

UCMAA BOARD OF DIRECTORS MEETING MINUTES

OCTOBER 19, 2024 | 11:30 AM — 02:30 PM (PDT)

FRED & MITZIE RUIZ ADMINISTRATION BUILDING | MEETING ID: 209.228.4484

11:30 AM — 12:00 PM

01 WELCOME & CULTURE BUILDER

• Call to Order+ Attendance

- 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. Olivia Alvarez	7. Heidi Gomez Barrios	13. Mina Tawfick
2. Desmond Daley	8. Vanessa Hernandez	14. Cristian Vargas
3. Eve Delfin	9. Jonathan Ly	15. Ritu VPS
4. Gehad Elhanafy	10. Jason Matthew Miguel	16. Angela Yang
5. Keith Ellis	11. Gameelah Mohamed	17. Brandon Yu
6. Sam Fong	12. Kavi Reddy	

- 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

- Activity: Breakout by Michigan Model leadership style (blue with red and yellow with green)
- Prompts:
 1. What are three things that you try to ensure happens when you work on a project (either by yourself or as a team)?
 2. What challenging team dynamics impact you most?
 3. When you have difficulty with a team, what is it you wish others knew that would help you best?

02 GUEST SPEAKERS

12:00 PM — 12:30 PM

• Student Panelists

- Julian Estrada | SJV PRIME+ (Inaugural Cohort)
- Grace | Health Scholars Program
- Josh Rangel | SJV PRIME+ (Inaugural Cohort)

• Panel Questions:

- Q: *What about your experiences are helping you build your community at UC Merced?*
 1. **Julian:** As the first SJV PRIME+ cohort, are able to help build the student experience, set the tone, and create traditions. Have been able to offer peer support and advice to the newest cohort.
 2. **Joshua:** Being able to volunteer and shadow professionals at local clinics throughout the Central Valley. It's also heartwarming to see the faith and support for what impact this program will have and the opportunities it will create.
 3. **Grace:** Being in a small cohort of students with similar aspirations has helped build a strong network and community within the Health Scholars program.
- Q: *What skills or insights have you gained from participating in the BS-to-MD Pathway or Health Scholars that you believe will be crucial for your future career?*
 1. **Joshua:** Finding support and resources to combat imposter syndrome as we continue our education. Learning to seek out and take on opportunities such as study abroad, to broaden my experiences.
 2. **Julian:** Learned how to support medical professionals with translation services (i.e. English to Spanish).
 3. **Grace:** As a Health Scholars student, the program solidifies the idea that we (students) can achieve what we set our minds to. Participating in the Health Scholars program has instilled confidence for us to tackle new challenges.

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- Q: *What has been the most rewarding aspect of being involved in the SJV PRIME+ or Health Scholars programs?*
 1. **Julian:** Volunteering for local food banks, was able to see how small gestures of kindness and providing health services can make a remarkable impact on the people of the Central Valley.
 2. **Joshua:** Seeing the need of the Central Valley is very humbling. Having the opportunity to work with local organizations and non-profits that are also working towards improving access to the area has been a great experience.
 3. **Grace:** Knowing I'll be able to return to my community in Stanislaus to help bridge the gap between physicians and patients has been a guiding light.
- **Open Discussion:**
 - **Eve:** Cultural representation in healthcare is so critical to serving the community. Good luck on your future and best wishes on your future studies.
 - **Randell:** Whatever comes next in your journey, know you will be ready and that you have support if needed.
 - **Cristian:** *What's one aspect/area that you hope to learn about that will allow you to be better prepared to serve your hometown communities, and the communities that are both rural and underserved in the Central Valley?*
 1. **Julian:** Medically, learning about respiratory diseases (e.g. valley fever) to learn preemptive measures and share information with vulnerable communities.
 2. **Josh:** Would like to do more research on cardiology.
 3. **Grace:** Volunteering in medical centers or outreach with local high schools.

03

ANNUAL GIVING REPORT

12:30 PM — 12:50 PM

- **Give to UC Merced | Terisa Roesler, Executive Director of Major Giving**
 - Overview: Annual fundraising initiative that inspires the entire Bobcat community to join forces in support of UC Merced and its campus programs. The initiative will target students, parents, faculty, staff, alumni, family and friends of UC Merced.
 1. **Tagline:** Give back to move UC Merced forward.
 2. **Hashtag:** #GiveToUCMerced
 3. **Goals:** Raise \$200,000 by December 31
 - 2024 Fund Categories:
 1. UC Merced Annual Fund (Greatest Need)
 2. Scholarships
 3. Fellowships
 4. Academics and Research
 5. Student Success
 6. Athletics
 7. Medical Education
 8. Alumni Initiatives
 9. University Library
 10. UC Merced Arts
 11. Equity, Justice, and Inclusive Excellence
 12. Climate and Sustainability
 - GTUCM Throughout the Years (2014 - 2023)
 1. Total Dollars Raised: \$4M
 2. Total Number of Gifts: 7,819
 3. Total Number of New Donors: 3,430
- **Open Discussion**
 - Jason: *What happened to the Foster Poultry Farms and Wells Fargo match after 2019?*
 1. The gifts from Wells Fargo and Foster Poultry Farms were used for the 3:1 match and served as the launchpad for Give to UC Merced as it is known today.
 - Sam Fong has committed to supporting Give to UC Merced through a challenge with details forthcoming.
 - Kieth: Would like to see our board achieve 100% meaningful giving.

