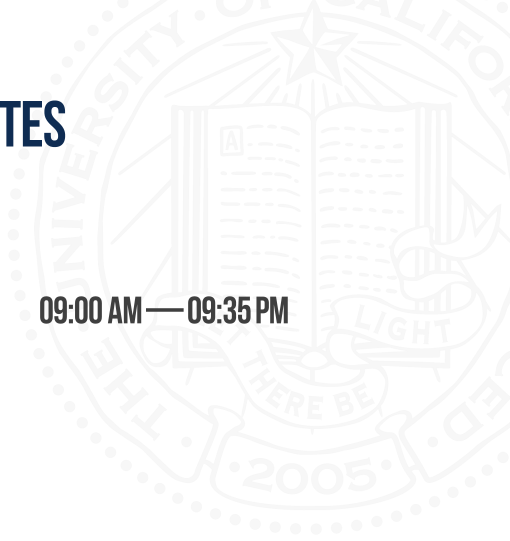




UCMAA BOARD OF DIRECTORS MEETING MINUTES

AUGUST 5, 2023 | 09:00 AM — 12:00 PM (PDT)

ZOOM TELECONFERENCE | MEETING ID: 209-228-4484



09:00 AM — 09:35 PM

01 WELCOME + CALL TO ORDER

• External Relations Staff:

- Amber Flores Executive Director, Annual & Special Giving
- JaeJae Julian Associate Director, Alumni Relations
- Maggie Castañeda Program Coordinator
- Gaby Orduna Alumni Relations and Events Specialist

• UCMAA Executive Committee:

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

• UCMAA Board Members:

- Olivia Alvarez
- Steven Barillas
- Eve Delfin
- Sam Fong
- Cristhian Gutierrez Huerta
- Vanessa Hernandez
- Katrina Johnson
- Miguel Lopez
- Rigoberto Lopez
- Jonathan Ly
- Tanya Perez
- Elizabeth Perkins
- Kavi Reddy
- Jackie Shay
- Mina Tawfick
- Cristian Vargas
- Ritwika VPS
- Angela Yang
- Brandon Yu

• Excused Members

- Jason Matthew Miguel

• Guests

- Keith Ellis | Alumni Regent

• Opening + Culture Builder led by Randell Rueda

- Introductions (name, graduation year, preferred pronouns, time served on this board)
- Culture Builder: breakout rooms with new pods ("pod shuffle")
 - Impact Statements ([Google Docs link](#))
 - Time Capsule: What are your goals to accomplish?
 - Will revisit during April 2024 meeting

09:35 AM — 09:50 AM

02 ANNUAL GIVING & ALUMNI RELATIONS REPORT

• Overview of the AGAR Team (Associate Director, JaeJae Julian)

- External Relations Organizational Chart
 - 5 on the AGAR team
 - Amber Flores, Executive Director, Annual and Special Giving, and Campaign Manager
 - JaeJae Julian '10, Associate Director, Alumni Relations
 - Adam Goldberg '12, Assistant Director, Annual Giving
 - Magdalena Castañeda '15, Program Coordinator
 - Gaby Orduna '17, Alumni Relations and Events Specialist



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- Leadership for the Division of External Relations (Vice Chancellor E. Edward Klotzbier)
 - Philanthropy and Strategic Partnerships (Associate Vice Chancellor Lisa Pollard Carlson)
 - External Relations (Chief of Staff Danielle Armedilla)
 - Marketing and Communications (Associate Vice Chancellor James Chiavelli)
- Goals of the Office of Alumni Relations
 - Increase Giving, Stewardship, & Demonstrated Impact
 - Increase Engagement
 - Strengthen Student Affinity, Membership & Programs
 - Raise Awareness & Expand Communications
- Alumni Nomenclature
 - [Alumni Terminology Graphic](#) available on the BOX for educational purposes
- Updates on Involvement with UC Regents
 - Alumni Regent Keith Ellis is now a voting member of Regents
 - We have our first Student Regent from UC Merced: Josiah Beharry (class of 2023 graduate student)
- Composition of the UCMAA Board of Directors:
 - Average age among Board Members: 30
 - Regional Breakdown:
 - 8 Northern
 - 6 Central
 - 3 Southern
 - 3 Out of State
 - Gender Breakdown:
 - 43% Alumnae
 - 52% Alumni
 - 4% Alum
 - School Affiliation:
 - 57% SSHA
 - 30% NATSCI
 - 9% ENG
 - 4% GRAD DIV
 - More representation from recent graduation classes on this board
- UC Merced alumni-at-a-glance:
 - Average age among UCM alumni: 28
 - Gender Breakdown:
 - 52.6% Alumnae
 - 47.1% Alumni
 - 0.3% Alum

