



UCMAA BOARD OF DIRECTORS MEETING MINUTES

AUGUST 11, 2018 | 12:00 P.M. — 05:00 P.M.
DOWNTOWN CAMPUS CENTER | MERCED, CA



01

CALL TO ORDER

01:00 P.M. — 01:24 P.M.

- **Alumni Relations Staff:** Chris Abrescy, Magdalena Castaneda, and Karina Ulloa
- **UCMAA Board Members:** Keith Ellis, Brandon Ruscoe, Randell Rueda, Alvin Cha, Kyle Hamilton, Katie Hatfield, Aaron Hill, Domonique Jones, Sean Lambert-Diaz, Celso Lopez, Miguel Lopez, Jacqueline Minas, Joan Rich, Jared Ruscoe, Derek Sollberger, Jamie Sweet, Marko Zivanovic, Eduardo Hernandez, Jacob Gutierrez, Brooklynn Pham, Janna Rodriguez, Sam Fong, Ulises Vargas, and Trevor Albertson
- Opening Remarks:
 - UCMAA President, Keith Ellis:
 1. Diversity of the Board is expanding along with the population
 2. Vision for a UCMAA Board “organizational chart” as a series of rings:
 - a. Outermost ring — Students
 - b. Second Inner — Alumni
 - c. Third inner — UCMAA Board
 - d. Innermost ring — Executive Committee
 3. Upcoming discussions to include term limits and multiple frames for functions of the Board
 - a. Bureaucratic
 - b. Democratic
 - c. Political
 - d. Transformational Leadership
 - UCMAA Vice President, Brandon Ruscoe:
 1. Quality of Board candidates is being raised
 2. Executive Officers are moving forward with open transparency
 3. Executive Committee is providing accessible resources
 4. Improved intercommunication amongst the Board
 - UCMAA Secretary, Randell Rueda:
 1. Reiterated that all members have other priorities (careers, organizations, etc.)
 2. Return of the Board is equal to the efforts put in
- Approval of Agenda:
 1. Motion: Kyle Hamilton
 2. Second: Sean Lambert-Diaz
- Passing of Minutes:
 1. Motion: Kyle Hamilton
 2. Second: Sean Lambert-Diaz
- Compliance Resolution:
 1. Joan Rich: Amendment needed to terminology as “DAR” is no longer an existing unit
 2. Motion to approve with amendment: Marko Zivanovic
 3. Second: Sean Lambert-Diaz
 4. Vote: Unanimous approval

02

BOARD MEMBER INTRODUCTIONS

01:24 P.M. — 01:45 P.M.

- UCMAA Board members present shared information on their degree, careers, and individual goals

03

ALUMNI DIRECTOR'S REPORT

01:45 P.M. — 02:16 P.M.

- We are A.L.U.M. because we will Always Love UC Merced (A.L.U.M.)



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- Alumni Terminology
 - Alumni & Alumnae (plural)
 - Alumnus & Alumna (singular)
 - Alum (incorrect)
- Building a Brand
 - Logos Updates:

FORMER LOGOS

UC Merced, University of California



Student Alumni Association



UC Merced Alumni Association



UC Merced Seal



NEW LOGOS

University of California Merced



Student Alumni Association



UC Merced Alumni Association



UC Merced Seal



- Taglines
 - Student Alumni Association: "Let the Journey Begin"
 - UC Merced Alumni Association: "Let the Journey Continue"
 - UC Merced: "Building the Future in the Heart of California"
- The Micro, Macro, and the Acronyms
 - DC = Dining Commons | DCC = Downtown Campus Center
 - COB = Classroom and Office Building | COB2 = Classroom and Office Building 2
 - SAA = Student Alumni Association
 - LYNX = Let Your Network X-pand
 - OAR = Office of Alumni Relations
 - ER = External Relations

* Indicates Action Item

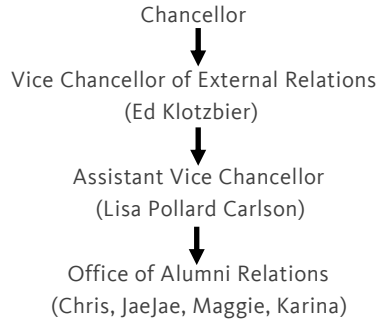
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- External Relations Umbrella



- Alumni Giving

1. ~ 9,000 UC Merced Alumni
 - Working on updating data on alumni whereabouts, employment, and education
2. National Rankings
 - a. High of 13% giving in 2017 with 995 donors
 - b. U.S. World News Rankings based on a rolling 2-year average
 - c. Goal of 20% alumni giving by 2020
 - d. President Ellis emphasized to push to give because of one's passion, not because it is a requirement

- Endowed Scholarships:

1. Nearly 10 alumni have secured \$10K endowed scholarships
2. "A Little to do a Latte" promotional video will be released to increase awareness of endowing scholarships.

