



UCMAA BOARD OF DIRECTORS MEETING MINUTES

AUGUST 6, 2022 | 09:00 AM — 12:00 PM (PDT)

UNIVERSITY OF CALIFORNIA, MERCED | ZOOM TELECONFERENCE

09:05 AM — 09:30 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:

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

• UCMAA Board Members:

- | | | |
|------------------------------|------------------------|-----------------|
| - Steven Barillas | - Jonathan Ly | - Ulises Vargas |
| - Eve Delfin | - Jason Matthew Miguel | - Ritu VPS |
| - Sam Fong | - Gaby Orduna | - Angela Yang |
| - Cristhian Gutierrez Huerta | - Tanya Perez | - Brandon Yu |
| - Eduardo Hernandez | - Kavi Reddy | |
| - Juan Lopez | - Jackie Shay | |
| - Bob Lopez | - Mina Tawfick | |

• Excused Members

- Katrina Johnson
- Liz Perkins
- Jamie Sweet

• Absent

- Adrian Chavez

• Opening + Culture Builder led by Randell Rueda

- Attendees were divided into virtual and in-person groups for the culture builder and asked to discuss the following:
 1. **First** and foremost, how are you doing coming into this space?
 2. How can we **further** the mission and impact of the UCMAA?
 3. What are you most excited for moving **forward**?

09:30 AM — 09:50 AM

02

VICE CHANCELLOR'S REMARKS

• Ed Klotzbier, Vice Chancellor of External Relations

- External Relations raises funds and develops partnerships to support faculty, students and programs, and builds relationships that advance the mission of UC Merced with government, community, business, industry and opinion leaders, through strategic communications, public outreach and visibility strategies.
- External Relations supports the work of the UC Merced Foundation, a volunteer fundraising board that helps promote and increase private philanthropic support, advocates for the university and manages a portion of the university's endowment.
- **Campus Updates**
 1. Among the top 100 universities (US News & World Report)
 2. 4th in Social mobility
 3. #38 among all public universities
 4. #12 by Money Magazine for most transformative colleges + Affordable Cost/Value
 5. UC Merced awarded platinum rating (highest honor) for sustainability efforts
 - a. 1 of 11 universities awarded for sustainability efforts
- **Campus Highlights**
 1. Record number of applicants for first-year admission
 2. UC system-wide Center for Climate Justice will be led by UC Merced Professor and UC Presidential Chair, Tracey Osborne



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3. UC Merced's Community and Labor Center received a historic \$6.5 million grant
4. Enrollment for the BS-to-MD program will begin as early as Fall 2023
5. Political Science Department Chair and Professor Jessica Trounstein was named a 2022 Class of Andrew Carnegie Fellow
6. Professor Sarah Kurtz became the first UC Merced faculty member to be elected to the National Academy of Engineering
7. Professor Ashlie Martini, whose tribology lab played a role in the Perseverance Mars Rover, project was awarded the Monya Lane and Robert Bryant Presidential Chair in Excellence in Engineering
8. Professor Asmeret Berhe was named the new director of the Office of Science in the federal U.S. Department of Energy
9. Over 20,000 guests attended the commencement ceremonies hosted in May for the classes of 2020, 2021, and 2022 across three days
10. Governor Gavin Newsom approved additional funding for UC Merced which will include:
 - a. \$31.5 million for campus expansion projects that will be renewed for 2023 and 2024 equating to \$94.5 million total over three years
 - b. \$18 million for climate initiatives
 - c. \$3 million in on-going funding for the Community and Labor Center
 - d. \$564,000 for a housing grant in coordination with Merced College
11. First-ever comprehensive fundraising campaign, "Boldly Forward: The Campaign for UC Merced," will be launching in the Fall and aims to raise \$100 million by 2030
12. UC Merced has launched branding that will further amplify the mission of UC Merced as we continue to move "first, further, forward"

- Q&A Session:

