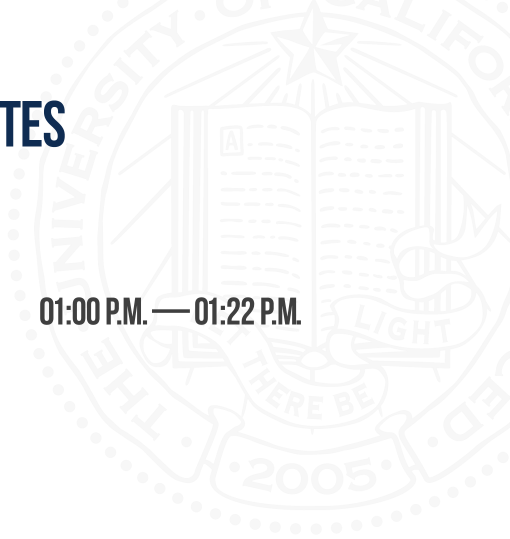# UCMAA BOARD OF DIRECTORS MEETING MINUTES

JANUARY 30, 2021 | 01:00 P.M. — 04:45 P.M.

ZOOM TELECONFERENCE | MEETING ID: 209-228-4484

01 CALL TO ORDER   01:00 P.M. — 01:22 P.M.

• **External Relations Staff:**

- Amber Flores   Executive Director, Annual & Special Giving
- JaeJae Julian   Interim Director, Alumni Relations
- Magdalena Castañeda   Alumni Relations Assistant

• **UCMAA Executive Committee:**

- Brooklynn Pham   President
- Jo-Anne Rodriguez   Vice President
- Randell Rueda   Secretary
- Keith Ellis   Immediate Past President

• **UCMAA Board Members:**

- Trevor Albertson	- Cristhian Gutierrez Huerta	- Derek Sollberger
- Alvin Cha	- Eduardo Hernandez	- Jamie Sweet
- Adrian Chavez	- Juan Lopez	- Ulises Vargas
- Sam Fong	- Michelle Pal	- Brenda Yu

• Opening + Culture Builder led by Brooklynn Pham

## 02 NOMINATING COMMITTEE & BOARD APPLICATION   01:22 P.M. — 01:44 P.M.

• <u>UCMAA Board Application Updates</u>
1. Have discussed moving up marketing/opening of Board applications to Bobcat Day
2. Philanthropy question is focusing on qualitative answers rather than quantitative support
3. Re-applying Board Members will be asked for more insight/examples of non-board related service/activities
4. Applicant interviews
     a. Any member of the Nominating Committee who would like to interview an applicant, will contact the chair and vice-chair of the committee with the proposed questions for review/feedback first

     b. If approved, the member will take note of questions asked and responses received that will be reported to the full committee thereafter

• <u>Open Discussion</u>:
1. Randell: When is the open date of applications?
     a. End of March/early April with applications remaining open through Commencement
     b. Before closing the applications, the Nominating Committee will assess if an extension is needed

2. Alvin: Is the application scoring and criteria a public document?
     a. In 2014, portions of the document were made public
     b. In 2016/2017, the entire document was made public to allow for a more transparent understanding
     c. Language has been adjusted in preparation of listing the document publicly

3. Keith: The committee will be inviting external campus partners to serve as advisors to the committee
     a. Brian O'Bruba is an example of a past advisor who may be asked to participate once again
     b. Recommendations for other advisors are welcomed and encouraged

• <u>UCMAA Board Vote:</u> Motion to approve the application and freeze the bylaw requirement dictating voting must occur in April
1. Motion: Keith Ellis
2. Second: Sam Fong
3. In Favor: All present
4. Against: None
5. Abstentions: None
6. Motion passed unanimously
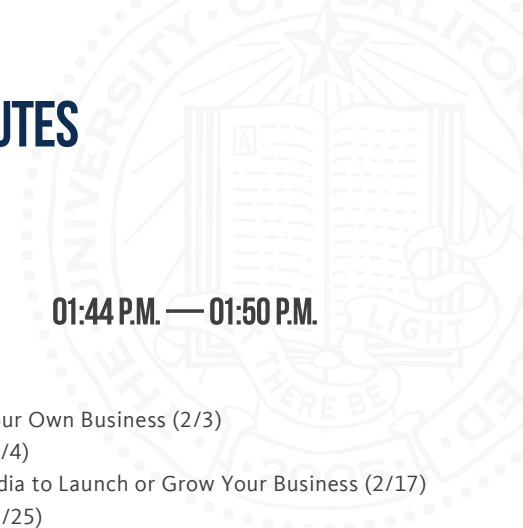
03 A LOOK AHEAD   01:44 P.M. — 01:50 P.M.