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12:50 PM — 01:00 PM

01:00 PM — 01:20 PM

04

BREAK

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UCMAA COMMITTEE REPORTS

- **Advocacy & Awareness | Cristian Vargas**

- Committee Initiatives:

1. UCAN Membership & Campaigns:
 - a. Achieving 100% board membership
 - b. Promoting annual campaigns to the broader network
 - c. Develop partnership with the UCAN Student Ambassador
2. Board of Regents: Participating in open commentary
3. Advocacy Day Support:
 - a. Working with Government Relations to support UC Day efforts
 - b. Activate alumni in the Government Relations space at the Capital

- Committee Challenges:

1. Sustain committee activities that are measurable and scalable
2. Develop consistency in meetings and workflows to build committee momentum

- Committee Aspirations:

1. Increase civic engagement within the alumni community through spaces such as University Friends Circle
2. Build a UCMAA Advocacy and Awareness LinkedIn Group
3. Identify alumni with careers in the government sector from Sacramento and Washington D.C.

- **Engagement & Outreach | Brandon Yu & Kavi Reddy**

- Committee Initiatives:

1. Continuing the Chill & Chat series
2. Building on the coffee chats and Boba talks
3. Wrapping up on Bobcats Helping Bobcats

- Committee Challenges:

1. Recognizes we are volunteers and need to balance commitments
2. Working on a cadence for future committee meetings

- Committee Aspirations:

1. Work together with all board committee leads to develop a common goal
2. Schedule reoccurring meetings with the EC

- **Equity, Justice & Inclusive Excellence | Eve Delfin**

- Committee Initiatives:

1. Successfully hosted a UC CLAA Summit at UC Merced

- Committee Challenges:

1. Coordinating meetings with conflicting schedules

- Committee Aspirations:

1. Identify alumni for highlights through social media, the newsletter, and stories
2. Partner with the VC Delia Saenz's EJI office for a potential alumni award program
3. Identify opportunities to collaborate with campus partners (e.g. cultural celebrations) to engage alumni

- **Giving & Gratitude | Angela Yang & Olivia Alvarez**

- Committee Initiatives:

1. Collaborating on an educational workshop on different forms of giving
2. Drafting a committee strategic plan to create 2 definitions and 2 goals (Giving vs Philanthropy)
3. Working on broadening relationships with local Merced businesses
 - *Share contacts with any local businesses to support this goal

- Committee Aspirations:

1. Achieve 100% meaningful board giving

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UC STUDENT REGENT

01:20 PM — 01:45 PM

- **UC Student Regent | Josiah Beharry '22**

- Overview

1. Second year Interdisciplinary Humanities Ph.D. student at UC Merced

- Who is Josiah?

1. 50th UC Student Regent
 - a. First representative from UC Merced
 - b. First Undocumented Regent
2. Trinidad → America | Indo-Caribbean
3. Bobcat Double Time
 - a. BA | Critical Race & Ethnic Studies with minor in Writing Studies | 2022
4. Research and study focuses on trauma and education
5. Life Motto: Advocate, Create, Innovate

- What have I been up to?

1. UC Merced Vice Chancellor of Student Affairs Search Committee
2. UC President Search Committee
3. CAL-Bridge
4. Voter Engagement
5. Area H → Ethnic Studies
6. Expanding opportunities for undocumented students
7. Black student retention

- Introduction to the UC Board Regents

1. (18) voting members appointed by the governor
2. (7) Ex-Officio Members (i.e. Governor, Lieutenant Governor, Superintendent, etc.)
3. (2) Alumni Regents
4. (1) Student Regent and (3) designates
5. (2) Faculty representatives and (2) staff advisors
6. (10) Chancellors
7. (12) Executives and Senior Vice Presidents

- Student Regent: Roles & Responsibilities

1. One Regent is required to be a student steward for the university on behalf of all California
2. Attend Regents' meetings, advocate, and serve on university task forces, committees, and working groups
3. Engage with key university stakeholders: students, staff, faculty, alumni, retirees, members of the CA legislature, and US Congress

- Board of Regents' Committees

1. Standing Committees of the Regents:
 - a. **Academic & Student Affairs**
 - b. **Audit & Compliance**
 - c. Finance & Capital Strategies
 - d. Governance
 - e. Health Services
 - f. Investments
 - g. Public Engagement & Development
 - h. **National Laboratories**
2. Special Committees:
 - a. Nominations
 - b. **Athletics**

- Areas for Collaboration

1. UC Merced Alumni Advocacy Day
2. Alumni Spotlight Series
3. "Alumni in Action" Video & Podcast Series
4. "Return to Merced" Week
5. Alumni-Faculty Partnership Awards
6. Alumni-Facilitated Skills Workshops
7. Collaborative Webinars
8. Promote Alumni Philanthropy for Student Initiatives
9. Celebrating Milestone Anniversaries
10. Infinity Groups with Cultural Expansion
11. Alumni Keynote Speakers for Every Campus Conference

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UCMAA OPERATIONS

01:45 PM — 01:55 PM

- **General Updates:**
 - Bylaw Taskforce:
 1. Purpose: Review the board bylaws pertaining to the executive officer terms and onboarding
 2. Members:
 - a. Co-Chairs: Jonathan Ly (Secretary) & Randell Rueda (Immediate Past President)
 - b. Members: Cristian Vargas, Mina Tawfick, and Keith Ellis
 3. Target Deadline: April 2025
 4. Open Discussion:
 - a. Keith: Wants to open pathways that empowers folks to take on leadership roles and have the capacity to serve as an alumni regent. Would like to focus on improving leadership equity and sees past leadership as champions of diversity in certain ways.
 - