, but retain enough of the rights to earn our keep. I have put together a series of advisory commissions comprised of alumni and innovation technology companies, some of them are still current or former faculty members, so that we can make sure we are an innovative campus and create innovative economies. Investment portfolios are being used to fund this initiative. We want to be self-sufficient. We have a responsibility to make more money on our own.

President just announced an initiative to create 14,000 new beds in public/private partnerships. That is bare minimum of beds we need.

03

01:42 P.M.

UNIVERSITY OF CALIFORNIA OFFICE OF THE PRESIDENT

JOHN VALVA

Undergraduate diversity

- College preparedness program and outreach

The president has set forward an effort to help the African American and Native American students are supported

Prusela – Are these students applying and not getting accepted, or not applying, where is the discrepancy

John – a little bit of all those, the rate of these students is increasing, but not at the rate that other students are applying, and that's what we want to address. Some of this is yield, where the numbers are just not there. As competition increases, we want to maintain a reflection of the diversity of the state

- Yield and scholarship support

Alumni Engagement and Advocacy

- Annual alumni participation rate is hardly reflective of the spirit and alumni involvement
- We are re-articulating what this message means, this is not about a number of gifts, this is about engagement, and delivering the relevant services needed to compel our graduates to philanthropically participate. This can be counted in multiple ways: coming to events, send an email to Sacramento, come to homecoming, all of those are data points of satisfaction, and those are far more impressive than if you just measure alumni giving
- One program the President has a greed to support is Alumni institute of career development and career services to determine by June 1, what to do about alumni and career development support, she likes big audacious, aspirational messages....we could set out a goal like 2018 alumni will create 50,000 news jobs for alumni...or something like that....something so aspirational will have to come together and do something! We have to determine what to do programmatically to make improvements on this initiative by June 1st

Liz – I work really closely with UC Davis engineering, and they have a system called Eureka, which takes GPA resume, and all information for employments, and then Eureka sends out people to find companies who are interested in the students they have in their system. Is that something we can implement?

Prusela – is there a conversation about alumni relations moving into career service center?

John – It is not our role in the office of the president to tell their operations how to run, but it is our role to support them. UC is really a federation

Keith – How do we implement best practices with what we can do in our role?

John – How do we access 1.9 million alumni?

Trevor – This is my 7th year in research, how are we counting those numbers? How are we counting the data of alumni giving?

John – the alumni giving data is a national accepted way, the example you gave about parking is not counted, a gift is a tax-deductible philanthropic donation, and it can be counted towards whatever group on campus you want to send the money towards.

Trevor – When you talk about the chancellor seeing things in secure terms, what do you mean by this?

John – I want to make sure my intent was clear, I do not mean being conservative in a safe and secure manner, I meant what is a global safety and security. What is the scientist's role in how their work might impact that?

Liz – One thing I see all the time is start-ups, is there some grant program that students can start that can help students?

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JOHN VALVA

John – Let me rephrase. As individuals leave the university and have a chance to take what they learned and make it profitable, from a loan or grant standpoint, that is not on the radar. What I was referring to is the establishment of localized funds as investment opportunities. I am working with local alumni fundraising opportunities, whose next gift isn't a gift but an investment in a venture program.

Sam– Something that is effective is people reaching out to others with investment opportunities. In the past, we mentioned that LinkedIn could be a good platform for reaching out. Is there some way we can approach it to encourage people to reach out to others.

John – I am particularly interested in what your constituents are actually using! I know that there are apps and communities that are more relevant, what does the community use. I believe we are better off going to our alumni where they are.

Questions or comments

Prusela – Let's make a campaign on Facebook, where if you give your profile picture changes and it is a UC-wide interface where we can all recognize each other

Liz – We would love to have a UC-wide system updates that we can give to the chapters to educate them on the system as a whole, something that is easy and accessible, this is a good place to start funneling information in and then let us trickle down

04

02:49 P.M.