1. Randell: What campus athletics center expansions can be expected?
 - a. New soccer field, tennis courts, and a pool were added as part of the Merced 2020 project. These new facilities have allowed for the addition of a track-and-field program, tennis team, and water sports. Athletics is aiming to move towards Division II and will have aid to expand enrollment.
2. Jackie: What is the rough timeline for the medical education program?
 - a. The program is underway and there are hopes that milestones for the program will be achieved by 2030. Support for students will be imperative with focus on fundraising towards scholarships for students.
3. Mina: What is the current messaging surrounding the BA4 wave of COVID-19? Which set of precautions are being shared with our campus community?
 - a. Have had more and more anecdotal cases with those we know. Are back to a masked environment, following CDC guidelines. Merced is currently in the red zone, we are all masked up indoors, aiming to get back to the yellow zone which requires masked for instructional spaces. Have taken precautions with some residence halls designated to quarantine space on campus

03

ANNUAL GIVING & ALUMNI RELATIONS REPORT

09:50 AM — 10:05 AM

• Alumni Relations Report | Associate Director, JaeJae Julian

- Alumni At-A-Glance (includes Spring 2022 graduates)
 1. 16,022 total alumni, with an average age of 28
 2. 52.7% Alumnae, 47.1% Alumni, & 0.2% Alum
 3. Majority of alumni live in the Western Region (94.3% - 15,394 alumni)
 4. Top 5 Alumni-Populated States: California, Washington, Texas, Arizona, and Oregon
 5. In California, 38% live in the Central Valley, 31% live in Northern California, and 31% live in Southern California
- Alumni Giving: About 9.8% Alumni participation in FY 2021 – 2022
 1. Alumni are continuing to give even during and through the pandemic
 2. FY2021 2022, increase of alumni donors (1,578) compared to 805 in FY2020-21
 3. Dollars raised doubled to \$149,659

* Indicates Action Item



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- Alumni Engagement:
 1. Virtual programming opportunities will likely continue to be offered
 2. Homecoming/ALUM Day (In-Person)
 - a. Bringing back events such as the Alumni Signature Ceremony & Alumni Celebration
 3. Building a constituency program for regional chapters, affinity groups, and cultural & identity networks
- UCMAA Board Travel Policy initiated by Immediate Past President, Brooklynn Pham '09
 - a. Limited travel stipends available to board members for traveling to in-person meetings
 - b. Interested members have until September 1st to submit for the October 15 in-person meeting
 - c. See: [UCMAA Travel Stipend & Reimbursement Form](#)
- **Give to UC Merced | Executive Director, Amber Flores**
 - Comprehensive campaign
 1. Goal: raise \$100 million
 2. Campaign aligns with new strategic plan for university (toward 2030)
 3. Boldly Forward: The Campaign for UC Merced | Campaign Pillars
 - a. Leading through discovery
 - b. Cultivating healthy societies
 - c. Empowering student excellence
 4. Amber Flores named campaign Manager in March 2022
 - Fundraising Overview
 1. Will be launching publicly in September and October
 2. On-track to meet goal by 2030
 3. Working on stratified gift levels

04 DREAM TEAMS

10:05 AM — 11:00 AM

- **Giving and Gratitude (Steven)**
 - Supporting moving-forward campaign, scholarships for athletes, visibility of impact, flyers and event materials, reaching out to donors with gratitude
- **Connections and Mentorship (Brandon)**
 - Continuing Bobcats Helping Bobcats, career paths and mentoring paths
- **Community Mobilization (Randell)**
 - Uplift affinity groups (e.g. Chicano Alumni Association, international student population), connect with undergraduate RCOs (e.g. mentorship on fundraising efforts), reconnect with EDI office
- **Open Discussion**
 - Communication tools for UCMAA Board/DREAM Teams
 1. Slack: mentioned a lot, but also discussion on license fees
 2. Discord mentioned, currently have an active UCMAA Board social server
 3. Teams mentioned, considered as unfavorable
 4. Content moderation required
 - a. Jackie: Self-nomination to draft community norms (interest from Eve, Brandon, etc.)
 5. Google Chat mentioned
 6. Two platforms needed: one internal to board and one external to all alumni
 7. Proposed "Regents Corner": a space to communicate with Regent Keith Ellis
 - a. Also provide a space for the BOT alumni representative (currently Rodney Nickens)

05 BREAK

11:00 AM — 11:10AM



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06

UCMAA BOARD OPERATIONS

11:10 AM — 11:25 AM

• Administrative Toolkit + Resources

- Derek:

