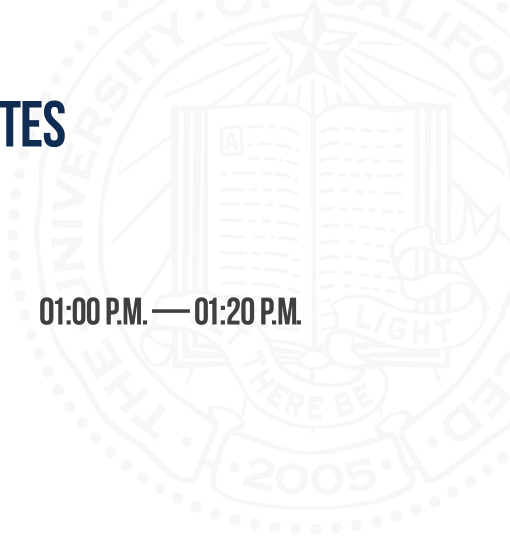




UCMAA BOARD OF DIRECTORS MEETING MINUTES

OCTOBER 17, 2020 | 01:00 P.M. — 04:00 P.M.
UNIVERSITY OF CALIFORNIA MERCED | MERCED, CA



01 CALL TO ORDER

01:00 P.M. — 01:20 P.M.

- **External Relations Staff:**
 - Amber Flores Executive Director, Annual & Special Giving
 - JaeJae Julian Interim Director, Alumni Relations
 - Magdalena Castaneda 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:**
 - Trevor Albertson - Eduardo Hernandez - Jamie Sweet
 - Alvin Cha - Juan Lopez - Ulises Vargas
 - Adrian Chavez - Michelle Pal - Brenda Yu
 - Cristhian Gutierrez Huerta - Jared Ruscoe
 - Sam Fong - Derek Sollberger
- Opening + Culture Builder led by Secretary Randell Rueda

02 UC ALUMNI REGENT PRESENTATION

01:20 P.M. — 01:47 P.M.

- Conversations were lead by guest speaker, UC Davis Alumni Regent, Debby Stegura
 1. Regent Stegura began her term as Alumni Regent-designate in July 2019, which will end in June 2021
- UC Davis Alumni Regent Selection Process
 1. UC Davis candidates are only considered if they are a past alumni association presidents
 - a. Candidates must complete an application form
 - b. Candidates are required to provide a CV and participate in interviews
 2. Volunteers (board and non-board members) serve on the interview committee
 3. The select committee provides a nomination to the full alumni association board for ratification
- Duties of the Alumni Regent: Serve on the UC Board of Regents and officers of the Alumni Associations of the UC (AAUC)
 1. Board of Regents
 - a. Members
 - i. Consists of 26 members all of whom have a vote
 - ii. 18 regents are appointed by the governor for 12-year terms
 - iii. One is a student appointed by the Regents to a one-year term
 - iv. Seven are ex-officio members -
 - a. the Governor
 - b. Lieutenant Governor
 - c. Speaker of the Assembly
 - d. Superintendent of Public Instruction
 - e. president and vice president of AAUC
 - f. the UC President
 - b. Committees & Meetings
 - i. Have eight standing committees and two special committees:
 - a. Standing Committees: Academic and Student Affairs, Compliance and Audit, Finance and Capital Strategies, Governance, Health Services, Investments, National Laboratories, and Public Engagement & Development.
 - b. Special Committees: Basic Needs and Nominations
 - c. Serve 2-year terms as alumni representatives for the 2 million UC alumni
 - i. First year as Alumni Regent-designate
 - ii. Second year as a voting Alumni Regent

* Indicates Action Item



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2. Alumni Associations of the University of California (AAUC)
 - a. Regents and Regent-designates serve as officers as set by the AAUC bylaws
 - b. Current positions held are...
 - i. AAUC President — UC Davis Alumni Regent Debby Stegura
 - ii. AAUC Vice President — UC Berkeley Alumni Regent Eric Mart
 - iii. AAUC Secretary — UC Santa Cruz Alumni Regent-designate Art Torres (Former Senator)
 - iv. AAUC Treasurer — UCLA Alumni Regent-designate Cheryl Lott