UCMAA BOARD MEMBER IMPACT REPORT

KEITH ELLIS

- Jacob donated \$1000 to scholarship
- Thank Marko and Jae Jae who have taken 2 of the \$10,000 pledge endowments
- Prusela won a scholarship
- Dulce is working with our new outreach committee with SJVC, and that will tie into the UC-wide
- Sheena is heading the SARC committee and they are making some great connections then
- Maricela now has a baby!
- Jackie – Motion to approve the minutes, seconded by Marko with a unanimous vote

05

02:57 P.M.

UCMAA BOARD TERMS

UCMAA BOARD

This is to help as a reference and have contact info for current board

We would like to fall in line with fiscal year timeline, so we would extend the executive board into June

Kyle motion to approve extensions of the executive board to match the fiscal year, seconded by Liz, with a unanimous vote

Nominating committee rubric this is your opportunity to say what they think, and nominating committee will meet between now and April,

Dulce – I really liked how simple it was and straightforward. I had talked to some people and reached out to figure out what it means to be a board member. It is important to focus on the fact that it is a commitment.

Jackie – I want to clarify interview process that not all people get interviews, we only interview people who are competitive applicants that we have not had the chance to meet or discuss ideas with beforehand.

Prusela – We want to use interview process in pipeline of applications, maybe call the people that did not get on the board and encourage

Chris – unfortunately what happens sometimes is that people get turned off if they don't get on the board

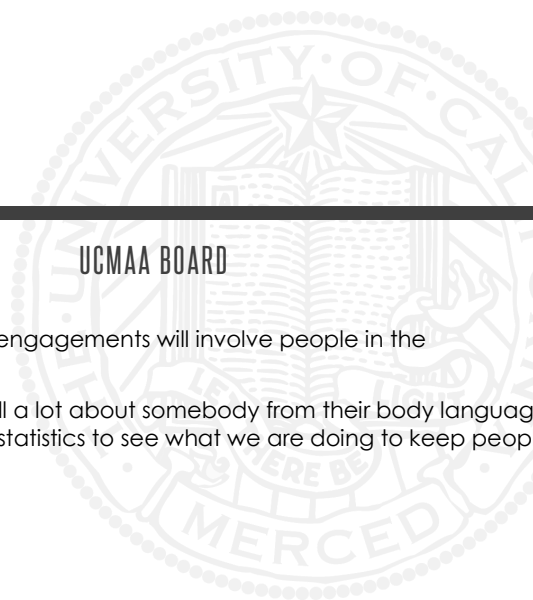
Brandon – I think we should encourage the interviews, or at least have them come to the meetings

Keith – we can encourage the nominees to come to the April meeting!

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UCMAA BOARD TERMS

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Marko – I am in favor of interviews, and I think these sorts of engagements will involve people in the association

Sheena – I think the interview is crucial, because you can tell a lot about somebody from their body language and getting an in-person interaction. I am also interested in statistics to see what we are doing to keep people that apply, who are not accepted, to stay engaged.

Liz – exit interviews!

Marko – question three add points

06

03:27 P.M.

UCMAA CHAPTERS

JACKIE SHAY

Dual UCM board member & chapter leader?

Keith: Consider possibility that having someone be both UCM Board member & chapter leader might not be in the best interest down the line.

James: Actually I think it's valuable for someone to have that dual perspective. From my background, I can see how the university is reaching out to students both on a local and national level and it's important to bring that to the table.

Sam: If people are that passionate and can serve without compromising their responsibilities, they should serve.

Resources & Forms:

Liz: \$500 is plenty for chapters. It's a gift. No other UC gives money to their chapters. Think of other ways for engagement if ideas are too expensive. It's chapter leaders' responsibilities to make sure events are available and affordable.

James: UCM is really young, money put into chapters is an investment.

Kyle: I understand Liz's point of view that any money put in chapters is already a gift and we should be versatile, but money does help. It isn't really our purview to discuss allocations of funds - it's ultimately up to school and Chris.

