



# UCMAA BOARD OF DIRECTORS MEETING MINUTES

OCTOBER 15, 2022 | 11:00 AM — 03:00 PM (PDT)

UNIVERSITY OF CALIFORNIA, MERCED ADMIN 306 | MEETING ID: 209-228-4484

11:00 AM — 11:15 AM

01

## WELCOME + CALL TO ORDER

### • External Relations Staff:

- Amber Flores	Executive Director, Annual & Special Giving and Campaign Manager
- Adam Goldberg	Assistant 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	- Mina Tawfick
- Eve Delfin	- Jason Matthew Miguel	- Ulises Vargas
- Sam Fong	- Gaby Orduna	- Ritu VPS
- Cristhian Gutierrez Huerta	- Liz Perkins	- Angela Yang
- Katrina Llanillo Johnson	- Kavi Reddy	- Brandon Yu
- Juan Lopez	- Jackie Shay	
- Bob Lopez	- Jamie Sweet	

### • Excused Members

- Eduardo Hernandez
- Tanya Perkins

### • Opening + Culture Builder led by Randell Rueda

- Attendees were asked to reflect on what the “Bobcat Spirit” is and how it has stayed with each of them now as alums.

11:15 AM — 11:42 AM

02

## ANNUAL GIVING & ALUMNI RELATIONS REPORT

### • Staffing Updates

- Adam Goldberg '12 has joined the team as the Associate Director of Annual & Special Giving. Adam comes from UC Irvine and is excited to be back in Merced working for his alma mater.
- Annual Giving & Alumni Relations team will be expanding with the addition of a coordinator position that will be posted in the coming weeks.

### • Alumni Relations Report | Associate Director, JaeJae Julian

- Event Highlights
  1. Scholars Bridge Crossing (August 23, 2022)
    - a. [Video Recap Link](#)
    - b. Officially launched the new branding featured on the shirts
    - c. Sponsors for the shirts included three companies owned/co-owned by UC Merced alumni
      - i. MJY Towing owned by Michael Ponce '22
      - ii. J&R Tacos co-owned by Janna Glaze '12
      - iii. Auto Resources owned by Jameel Taha '22
  2. Bobcats at Dodger Stadium (September 6, 2022)
    - a. Largest regional event hosted to date (nearly 200 attendees)
    - b. Chancellor Muñoz was able to introduced from the field
    - c. Board members Steven and Jonathan also attended
  3. ALUM Day (October 15, 2022)
    - a. The Alumni Signature Ceremony will honor recent alumni endowments:
      - i. Nohely Aguilar '12 | Nohely Aguilar Scholarship Fund



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- ii. Trevor '09 & Katie Albertson | Albertson Family Endowed Fellowship Fund
- iii. Janna '12 & Grant Glaze | Glaze Endowed Scholarship Fund
- iv. Omega Delta Phi Fraternity Alumni | Carla Krogh Legacy Endowed Scholarship Fund
- v. Sam Fong '09 | Samuel G. Fong Scholarship Endowment for Leadership

## - Alumni Volunteer Opportunities:

1. Speaking Opportunities (On-going)
  - a. Experience by Degrees
  - b. Careers with SSHA Degrees
  - c. Alumni Career Chat Employment Success Series
2. First Gen Celebrations (November 2022)
3. Student Philanthropy Month (March 2023)

## - Class Gift Updates

1. Bricks (2017—2019): Arriving in November
2. Campus Mural (2021): Aiming for November
  - a. Working with local muralist Patricia Pratt

## • Campaign Updates | Executive Direction and Campaign Manager, Amber Flores

- Campaign Goal is to raise \$100 million by 2030 through "Boldly Forward" The Comprehensive Campaign for UC Merced"
  1. Have currently raised \$58 million
  2. The campaign was launched publicly on September 14, 2022 ([website link](#))
- Campaign Priorities
  1. Leading Through Discovery
  2. Cultivating Healthy Societies
  3. Empowering Student Success
- Upcoming Events:
  1. Alumni Signature Ceremony (10/15)
  2. North Bay Reception (10/16)
  3. Illuminate (10/22)
  4. Giving Tuesday (11/29)
  5. Chancellor's Holiday Social (12/9)

## • Give To UC Merced (GTUCM) | Assistant Director, Adam Goldberg

- 2022 Fundraising Initiative
  1. Inspires entire bobcat families to get together and give together
  2. Funds offered through GTUCM will align to support the three campaign pillars
  3. Goals: 500 donors and \$150,000 raised by December 31, 2022
- Communication
  1. Sending out four pre-launch emails
  2. Sending out initial email the day of Giving Tuesday (11/29)
  3. Sending out additional emails throughout the month of December
- Open Discussion:
  1. Mina: What is the Underground Scholars Fund?
    - a. Amber: A new fund being introduced this year that will provide support to students that came out of the prison system.
  2. Jackie: Who is responsible for the professional development opportunities funded by the Journey fund?
    - a. Amber: That is a partnership with Brian O'Bruba's office. It is left to the experts to determine the need since it changes annually.
  3. Steven: How can we support Give to UC Merced?
    - a. Adam: Being an advocate and having purposeful conversations within your networks.