• Open Discussion

1. Any advice for developing the UC Merced Alumni Regent Selection Process?
 - a. The board should consider candidates that have been engaged for some time in UC affairs
 - i. Someone who understands what is going on and where UC is with the legislature policy
 - b. Recommends having a former Alumni Regent sit on the panel to provide insight on the commitment needed
2. How much time do Alumni Regents need to dedicate to serving on the Board of Regents and AAUC?
 - a. The Board of Regents meets 6 times a year
 - i. Meeting materials consist of 1,000+ pages and are held over the course of 2 days (8-10 hrs per day)
 - ii. The UC Davis Alumni Regent has meetings with the Chancellor's Chief of Staff to understand what is important to the campus at the time
 - iii. Serves on committees outside of Regent meetings
 - a. Currently vice-chair of one committee in addition to sitting on others
 - b. Regents often travel to UC campuses where the Regent meetings are held
 - c. Regent Stegura often finds herself thinking/strategizing how to be more effective as we now have 1.65 FTEs supporting 2 million alumni

03 DREAM TEAM REPORTS

01:47 P.M. — 02:09 P.M.

• Connections & Mentorship DREAM Team

1. **Goal:** Leverage a virtual platform to establish ongoing connections with the classes of 2020 and 2021 to provide resources and support that is responsive to their needs
2. **Objective 1:** Review current infrastructure to see if there is anything we can use to ensure we're not duplicating efforts
3. **Objective 2:** Determine how to establish connections. Once the infrastructure has been identified for outreach, look at how to establish virtual connections, ideally through 2 events/milestones supported by survey results

• Community Mobilization DREAM Team

1. **Goal:** Identify which communities we can impact positively, while bringing stakeholders together within our respective networks.
2. **Objective 1:** Focus on students who could benefit from access to virtualizations tools such as Wi-Fi devices/laptops through fundraising and donations
3. **Objective 2:** Creating a series of events consisting of caring conversations centered around topics such as LGBTQ, minority communities, etc.
4. **Metric/Outreach:** How many alumni/students can each member share the engagement opportunity with?
 - a. Knowing what our alumni reach will help determine the minimum number of attendees per event we can achieve
 - b. Using Facebook events for outreach efforts and leveraging social media insights to help keep track of metric
5. **Timeline**
 - a. 1 event before end of 2020; 2 events before end of the academic year 2020-2021
 - b. Potential partnership with the Office of Social Justice Initiatives & Identity Programs



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- Increasing Giving
 1. **Goal:** Increase overall awareness of giving back to UC Merced and why it is so important
 2. **Objectives**
 - a. Plant: Leverage our resources to increase overall engagement including the new Chancellor and our personal connections
 - b. Grow: Advertise the effects of giving, its importance and the impact it has on campus and students
 - c. Sustain: Increase awareness among the current student population early on
 3. **Action Items**
 - a. Plant: Share relevant content from the office/campus to our networks; Each team member will be asked to identify 2 individuals who will then commit to share within their networks; therefore increasing reach
 - b. Grow: Showcase giving/impact stories on the alumni newsletter to demonstrate the significance; DREAM Team members and/or board members can participate as guest writers in the newsletters, also encourages alumni to share with their networks
 - c. Sustain: Share stories and content with student networks, possibly through a social media campaign or newsletter
 4. **Metrics**
 - a. Plant: Track share/engagement metrics through social media
 - b. Grow: Track newsletter clicks/actions as well as donors and donations
 - c. Sustain: Track engagements
 5. **Strategies**
 - a. Social Pressure: Present all of the ways donations and engagement benefit, show people who they are helping by participating or who they are rejecting by not participating
 - b. Aggregate: Measure amounts donated, goals reached, and participation procured
 - c. Social Media: Track Twitter, Facebook, Instagram, LinkedIn, posts and activity engagements like Zoom
- Nominating Committee
 1. **Goal:** Achieve diversity (Class Year, Majors, Schools, etc.) and gender equity on the board
 2. **Board Challenge:** Engage with 2 alumni in your respective networks and bring them into your work/DREAM Teams
 3. **Next Steps:** Nominating Committee will continue to discuss improvements to the application and review cycle

04

ALUMNI RELATIONS REPORTS

02:09 P.M. — 02:35 P.M.

