

# UCMAA BOARD OF DIRECTORS MEETING MINUTES

FEBRUARY 4, 2023 | 09:00 AM — 12:00 PM (PST)

ZOOM TELECONFERENCE | MEETING ID: 209-228-4484

09:00 AM — 09:20 AM

## 01 WELCOME + CALL TO ORDER

### • External Relations Staff:

- Amber Flores	Executive Director, Annual & Special Giving and Campaign Manager
- Adam Goldberg	Assistant Director, Annual & Special Giving
- JaeJae Julian	Associate Director, Alumni Relations
- Magdalena Castañeda	Program Coordinator, Annual Giving & Alumni Relations

### • UCMAA Executive Committee:

- Randell Rueda	President
- Brenda Yu	Vice President
- Derek Sollberger	Secretary

### • UCMAA Board Members:

- Steven Barillas	- Bob Lopez	- Jackie Shay
- Eve Delfin	- Jonathan Ly	- Jamie Sweet
- Sam Fong	- Jason Matthew Miguel	- Mina Tawfick
- Cristhian Gutiérrez Huerta	- Gaby Orduna	- Ulises Vargas
- Eduardo Hernandez	- Tanya Perez	- Angela Yang
- Katrina Llanillo Johnson	- Liz Perkins	- Brandon Yu
- Juan Lopez	- Kavi Reddy	

### • Excused Members

- Ritu VPS

### • Opening + Culture Builder led by Randell Rueda

- Breakouts by Board Pods were asked to answer the prompt, “to be more impactful in 2023, I/we will..”
- Responses:
  1. Pod 1 (Steven): continue being part of the board, focus on supporting Bobcats Helping Bobcats program
  2. Pod 3 (Jackie): continue to meet as a pod and recognize the value
  3. Pod 5 (Brandon): connect as a pod and help each other be accountable
  4. Executive Committee:
    - a. Randell: impact through fun and lightheartedness, genuine enjoyment
    - b. Brenda: increase involvement with the board with current and future alumni
    - c. Derek: be a contact for board members and campus partners

09:20 AM — 10:10 AM

## 02 ANNUAL GIVING & ALUMNI RELATIONS REPORT

### • Staffing Updates | Amber Flores

- Maggie will be working as the Program Coordinator for Annual Giving & Alumni Relations.
- Next steps will be to post a backfill position for an Alumni Relations Specialist; alumni will be encouraged to apply once job the opportunity is posted

### • Campaign Updates | Amber Flores

- Boldly Forward: The Campaign for UC Merced
  1. Started as a \$100 million initiative
  2. Campaign Priorities
    - a. Leading Through Discovery
    - b. Cultivating Healthy Societies
    - c. Empowering Student Success
  3. Thus far, \$75 million has been raised for the campaign overall
  4. Increasing both fundraising stream and endowment commitments
  5. 21% of gifts come from individuals (29% corporations, 50% foundations)
    - a. Out of our 16,000 alumni, alumni donors make up one percent of individual gifts
  6. The campaign was announced in September 14, 2022

- Event: Illuminate (October 2022)

\* Indicates Action Item

1. Administration building was named of Fred and Mitzie Ruiz for their \$15 million gift
2. An updated goal of \$200 million was announced

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- UC Board of Regents, Public Engagement & Development Committee
  1. UC Merced sought a vote for the Regents' approval of the campaign initiative and received unanimous support
  2. [See Regent meeting recording here](#)

## • Give To UC Merced (GTUCM) | Adam Goldberg

- Annual fundraising initiative
- Recap of Give to UC Merced (December 2022)
  1. Goals: 500 donors and \$150,000 raised by December 31, 2022
  2. Raised: Nearly one million dollars in gifts from 580 donors
  3. Gifts received from nearly every graduation class (2006-2022)
- Observing and focusing on more parental giving
- 12 match and challenge gifts were offered
- UC Merced has collectively raised over \$3 Million from Giving Tuesday efforts over the years (since 2014)
  1. Have received over 7,000 gifts from over 4,00 donors
- As of February, 92% of UCMAA Board has given this fiscal year
- Open Discussion:
  1. Liz: How is the allocation decided for large donations?
    - a. Amber: The donor self-selects when making their gift.
  2. Eve: Is there room to expand which areas are impacted?
    - a. Amber: We have reduced the number of funds to limit time spent on websites and boost donations.
  3. Liz: How are scholarships disbursed?
    - a. Amber: The Financial Aid Office oversees scholarships, scholarship selection committees also identify scholars.