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03

## BOBCAT PANEL

11:42 AM — 12:15 PM

### • Brief Introductions

- Zulette Orduna

1. UC Merced Year & Major: First year student and Biological Sciences major with an emphasis in Human Biology.
2. Hometown: Anaheim
3. Career Aspirations: Still acclimating to the campus but hopes to attend grad school or medical school. Would like to establish a Women's health clinic in an underrepresented community.

- Helen Zhang

1. UC Merced Year & Major: Second-year student majoring in the Global Arts Studies.
2. Hometown: Roseville
3. Career Aspirations: Would like to go into film or cinematography.

- Nathan Downey

1. UC Merced Year & Major: 4.5 year student majoring in Mechanical Engineering
2. Hometown: Riverside
3. Career Aspirations: Would like to go to aerospace engineering and aviation. Has been reaching out to alumni, including board member Mina Tawfick. Would like to go eventually go to grad school to specialize in a field of mechanical engineering or project management.

- Hugo Alberto Lopez '16

1. UC Merced Year & Major: Hopefully last year in UC Merced's Ph.D. program for Latin America studies.
2. Hometown: Grew up in Mexico and moved to the Bakersfield area.
3. Career Aspirations: Would like to become a professor soon.

### • Q&A Session

- Q: What has your on-campus experience been like? For those who have been here longer, how has that changed since you joined

1. Zulette: Delightful. Has been able to network with the guidance of her older sister. Has been leveraging campus resources.
2. Helen: Journey has been eventful. Has been able to get involved with several different groups especially the Pilipinx American Alliance and last year joined the Student Alumni Association.
3. Nathan: Campus feels alive again. Was on campus for one semester before the pandemic began and saw the transition from a busy campus to virtual environment which meant a lot of campus events and student organizations faded. Excited to see everything in full swing with so much excitement around being back in-person.
4. Hugo: A lot of change. Many students left and came back to an entirely new section of campus. The intimate sense of the community has shifted and requires some re-adjustment. It's great to see UC Merced's rankings and appreciates the alumni support in contributing to those accolades. One of the biggest challenges is how do we keep the sense of community that UC Merced is known for as we continue to grow as a campus.

- Q: Looking through your experiences, what are some challenges you and/or your peers are facing?

1. Zulette: Feeling homesick and having to adjust to campus life. Getting involved in student organizations has helped but would like to continue to promote organizations to others (like SAA) that provide
2. Helen: Networking, specifically trying to find opportunities and finding networks to be engaged through. Would appreciate more mentorship opportunities to navigate career preparation/readiness.
3. Nathan: Many peers are first-generation and older siblings who have taken advantage of campus resources to really flourish. Recently attended a conference and everything worn was rented from the Professional Clothing Closet which helped greatly. Has been able to share campus resources with fellow Bobcats that have been able to make a great impact.
4. Hugo: Need a greater alumni community at the graduate level. Lack alumni mentors, usually has to rely on professors and mentors and students from other schools at conferences, would like to see more alumni. The Humanities programs are also facing difficulties in retaining professors despite receiving grants and research funding, it appears to be shrinking as time goes on.

### • Open Discussion

- Mina: What specific areas of support for the Humanities are you referring to?

1. Hugo: Specifically, was referring to the Spanish programs and other foreign language program. The number of students has been decreasing over the years, despite the program only being established in 2016. Worried that compared to UC Davis and UC Berkeley whose programs are thriving, that UC Merced will eventually have to discontinue the program. In general, the Arts need more resources (faculty, equipment, etc.). A lot of focus is on the medical education and the engineering programs, which is fantastic, but we don't hear about the Arts in reports or through news.



