



UCMAA BOARD OF DIRECTORS MEETING MINUTES

APRIL 23, 2022 | 09:00 AM — 12:00 PM (PDT)

UNIVERSITY OF CALIFORNIA, MERCED | ZOOM TELECONFERENCE

09:00 AM — 09:42 AM

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

• UCMAA Board Members:

- Steven Barillas	- Tanya Perez	- Mina Tawfick (V)
- Sam Fong	- Liz Perkins	- Ulises Vargas (V)
- Cristhian Gutierrez Huerta	- Jackie Shay	- Brenda Yu
- Jonathan Ly (V)	- Jamie Sweet (V)	
- Katrina Johnson	- Derek Sollberger	

• Excused Members

- Eduardo Hernandez
- Juan Lopez

• Guests

- Danielle Gaspar (SAA President)

• Opening + Culture Builder led by Randell Rueda

09:42 AM — 09:57 AM

02

ANNUAL GIVING & ALUMNI RELATIONS REPORT

• UCMAA Board of Directors Impact Report

- Alumni Giving*

1. Fiscal Year 2018—2019: 1,403 Gifts | \$46,670.83
2. Fiscal Year 2019—2020: 625 Gifts | \$49,879.93
3. Fiscal Year 2020—2021: 993 Gifts | \$73,033.09
4. Fiscal Year 2021—2022: 801 Gifts | \$118,671.70

**Does not include pledges or 2022 Class Gifts*

- Alumni Engagement Highlights

1. Quarterly Alumni Newsletter
2. Bobcats Helping Bobcats
3. Virtual Homecoming (FY 21) & In-Person Homecoming (FY 22)
4. Virtual A.C.C.E.S.S. Events
5. Shaping Your Merced 2030 Focus Group
6. Chancellor's Virtual Regional Events
7. In-Person Alumni Dinners (Sacramento, D.C., & San Diego)
8. Dinner with the Dean (Greater LA)
9. Engineer's Week
10. Student Philanthropy Month
11. ALUM Month (FY 21) & ALUM Day (FY 22)

- UCMAA Board Involvement

1. Recognized each UCMAA Board Director for their involvement in different events/programs hosted by and in partnership with the Alumni Relations Office.



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- Alumni Giving Highlights (FY 21 & FY 22)

1. Class Gift Fundraising Results (impacts alumni giving totals)
2. Received Largest Gift from an Alumni in UC Merced History
3. Secured 4 Alumni Endowed Scholarships; including one from Sam Fong
4. Received First Alumni Endowed Fellowship from past-UCMAA Board member Trevor Albertson
5. Established LGBTQ+ Lambda Student Engagement Endowment
 - a. Launched by Keith Ellis, Juan Lopez, Jonathan Ly, & Derek Sollberger (& past-UCMAA Board member Marko Zivanovic)
6. Alumni Giving Towards Student Philanthropy Month
7. Increased Monthly Alumni Donors
 - a. Including: Eduardo Hernandez, Katrina Johnson, Brooklynn Pham, Elizabeth Perkins, and Jo-Anne Rodriguez

- DREAM Team Highlights

1. Giving & Gratitude:
 - a. 100% meaningful board giving two years in a row
 - b. GTUCM active engagement & promotion
 - c. Established process for distributed funds from the UCMAA Journey Fund
2. Connections & Mentorship:
 - a. Increased participation in Bobcats Helping Bobcats
 - b. Coffee Chats Proposal to support new students (slated for fall 2022)
3. Community Mobilization:
 - a. Alumni Constituencies: Policies and Procedures (slated for fall 2022)
 - b. Alumni Request Webform & Policy (slated for fall 2022)

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DREAM TEAM REPORT OUTS

09:57 AM — 10:17 AM

• Connections & Mentorship

- Bobcats Coffee Chats
 1. Coordinating for Fall 2022 with Student Affairs
- Admissions Collaboration
 1. Piloting a program to connect alumni to recently admitted students
- General Objective Updates
 1. Bobcats Helping Bobcats
 2. SAA & Living Learning Opportunities
 3. Partnerships with the Office of Alumni Relations

