

UCMAA BOARD OF DIRECTORS MEETING MINUTES

APRIL 21, 2023 | 06:00 PM — 08:00 PM (PDT)

DOWNTOWN CAMPUS CENTER | ZOOM TELECONFERENCE

06:05 PM — 06:15 PM

01 WELCOME + CALL TO ORDER

• External Relations Staff:

- Amber Flores Executive Director, Annual & Special Giving & Campaign Manager
- JaeJae Julian Associate Director, Alumni Relations

• UCMAA Executive Committee:

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

• UCMAA Board Members:

- Steven Barillas
- Eve Delfin
- Sam Fong
- Katrina Johnson
- Bob Lopez
- Jonathan Ly
- Jason Miguel
- Gaby Orduna
- Tanya Perez
- Liz Perkins
- Kavi Reddy
- Ulises Vargas (V)
- Angela Yang
- Brandon Yu

• Excused Members

- Cristhian Gutierrez Huerta
- Eduardo Hernandez
- Jackie Shay
- Jamie Sweet
- Mina Tawfick

• Opening + Culture Builder led by Randell Rueda

- Prompt: Provide guidance for soon-to-be-graduates and newest members of the UC Merced Alumni Association.
- Responses/Advice:
 1. Gaby: Everyone has their own timeline, so don't necessarily compare yourself to others
 2. Angela: Loneliness can be a challenge after graduation, try to give yourself a new routine
 3. Kavi: You may have graduated, but you are still part of a community; we're always here
 4. Keith: Career services are always available
 5. Randell: Once a Bobcat, always a Bobcat
 6. Liz: Consider an internship to or opportunities to gain new skills/work experience as you try to find a career
 7. Jonathan: Congratulate yourself on your monumental achievement, relish your diploma
 8. Tanya: Become comfortable with the uncomfortable
 9. Sam: Use the resources you have at your disposal such as friends, family, and classmates (clubs/orgs!)
 10. Katrina: Take care of yourself after your difficult college experience

02 ANNUAL GIVING & ALUMNI RELATIONS REPORT

06:15 PM — 06:30 PM

• Scholars at Risk Fund Report | Amber Flores

- Fund Overview:

1. Launched last year (2022), the fund provides scholars with temporary placement at UC Merced
2. UC Merced is part of a greater UC Network that identifies and supports scholars

- Fund Impact:

1. Thanks to the fund, Shiraz Noorani, an Afghan journalist, received a two-year fellowship and is currently attending UC Merced as a graduate student; read his full story [online](#)
 - a. Shiraz's two sisters Laila and Ghazal, also journalists, hold unpaid affiliate status with the Center for the Humanities where they have designated office space to work on their projects for the next two years
2. Shiraz fled Afghanistan and in August 2021 he and his family were placed at a military camp in Indiana
3. In January 2022, Shiraz and his family relocated to the Central Valley

*Consider supporting the Scholars at Risk Fund to have your donation matched

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- **Alumni Relations Report | JaeJae Julian**

- Student Philanthropy Month | March 2023

1. Dinner for Champvocates

- a. Kick-off event for Student Philanthropy Month
- b. Featured a panelist of speakers on the topic of philanthropic and non-profit work
 - i. Alumni Regent-Designate, Keith Ellis
 - ii. Executive Director and Campaign Manager, Amber Flores
 - iii. Entrepreneur, Mike Alamari
- c. Keynote speaker: Michael Baldwin
 - i. Owner of a Central Valley non-profit that supports local youth of underserved communities and the reformation of individuals in prison to prevent recidivism

2. Bobcats Give Back: Day of Service | Lake Yosemite

- a. More than 70 students and alumni participated in trash clean-up and weed-pulling at the lake
- b. The event is hosted in partnership with the Community Engagement Center
- c. Over 400 collective service hours volunteered throughout the month of March

3. RCO Crowdfunding

- a. Over \$10,000 raised collectively
- b. A small portion of matching funds were provided this year, thanks to the Mackenzie-Scott donation
- c. Participating students organizations included:
 - i. Ballet Folklorico – Support for cultural attire
 - ii. Black Student Coalition – Support to develop a step program
 - iii. Bobcat Band – Support to purchase new instruments
 - iv. Martial Arts Club – Support to purchase new training equipment
 - v. Pilipinx American Alliance – Support for additional cultural attire
 - vi. Society of Hispanic Professional Engineers – Support for their “Manitos” student mentorship program

- Bobcat bricks

1. Bricks from 2017 – 2019 were installed in time for Bobcat Day
2. Bricks in honor of deceased Bobcats were designated by the office of Alumni Relations as part of the project

