

UCMAA BOARD OF DIRECTORS MEETING MINUTES

AUGUST 03, 2024 | 09:00 AM — 01:30 PM (PDT)

FRED & MITZIE RUIZ ADMINISTRATION BUILDING | MEETING ID: 209.228.4484

09:00 AM — 09:52 AM

01 WELCOME

- **Call to Order+ Attendance**
- **Board Member Introductions**
 - Executive Committee

1. Miguel Lopez	President
2. Steven Barillas	Vice President
3. Jonathan Ly	Secretary
4. Randell Rueda	Immediate Past President
 - Board of Directors
 1. Introductions to include:
 - Share your name and if you have a preferred nickname.
 - What board term you are currently serving?
 - Which animal would you vote for as UC Merced's secondary mascot?
 - External Relations Staff

1. Lisa Pollard Carlson	Associate Vice Chancellor & Vice President, UC Merced Foundation
2. Magdalena Castañeda	Director, Alumni Engagement
3. Gabrielle "Gaby" Orduna	Alumni Relations & Events Specialist
- **Culture Builder**
 - Will be based on our individual results on the Model of Leadership assessment
 1. Results include Collaborate (Yellow), Innovate (Green), Provide Structure (Red), and Drive Results (Blue)
 - We'll begin by dividing into groups with similar leadership styles and have each member introduce themselves
 1. WHO– name & Preferred Pronouns
 2. WHERE– Location & Employment
 3. WHAT– Grad Year(s)
 4. HOW– How do you apply your leadership style
 - Each group shared three themes/commonalities they noticed during discussions
 1. Red: Strive in creating processes to work, collaborating with teams, and how can we add these details to help make an impact
 2. Yellow: Collaborate on a daily basis. Understand that we are bring many different people and ideas to the table. Welcome different opinions, but also appreciate stewardship of are individual masteries; Great conversation discussing creativity being part of our process for innovative solutions
 3. Green: Research and innovation; Shared about projects optimizing systems, such as those used around discharge planning

02 GUEST SPEAKERS

09:52 AM — 10:44 AM

- **Ed Klotzbier, Vice Chancellor of External Relations & UC Merced Foundation President**
 - Introduced guest speaker and UC Merced Foundation Board Chair, Monya Lane
- **Monya Lane, Chair of UC Merced Foundation Board of Trustees**
 - Board of Trustees
 1. The UC Merced Foundation Board of Trustees (BOT) is comprised of business and community leaders from across the state and nation
 - a. Trustees are appointed to a 3-year term
 2. Currently consists of 45 volunteers, 2 of which are alumni members
 - a. Dr. Trevor Albertson (Class of 2009), Appointed Trustee in 2020
 - b. Linda Barreto (Class of 2008), Esq. alumni representative since October 2023

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3. The roles of the trustees include:

- a. Engagement: Participating in meetings/work groups, attending events, and identifying nominees
- b. Philanthropic Leadership: Building a culture of philanthropy, contributing annually to the Trustee's Impact Fund, and promoting philanthropic priorities
- c. Advocacy: Advocating for UC and UC Merced, and staying informed about issues affecting the campus, system, and higher education
- d. Governance: Provide input and strategic guidance to support fundraising goals and board operations

- Board Fundraising Initiatives

- 1. 2014 - 2015: Establishment of the Board of Trustees Presidential Chair
- 2. 2016 - 2018: Funding of Mobi the Mobile Maker Lab
- 3. 2019 - 2020: Funding in support of the Merced Vernal Pools & Grassland Reserve
- 4. 2021: Funding towards Student Success programs
- 5. 2022: Funding of the Undergraduate Research Opportunities Center
- 6. 2019 - 2020: Funding towards Athletics and the Health Scholars Program

- Q&A Session

- 1. *Cristian*: Thank you for sharing the updates and priorities. What are the Board of Trustees priorities for 2024-2025?
 - a. *Monya*: We have a number of new leaders on campus and we usually have discussions as to what campus priorities are. Open to suggestions that you think should be emphasized. Last year we had both Athletics and Health Scholars, and decided to support both areas. Happy to connect now or offline for what UCMAA board members might see as priorities.
- 2. *Keith*: Thank you for joining us and for your kind words. For some context, there is some question from time to time why the alumni association isn't a 501©3. This was to make administrative efficiencies. Thus, the alumni association partners heavily with the Foundation. Donations come from the Foundation on behalf of the alumni association.
- 3. *Randell*: I want to Echo Keith's sentiment. At a Alumni Associations of the UC (AAUC) meetings, our sibling campuses applaud us for the relationship we have with our Foundation.