• Giving & Gratitude

- Goals:
 1. 100% Meaningful UCMAA Board Giving (Derek)
 - a. Objective: Launch UCMAA Board campaign(s) & accountability to reach 100% UCMAA Board Giving
 - b. Progress: Completed December 2021; Second year in a row reaching goal before end of the year
 2. Structure & Process for Funding "Pop-up Initiatives" (JaeJae)
 - a. Objective: Establish a process to support initiatives towards student security and success programs
 - b. Progress: UCMAA Board allocated up to \$5k (Oct 2021); Use of \$1000 towards competing student orgs for Student Philanthropy Month's Game Night (March 2022); Formalize Process (April 2022)
 3. Review & Update UCMAA Scholarship Process (Keith)
 - a. Objective: Expand the scholarship review process to include more alumni donors; Identify discretionary decision to award additional funding; Establish sub-committees by schools
 - b. Progress: Structure of Committee (February 2021)
 - c. Target: Criteria & Application (on-going)



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4. Invest in Gratitude for Alumni Donors

- a. Objective: Board participate in stewardship activities to acknowledge alumni who support the Journey Fund through phone calls, texts, emails, and written notes to demonstrate impact
- b. Progress: Thanking Journey Fund Donors through ThankView
- c. Target: Videos (end of June 2022); On-Going

- Long Term Goals:

1. Increase the Journey Fund to \$100k within the next 5 years

- a. Objective: Launch special, targeted fundraising initiatives for the Journey Fund
- b. Progress: Review Journey Fund Recommendation
- c. Target: Now until 2027

2. #1 in UC Alumni Giving System-wide

- a. Objective: Reach over 10% in overall alumni giving
- b. Progress: Alumni Outreach + Alumni Giving Opportunities
- c. Target: On-Going

• Community Mobilization

- Bobcat Constituencies

1. Constituency Groups:

- a. Chapters: A group of alumni volunteers working together to represent the UC Merced Alumni Association by their local region.
- b. Affinity Groups: A group of alumni volunteers working together to represent the UC Merced Alumni Association within the same professional industry, school, or interest.
- c. Cultural & Identity Networks: A group of alumni volunteers working together to represent the UC Merced Alumni Association within a cultural or identity group.

2. Goals:

- a. Connect: Provide alumni with a lifelong connection to both fellow alumni and to the University
- b. Engage: Provide diverse programming for the various interests of our alumni that foster the spirit of camaraderie based on region, interests, profession, degree or identity
- c. Promote: Encourage the culture of “Bobcats helping Bobcats” by hiring students and alumni, along with supporting UC Merced traditions and initiatives
- d. Serve: Support current students by providing scholarships, mentoring, internships and career advancement opportunities. Additionally, provide volunteer opportunities for alumni to serve on leadership board and constituency committees.

3. How to Charter a Constituency Group:

- a. Alumni constituencies generally begin with a small group of dedicated alumni. A group can provide many different opportunities, including serving as a social outlet for Bobcats and friends of UC Merced, providing networking and professional development opportunities for alumni and current students, as well as creating pride and awareness among peers.
- b. Groups can be formed in 2 ways:
 - i. A group of UC Merced alumni take the initiative
 - ii. UCMAA establishes a group based on data and consistent interest

4. Next Steps:

- a. Finalize 2022-2023 Handbook/Policies and Procedures Document
- b. Submit to AVC and VC of External Relations for Review and Initial Approval
- c. Concurrently, Share with UCOP to Ensure Alignment with Policy H.1_13
- d. Submit Final Document to Chancellor for Review and Approval
- e. Launch Program in Fall 2022



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04 UC MERCED BRANDING

10:17 AM — 10:38 AM

- Presentation by Executive Director of Marketing, Shoba Spencer
- UC Merced's branding is rolling out a new brand; first look at Bobcat Day 2022
 - We are moving forward with a mindset of innovation, taking opportunities, being creators and forefront thinkers in research and mobilization
 - We are moving into being "First. Further. *Forward.*"