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- a. Mina: Is the Graduate Student Association still around and have you tried connecting with them?
  - i. Hugo: Yes they are and yes has been involved with them, but GSA is more school focused meaning they have representatives from the different schools (SSHA, ENG, NatSci) and each has their own unique set of challenges.
- Katrina: How can alumni better connect with current students?
  - 1. Zulette: By promoting more events catered towards undergraduate students that would help with the growth of the association. Sending out more emails to students catered towards undergraduate networking.
  - 2. Nathan: Being a presence in your clubs and organizations. Was able to work with Mina to prepare for the conference. Always connects with alumni through his fraternity, would enjoy being bugged by alumni to connect because although students know of alumni, alumni don't necessarily know of students.
- Mina: Have RCOs/student organizations been the primary way students connect with peers/campus or are there other resources?
  - 1. Nathan: Working with his organization to provide resources that provide professional development readiness through App-A-Thon. Insight from alumni is so valuable and inspiring, and thanks to their advice was able to apply to companies that he didn't think he would qualify for.
- Steven: Did you know there is a mentorship program on campus? How can we get students to become aware of the program and sign up?
  - 1. Nathan: Having students speak in classes and providing flyers since it's something that can't be avoided.
- Adam: How can we begin to grow the idea of philanthropy engagement students?
  - 1. Nathan: Vulnerability and sharing stories makes the biggest impact. Why wouldn't students want to give back to programs that are supporting them by paying it forward? Want to build community and future leaders.
  - 2. Hugo: Explaining costs to students and helping them understand why not everything is covered with tuition like they believe it to be. Inviting the public to the Alumni Signature Ceremony and hearing from alumni why the created their scholarship and the purposes is very powerful. It also allows students to see themselves as someone who can create their own scholarship in the future.

## 04 DREAM TEAM BREAKOUTS

12:15 PM — 01:00 PM

### • Discussion Goals | Brenda Yu

1. Identify preview, new, and/or on-going goals
2. Select 1-2 measurable & actionable goals the team would like to achieve by April 2023's board meeting
3. Identify a potential goal the greater UCMAA Board can assist with/be involved in

## 05 DREAM TEAM REPORT OUTS

01:00 PM — 01:15 PM

### • Community Mobilization (Randell)

#### - Updates:

1. Last year worked towards pan-campus research to determine cultural affinity group documentation and protocol, will now work on the assessment phase.
2. Will focus on RCO mobilization, specifically cultural and professional affinity groups to see how they can be supported compared to larger more established groups on campus, especially if they come from a background with limited resource allocation or campus support.
3. Questions to consider:
  - a. What RCOs will be contacted?
    - i. Some have already reached out to Community Mobilization and will be working with them naturally.
  - b. What is the bandwidth we have?
    - i. Don't want to become a catch all for every organization that reaches out.
4. Alongside this, mobilizing future partnerships across campus that can be built with the UCMAA Board. One potential partnership would be Student Affairs, would like to determine what infrastructures are already in place for students through future conversations.
5. Would like to build a strong partnership with the Graduate Student Association to ensure we have the Graduate voice represented more visibility than before.

\* If you hear from undergraduate or graduate students that they need more support in the community mobilization area, please notify the DREAM Team.



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- **Connections and Mentorship (Katrina)**

- Updates

1. Bobcats Helping Bobcats:

- a. Are working on restructure the program based on inconsistencies in experiences.
- b. Steven and Cristhian have developed expectations for mentors and mentees.
- c. Have created a more solid timeline to establish the Bobcats Helping Bobcats program so there are clear outlines.
- d. Will reach out to RCOs who focus on networking and mentorship.

\* If you are interested in being a mentor or know of someone who would like a mentee please contact the DREAM Team.

- **Giving and Gratitude (Angela)**

- Spoke about coordinating with the \$100 million goal for Boldly Forward and supporting student experience.

- Updates:

1. Would like to implement a grad sponsor program to help 5-10% of the most at need students with expenses for their graduation materials.
2. Working with Student Affairs to identify 2-3 subgroups within the Journey Fund that need support this year to match certain amount of donations

\* Would like to have 100% UCMAA Board Giving by the end of the month (November), to give Adam time to leverage in upcoming Give to UC Merced campaign materials.

- **Announcements**

- Please continue to leverage the UCMAA Board Discord server to continue conversations.

- Feedback regarding the DREAM Team meetings and discussions can be provided in the post-meeting assessment.