- Campus Updates

1. The “Open Paws” mural (painted outside of El Portal housing) will be debut in celebration of Bobcat Day
2. Two new sculptures of a “M” and “UCM,” will be coming to campus; locations will be near the Biomedical Sciences & Physics (BSP) building and the Pavilion dining hall respectively
3. The Class of 2023 gift will be towards a new mural that will honor graduates and amplify the beauty of campus

- Regional Events

1. April 2, 2023: Merced Mixer
 - a. The Alumni Relations team hosted a networking mixer at M!X Downtown
 - b. Had a fantastic turnout and were able to engage a number of new Sacramento alumni
 - c. The event coincided with a regional admit reception hosted earlier in the day
2. September 15, 2023: Bobcats @ the Coliseum
 - a. The Oakland Athletics will play against the San Diego Padres
 - b. Tickets will include
 - i. Access to a private indoor/outdoor space
 - ii. A concession card available for use anywhere in the stadium
 - iii. Seats to the baseball game above the first baseline and on the second tier
 - iv. A fireworks show and a celebration of Latin music will be held right after the game

- Campaign Updates

1. UC Merced is on-track to meet the Boldly Forward campaign fundraising goal by 2030

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03

DREAM TEAM REPORT OUTS

• Community Mobilization

- Eve is working on surveys with the office of Alumni Relations to form Chicanx/Latinx alumni affinity group
 - a. Eve will be actively networking with student groups for their insights during Bobcat
 - b. Student organizations will also be invited to attend focus sessions
- Jamie and JaeJae worked on a STEM event

• Connections & Mentorship

- A Chill and Chat pilot event was hosted on February 22 with the Living Learning Communities
 1. Randell and Gaby served as panelists for the pilot session
- Cristhian and Steven are working to launch the next phase of Bobcats Helping Bobcats
 1. Next Steps:
 - a. Survey alumni
 - b. Work on updated application to launch by August 15

• Giving & Gratitude

- Have had 92% of board members give to a meaningful fund/opportunity
- Working on an email to target class of 2007 alumni; aiming to have one alum from each class year donate (2006-2022)
- Planning a virtual collaboration event, details to be finalized
- The UC Merced Faculty and Staff of Color Association has taken lead on grad cap and gown support
- Currently working on details for a video campaign to support the Boldly Forward fundraising campaign

• DREAM TEAM Discussions

- Randell met with the Basic Needs office as a member of the Community Mobilization team
 1. The Basic Needs team now oversees the Professional Clothing Closet (PCC)
 2. The PCC is currently housed in the old den along with the Pantry; they are looking to expand the space
 3. An action committee will be formed to formulate a pitch to the Basic Needs office
 4. Discussions:
 - a. Jonathan: Would like to focus on more initiatives that demonstrate the impact of support for the campus through minor actions (e.g. resources to students/young alumni)
 - b. Liz: How bureaucratic does the board want to be? Are there opportunities to partner with local shops? (e.g. create a voucher/coupon program)
 - i. Randell: Intention is to support the office as a standalone entity on campus. Opportunities may include grassroots efforts for projects, or co-collaborating on project proposals that are shared with campus leadership.
- Katrina: Echoes Jonathan's sentiments about demonstrating impact through visuals such as social media or a reward/recognition system.
- Eve: Recommends having more information about where donations are being directed through tangible examples and success stories.
- Keith: Recalling efforts to leverage funds from the Journey Fund, the board may consider resuming discussions on the management of funds for opportunities to create impact (e.g. Professional Clothing Closet initial funding)
- Keith: During a March 2023 Regents meeting, attendees were informed about the UC Investment Academy — student internship program funded by UC Investments at UCOP. The program is predominantly UC Merced students, but is open to all campuses.
 1. Challenges shared included a lack of women applicants, especially women of color
 2. Alumni Regent Amanda Pouchot (UC Berkeley alumna) expressed interest in developing an endowment at UC Merced to support efforts

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04

UCMAA BOARD OPERATIONS

- **UCMAA Board Applications**

- *Reminder for board members to share board apps within their alumni networks

- Open Discussion

1. Liz: Recommends emphasizing benefits of serving as it is volunteer work
2. Brandon: Communications should emphasize the feelings of giving back to students and alumni
3. Angela: Share testimonies for why we want to contribute more to the university after graduation
4. Steven: Suggested board members share their personal reasons for joining the board through a social media campaign
5. Keith: Does the board need to consider the appeal of a 3-year term compared to a 2-year term? Are there opportunities to provide travel support when needed?
6. Liz: Emphasize the honor of being a board member; are there any benefits that can be shared (e.g. 20% discounts at the student store)

