



# UCMAA BOARD OF DIRECTORS MEETING MINUTES

FEBRUARY 5, 2022 | 09:00 A.M. — 01:00 P.M. (PDT)

UNIVERSITY OF CALIFORNIA, MERCED | ZOOM TELECONFERENCE

09:00 A.M. — 09:30 A.M.

01

## WELCOME + CALL TO ORDER

### • 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                |
| - Randell Rueda  | Secretary                |
| - Keith Ellis    | Immediate Past President |

### • UCMAA Board Members:

- |                              |                     |                    |
|------------------------------|---------------------|--------------------|
| - Steven Barillas            | - Eduardo Hernandez | - Derek Sollberger |
| - Adrian Chavez              | - Jonathan Ly       | - Mina Tawfick     |
| - Sam Fong                   | - Tanya Perez       | - Ulises Vargas    |
| - Cristhian Gutierrez Huerta | - Liz Pekins        | - Brenda Yu        |

### • Excused Members

- |                                      |               |               |
|--------------------------------------|---------------|---------------|
| - Jo-Anne Rodriguez (Vice President) | - Juan Lopez  | - Jamie Sweet |
| - Katrina Johnson                    | - Jackie Shay |               |

### • Guests

- |                                   |                                     |  |
|-----------------------------------|-------------------------------------|--|
| - Danielle Gaspar (SAA President) | - Velia Trujillo (Student Panelist) | - Rodney Nickens (Alumni Trustee Rep.) |
| - Ethan Murcia (Student Panelist) | - Brent Valdez (Student Panelist)   |  |

### • Opening + Culture Builder led by Brooklynn Pham

- What defining moment in your life most influences how you lead today?
  1. Small Group Discussions (15 mins)
  2. Large Group Discussions (10 mins)

09:30 A.M. — 10:05 A.M.

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## GUEST SPEAKERS

### • Ethan Murcia '22, Velia Trujillo '23, Brent Valdez '24

#### - Introductions:

1. Ethan Murcia: Senior studying Mechanical Engineering from Palmdale, CA. Considering going into the aerospace industry.
2. Brent Valdez: Second year Microbiology student that is doing research in Quantitative Systems and Biology. Aspires to be a pharmacist and is from Tracy, CA.
3. Velia Trujillo: Third year Biology major with a minor in Public Health from Colton, CA.

#### - Club Organizations + Activities

1. Ethan Murcia: President of Vanguard and involved with student government as the Senator for the School of Engineering.
2. Brent Valdez: Part of the tennis team, involved in research and through the Pilipino American Alliance community.
3. Velia Trujillo: Has been a member of the Biology club, worked with the Social Justice Initiatives Programs, and as a mentee of the Student Mentorship Program.

#### - How have the organizations you're currently or have been involved changed your experience?

1. Ethan Murcia: Virtual settings have made it easier to connect in terms of connecting with alumni and companies. On the other hand, not many participants join Zoom calls making it harder to connect with one another.
2. Brent Valdez: Zoom took somewhat of a toll because we are isolated in our own private space, but even though we're still protecting ourselves in this hybrid environment activities such as tennis and research weren't nearly as impacted by social distancing restrictions.



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3. Velia Trujillo: Zoom required people to allocate people differently, and although helpful, it defeated the purpose of hosting events because students weren't able to interact as easily.

## - How have you had to adapt events held by your organizations and campus?

1. Ethan Murcia: At the beginning, everything was moved to Zoom including concerts. Now that we're transitioning back there is still a delay in hosting in-person events for large groups.
2. Brent Valdez: General meetings were allowed to be proctored with a maximum of 50 to allow for social distancing. Have had to work with OSI for events with larger group events to plan accordingly and ensure COVID practices are in place.
3. Velia Trujillo: It's clearly visible that organizations are feeling the fatigue of having to plan events around the pandemic and having to restrict engagements to certain groups and numbers.