05 UCMAA BOARD OPERATIONS

10:38 AM — 10:55 AM

- **Votes**
 - Nominating Committee Nominees:
 1. Motion to approve the nomination and appointment of Liz Perkins & Jonathan Ly to the 2022 UCMAA Nominating Committee
 - a. First Motion: Brenda Yu
 - b. Second Motion: Jackie Shay
 - c. Vote: Passed
 - Scholarship Selection Committee Nominees:
 1. Motion to approve the nomination and appointment of Steven Barillas & Katrina Johnson to the 2022 UCMAA Scholarship Selection Committee for the UCMAA Scholarship, Ganio-Julian Family Scholarship, and Ruscoe Family Scholarship
 - a. Vote: Passed
- **Board of Trustees Alumni Representative**
 - Alumnus Rodney Nickens '09 was invited to serve a second term from July 1, 2022 - June 30, 2023
 - Nominations for future considerations will be captured through the post-meeting assessment
- **UCMAA Executive Committee Announcement**
 - Executive Officers for 2022—2024
 1. President: Randell Rueda
 2. Vice President: Brenda Yu
 3. Secretary: Derek Sollberger

06 BREAK

10:55 AM — 11:07 AM

07 UC ADVOCACY & GOVERNMENT RELATIONS

11:07 AM — 11:22 AM

- Nicole Carlotto, Director of Communications & Advocacy, UC Office of Federal Government Relations (FGR)
 - UC FGR serves as UC's liaison with the federal government (Congress, the Administration, Federal Agencies)
- UC Advocacy Network
 1. A community of people who speak out on behalf of UC and its federal and state priorities to help advance the University's mission (research, education, healthcare, and public service)
 2. UC's grassroots program that leverages digital platforms to provide opportunities for advocates to connect with their legislators through emails, phone calls, petitions, pledges and social media
 3. To join text "UC" to 52886 or visit ucal.us/ucan
 4. Goals
 - a. Provide opportunities to help educate legislators on the UC's priorities, needs, and challenges.
 - B. Want to influence budget and legislative processes
 5. Community is nearly 50,000 strong

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- Double the Pell

1. Pell Grants: The primary way that the federal government helps low-income students afford college. At UC Merced, more than 60% of undergrads are Pell Grant recipients — the highest amongst the UCs.
2. Declining Value: In 1980, Pell Grants covered more than 75% of the cost to attend a 4-year public university. Today, the maximum Pell Grant award covers around 28%
3. The Ask: Restore the purchasing power of Pell Grants by doubling the amount of the maximum award so that it reaches \$13,000 and then indexing the grants to inflation
4. The Pell turns 50 on June 30; will be launching a campaign to highlight the impact of Pell Grants through alumni highlights from each campus

- Open Discussion:

1. Katrina: Where do the funds for the Pell Grant come from?
* Nicole to research information and follow up through JaeJae
2. How are students impacted through cost of living and cost of attendance?
a. Nicole: The grant's amount is not going as far as it once did; Receiving more funds for the Pell could also lead to expanded institutional aid for students
3. Brooklynn: Do you believe there are issues with the eligibility and access to the Pell Grant from a demographic perspective?
* Nicole to circle back
4. Keith: Additional support is needed across institutional support (i.e. Pell Grant, Cal Grant, scholarships)

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UC BOARD OF REGENTS REPORT

11:22 AM — 11:43 AM

- Sandra Timmons, Alumni Regent-Designate

- Multi-Year Tuition & Financial Aid Plan:

1. In 2021, the Regents approved an increase in tuition because of issues such as:
 - a. A worsening student to faculty ratio
 - b. With staff and faculty support not keeping pace with student enrollment growth
 - c. A declining number of students able to enroll in their first-choice major, and the UC
 - d. Cannot attract ladder-rank faculty because of noncompetitive salaries
2. The Regents approved a multi-year tuition stability plan for three systemwide student charges: tuition, the Student Services Fee (SSF), and Nonresident Supplemental Tuition (NRST)
 - a. Entering freshmen have the same tuition for 6 years
 - b. Transfer students for a total of 6 academic years
 - c. Uses three year rolling average to determine inflation (capped at 5%)
 - d. Will direct 45% of all new base tuition revenues toward lower- and middle-income California undergraduates as aid, an increase from the current 33%
 - e. Second time UC has increased in-state tuition in 10 years

- Open Discussion:

1. Liz: What benefits can students see because of the increase, as it relates to the factor of student-faculty ratio?
 - a. Regent Timmons: Smaller class size, being able to access majors, and the a ramp up of student services from they stand now. The goal is to allow students to succeed in a timely manner, hopefully within a 5-year time period. As well as faculty stability if they see an increase in salaries. Most students under the 140K are not going to feel the impact because of the return to aid that will support them in other ways.
2. Brooklynn: Is the overall cost of education increasing in other areas not specific to tuition?
 - a. Regent Timmons: The UC feels on campus housing gives the best educational opportunities and are trying to make housing more affordable. Different UCs are taking on different strategies to lower on-campus housing costs.
 - b. Keith: Last year the state committed 1/2 billion dollars for housing to all three sectors (community colleges, UCs, CSUs)