## • Communication Updates | Maggie Castañeda

- February: Social Media Campaigns
  1. UCAN + State Budget
    - a. On-going campaign to support state budget allocation towards the UC system
  2. Black History Month
    - a. Celebrating black excellence through Bobcat highlights
    - b. JaeJae is also collaborating with the EDI office
- March: Student Philanthropy Month
  1. In 2022, Alumni Relations hosted 4 events which included a Gratitude and Friendship Fair
  2. 6 Student organizations participated in the first crowdfunding campaign: Pilipinx American Alliance (PAA), Lambda Alliance, Muslim Student Association (MSA), National Society of Black Engineers (NSBE), Alpha Kappa Psi (AKPsi), and Pilipinx Americans in Science & Engineering (PASE)
  3. Upcoming Student Philanthropy Month
    - a. Coordinating solicitations for this year's crowdfunding initiative with Office of Student Involvement (OSI) and the Fraternity and Sorority Greek Life
    - b. Student applications close on Feb 19 (<https://saa.ucmerced.edu/spm-app>)

## • Alumni Relations Report | JaeJae Julian

- "Big Rufus" Bobcat Sculpture by Dan Medina coming to campus
  1. Dan Medina is the artist who previously worked on the Kobe and Gigi Bryant memorial
  2. Currently working on requesting input from the UC Merced community
    - a. "What does UC Merced mean to you?"
    - b. "What words describe UC Merced, the community, and your experience, hopes or aspirations?"
    - c. Common themes/words will be selected to be engraved on the statue
  3. The statue will be located in the University Plaza to welcome visitors and prospective students ([learn more](#))
- UC Merced Labyrinth by Lars Howlett
  1. Will be added to Kelley Grove located in front of the Pavilion dining center
    - a. The labyrinth will serve as a reflective and meditative space that will be accessible and include decomposite granite
  2. A tree-shaped labyrinth was selected to symbolize growth and connection with the land

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- 3. The Class of 2022 gift will provide outdoor seating surrounding the labyrinth space
- 2021 Class Gift Mural by Patti Pratt
  - 1. Local business owner Patti of Kreepy Kawaii completed the 2021 class mural, "[Perseverance. Resilience. Hope.](#)"
  - 2. The mural is located on the SSB building (facing towards the SSM building)
- Bobcat Bricks
  - 1. Recently passed inspection and a large portion is anticipated to be installed this semester
  - 2. Location: Scholars Lane (between the Wallace Dutra Amphitheater and the Yablokoff-Wallace Dining Center)
- General Updates
  - 1. The UC Alumni Career Network is hosting upcoming webinars
  - 2. As Associate Director, JaeJae serves on the UC-Wide Diversity Alumni Engagement Practitioner Circle
    - a. She is working with Liz Perkins to develop a UCMAA Diversity Statement
  - 3. UC Merced will be part of the Hispanic-Serving Institutions Career Collaborative virtual career expo (Feb. 22)
  - 4. Bobcat Day
    - a. Planning the next board meeting for Friday, April 21 (followed by an alumni networking mixer)
      - i. Poll conducted: 78% approved of change
    - b. Saturday, April 22:
      - i. "Ask an Alum" tabling | 10 AM — 2 PM
      - ii. ALUMinate (Alumni Party) | TBD
- \* UCMAA Board Members are asked to [pledge their support](#) for the state budget campaign hosted by UCAN