## - How safe do you feel on campus?

1. Ethan Murcia: Feels safe on campus and is part of the staff that is implementing prevention measures (signage, sanitation stations, etc.) to mitigate risk. Is able to interact with leadership and understand how they are preparing for return to in-person and referring to other campus studies.
2. Brent Valdez: Feels safe as generally interacts in small communities that take preventive measures and practice proper COVID-19 safety practices.
3. Velia Trujillo: Feels thankful for the university's efforts, but the only concern is the confidence that all classmates are following proper procedures. The university provides a number of great resources.

## - What would you want us (UCMAA Board) to do for you?

1. Ethan Murcia: Would appreciate if alumni were tied to another organization that students could work with to reach out to alumni. It is difficult to take the first step when students want to be mindful of schedules that alumni are already tackling.
2. Brent Valdez: Advertising especially in the STEM industry. Having UCMAA approach faculty to help promote the organization to students as a resource that is available to access. Even flyers and social media marketing would help.
3. Velia Trujillo: Advertising is important especially for the younger students to raise awareness about the resources available through the alumni association.

## - Open Q&A Session

1. Derek: What is the best social media platform we can use to connect with you?
  - a. Ethan: Discord. Already involved in an Engineering discord channel with some alumni.
  - b. Brent: Discord is helpful because you can connect with large groups, but also Instagram and Facebook.
  - c. Velia: Agrees Discord would be easiest, but Instagram, Facebook and Twitter would be the easiest way to raise awareness.

\*Derek shared a discord link to connect alumni to undergraduate students; Opportunity to collaborate with SAA

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## ANNUAL GIVING & ALUMNI RELATIONS REPORT

10:05 A.M. — 10:25 A.M.

### • Give to UC Merced Presentation | Executive Director, Amber Flores

#### - 2021 Goals + Overview

1. Original: Raise \$100,00 By December 31, 2021
2. Actual: Raised \$227,568
3. Average gift size has grown to \$427 compared to previous years
4. 65 Funds were supported through GTUCM
5. 16 donors created matches and challenges that ranged from \$500 to \$1,500 and impacted 13 funds

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## - Donor Snapshot of Affiliations:

1. 142 gifts from Friends
2. 97 gifts from Parents
3. 92 gifts from Alumni
4. 84 gifts from Students
5. 64 gifts from Staff
6. 53 gifts from Faculty

## - GTUCM 2014—2021

1. Raised \$2.1 Million
2. Secured 6,497 gifts from 3,775 unique donors
3. Welcomed 3,124 new donors to UC Merced

## - Alumni Giving Highlights

1. \$11,313.36 in annual gifts
2. 92 gifts received through GTUCM
3. A new alumni endowment was established: Samuel G. Fong Scholarship Endowment for Leadership
4. Gifts ranged from \$2—\$1,000
5. 100% UCMAA Board Participation
6. Alumni supported 25 GTUCM Funds

## • Alumni Relations Report | Interim Alumni Relations Director, Jaelae Julian

### - Alumni Giving (Year-to-Year Comparison)

1. Fiscal Year: 2018-2019 | 947 Unique Donors | Total Cumulative Raised \$49,057.59
2. Fiscal Year: 2019-2020 | 374 Unique Donors | Total Cumulative Raised \$36,923.90
3. Fiscal Year: 2020-2021 | 568 Unique Donors | Total Cumulative Raised \$75,146.88
4. Fiscal Year: 2021-2022 | 394 Unique Donors | Total Cumulative Raised \$93,099.90

### - UCMAA Board Giving

1. Achieved 100% Meaningful Giving

### - Oral History Project

1. Purpose: To capture alumni stories and new alumni data
2. Deadline: Alumni can participate until April 22, 2022
3. Alumni have the option to purchase a book that will commemorate our campus stories
4. In 4 months have collected 1,048 stories, 360 new emails, verified 919 home addresses so far
5. Of those who have participated in the phone calls, 96% would recommend others to participate