03

ALUMNI RELATIONS REPORT

10:44 AM — 11:01 AM

• Overview of the AGAR Team

- External Relations Organizational Chart

- 1. 2 on the Alumni Relations team, overseen by AVC
 - a. Lisa Pollard, Associate Vice Chancellor & Vice President, UC Merced Foundation
 - b. Magdalena "Maggie" Castañeda '15, Director of Alumni Engagement
 - c. Gabrielle "Gaby" Orduna '17, Alumni Relations and Events Specialist

- Goals of the Office of Alumni Relations

- 1. Increase giving, stewardship, & demonstrated impact
- 2. Increase engagement
- 3. Strengthen student affinity, membership & programs
- 4. Raise awareness & expand communications

- Alumni Nomenclature

- 1. [Alumni terminology graphic](#) available on the BOX for educational purposes

- Updates on Involvement with UC Regents

- 1. Alumni Regent Keith Ellis is now a voting member of Regents
- 2. We have our first Student Regent from UC Merced: Josiah Beharry (class of 2023 graduate student)

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- **Composition of the 24 UCMAA Board of Directors:**

- Average age among Board Members: 30

- Regional Breakdown:

1. 8 Northern
2. 6 Central
3. 3 Southern
4. 3 Out of State

- Gender Breakdown:

1. 43% Alumnae
2. 52% Alumni
3. 4% Alum

- School Affiliation:

1. 57% SSHA
2. 30% NATSCI
3. 9% ENG
4. 4% GRAD DIV

- **Alumni At-A-Glance**

- A total of 19,749 Alumni

- Average Age: 28 Years

- Gender Breakdown:

1. 52.5% Female
2. 47.1% Male
3. 0.5% Non-Binary

- 94% of Alums stay in California

1. 36% Central California
2. 29% Northern California
3. 29% Southern California
4. 6% Out of State

- Conferred Alumni by School:

1. 10,145 SSHA
2. 4,796 NATSCI
3. 3,748 ENG
4. 1,509 GRAD DIV

- **Class Gift — Class of 2024 & 2025**

- The Bobcat Bench

1. Will feature Rufus as a bronzed sculpture sitting on a teak wood bench
2. 31.8% of the way towards our goal

- **Campaign Updates | Lisa Pollard Carlson, Associate Vice Chancellor**

- Have surpassed the halfway mark — raised to date: \$100,040,763

- To date have reached 11,259 gifts through 6,777 donors

- Top areas of support include Student Support (33%), Unrestricted (28%), and Research (22%)

- Since 2020, the campaign has received 4,787 alumni gifts through 4,064 alumni donors

- Since 2020, alumni have endowed 13 new funds to support student excellence

- **Student Relations Report**

- Student Alumni Association: Focuses on amplifying the student experience through their pillars of Networking, Philanthropy, and Traditions

- Golden Lynx: Comprised of an exceptional group of student ambassadors who represent the UC Merced student body at various campus functions and special events

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04 BREAK

11:01 AM — 11:11 AM

05 UCMAA STRATEGIC PLAN

11:11 AM — 11:30 AM

• Diving into & Considered when creating this Strategic Plan

- Understanding the needs of the campus through the strategic plan, understanding the fundraising needs to the campaign and really understanding the needs of our alumni population and develop a three year strategic plan to help us guide our work

• Overview of UC Merced

- Who Is UC Merced, College Rankings 2024

1. #4 In Advancing Social Mobility
2. #28 In Public Universities in the Nation
3. 65% First Generation Students
4. #60 In the Nation

- UCMAA Mission, UC Merced Alumni Association serves to:

1. Foster and maintain links between the association's members and UC Merced
2. Promote leadership and a spirit of citizenship amongst alumni
3. Act as the main conduit for the exchange of information and ideas between the University and the alumni
4. Aid in the advancement of the University
5. Act as a network towards building strong foundations for the students of the University

- UCMAA Vision

1. A diverse collective of alumni with a shared commitment to connection, community, and advocacy on behalf of the University of California Merced.