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- Conferred Alumni by School:
 - 9,253 SSHA
 - 4,437 NATSCI
 - 3,364 ENG
 - 921 GRAD DIV
- 17,975 Total Alumni
- Update on new campus installations:
 - “UCM” near the Pavilion
 - “M” near Biological Sciences and Physics (BSP) Building
 - Labyrinth Dedication on Friday, August 18
- Alumni Career Fair: Thursday, August 24
- Bobcats at the Coliseum: Friday, September 15

03

VICE CHANCELLOR'S REMARKS

09:50 AM — 10:20 AM

• Ed Klotzbier, Vice Chancellor of External Relations

- President of the UC Merced Foundation
- External Relations provides support to share our story broadly and to our campus
 - Inspired donation from businesses and local leaders
 - Money Magazine named UC Merced “One of America’s Best Colleges”
 - Times Higher Education: lauded among young universities
- Pre-med student cohort will start in August 2023
- New Majors:
 - Chemical Engineering
 - Data Science and Analytics
 - Data Science and Computing
 - Environmental Humanities
- Want more funding for more research labs, residence halls, athletic amenities, indoor event spaces, and student success programs
- UC Merced Foundation
 - The foundation was created in 2000, prior to the school's opening, to raise funds and administer private philanthropic support to assist the university's teaching, research, and public service mission
 - Monya Lane and Robert Bryant Presidential Chair in Excellence in Engineering awarded to Dr. Ashlie Martini
 - The Foundation Board of Trustees is composed of business and community leaders from across the state and throughout the nation. They work closely with the chancellor and the campus administration to identify key priorities and opportunities for engagement in order to support the university's efforts.

• Monya Lane, Chair of UC Merced Foundation Board of Trustees

- Retired from Lawrence Livermore Lab
- Lawrence Labs are managed by University of California

(Continued on next page)



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- Supported efforts for the UC Merced Project 2020 led by Chancellor Leland
- Trustees Role: assist in general financial support as determined by Chancellor of UC Merced
- Chair Role: Coordinate and align the work that we do as a board, to be most effective in supporting the strategic plan of the university and specifically now to support the Boldly Forward campaign
 - Executive committee met in June and changed working groups to be clearly aligned with the strategic pillars which are leading through discovery, cultivating healthy societies, and empowering student
- Discussed the Evolution of the Board of Trustees from 2000 to present
- Q&A Session:
 - How, how do you see the role of alumni and how can they affect the role of the Foundation?
 - Ed: Continue speaking on panels and mentoring of students, endow scholarships, advocate for internship/job opportunities at your companies, and identify alumni groups in your organizations
 - Example: Gallo Winery speak highly of their alumni group
 - What is the pathway for an alum to join the Board of Trustees?
 - Ed: Traditionally have not had alumni participate at the board level given the nature of its philanthropic mission. For many other UCs, more than half of their foundation members are alumni of that respective institution. What was instituted several years ago was a one-year term for an alum to participate at the foundation.
 - Former UCMAA Board member, Dr. Trevor Albertson '09, is the first alum to serve in the capacity of a trustee
 - Linda Barreto '08, has been selected as the incoming alumni representative for the Board of Trustees.
 - Monya: encourage alumni to participate in working groups
 - What do you envision with Board 4.0?
 - Monya: As a chair of the foundation board, I am invited to a UC-wide meeting with chairs across the UCs to strategize together about the needs for UC
 - UC Merced would have a UC Advocacy day in Sacramento for UC-wide efforts as as more opportunities to encourage the state legislator to support UC Merced
 - How to get opportunities to meet with trustees?
 - Ed: We can work with JaeJae to find opportunities

04

UCMAA STRATEGIC PLAN

10:20 AM — 10:35 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

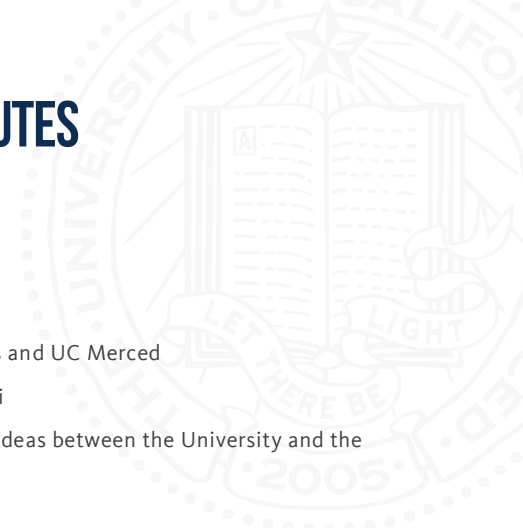
- Who Is UC Merced, College Rankings 2022
 - #5 In Creating Social Mobility
 - #43 For All Public Universities
 - 67% First Generation Students
 - #97 Among National Universities