### - #iSpyAlumneye: Celebrating Alumni Accomplishments

1. A digital campaign that celebrates alumni success stories
2. If there is an alum within the board's network, you can complete an online form for the chance to have their

### - Student Relations: Student Philanthropy Month (March 2022)

1. In partnership with the Student Alumni Association (SAA), Student Philanthropy Month is an opportunity to build a culture of philanthropy on campus.
2. Events At-a-Glance:
  - a. Week 1: LEADING | March 3 | "Dinner for Champvocates" - an alumni panel featuring keynote speakers
  - b. Week 2: SERVING | March 12 | "Bobcats Give Back" - a community service project
  - c. Week 3: GIVING | March 14—31 | Crowdfunding opportunity for student organizations
  - d. Week 4: ENGAGING | March 31 | Gratitude & Friendship Fair + Game Night

### - ALUM Day will be held on Saturday, April 23, 2022



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## UCMAA DREAM TEAM REPORTS

10:25 A.M. — 10:40 A.M.

- DREAM Team Updates

- **Giving & Gratitude**

1. Goals:

- a. 100% Meaningful UCMAA Board Giving (Derek)
  - i. December 2021 is the second year in a row reaching goal before end of the year
- b. Structure & Process for Funding "Pop-up Initiatives" (JaeJae)
  - i. A formalized process is planned to be completed by April 2022
- c. Review & Update UCMAA Scholarship Process (Keith)
  - i. Criteria and application updates are on-going
- d. Invest in Gratitude for Alumni Donors
  - i. Considering sending out videos through ThankView to recognize alumni donors
  - ii. A script would be provided

2. Long Term Goals:

- a. Increase the Journey Fund to \$100k within the next 5 years
- b. #1 in the UC Alumni Giving System-Wide
  - i. Reach over 10% in overall alumni giving

\*Giving & Gratitude to send out an excel spreadsheet to sign up for ThankView videos

- **Community Mobilization**

1. Affinity Groups & Networks

- a. Reviewed chapter handbooks and policies from sister campuses
- b. Drafted UC Merced's chapter handbook and policies
- c. Currently reviewing within the DREAM Team
- d. Next Step: Finalize draft by end of fiscal year (June 30, 2022)

3. Connections & Partnership

- a. Objective 1: Outreach to campus partners
  - i. Met with campus leadership to understand needs
  - ii. Will be helping to facilitate engagement with alumni and students (coffee chats)
  - iii. Working to establish a webform and policy to manage alumni needs within Alumni Relations and campus partners/Schools/departments
  - iv. Next Steps:
    - Assist with facilitating coffee chats
    - Finalize webform and policy plan by end of fiscal year (June 30, 2022)
- b. Objective 2: Partner with Alumni Relations to support "Student Philanthropy Month"
  - i. Finalizing service project
  - ii. Will work with Alumni Relations to create a promotional plan to engage alumni

- **Connections & Mentorship**

1. Bobcats Helping Bobcats

- a. Orientations have been scheduled (December to present)
- b. Encouraging all alumni to sign up as a mentor
- c. Asking to have each member bring in at least two additional alumni to broaden the alumni registry

2. Coffee Chats

- a. Working on logistics for the event
- b. Currently working on event marketing

3. Career-Hosted Events

- a. Connecting with the Career Center for Professional Advancement (CCPA) to help identify alumni to participate in career events

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## BREAK

10:40 A.M. — 10:50 A.M.



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## UCMAA OPERATIONS

10:50 A.M. — 11:52 A.M.