Trevor: UCM was founded on seed money from elsewhere. As the university grew, we're slowly gaining self-sufficiency. UCM chapters are like that too; money invested now is seed money.

Jacob: Don't focus so much on this issue at the board meeting. It's not very productive; create a task force.

07

03:50 P.M.

GIVING TUESDAY UC MERCED 2016

CHRIS ABRESCY

Chris/Keith: Giving Tuesday was a crazy success. Tons of effort put into it. Mentally and physically, we were working there the full 24 hours. It's the little things that made the difference, the personal touch. Hit \$316,300.60 including matching funds.

What made the difference this year for Giving Tuesday:

Video Promos, Thunderclap, GiveCampus, Give Tue Crew there 24 hrs & beyond, The DAR Side, UCM SAA, UCMAA, really got the backing of the University this time. These led to overall success.

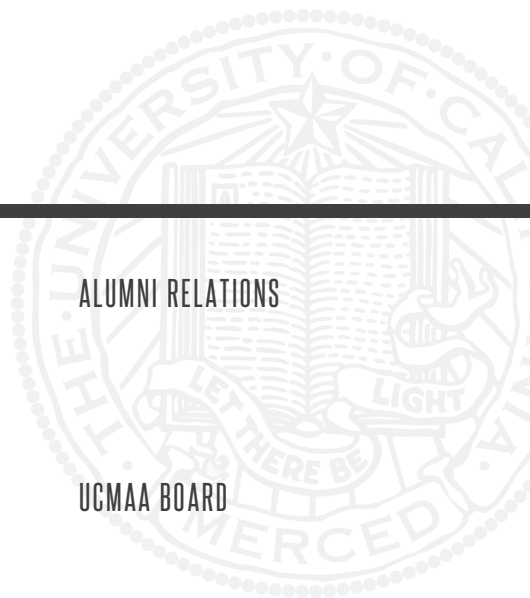
UCMAA Scholarship: \$50k is self-sufficiency mark, gave out 4 scholarships this year, \$500 each

UCM SAA: Hit \$10k mark via donations & CatSpots and can now give out scholarships.

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08

03:55 P.M.

A.L.U.M. WEEK + BOBCAT DAY

ALUMNI RELATIONS

- 7 Day Forecast — Saturday's Full-Lineup of Events
- UCMAA Board Meeting | Friday

09

04:00 P.M.

POTENTIAL PROGRAMS + INITIATIVES

UCMAA BOARD

- SARC | Careers & Networking
- Outreach Committee | Admissions + SJVUC
- Alumni Giving Committee | C.A.Y.A.
- Alumni Neighbor Program
- UCLA Anderson Executive Education
- Brand Recognition | Promotional Products

10

04:05 P.M.

OPEN CREATIVE DISCUSSIONS

UCMAA BOARD

Sean: Donated wine for future events during Bobcat Day. Possibly set up wine tasting from Gallo in the future.

Sam: Admission yield events are good opportunities for alumni to participate and also help recruit students.

Kyle: Leverage personal networks for diversity. Get people from those communities to show up at events like the admission yields.

Keith: Great use of our time. People are more willing to do things if you personally ask. Definitely reach out to people you know and personally ask them to join for events.

Liz motioned for Dulce to be Chair of Outreach Committee. Sam seconds; unanimous confirmation.

Kyoki: Alumni care most about job & career opportunities, social capacity and engagement. Wants to start Alumni Neighbor program for alumni to reach out to others socially in their area; platform will be Facebook group. Sam will help with it.

Jackie: This is perfect example of how the Board works. Board member or someone else comes up with an idea and brings it up, they and someone else works on it offline, and they get it done. Sky's the limit!

Jackie & Keith: Please take 5 min of time and fill out pre- and post-assessments.

11

04:15 P.M.

ADJOURNMENT

KEITH ELLIS