06

BREAK

01:15 PM — 01:30 PM

07

UC OFFICE OF THE PRESIDENT

01:30 PM — 02:15 PM

- **Director of Systemwide Alumni Engagement, Patricia Châu Nguyễn, M.Ed.**

- Presentation:

1. How to stay connected?

- a. Systemwide Alumni Engagement focuses on systemwide engagement programs in general to address the disparities across the alumni associations.
- b. Works with the Alumni Regents at every meeting.
- c. Have the Alumni Career Network that hosts webinars co-hosted by the 10 campuses. Also host systemwide career fairs and are discussing potential alumni-to-alumni mentoring platforms.
- d. Keith as Regent-designate also serves as treasurer for the Alumni Associations of UC (AAUC). AAUC was an organization used to mobilize the 10 alumni associations and currently reviewing how they can further leverage AAUC as a platform to speak across the 10. AAUC hosts systemwide meetings, generates systemwide reports for alumni associations, and identifies how alumni associations can respond in the face of issues (such as the recent Supreme Court issues).

2. Systemwide Alumni Engagement Overview:

- a. Policies:

- i. Oversees the policies of the alumni association that exist. Alumni cannot just convene as a group and identify themselves as an official organization. The UCMAA Board is the only official recognized alumni association at UC Merced at this time.
- ii. Policies are meant to provide structure rather than restrict. If an organization would like to establish affinity groups/networks there are policies in place as guidelines to create organizations.

iii. Policies also cover insurance, branding, fundraising permits, etc.

- b. Campus Alumni Staff Support

- i. Have thought partnerships for the following groups:
  - Alumni CEO/ED Group
  - Career Engagement Alumni Practitioner Circle
  - Diversity Engagement Alumni Staff Practitioner Circle

1. Eve also serves on the UC Chicana Latinx Alumni Association group

\* Indicates Action Item



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- c. Alumni Advocacy Efforts
  - i. Get out the Vote Campaign – Increasing voter registration as the 2 million UC alumni make up 10% of the voting power in California
  - ii. UC Advocacy Network
- d. Other UCOP Systemwide Alumni
  - i. UK Trust
  - ii. Cade de Universidad de California

- **Alumni Regents**

- Joel Raznick, Regent-Designate and AAUC Secretary (UCLA)
- Sandra Timmons, Regent and AAUC President (UCSD)

1. Question: What is UCOP's role in channeling state's initiatives to how we alumni associations can contribute?

- a. Regent Timmons: The Regents have a strong connection with the legislature through the public engagement committee where legislatures share about their initiatives and work towards building connections. Invites the alumni association to make connections with their campus legislative office (Government Relations) about initiatives they can support.

b. [Link to President Drake's priorities plan](#)

- i. Expanding Opportunity and Excellence
- ii. Leading on Climate Change
- iii. Strengthening an Inclusive, Respectful and Safe Community
- iv. Promoting Health across California, Including Its Most Vulnerable Communities

- **Open Discussion**

- Regent-Designate Raznick: The mission of UC is to uplift California and improve the quality of life in the state and globally. Some points to consider:

- 1. UC delivers 70% of undergrad diplomas in the state.
- 2. Are positioned with programs like F3 to tackle existential problems.
- 3. Are increasing access to education by increasing enrollment to 32,000 by 2030.
- 4. 57% of all students that go to UC are on some sort of financial assistance or have covered tuition, 70% of UC students are aided in some way.
- 5. Are committed to addressing climate change, building inclusiveness and addressing the equity gap.
- 6. Largest employer in California and are educating 280,000 people at one time.
- 7. Consist of 2 million living alumni.

- Patricia: We all come from diverse experiences, but we also know this is a lifelong relationship we're developing over time. Alumni associations create opportunities for Bobcats to connect throughout their life. The individuals who come back after not having a great experience are especially charged because they are involved with the intention to improve student experience.

1. What programs can your alumni association offer that is open to all UC alumni?

- Regent-Designate Ellis: The next UC Merced Alumni Regent Application will open in 2027. Each of the current board members are poised to apply.

08

## UCMAA OPERATIONS

02:15 PM — 02:40 PM

- **Board Member Updates**

- Announcement:

1. Fellow alumnus Adrian Chavez has been dismissed after multiple outreach attempts to connect about his absences from a number of Board Meetings and DREAM Team meetings.

2. Open Discussion:

a. Mina: Any lessons learned or opportunities to support if a similar situation arises?

- i. Randall: We now have the pod system that gives you the chance to connect with a dedicated group to communicate with if you're unable to participate and aren't comfortable reaching out to the executive officers or need a soundboard to work through the space.

3. Liz: If you're finding it difficult to complete Board actions, try finding time throughout your day to set aside 15 minutes to complete an action.

4. Derek: To aid in synchronized communication, please utilize the UCMAA Board [discord server](#).