- Programmatic Updates

1. Journey Fund is at about \$15K
2. UC Merced has received mixed reviews
 - a. 200 users
 - b. 65% willing to help
 - c. 29 new emails
3. UC Merced Career D.N.A.
 - a. 58 group attendees
 - b. 36% participation
 - c. Funding provided by UCOP for Alumni Career Engagement Initiatives

- Looking Ahead

- August 2018
 1. Merced 2020 Opening
 2. Scholars Bridge Crossing
- September 2018
 1. Journey 5K Fund Run — "A Run for Ryan"
- October 2018
 1. UCMAA Board Meeting
 2. Homecoming (Alumni Town Hall, Tailgate, Bobcat Boardwalk, Alumni Sunday Send-Off)
 3. Downtown Block Party
- November 2018
 1. Give Tue UC Merced
- December 2018
 1. Fall 2018 Commencement



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- Instant Magazine
 - To be released on a bi-annual basis to UC Merced community, alumni, and UFC.
- Questions:
 1. Marko Zivanovic inquired about the alumni donor retention.
 - Majority of gifts are from graduating students during Grad Fair
 - Give Tue UC Merced (GTUCM) has helped drive giving participation
 - Purchase of Alumni Relations/External Relations items have contributed to numbers on a smaller scale
 - * Donor retention will be added to the Alumni Giving Committee agenda for discussion

04

UCMAA COMMITTEES

02:16 P.M. — 03:01 P.M.

- Executive Committee
 - UCMAA Board Meeting Proposal
 - The Executive Committee proposed to hold Board Meetings held in conjunction with Homecoming and ALUM WKND midday with the first hour dedicated to committee meetings
 - Committee Chairs Proposal
 - The Executive Committee proposed having a single Committee Chair to increase involvement with staff liaisons.

* Office of Alumni Relations to poll for the time adjustment of the Board Meeting.
- Committee Reports
 1. Alumni Advocacy Committee — Marko Zivanovic & Miguel Lopez
 - a. Having the voice of the alumni and student body heard in the legislature and beyond
 - b. Increasing stature within internal stakeholders (Chancellor's office, Trustees, Regents)
 - c. Determining the voice and vision of the Alumni Board
 - d. Increased engagement needed during committee meetings
 2. Alumni Giving Committee — Kyle Hamilton
 - a. Endowment of the Journey Fund
 - b. Increasing the number of hosted fundraising events
 - c. Giving Tuesday to be held in November
 3. Student Alumni Relations Committee — Katie Hatfield
 - a. Experience by Degrees and Alumni Career Chat Employment Success Series (A.C.C.E.S.S.) moved to Career & Professional Advancement
 - b. Looking to increase attendance and the number of hosted GraduATE Dinners
 4. Career & Professional Advancement — Brooklynn
 - a. Experience by Degrees has drawn an average of 70—80 student attendees
 - b. Continuing to work with Executive Director Brian O'Bruba and Career Counselor Lezly Juergenson
 - c. Have set goals and measures for success
 5. Community Engagement — Sean Lambert-Diaz
 - a. Events planned for the remainder of the year
 - b. Opportunities have been planned around Board Meetings to include Board Members
 - c. Seeking more opportunities to increase the #BobcatsGiveBack brand

05

UCMAA CHAPTERS

03:01 P.M. — 03:16 P.M.

- Programmatic Review — Randell Rueda
 - Secretary Rueda is performing an ongoing assessment of the productivity and community impact of the current chartered Chapters

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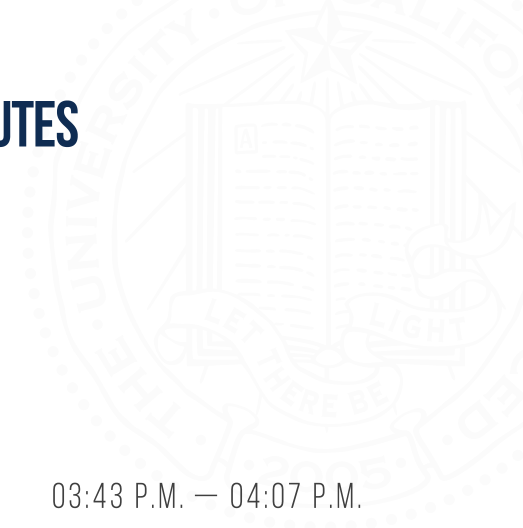
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- Assessment will continue throughout the remaining months until the end of the calendar year
- A new implementation model and structure to be rolled out at the turn of the calendar year