- Annual Giving | Fundraising — Executive Director of Annual & Special Giving, Amber Flores
 1. **Definition:** The process of seeking and gathering voluntary financial contributions by engaging...
 - a. Individuals
 - b. Businesses
 - c. Charitable Foundations
 - d. Government Agencies
 2. But it's so much more...
 - a. The true purpose of fundraising is not to raise money, but to raise donors; the only way we can raise money year-after-year is by developing meaningful relationships with a broad base of loyal individuals who are committed to our work
 3. Role of the Board of Directors in fundraising is to provide...
 - a. Leadership
 - b. Financial Support
 - c. Connection to donors and potential donors
 - d. You are the liaison between UC Merced and its Alumni and you play a critical role in our success!
 4. What YOU can do annually:
 - a. Give a personal gift that is significant to you – ensure 100% board participation
 - b. Participate in Giving Tuesday as an Advocate
 - c. Share and engage on social media to promote UC Merced
 - d. Attend alumni events in your region
 - e. Cultivate 5 new friends each year to engage and/or give

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- f. Help to thank alumni donors
- g. Identify and recruit future board members who are willing to fundraise
- h. Speak frequently about UC Merced and tell your story
- i. Accompany staff during alumni events
- 5. Things to Remember
 - a. The #1 reason people don't give – they were never asked!
 - b. Involvement invites investment
 - c. You are role models, help to set the example for all of our alumni
 - d. All fundraising is local (engage your region!)
 - e. It's all about building and maintaining relationships – it's a marathon, not a sprint
- 6. Your Impact
 - a. During the 2019-20 fiscal year:
 - i. Alumni gave \$49,879.93
 - ii. These gifts supported 42 different funds
 - iii. Top Fund: Build the Future Scholarship Fund; followed by the Student Emergency Fund
 - b. Your support provided dozens of scholarships to deserving students and immediate financial support to students in need!
 - i. Includes 11 Alumni Endowed Scholarship Gifts (annual payments)
- 7. Give Thru UC Merced
 - a. Month-long initiative launching 12/1/20 through 12/31/20
 - b. Become an advocate
 - i. GIVE: We encourage you to give to demonstrate your commitment to the cause
 - ii. CREATE: Join ADVOCATES and create a “personal plea” video to be shared with your network
 - iii. ENGAGE: Promote, engage, and share your personal plea and unique giving link through social media, email or text
 - iv. SHARE: Share social media posts from UC Merced on Twitter, Facebook, Instagram, and LinkedIn
- Alumni Relations — Interim Director of Alumni Relations, JaeJae Julian
 - 1. Alumni Donors at-a-glance
 - a. Total alumni 12,362
 - b. Ranked 13th highest amongst public universities in alumni giving (2-year avg)
 - 2. Fall Highlights
 - a. Scholars Bridge Crossing + Campus Traditions
 - b. Consistent presence on social media
 - c. UC Merced on the Rise: Campus Rankings
 - i. #1 Amongst Publics for outperforming graduation rates
 - ii. #1 Sustainable Research
 - iii. #3 2020 Young University Rankings

05

BREAK

02:35 P.M. — 02:49 P.M.

06

STUDENT PANEL

02:49 P.M. — 03:15 P.M.