1. Pre-meeting Checklist: Comprehensive list of actionable items for UCMAA Board
2. UCMAA Board Directory: Contact information list for all UCMAA members
3. Board Meeting Materials: Includes the Constitution & Bylaws

- Open Discussion

1. Eve: Is it possible to count “calendar invitations” for board attendance?
 - a. Recommends the continuation of current process as meeting minute votes are also requested and can be completed in a single email.
2. Steven: Clarification for 2 unexcused absences
 - a. The UCMAA Board recognizes there are family commitments that arise and holds a broad definition of “excused” absences to allow for flexibility

- Compliance Resolution

1. Vote: Motion to approve the compliance resolution
 - a. Montioned: Mina Tawfick
 - b. Seconded: Jonathan Ly
 - c. Motion passed by affirmative majority

- UCMAA Pod System

1. Board Buddies: revitalization of previous efforts to foster mentorship amongst Board Members.
2. Pods each comprised of Board members from each of the 1st year, 2nd year, and 3rd year cohorts
 - a. 3RD year cohort's charge: communication, check-in and camaraderie
3. Pods are support net for questions and assistance; addressing questions and concerns
4. Assignments and details to follow after this meeting

07

A LOOK AHEAD

11:25 AM — 11:30 AM

• Upcoming Events:

- 8/23 - Scholars Bridge Crossing
- 9/6 - Bobcats at Dodgers Stadium (Los Angeles)
- 9/6 - Boldly Forward Campaign Announcement
- 9/22 - A.C.C.E.S.S.: SSHA
- 10/15 - Alumni Fall Events
 1. UCMAA Board Meeting
 2. Alumni Signature Ceremony
 3. Alumni Celebration
- 11/29 - Giving Tuesday + Give to UC Merced Campaign Launch

08

OPEN DISCUSSION

11:30 AM — 11:50 AM

• Scholarship Selection Update

- Recap of pilot: We invited over 15 alumni – many who are alumni donors, volunteers & former UCMAA Board members to serve as initial reviewers for the first round of applicants
- Representation from each undergrad school: SSHA, SOE, SNS
- The UCMAA Scholarship Selection Committee awarded 4 Scholarships, currently waiting for the Office of Financial Aid to share scholarship recipient profiles
- * Will follow up with a call for discussions with interested participants for updates to the scoring rubric and scholarship questions (possibly by next meeting) for 2023 selection process
- Steven: Was able to review 30+ applicants and participated in good discussions with committee members



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• Social Media Proposal (Brandon Yu)

- Brandon: Would like to build social media visibility about board activities to campus and student organizations
 1. Ideas include:
 - a. Brief UCMAA Board overview by Randell as the UCMAA President
 - b. Follow up interviews for board member introductions
 2. Mina: Do we have the resources?
 - a. Maggie: Some resources available such as Canva or inshot for video production
 3. Jackie: Who runs the social media accounts?
 - a. Maggie: Oversees UCMAA social media and would be interested in building UCMAA Board presence, could also be a collaboration with Student Alumni Association
 - * Will connect with Brandon about next steps
 4. Resources Links:
 - a. UC Merced Social Media Policies: socialmedia.ucmerced.edu
 - b. JaeJae: Collect alumni stories for highlights online: alumni.ucmerced.edu/iSpyAlumneye

• Bobcat Bricks

- Eduardo: Any updates regarding the bricks?
 1. Bricks have been ordered and are aimed to be installed before the end of October

• Communication Platform

- Eve: Do we have a platform for just us on the board?
 1. Randell: Additional coordination with External Relations will be required for next steps
 2. Keith/Jackie: Looking back have found difficulty in coordinating conversations through a single platform. Platform should be viable for the UCMAA Board and DREAM Teams to communicate through and will require participation from all members.
 3. Derek: UCMAA discord channel is available for social interactions

09

CLOSING REMARKS & ADJOURNMENT

11:50 AM — 12:00 PM

- Next meeting in-person on Saturday, October 15
- Action Item Recap:
 - Jackie to work on community norms and present at the next quarterly meeting
 1. Eve, Brandon and Ritu interested in collaborating
 - Scholarship Rubric
 1. Call to action to be included in follow up emails
- Meeting adjourned at 12:00pm