- Constitution and Bylaw Amendments
 1. Constitution Article III, Section 1
 - a. Motion to amend: Kyle Hamilton
 - b. Second: Aaron Hill
 - c. Vote: Motion Passed
 2. Constitution Article III, Section 2
 - a. Motion to amend: Kyle Hamilton
 - b. Second: Aaron Hill
 - c. Vote: Motion Passed
 3. Constitution Article IV, Section 2
 - a. Motion to amend: Kyle Hamilton
 - b. Second: Aaron Hill
 - c. Vote: Motion Passed
 4. Constitution Article IV, Section 4
 - a. Motion to amend: Kyle Hamilton
 - b. Second: Brandon Ruscoe
 - c. Vote: Motion Passed
 5. Constitution Article IV, Section 5
 - a. Motion to amend: Kyle Hamilton
 - b. Second: Miguel Lopez
 - c. Vote: Motion Passed
 6. Bylaws Article II, Section 3
 - a. Motion to amend: Miguel Lopez
 - b. Second: Kyle Hamilton
 - c. Vote: Motion Passed
 7. Bylaws Article III, Section 1
 - a. Motion to amend: Miguel Lopez
 - b. Second: Kyle Hamilton
 - c. Vote: Motion Passed
 8. Bylaws Article IV, Section 4 — Vice President Duties
 - a. Motion to amend: Kyle Hamilton
 - b. Second: Jared Ruscoe
 - c. Vote: Motion Passed
 9. Bylaws Article IV, Section 4 — Secretary Duties
 - a. Motion to amend: Sean Lambert-Diaz
 - b. Second: Miguel Lopez
 - c. Vote: Motion Passed
 10. Bylaws Article IV, Section 4 — Initiatives
 - a. Motion to amend: Kyle Hamilton
 - b. Second: Miguel Lopez
 - c. Vote: Motion Passed

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11. Copyediting to be completed by acting Secretary
 - a. Motion to copyedit: Keith Ellis
 - b. Second: Kyle Hamilton
 - c. Vote: Motion Passed

06

CLOTHING CLOSET

03:43 P.M. — 04:07 P.M.

- Executive Director Chris Abrescy presented on behalf of Director Brian O’Bruba
- Clothing Closet
 1. Small fee for rental of professional clothing (~5 days)
 2. Location: Edward Gallo Recreation Center
 3. Donation of clothing items after ~1 year — location organizations (All Dads Matter, Central Valley Crises, ect.)
 4. Goal: Long-term sustainability, funding needed to launch program
- Questions/Concerns
 1. Jared Ruscoe: Will there be a process for items that require repairs or are returned damaged? Is JC Penney the most cost effective source for the garments?
 2. Aaron Hill: Will metrics be shared from Brian’s team? Can success stories be shared with the Board and the general Alumni population?
 3. Joan Rich: Can donations be set aside to reduce rental costs rather than purchase inventory? Is the \$5,000 proposal solely for UCMAA Board to consider or will other partners contribute to the goal?
 4. Kyle Hamilton: Pitching to the Alumni population to donate to the cause is similar to the coffee imitative.
 5. Miguel Lopez: Initiative is similar to others like the Journey 5K Run and other philanthropic/community engagement projects.
 6. Jacqueline Minas: Why is the initiative not currently considering lightly used items for donations?
- Transfer of \$5,000 from UCMAA Fund to support Clothing Closet
 - a. Motion: W. Kyle Hamilton
 - b. Second: Aaron Hill
 - c. Vote: Motion Passed

*Chris to provide updates of ongoing initiative at next UCMAA Board Meeting.

07

UCMAA BOARD GOALS

04:07 P.M. — 04:10 P.M.

- 1-Year Goals
 - a. Restructure Committee Implementation Model
 - b. Restructure Chapter Implementation Model
 - c. L.Y.N.X. Platform Renewal and Increase Engagement
 - d. 20% Alumni Giving
 - e. 100% Board Giving
 - f. Clothing Closet (\$5K) — Completed
- 2-Year Goals
 - a. \$50K UCMAA Journey Endowment
 - b. \$100K UCMAA Scholarship
- 5-Year Goals
 - a. Alumni House/Alumni Storefront/Resource Center
 - b. Endowed Chair Fund (\$1M)
 - c. Graduate Student Fellowship (\$25K)
 - d. UCMAA Naming Opportunity
 - e. UCMAA Graduation/Alumni Supplies

* Indicates Action Item



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- Tabled Goals
 - a. Intern 200

08 A LOOK AHEAD

04:10 P.M. — 04:11 P.M.

- Reference Board Meeting materials for dates and upcoming events

09 OPEN DISCUSSION

04:11 P.M. — 04:14 P.M.

- Katie Hatfield called for correcting founding dates and information on all apparel and designs as sold by the campus bookstore
 - Movement is being made to update all brand to 2005 in addition to solidifying colors and insignia
- Aaron Hill called for efforts be made to centralize apparel and goods for availability to the greater Alumni population and beyond

10 CLOSING REMARKS AND ADJOURNMENT

04:14 P.M. — 04:15 P.M.

- Action Items
 - * Statement of Compliance verbiage to be updated from Development and Alumni Relations to Alumni Relations
 - * Donor Retention to be added to next Alumni Giving Committee
 - * Office of Alumni Relations to poll for time extension of October Meeting
 - * Office of Alumni Relations to email reminders for the post-meeting assessments and submission of committee and committee chair applications
 - * Executive Director Abrescy to discuss potential branding on and around suit garments purchased for Clothing Closet with Executive Director O'Bruba
- Adjournment of Board Meeting
 - a. Motion: Brandon Ruscoe
 - b. Second: Jared Ruscoe
 - c. Vote: Meeting Adjourned