- UCMAA Bylaw Amendment Proposal: Article V, Section 2 & 3
  - Section 2 amendments include:
    1. Former Directors of the Board be eligible to serve on the Nominating Committee
    2. Appointments be named during or around Bobcat Day for schedule flexibility
    3. The Nominating Committee may put forth a list of possible non-voting advisors pending the Board's approval
    4. Flexibility for the UCMAA Board to review the Board application and criteria any time prior to the opening of the applications within the current year (January—April)
  - Section 3 amendments include:
    1. The UCMAA Board's ratification vote will be a vote of confidence in the Nominating Committee's adherence to the process as defined by the bylaws
    2. A majority affirmative vote will be required to confirm regulations were met and the slate of nominees in total
    3. Any applying Director will abstain from voting due to conflict of interest
    4. If an affirmative majority vote is not reached under the guidance of the Executive Committee, there shall be an open consideration for additional review of deliberation notes of the Nominating Committee's adherence and and/or consideration of candidates
    5. The Board Secretary will have discretionary authority to conduct a ratification vote via email or by other means
  - Vote: Approval of the Bylaw Amendment Proposal
    1. Motion: Steven Barillas
    2. Second: Jonathan Ly
    3. Votes in favor (Yes): 13
    4. Votes against (No): 0
    5. Abstentions: 1 (Randell Rueda)
    6. Bylaws amendments were approved with an affirmation vote
- UCMAA Board of Directors Application (Spring 2022)
  - Proposed amendments:
    1. Adding a question that asks applicants to weigh how much time they can allocate to UCMAA Board service; recommended 0 to 3 points be assigned based on the merit of the candidate's response
    2. Adding a question that asks applicants who inspired them to apply for the UCMAA Board; recommended 0
  - Vote: Approval of the amended UCMAA Board application
    1. Motion: Keith Ellis
    2. Second: Steven Barillas
    3. Votes in favor (Yes): 13
    4. Votes against (No): 1
    5. Abstention: 1 (Eduardo Hernandez)
    6. Amended UCMAA Board application approved to be implemented prior to Bobcat Day (April 23, 2022)
- UCMAA Executive Committee Selection Process
  - Overview
    1. A call for nominations will be sent out
    2. Nominees will be notified and asked to accept or decline nominations
    3. A vote with statements from nominees, who accepted their nomination, will be held prior to the April meeting

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## OPEN DISCUSSION

11:52 A.M. — 11:59 A.M.

- Guest Speaker Brainstorm
  - UCMAA Board Members are encouraged to continue to provide suggestions for consideration to include in future meetings
  - It is recommended the UCMAA Board considers a separate fireside chat to hear in-depth from speakers
- Tips for balancing work + board service
  - Balancing the life that you live, the work that you do, and board service can be difficult
  - Communication is key in all avenues of life
  - Explicitly decide what you need to do (share them out loud or write them down)

\* Indicates Action Item



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- Scholarship Selection Evolution Recommendation
  - Additional opportunities to hold conversations are forthcoming

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## A LOOK AHEAD

11:59 A.M. — 12:04 P.M.

- ALUM/Bobcat Day | Saturday, April 23
  - UCMAA Board Meeting | 9:00 a.m.—12:00 p.m.
  - Alumni Association Summit | 1:30 p.m.—2:30 p.m.
  - Alumni Party | 6:00 p.m.—8:00 p.m.
- UCMAA Board Applications may open as early as late March
- UC Merced Commencement
  - Class of 2020/2021 Commencement | Friday, May 13
  - School of Social Sciences, Humanities & Arts | Saturday, May 14
  - School of Engineering/Natural Sciences | Sunday, May 15
- UCMAA Scholarship Selection Committee
  - Share alumni recommendations via email or through the post-meeting assessment
- UCMAA Nominating Committee
  - Share recommendations through the post-meeting assessment
  - Ratification votes will be held during the April 2022 meeting

09

## UC MERCED FOUNDATION BOARD OF TRUSTEES UPDATE

12:04 P.M. — 12:18 P.M.