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OPEN DISCUSSION

11:43 AM — 12:07 PM

- Giving & Gratitude Scholarship Selection Committee Proposal:
 - Future Considerations:
 1. Liz: What other capacities can we have for individuals (as aforementioned) other than a sub-committee?
 - a. In university, there is outside coursework that could lead to different strengths/skills that specific to an alum's major.
 - b. Alumni can also double major in different areas.
 2. Jackie/Mina: Develop a rubric at the committee level that is presented to the board, so the board can have input on the selection criteria to ensure that it is well-rounded.
 - *Setup off-site discussion opportunities
 - Motion to approve the pilot of a new sub-committee consisting of alumni representing the schools of ENG, SSHA, SNS for the initial reviews of scholarships
 1. First Motion: Liz Perkins
 2. Second Motion: Keith Ellis
 3. Vote: Passed
- Danielle Gaspar, Alumni Relations Student Success Internship Presentation
 - Overview: Focused on four areas throughout the internship
 1. Philanthropy: Educating the campus community on the importance and impact of Philanthropic work.
 2. Engagement: Building meaningful relationships with student leaders on campus.
 3. Partnerships: Creating connections with prospective campus partners and supporters.
 4. Research: Seeking out resources and opportunities that will establish a solid foundation to expend our reach.
 - Goals
 1. Alumni Data Procedures: Creating effective policies and processes to ensure alumni information security.
 2. Student Philanthropy Month: Engaging students and campus partners in the importance of giving back.
 3. Registered Clubs & Orgs Liaison: Leveraging resources and the network of student leaders and their mission.
 - Accomplishments
 1. Alumni Data Policy:
 - a. Created an Alumni Data Policy landing page that will house:
 - i. A "Request Alumni" Qualtrics form that was adapted and updated from Jackie Shay's work
 - ii. "Report Alumni Engagement" for staff/faculty to request alumni for events, projects, and programs
 - iii. "Confidentiality Agreement" for staff, faculty, and campus partners to notify them of what data can be released and how to maintain security integrity
 - b. Compiled landing page with the insight from different UC campuses (i.e. UCI and UCSC)
 - i. Adapted UC Santa Cruz Confidentiality Agreement for UC Merced's policy
 - b. Next Steps:
 - i. Roll out new data process to staff and faculty along with the confidentiality agreement
 2. Student Philanthropy Month
 - a. Dinner for Champvocates
 - i. Invited 3 alumni non-profit panelist and 2 community partners
 - ii. Engaged 50+ students, provided student-alumni mentorship, and increased SAA interest
 - b. Bobcats Give Back: Day of Service
 - i. Engaged 70+ participants (students, staff, faculty, and alumni) to assist with a Yosemite Lake cleanup
 - c. RCO Crowdfunding Initiative
 - i. Invited all student orgs/clubs to participate in crowdfunding efforts
 - ii. Worked with 6 organizations to establish and meet fundraising goals for their passion project (in total more than 6k was raised collectively)
 - d. Gratitude & Friendship Fair
 - i. Had more than 100+ students come together
 - e. Game Night
 - i. Opportunity for 6 student orgs who crowdfunded to raise additional funds and further strengthen their community



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- Takeaways:

1. Through passion and trust, even in small teams, we can produce BIG results
2. Being realistic with deadlines and goals because the quality of work is more important than the quantity
3. We have a tight-knit and unique community at UC Merced
4. Other UC campuses structure their policy and data collection based on team size and resources
5. Alumni and campus partners are seeking opportunities to support students (financially and professionally)
6. Students want to engage with the campus and organizations

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CLOSING REMARKS & ADJOURNMENT

12:07 PM — 12:23 PM

- Interim Director of Alumni Relations, JaeJae Julian, recognized outgoing UCMAA Vice President Jo-Anne Rodriguez and President Brooklynn Pham with awards for their commitment and dedication to the UC Merced Alumni Association Board of Directors.
- Meeting adjourned at 12:23 pm.