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- UCMAA Mission, UC Merced Alumni Association serves to:
 - Foster and maintain links between the Association’s members and UC Merced
 - Promote leadership and a spirit of citizenship amongst alumni
 - Act as the main conduit for the exchange of information and ideas between the University and the alumni
 - Aid in the advancement of the University
 - Act as a network towards building strong foundations for the students of the University
- UCMAA Vision
 - 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
 - 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.
 - 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
 - What is our fundamental purpose?
 - Who are our alumni and what are their interests, expectations, and needs?
 - How can we better support our association and key constituents?
 - How can we further engage nearly 18,000 alumni by adopting industry trends and best practices?
- Our Purpose
 - Goal #1: Strengthening Affinity
 - Goal #2: Advocating for the University
 - Goal #3: Creating Meaningful Pathways for Engagement
 - Goal #4: Inspiring Philanthropy
 - Goal #5: Celebrating Inclusive Excellence
- Introduction of new UCMAA Board Committee structure
 - Executive Committee; Advocacy & Awareness; Engagement & Outreach; Giving & Gratitude; Equity, Justice, & Inclusive Excellence; Nominations
- Making the Plan A Reality
 - JaeJae: transitioning into the committee structures

05

UCMAA COMMITTEE STRUCTURES

10:35 AM — 10:55 AM

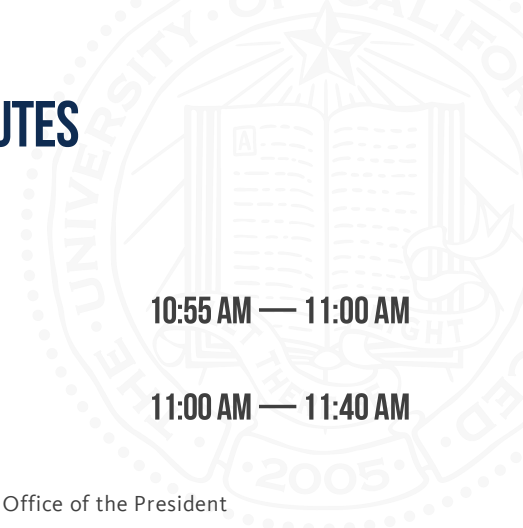
- Aligned goals presented in the UCMAA Strategic Plan while keeping ideals of DREAM framework
- Dedicated time to [Jamboard activity \(link\)](#)
 - Sam: Choose goals that are fun and sustainable
 - Liz: Leverage your own strengths



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10:55 AM — 11:00 AM

11:00 AM — 11:40 AM

06

BREAK

07

UCMAA OPERATIONS

• **Compliance Resolution**

- Brief overview of resolution that is an annual requirement from the UC Office of the President

• **Bylaw Reminders & Board Expectation**

- Revised attendance policy to include committee meetings

• **Administrative Toolkit + Resources**

- Board Pre-Meeting Materials + Action Items
 - To maximize board conversations and engagement, each board member will need to read the board materials and complete the action items in advance of the meetings
- Board Meeting Participation
 - Attendance should be confirmed with Derek and the Office of Alumni Relations
 - We understand there are occasions when unforeseen circumstances occur. If possible, please communicate your inability to participate!
 - Will also be tracking who is present in our new committee meetings as well
- UCMAA Board Directory included in every board meeting packet
 - Continue discussions in-between meetings related to projects and initiatives
- Discord: Platform used for UCMAA online message board

• **UCMAA Board Commitment (JaeJae)**

- Developed as a way to outline what is expected as a board member
- Outlined in the bylaws and modeled after other UCs
- Document Overview
 - Copy will be shared to you
 - See Resources on [BOX](#)
- Upholding the following commitments and responsibilities are required for serving on the board. Failure to follow these expectations may lead to review for removal
 - Must uphold the UC Merced principles of community to commit to the board's mission, vision and commitment to equity justice and inclusive excellence
 - Each director shall make an annual gift to support the UCMAA Journey Fund or any fund that is most meaningful to them
- Randell: outline spaces where each board member to play various roles
- *Action item: read and sign UCMAA Commitment Agreement document by Friday, August 11

• **UCMAA Board Engagement Metrics (Maggie)**

- Maggie Castañeda | Alumni Relations Assistant
 - Please communicate with External Relations when you participate in an activity as an UCMAA board member representative
- Metrics are related to highlight the impact you as directors of the board have within the board, the alumni association and the greater campus community and is an opportunity to track impact for the board at an individual level
- Tracking social media collaborations: Opportunity to highlight the work that you're doing on the front-facing side & if you share a photo, tag us!



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-Share why and how you are giving back to campus

- Examples:

- How many of you are working with us to share why you're part of the board?
- Why are you interested in serving and giving back to your campus community volunteer opportunities?
- Are you again speaking at a panel?
- Are you helping out at a cultural celebration?

• Please communicate with External Relations when you participate in an activity as an UCMAA board member representative

- Liz: How to find student events or campus events?