- Upcoming Events
  1. February
     a. UC Alumni Career Network Webinar— Starting & Leading Your Own Business (2/3)
     b. An Evening with Chancellor Muñoz — Southern California (2/4)
     c. UC Alumni Career Network Webinar— Leveraging Social Media to Launch or Grow Your Business (2/17)
     d. An Evening with Chancellor Muñoz — Northern California (2/25)
  2. March
     a. Philanthropy Week
     b. An Evening with Chancellor Muñoz — Central California (3/11)
  3. April
     a. UCMAA Board Meeting
     b. Bobcat Day (4/17)

04 DREAM TEAM BREAKOUTS   01:50 P.M. — 02:08 P.M.

- Overview
  1. DREAM Team Pivot
     a. The Executive Committee has worked with the Alumni Relations Office to identify events that can be supported by each team

  2. Breakout Actions
     a. Identify current events to support
     b. Designate owners
     c. Create a plan of action
        i. Identify next steps (e.g. sharing on social media or forwarding email)

- Open Discussion
  1. JaeJae: Many Homecoming attendees shared they were personally invited by a fellow alum to participate
  2. Keith: Sharing engagement opportunities opens conversations about board involvement
  3. Brooklynn: Please continue to ask questions and lean on your board and DREAM team for help

05 BREAK   02:08 P.M. — 02:20 P.M.

06 ALUMNI ADVOCACY + UC SANTA CRUZ REGENT SELECTION   02:20 P.M. — 03:12 P.M.

- Brooklynn introduced Meredith Turner — Associate Director of Institutional Relations & Advocacy at UC Office of the President, and UC Santa Cruz Alumni Association President

- Alumni Advocacy
  1. **COVID Impacts — Federal**
     a. COVID-19 costs exceed $2.9 billion for the University
        i. $1.76 billion to campuses
        ii. $1.22 billion for health centers
     b. CARES Act provided a total of $1.14 billion for UC
        i. $1.37 million for campuses
        ii. $130 million for student aid
        iii. $860 million for health
     c. UC anticipates about $390 million from HEERF
        i. $250 million for campuses
        ii. $140 million for student aid

2. **UC State Budget Request & Governor's Introduction**
    a. UC Ask of the State
        i. $518.3 MILLION IN ON-GOING FUNDING | $250 MILLION ONE-TIME
            - Restoration of Core Funding: $300.8 million
            - Sustaining Core Operations: $157.7 million
            - Focused Investments: $59.8 million (mental health, equity, PRIME)

    b. Governor's Introduction
        i. $136 MILLION IN ON-GOING FUNDING | $225 MILLION ONE-TIME
            - Restoration: $104 million ("3% base budget increase")
            - Focused Investments: $28 million (basic needs as mental health/tech, PRIME)
            - $157 million deferred maintenance/energy efficiency

3. **Messaging**
    a. *The State must restore the cuts to UC's budget in order to ensure student success with equity. We have an obligation to help the State meet its workforce, healthcare, and research demands now and for the future.*

4. **Advocacy**
    a. Grassroots:
        i. UC Advocacy Network
        ii. UCAN Student Ambassador Program
        iii. UC Student Association
        iv. Broad-based UC community such as Staff, Faculty and Alumni

    b. UC Leadership: President, Chancellors, Regents, UC Health, Campus medical center CEOs

    c. Grasstops: California Coalition for Public Higher Education, Fiat Lux Alliance, Campus-Specific Supporters

5. **What can Alumni do?**
    a. UC Advocacy Network | Text 'UC' to 52886
    b. Double the Pell Campaign — Partnership between UC and the UC Student Association
    c. Government Relations: Partner with your campus to advocacy day and attend strategic legislator meetings

6. **Alumni Regent**
    a. Alumni Regents and Advocacy
        i. Meredith has been working with the Regents to organize advocacy meetings
        ii. Regent Stegura is very active and has pushed for Regents to be active in advocacy efforts
    b. Regent selection process for UCSC
        i. Each campus has a different selection method
            - Some campuses have strict restrictions while others allow anyone to apply
            - Most candidates are qualified and are likely to be extremely involved
    c. Best Practices
        i. UC Merced has the potential to include a fresh perspective from by engaging younger alumni

- Open Discussion
    1. Randell: How do we combat the potential of alumni becoming involved once and then dropping off?
        a. Meredith: We have found within any board or group, people who participate one-time and then drop-off. The UC Advocacy Network (UCAN) sees some attrition each year. We would rather have someone involved in a campaign they are passionate about even once than not at all.

        b. Benchmarks can be created to identify who has an affiliation with UC Merced and what interests they may have. The board can then identify how to best promote advocacy efforts.

    2. Meredith: UCAN was relaunched 3-4 years ago and has found advocates are more interested in Federal actions than State.

* Indicates Action Item

3. Keith: If UCSC could start with a blank slate, what are some recommendations that you (Meredith) would include in your process?
    a. Meredith: Would have liked for the UCSC board to have a greater understanding of the Regent's role and responsibilities.

07   UC MERCED ALUMNI REGENT OVERVIEW + WORKSHOPPING   03:12 P.M. — 04:09 P.M.

• Board Questions:
1. Juan: For the rounds and applicants, will the Board receive live updates on what progress has been made?