- UCMAA Diversity Statement

1. The UC Merced Alumni Association is committed to empowering and supporting alumni – a growing population – based on the values of equity, justice, and inclusive excellence. We believe our association is strengthened by the collaboration from and respect for the diverse perspectives, experiences and contributions of our community.
2. We support and commit ourselves to the principles expressed in the UC Merced Principles of Community and the University of California Diversity Statement, acknowledging contributions to achieve our collective mission are fulfilled by a “variety of personal experiences, values, and worldviews that arise from differences of culture and circumstance. Such differences include race, ethnicity, gender, age, religion, language, abilities/disabilities, sexual orientation, gender identity, socioeconomic status, and geographic region, and more.

- Strategic Planning Process

1. What is our fundamental purpose?
2. Who are our alumni and what are their interests, expectations, and needs?
3. How can we better support our association and key constituents?
4. How can we further engage nearly 20,000 alumni by adopting industry trends and best practices?

- Our Purpose

1. Goal #1: Strengthening Affinity
2. Goal #2: Advocating for the University
3. Goal #3: Creating Meaningful Pathways for Engagement
4. Goal #4: Inspiring Philanthropy
5. Goal #5: Celebrating Inclusive Excellence

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- UCMAA Board Committee structure
 1. Executive Committee
 2. Advocacy & Awareness
 3. Engagement & Outreach
 4. Giving & Gratitude
 5. Equity, Justice, & Inclusive Excellence; Nominations
 6. UC Merced Chican@ Latin@ Alumni Network
 7. Nominations

- Making the Plan A Reality
 1. Transition into the committee overview

06

UCMAA COMMITTEE OVERVIEW

11:30 AM — 12:30 PM

• Committee Leads Update

- The committee leads will take time now to provide a summary of their committees and the work that they are doing. We have 3 questions for the leads to answer:
 1. Please share some highlights from 2023-2024.
 2. What are your hopes from 2024-2025?
 3. What are your committees' current projects? What are you seeking in new members?
- Advocacy & Awareness
 1. Lead — Cristian Vargas
 2. First year of my term on the board, had the opportunity to work with Miguel as Co-Lead, collectively advocated for UC Merced/UC system, stayed aware of information coming from the state and Regents
 3. Achievements: Created a Resolution for DACA recipients. Empathy map survey led by Miguel and Olivia.
 4. Currently looking for a co-lead
- Giving & Gratitude
 1. Lead — Angela Yang
 2. Created a post card campaign, finding ways for 100% board giving (74% in 2023-2024) which may have been impacted by divestment petition.
 3. Trying to branch out on what giving entails. One time giving, monthly giving, endowments, but what other avenues can we take?
 4. Currently looking for a co-lead
- Engagement & Outreach
 1. Lead — Kavya Reddy and Brandon Yu
 2. Continuing our collaboration with the Student Alumni Association for the Chill and Chat events
 3. Mentorship series through Bobcats Helping Bobcats, and transitioning to the Bright Success Center to take the lead
 4. Hosted a meet and greet for people interested in applying to the board, and thinking of adding additional meetings such as webinars, zooms, in-person
- Social Media Sub-Committee
 1. Lead — Brandon Yu
 2. Trying to communicate the Board's efforts outward, by broadcasting to students to build interest and affinity
 3. Recent content has been focused on the board's involvement and interest in serving
- Equity, Justice, & Inclusive Excellence
 1. Lead — Eve Delfin
 2. Highlighting Jackie Shay for her work with the Board and her commitment to UC Merced
 3. Training with Vice-Chancellor and Chief Diversity Officer Dr. Delia Saenz.
 4. Committee is in a transition period, and looking for a co-lead.
 5. Hopes to re-establish connection with Vice Chancellor Saenz, create a newsletter, explore an award, and recruiting more committee members

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- UC Merced Chican@ Latin@ Alumni Network

1. Lead – Eve Delfin
2. The first UC Merced Chicano Latino Alumni Network (UC CLAN) event is 08/14/2024 – meet and greet
3. Hosting UC Chicano Latino Alumni Association (UC CLAA) summit on 9/28/2024, and will have elected officials, highlighting access and activation at UC Merced as well as the SJV PRIME+ Pathway and Health Scholars program
4. Looking for a co-lead as well