05

STUDENT PANEL

07:15 PM — 07:30 PM

- **Student Introductions:**

- Johana Ramirez | First-Year Student
 - a. Hometown: Pasadena
 - b. Major: Public Health
 - c. Career Aspirations: DO or Surgeon, long-term goal is to be a hospital director
- Zulette Orduna | First-Year Student
 - a. Hometown: Anaheim
 - b. Major: Biological Sciences
 - c. Career Aspirations: Medical school or Grad School at UC Merced
- Cristian | First-Year Student
 - a. Hometown: Richmond (Bay Area)
 - b. Major: Cognitive Science, hoping to do an emphasis in Neuroscience
 - c. Career Aspirations: Joining the Marine Corp or Fire Paramedic
- Alfonso Garate | Prospective Student
 - a. Hometown: Senior from Roosevelt High School, from Boyle Heights (LA)
 - b. Major: Incoming Political Science
 - c. Career Aspirations: Government job or elected official

- **Why did you choose UC Merced? What has your experience been?**

- Zulette: Sister is an alumna and current grad student; loved the nature and tranquility of the campus
- Johana: Difficult coming from far away, but liked the chance to do research; has had a positive experience; likes the quiet environment and appreciates the time/space to think
- Cristian: Received UC Merced's acceptance letter and appreciated being invited to attend; was impressed by the university's accolades despite its young age
- Alfonso: Attended Bobcat Day in April 2019; liked the community, friendly tour guides, and maturity of the people

- **What are you hoping to access on campus? What resources have been helpful?**

- Zulette: Basic Needs Center and Professional Clothing Closet provide necessary resources; spaces like the multicultural centers on campus provide safety and security to students; OSL has a number of resources for students (e.g. scantrons)
- Cristian: Scholarships and Grants

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- **What are some ways you feel alumni could help current and future students?**

- Zulette: More in-person participation and tabling; as Vice President of the Student Alumni Association (SAA), is hoping to encourage additional student participation in SAA event (e.g. Student Philanthropy Month)
- Alfonso: High school visitations to promote the campus, helping current students find jobs
- Johana: Raising awareness of opportunities and events UC Merced offers; through the Living Learning Communities, was able to participate in research opportunities and get involved with UROC
- Cristian: Highly motivated students want to get hands-on experiences; would like to see programs through the campus that can support the community (e.g. firefighting or EMT immersion program)

- **Open Discussions**

- Advice:

1. Liz: Continue to seek out opportunities, ask questions, and learn from others
2. Eve: Introduce yourself to people that you don't know, maintain your own listserv for networking
3. Angela: Don't be hard on yourself if you aren't staying on track with your envisioned timeline
4. Sam: Make use of your resources as a student, easier to gain access; put yourself out there

- Questions

1. Katrina: Once you graduate, what would encourage you to become a board member here in the alumni association?
 - a. Zulette: Working with the present team and seeing the impact on students, emphasis on opportunities for internships and mentorship
 - b. Johana: Opportunities to give back to community

06

STATE BUDGET ADVOCACY

07:30 PM — 07:40 PM

- **Overview**

- Randell recently participated in a budget meeting for the 10 UC campus alumni leadership
 1. Key takeaways included:
 - a. Encouraged public comments at state meetings/hearings from alumni board presidents
 - b. A pitch for a 5% increase for UC system
 - c. A #PowerOf10 initiative will be coming down the pipeline in the next few weeks
 - i. Sign up for the UC Advocacy Network about advocacy efforts
 - ii. Encourage participation of greater alumni community for advocacy efforts

- **Next Steps**

- Next Senate meeting on April 27
- UC Advocacy Day in Sacramento on April 29

*Details to be emailed out

07

OPEN DISCUSSION

07:40 PM — 07:50 PM

- **Taskforce Updates**

- Ratification of Votes
 1. Liz: Jackie developed a proposed statement; will be sending out information to review for implementation as is
- Scholarship Selection Committee
 1. JaeJae: Invitations for the review committee will be sent out in the next few weeks for the initial reviews
- Nominating Committee
 1. Brenda: Board members will be invited to provide insight on candidates at a later time

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08

CLOSING REMARKS + ADJOURNMENT

- Overview of Bobcat Day

- Alumni Mixer | 7:30 PM - 9:30 PM at Joystiq
 1. Opportunity to network with alumni
 2. Share information about Board Apps closing
- Ask an Alum Tabling | 10:00 AM - 2:00 PM
 1. UCMAA will have a table during Bobcat Day
 2. Board members and alumni are welcome to stop by and/or help table
 3. Opportunity to connect with current students and prospective students
- ALUMinate (Alumni Party) | 6:30 PM - 8:30 PM
 1. Everyone is invited to attend

- Meeting adjourned at 8:00 p.m.