- Student Speakers
 - 1. Keanu Velasquez
 - a. 4th year | Senior
 - b. Sociology major and Psychology minor
 - c. From San Francisco
 - 2. Samantha Villarreal
 - a. 4th year | Senior
 - b. Psychology major and Business Management minor
 - c. From Los Angeles

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• Q&A Session

1. How are things in your day-to-day and what has surprised you as being difficult to deal with as current students?
 - a. Move to distant learning was difficult
 - b. More of a challenge to “meet” with professors because of scheduling conflicts/limited office hours
2. What have you been hearing as far as staying connected to your peers, and how have you been able to navigate that to support each other?
 - a. Messaging one another more often and checking in regularly
 - b. Serving as a resource/support group to one another
3. What problems of remote or virtual learning have been expressed, but don’t appear to you have been heard?
Are there any recommendations or feedback you’ve shared that you feel haven’t been implemented yet?
 - a. Overwhelming number of smaller tasks/assignments that are constantly being updated
 - b. Experiencing too much communication from some professors and not enough from others
 - c. Would be helpful if Faculty had universal training on best distant teaching practices or if students were surveyed about their experiences
4. Have you thought differently of your career? Or what you will do next, given the pandemic?
 - a. Intimidating to think about what a transition to full-time work position in a remote environment will be like
 - b. Have developed new perspectives because of the pandemic and how to interact
5. Do you believe you have all the resources necessary to be successful at UC Merced this year? If not, what do you need?
 - a. Resources are available, but requires additional initiative to find as much has changed during the virtual transition (e.g. what workshops the career center is offering or how some services have been adapted)
6. Do you feel the current virtual environment is preparing you for a future career/work environment?
 - a. To some extent yes, with asynchronous classes there is the opportunity to self-manage various small tasks
 - b. Yes, in that we are challenged to be adaptive and take more initiative when communicating with co-workers
7. How are you prioritizing your health and wellness in this virtual environment?
 - a. As students with psychology courses, taking to create more self-care opportunities has been essential (e.g. scheduling time to disconnect/exercise)
 - b. Focusing on hobbies and spending time with family have been extremely helpful
8. How can we as the UCMAA Board and alumni be there for you and bat for you during this time?
 - a. Finding ways to check in and know you are present and still doing the work you do is encouraging
 - b. It’s refreshing to see how open our alumni are to connecting through career chats; very thankful and appreciative to alumni for helping us

07 A LOOK AHEAD

03:15 P.M.— 03:20 P.M.

• Reminders/Upcoming Events:

1. UCMAA Board Meetings
 - a. Saturday, January 30—Tentative
 - b. Saturday, April 17—Tentative
2. UCMAA Board Apps
 - a. Opening in late April/early May and close in June
 - b. Reminder to tap into our respective alumni networks and engage other alumni for opportunities to apply
3. Additional events can be found at alumni.ucmerced.edu/events

08 OPEN DISCUSSION

03:20 P.M.— 03:40 P.M.

• Homecoming

1. Remarkable attendance and interest in the first virtual Homecoming; exceeded over 100 RSVPs
2. Opened the possibility of continuing to host events with a virtual component



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- DREAM Teams — Additional follow ups and action items to be communicated following presentations
- Nominating Committee — Board apps open in May and the committee will meet to discuss updates
- UC Merced Alumni Regent — Discussions will continue to be held and evolve
- Board Member Highlights — Kudos to board members for the participation/leadership
 1. Student Leadership Conference (September)
 - a. Sam Fong—Featured closing session speaker
 - b. Cristhian Gutierrez Huerta — Featured closing session speaker
 - c. Jamie Sweet—Attended closing session and brought in two new alumni to participate in the event
 2. DREAM Teams
 - a. Attended all 3 DREAM Team meetings
 - i. Derek Sollberger
 - ii. Jamie Sweet
 - b. Co-facilitators of the Connections & Mentorship DREAM Team — Michelle Pal & Ulises Vargas
 3. Honorable Mentions
 - a. Jared Ruscoe
 - b. Randell Rueda

09 CLOSING REMARKS

03:40 P.M. — 03:44 P.M.

- Motion to adjourn meeting
 1. Motioned: Alvin Cha
 2. Seconded: Jared Ruscoe
 3. Vote: Unanimous: meeting adjourned at 3:44