07

BREAK

12:30 PM — 12:35 PM

08

OPEN DISCUSSION

12:35 PM — 01:25 PM

• Ideation on Core Areas of Concern for the Board on Mural

- Ground Rules

1. Two questions for you to consider in this exercise:
 - a. What opportunities do you see in these goals? For Alumni? For the University?
 - b. What concerns do you have about these goals?
2. Post It Responses to Collect Thoughts and ID Themes
 - a. Each board member has 10 votes to allot for ideas and priorities

- Report Out

1. Strengthen Affinity

- a. Events-centric

2. Advocacy

- a. Elected Official Engagement
- b. Stakeholder engagement
- c. Campaign/thought leadership

3. Creating Meaningful Pathways

- a. Mentorship
- b. Conversations
- c. Collaboration

4. Inspiring Philanthropy

- a. What is philanthropy
- b. Recognition
- c. Goals
- d. Business/Industry Collaboration

5. Equity, Justice, and Inclusive Excellence

- a. Challenges and support
- b. Promotions, incentives, and recognitions
- c. Events
- d. Partnerships and collaborations
- e. Existing resources
- f. Engaging campus leaders to support EJIE initiatives on campus

• For the Good of the Association

- *Keith*: Regarding committees, a lot of the work you will do is in committees, not as the full board. I suggest bringing summaries and having some questions for the full board after meeting as a committee and reporting out. I'm asking for a committee on board leadership structure. This hasn't been reviewed since the board was formed 11 years ago. Is our election process acceptable? I recommend Secretary and IPP chair the committee with a report back by the April board meeting. Not necessarily to have action, but potential recommendations.
 - a. *Mina*: Should this be a standing committee for bylaw?
 - b. *Keith*: My suggestion is specifically for the officers.
 - c. *Randell*: Jonathan, as the secretary, can update some of the information regarding the dates, we had some foresight regarding that.

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- **Reminder:** We will be collecting any lightly used professional clothing during the October meeting to donate to the Professional Clothing Closet that is overseen by the Basic Needs Center

09

CLOSING REMARKS + ADJOURNMENT

01:25 PM — 01:37 PM

- **Upcoming Events & Opportunities**

- August

1. Wednesday, August 14 | UC Merced Chican@ Latin@ Alumni Network *Conexiones Y Comunidad*
2. Thursday, August 22 | HireUC Alumni Career Fair in Riverside
 - a. UC Alumni Networking Mixer from 5pm - 7pm following career fair
3. Tuesday, August 27 | Scholars Bridge Crossing 2024
4. Tuesday, August 27 | SAA Bobcat Bonfire

- September

1. Saturday, September 24 | Bobcats @ Liberty Station
2. September TBD | Regional San Diego event with details forthcoming as they are confirmed
3. Saturday, September 28 | UC Chicanx Latinx Alumni Association (UC CLAA) Summit
4. Monday, September 30 | UC Alumni Career Network Webinar- From Local to Global: Key Considerations for International Employment

- October

1. Saturday, October 19 | A.L.U.M. Day & UCMAA Board of Directors Meeting

- November

1. Tuesday, November 19 | Fall 2024 Grad Fair

- December

1. Tuesday, December 3 | Giving Tuesday + Give To UC Merced Campaign Launch
2. Friday, December 20 | Fall Commencement: Grad Div
3. Saturday, December 21 | Fall Commencement: SSHA & SOE/SNS

- **Closing Remarks**

- Executive Officers

1. *Miguel:* I want to thank everyone for taking their time today, especially for this long meeting. Thank you for your energy, time, and patience. This length will not be the norm, expectation is to stay at 2.5-3 hours. We'll revisit community norms every meeting. Please vote by 8pm tomorrow for the heatmap on the mural. I wanted to say thanks to Keith for his service as our first alumni regent. I'm looking forward to the rest of this year. I am going to try and make office hours.
2. *Steven:* Great meeting. Want to acknowledge our new board members, congratulations! If you have any questions, reach out. Very excited for all our events coming up. Have a lot of great goals, very excited to see what we will do!
3. *Jonathan:* Thank you again for being here. I know everyone signed up for this but thank you again to everyone in-person and online. Please feel free to reach out to me.
4. *Randell:* As your IPP, I take an advisory role to your leadership. Please let me know which hat you want me to wear. Be present and in the moment at the meetings. Great work is being done. Our Alumni and students see the work we're doing.

- Meeting adjourned at 1:37 p.m.