03

## DREAM TEAM REPORT OUTS

10:10 AM — 10:25 AM

- **Community Mobilization (Liz Perkins)**
  - Setup check-in points in the calendar year
  - Intentional movement towards goals
  - Reaching out to local government, alumni, food delivery, and more
- **Connections and Mentorship (Katrina Johnson)**
  - Chill & Chat
    - 1. Hosting pilot on Feb. 22 (after 6PM) with Living Learning Communities
  - Bobcats Helping Bobcats
    - 1. Next Steps: Interest surveys to be sent out
    - 2. Target Date: Launch in August
    - 3. Looking for board member mentors
  - Board Member Highlights in the works
- **Giving and Gratitude (Angela Yang)**
  - Minor Goals:
    - 1. Reach 100% UCMAA Board giving
    - 2. Receive a gift from at least one alum from each class year (2006—2023)
  - Major Goals:
    - 1. Create a short list of alumni ambassadors to meet with donors
    - 2. Video campaign to showcase allocations
  - Team Event
    - 1. Virtual collaboration event with all board members

04

## BREAK

10:25 AM — 10:35 AM

05

## UCMAA OPERATIONS

10:35 AM — 10:57 AM

- **UCMAA Scholarship Selection Committee**
  - Taskforce Updates (Brenda Yu)
    - 1. After the October board meeting, an all-call for the scholarship taskforce was sent
    - 2. The taskforce met to discuss questions and review the scoring rubric
    - 3. A supplemental webpage with rubric insights will be launched

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- Staff Insights (JaeJae)
  1. Lisa Silveira from the Office of Financial Aid appreciated the word count maximum and the raised equity concerns
  2. Incorporating the EDI question will not factor out students from other scholarships
- Committee Member Nominations
  1. Nominating Gaby Orduna and Mina Tawfick to the Scholarship Selection Committee
  2. Vote: Approval of Nominees
    - a. Motion: Sam Fong
    - b. Second: Jason Matthew Miguel
    - c. Votes:
      - i. In Favor: 14
      - ii. Against: 0
      - iii. Abstentions: 4

## • UCMAA Board Nominating Committee

- UCMAA Board Applications
  1. Overview:
    - a. Hosted a debrief meeting with staff and Immediate Past Vice President, Jo-Anne Rodriguez
    - b. No changes to the board application were made
    - c. Proposal: Vote to open applications ahead of Bobcat Day
  2. Open Discussion:
    - a. Cristhian: What is the adjusted timeframe for the applications?
      - i. JaeJae: March through April/Bobcat Day
  3. Vote: Approval to open board apps ahead of April/Bobcat Day
    - a. Motion: Steven Barillas
    - b. Second: Katrina Johnson
    - c. Votes:
      - i. In Favor: 19
      - ii. Against: 0
      - iii. Abstentions: 0
- Nominating Committee Member Nominations
  1. Nominating Brandon Yu and Steven Barillas to serve as committee members
  2. Vote: Approval of Nominations
    - a. Motion: Jackie Shay
    - b. Second: Cristhian Gutiérrez Huerta
    - c. Votes:
      - i. In Favor: 13
      - ii. Against: 0
      - iii. Abstentions: 6
  3. Open Discussion:
    - a. Liz: Would like more information about votes during board operations.
      - i. Randell: To clarify, votes are in confidence that the President is abiding by the bylaws to identify nominees for the committees
      - ii. Keith: In the past no bios were provided, however it is fair to request the Executive Committee considers doing so for future nominations
        - Liz: Would appreciate some context is shared about why individuals are nominated prior to the votes
    - b. Randell: Will open an opportunity for a taskforce to review the bylaws and enumerate the nomination process with updates to be shared in April if possible.