2. Brenda: In Round 2, who is included in the Leadership cabinet? Will Board Members have the ability to ask questions and evaluate candidates?
    a. Randell: The leadership cabinet is set by the University (UC Merced)
    b. Amber: The cabinet was revived by Chancellor Muñoz in July and includes all Vice Chancellors, Deans and other campus leaders

3. Derek: For the mention of reimbursement, is there further reimbursement beyond travel?

4. Michelle: Is there an estimate of how many applicants there may be for this position? Will we need to tap people on the shoulder to apply?
    a. Brooklynn: Based on the young history of the board, would anticipate fewer than 10
    b. Keith: Applicants will have to consider the time commitment of the Regents (bi-monthly meetings, AAUC meetings, etc.)

5. Ulises: When it comes to the Selection Committee, will there be a process to select these designated representatives?
    a. Would be a presidential nomination with ratification by the UCMAA Board

6. Alvin: Is there a reason why we excluded UC employees from the Selection Committee? Is the terminology "selection" the right choice when it's a recommending body" In the event that the seated admin cannot attend, who chooses the "chosen designate?" How will the singular Alumnus/a be selected to sit on the Committee?

7. Sam: What are we looking for in selecting the seated Alumnus/a for the Committee?

8. Jamie: Is there only 1 Regent for UCM at the time of selection? Could we clarify the cycling of 2028?

9. Eduardo: Will we consider if the timeline information is best to codify into the Bylaws?

• Open Discussion:
1. JaeJae: Resources were collected from sister campuses to guide the development of UC Merced's Regent bylaws.

2. Alvin: When is the application expected go live?
    a. Keith: The Board application will need to close before the Regent application opens. The Selection Committee would ideally begin it's work over the Summer.

*Next Steps: The Executive Committee will review feedback and update the document

08   ANNUAL GIVING & ALUMNI RELATIONS REPORT   04:09 P.M. — 04:36P.M.

• Annual & Special Giving | Amber Flores
1. Give To UC Merced 2020
    a. Goal: 250 Donors & $50,000 by December 31
    b. Actual: 457 Donors & 166,066

2. Year-Over-Year
    a. 2019: 149 Gifts | $11,820
    b. 2020: 125 Gifts | $13,170

3. Donor Snapshot
    a. 125 Gifts form Alumni
    b. Donors from 17 States (Most gifts from alumni and primarily from California)
    c. Class of 2023—12 Gifts

4. 57 Funds Supported

• Alumni Relations | Jaejae Julian
1. Board Participation
    a. Brooklynn's Call to Action:
        i. Matching the 2020 Class Gift
        ii. $100 for 100% Board Giving
    b. As a result…
        i. 100% Board Participation (December 2020)
        ii. 100% Board Participation through Give to UC Merced

2. Bobcat Briefing Newsletter
    a. Launched in November 2020
    b. Second edition on GTUCM sent in December 2020
    c. Next Editions
        i. Spring 2021
        ii. Summer 2021
    d. Looking for guest writers to craft content for distribution

3. Upcoming Events
    a. An Evening with Chancellor Muñoz
    b. Always Love UC Merced (ALUM) Month
        i. UCMAA Board Meeting
        ii. Alumni Association Summit
        ii. ALUM Reunion
        iv. ACCESS

09 OPEN CREATIVE DISCUSSIONS   04:36 P.M. — 04:48 P.M.

• Brenda: Would like to propose the implementation of a shadowing program. Similar to concept of an Alumni Regent-designate, a board member would shadow a Nominating Committee member for one year before serving as a voting member in the following year. For example. Board members completing the first of their 3-year term could shadow the current Nominating Committee during their second year and then have the knowledge to act in their third year.

1. Alvin: Likes the idea, only consideration is the voting and whether or not they would have the voting right the first year. There is a potential for a gap if board members being brought in are not new members, but otherwise a great idea.

2. Jamie: What would shadowing look like if the members of the committee score individually? How would that work
    a. Keith: Could envision the shadowing members following up with the actual member (designee) that holds the actual vote to discuss the applicants. Possibly the using the shadowing member as a sound board.

    b. Randell: To carry Jamie's point further, it wouldn't only be in the selections portion of the committee there is a lot more that is done on top of that.

    c. Keith: Correct. To clarify, non-reapplying board members could sit in on the deliberations portion of the Nominating Committee meeting as non-voting attendees. Non-committee members are asked to remove themselves during the closed session for the final selection voting, however, designees could be written in as non-voting members of the committee so they can understand the process for the following year if selected to be seated members.

3. Jo-Anne: The shadowing program would be great in helping members understand the nuances of the committee that some may not be privy to.

4. Trevor: Sitting on a number of corporate boards and sitting on membership committees of some of those boards has learned that there is a reason members are given voting rights. You would want the new thinking and approaches to immediately impact the board rather having previous practices inculcate the new members before they an express their opinions. Has seen boards follow a similar method for onboarding new members that then results in them following practices of their predecessors instead of having new ideas and expressions. This is meant to share experiences seen through other methodologies, not critique it in a positive or negative way.

10 CLOSING REMARKS + ADJOURNMENT   04:48 P.M.

- Meeting adjourned at 4:48pm