- Maggie: Student Alumni Association (SAA) events calendar and [UC Merced events calendar](#)
- Keith: various campus organizations have struggled with planning after the pandemic
- Campus leadership continue to want to meet with alumni at regional events

- Cristian: How can we maximize our participation in these events?

- JaeJae: reach into our own networks (our past campus organizations) and report back
- Bring awareness to the association as an advocate
- Encouraging your network to update their alumni information because we only get info that is either self-reported or previously addressed

- Liz: We still can have more information about joining the trustees

- More ways to be a representative of UC Merced
- JaeJae:
 - For the alumni representative role we usually field names and we've done in the past through post meeting assessments or any recommendations
 - Around 3-4 alumni have served in that role
 - Haver intentionally refined their roles throughout the years, and that individual not serving as a current board member due to the time commitment and requirement as they are also expected to serve on different committees
 - Their nominating process is different than our application process
 - Our team is also working on other projects in the queue on other opportunities to really truly have the trustees and our alumni board work in tandem or participate in events together



LOOKING AHEAD

11:40 AM — 11:45 AM

• Upcoming Events & Opportunities

- August
 - Scholars Bridge Crossing 2023 | Tuesday, August 22
 - HireUC Alumni Career Fair in San Jose | Thursday, August 24
- September
 - Alumni Regional Baseball Game in Oakland | Friday, September 15
 - Pre-game reception at Shibe Park Tavern
 - Opportunity to connect with fellow alumni and campus leaders (i.e. Chancellor)
 - Game tickets in Shibe Park Bays
 - Fireworks show following the game



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- October
 - Comedy Show at the Gallo Center for the Arts in Modesto | Friday, October 6
 - Pre-show reception for alumni and campus leadership
 - Comedian Felipe Esparza
- November
 - Giving Tuesday + Give To UC Merced Campaign Launch | Tuesday, November 28
- December
 - AAUC Meeting at UC Merced | TBA
 - Fall Commencement | Saturday, December 16

09

OPEN DISCUSSION

11:45 AM — 11:55 AM

• Student Engagement Opportunities with SAA (Gaby)

- SAA Meet & Greet
 - August 10 | 6:30 PM | Zoom
 - [Registration Link](#)
- Journey Shirt Distribution
 - August 21 | 9:00 AM – 5:00 PM | Commuter Lounge (Sentinel Rock, SNTL 145)
- Scholars Bridge Crossing
 - August 22 | 9:00 AM – 11:00 AM | Pavilion Lawn
- Bobcat Bonfire
 - August 31 | 7:00 PM | Wallace-Dutra Amphitheater
- SAA General Meeting #1
 - September 7 | 5:30 PM – 6:30 PM | Granite Pass 135
- SAA Prep Series: Elevator Pitch & Speed Networking
 - September 13 | 6:00 PM to 7:30 PM | Fred & Mitzie Ruiz Administration Building 306
- Chill & Chat in Collaboration w/ Living Learning Community (LLC)
 - September 20 | 6:00 PM to 7:30 PM | California Room

• Social Media Initiative (Brandon)

- Brandon:
 - Working alongside Maggie to come up with a proposal, approaching 75-80% completion
 - Intention is to cultivate this space using social media to achieve a lot of these topics that we've been discussing throughout today, primarily about engagement between alumni members, both board and also general alumni of UC Merced, with current undergraduate population to discuss these important topics, increasing visibility of what we're doing on the board
 - Getting overall engagement to have alumni visit campus with either undergraduate events (ex: bridge crossing)
 - If you're interested there are opportunities in either being a speaker, having an active role in our content creation, or if you would like to be more behind the scenes, have these creative juices, either writing content, doing film or editing



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- **Basic Needs Office Update (Randell)**

- We have been communicating closely with the basic needs office on campus, which works towards food security and additional resources for our students especially in their moments of need
- We are at a stage now where we can start looking into further programming for the academic year and preparation for few food security endeavors for winter break
- We got an opportunity to support the professional clothing closet back in about like 2017/2018 with a monetary donation to the closet
- Offline session meeting to be able to talk about this endeavor further, will reach out via email to the entire board if interested in joining the conversation

10

CLOSING REMARKS & ADJOURNMENT

11:55 AM — 12:00 PM

- **Each person on the UCMAA Executive Board can be contacted for personal discussions**

- Derek: campus representative and conduit of faculty information
- Brenda: SF Bay Area, and thanks for patience with restructuring
- JaeJae: thanks for activity in culture builder and committee Jamboard
- Maggie: want to make the most of your time as a board member
- Amber: motivated by our time commitment and want to be impactful
- Gaby: thank you for emailing about SAA

- ***Action item: fill out post-meeting assessment**

- **Save the date for our next meeting: Saturday, October 28, 2023 (in-person)**

- More information will be sent out accordingly•