06

## ALUMNI ASSOCIATIONS OF UC REPORT

10:57 AM — 11:30 AM

### • AAUC Report

\* Sign up for UC Advocacy Network (UCAN): [universityofcalifornia.edu/get-involved/advocate](https://universityofcalifornia.edu/get-involved/advocate)

1. Goal: 100% board representation on e-mail lists across all 10 campuses

- Learn about the state budget campaign at [ucm.edu/OwJy6i](https://ucm.edu/OwJy6i)

1. Show your support for a 5% increase in budget to UC by signing the petition

- General Obligation Bonds:

1. GO bonds will support all 10 campuses, and will support much needed infrastructure, student success, and other initiatives
2. Materials marketing the GO bonds will lessen as votes approach to avoid providing an unbiased stance

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3. Amber: Advocacy also seeking another 5% budget increase over next 5 years
4. Keith: While state employees may be hesitant to state or advocate positions, this board has First Amendment rights to that ability

## • State Budget + Advocacy

- A subset of Regents have been encouraging a voting block (through UCAN)
- Short-Term: State Budget
  1. Jan: Governor released initial proposal, then sent to the Department of Finance
  2. May: Revisions made in proposals based on updated fiscal data
  3. Recent governors passed budgets in first half of the year (by June 15)
    - a. Followed by budget trailer bills
  4. Currently in year 2 of a 5-year compact
    - a. Will need additional support (see UCAN notes above)
  5. Since UC is a statewide entity, bond measures have to be carried out in state ballots (contrast to K-12 school districts)
  6. 2020 Project was a response to previous budgetary needs
  7. UC Merced: \$21 million need in deferred maintenance (received \$560k)
  8. Nov: Regents approved UC Merced medical building and site ready-work
    - a. \$9 million in commitments
    - b. Half to movement of stormwater retention pond (near ACS building) to create space for next building
    - c. Upgrade campus infrastructure (further push to all-electric)
  9. Capital Projects
    - a. Nov: Regents approved 5-year outlay plans
    - b. Considering graduate student housing and upgrades to ECEC (childcare program)
- Long Term: General Bond for 2024 ballot

## • General Discussions:

- Power of public Comment (Keith Ellis)
  1. Community and Mentorship DREAM Team encouraging outreach
  2. Apply to be on a board/commission in your area
  3. Amber: Regent meetings are streamed: <https://regents.universityofcalifornia.edu/meetings/>
- Keith: Confident that success in the Alumni Regent role (for 2028-2030) is a current seated board member
- Eve: How will the new graduate-student contract affect operations moving forward?
  1. Many campuses are making decisions about their graduate programs with the new budgetary needs over the next 3 years

07

## OPEN DISCUSSION

11:30 AM — 11:45 AM

## • General Discussions

- Liz: Internal call for action and accountability
  1. Need more conversation and e-mail communication
  2. Let others know your thoughts and/or reasons for lapse in communication
  3. Katrina: Introduction to Discord tutorial suggested
- Randell: Connect with board and alumni
  1. Maggie: Bobcat Day is coming up with in-person meetings
- Keith: Keep communication and contact with local people
  1. Tanya: In-person connection is super valuable
- Keith: Enthusiasm among UC Merced alumni is motivating across California
  1. Amber: Presence gives motivation and bandwidth
- Jackie: Fulfillment being in this UCMAA group

08

## A LOOK AHEAD

11:45 AM — 11:50 AM

- Philanthropy Month (March 2023)
- UC Merced Advocacy Day (March 9, 2023)
- Bobcat Day (April 22, 2023)
- UCMAA Board applications (due May 1, 2023)
- Nominated individuals are asked to plan their future endeavors

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09

## CLOSING REMARKS

11:50 AM — 11:55 AM

- Closing Remarks:
  - Derek: Please continue to reach out to current students and offer mentorship on their journey beyond the university
  - Brenda: Thanks for quarterly presence and Dream Team work
  - Randell: Thanks to Alumni Relations and Alum Regent Keith Ellis
    1. Review your personal and DREAM Team impact statements
    2. Congratulations to Maggie for the new role as program coordinator for Annual Giving & Alumni Relations
- Meeting adjourned at 11:55 am.