- Board of Trustees Overview
  - Rodney Nickens, Jr. '09 started as Board of Trustees Alumni Representative in July 2021
  - The Alumni Representative role was first established in 2018
  - The Foundation was established in 2000 to raise and administer philanthropic support for the teaching, research, and service activities of UC Merced
  - The Foundation Board has 58 volunteers and 2 alumni members (one being the Alumni Representative)
- Board Structure
  - Trustees serve on various workgroups to collaborate on the varying needs of the university:
    1. Advocacy & Awareness Work Group
      - a. Strengthens relationships with elected officials and builds connections within the state
      - b. Advises on key marketing opportunities and strategies
      - c. Assists in identifying opportunities to advocate on behalf of and promote UC Merced
    2. Connections & Mentorship Work Group
      - a. Supports and promotes the fundraising priorities for the institution
      - b. Raises external resources
      - c. Engages trustees in identifying and facilitating connections
    3. Entrepreneurial Ecosystem Work Group
      - a. Helps UC Merced build an environment that supports a pioneering and entrepreneurial mindset
      - b. Builds an A-list of industry partnerships
    4. Nominations Work Group
      - a. Works with campus leadership to identify board needs to inform strategic outreach and consideration
      - b. Carries out process for considering new trustees and term renewals
      - c. Supports engagement prior to, throughout, and following service
- Fundraising
  - The Board has an overarching focus on fundraising and maintains a goal of 100% Board participation in annual giving
  - Significant areas of contributions made by the Board:
    - a. \$500k+ to endow the Board of Trustees Presidential Chair, currently held by Professor Jessica Trounstone



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- b. \$200K+ to fund Mobi the Mobile Maker Lab, to promote STEAM education and provide hands-on learning opportunities for K-12 students in the region
  - c. \$289K to the Merced Vernal Pools & Grassland Reserve, securing match funding from the State of CA
- The Board established an annual Trustees' Impact Fund to make a significant impact on an area of need on campus
  - 1. So far the fund has been directed to support undergraduate research and study abroad experiences
- Board Engagement
  - Active participation in meetings
  - Stay up-to-date on the news, priorities, and needs of UC Merced
  - Attend and volunteer for other activities (Innovate to Grow, Grad Slam, UC Merced Advocacy Initiative, Commencement, speaker sessions, etc.)
  - Facilitate introductions
- Questions:
  - Randall: How can alumni and students connect with the Foundation Board?
    - 1. Reaching out to the board through the alumni representative (Rodney) and any trustee. Many have opened their homes to students. The staff are also very receptive and responsive to students.
    - 2. Trustees have heard from students about the current needs through their participation in the virtual advocacy initiative. The June meeting will be held in-person and may provide an opportunity to invite students and alumni to engage with the board.
  - Keith: What is the application and selection process for the Board/Alumni representative role?
    - 1. A focus of the board is fundraising and is something that is reviewed when considering new candidates—not only their personal philanthropic abilities, but the network they can bring in for additional partnership opportunities.
    - 2. For the Alumni representative role, the UCMAA Board is asked to provide nominations and put forth to the Foundation Board for final selection
  - Brooklyn: What are some of the goals you (Rodney) hope to accomplish through the role?
    - 1. Had a wonderful experience at UC Merced and many opportunities to participate in programs. Would like to ensure other African-American students like him can have the same opportunities and ensuring UC Merced is a welcoming and safe space for black students. Ensuring that diversity, equity and inclusion is central to everything the university does, and that it is a beacon of hope for students throughout California. Especially for those who are from low-income families.

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## UC MERCED ALUMNI REGENT VOTE

12:18 P.M. — 12:45 P.M.

- Vote of confidence in the Oversight Selection Committee's recommendation for the Alumni Regent
  - Motion: Mina Tawfick
  - Second: Steven Barillas
  - Third: Jonathan Ly
  - Vote in favor (Yes): 13
  - Vote against (No): 0
  - Abstentions: 0
  - Vote passed unanimously

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## CLOSING REMARKS & ADJOURNMENT

12:45 P.M. — 12:49 P.M.

- Meeting adjourned at 12:49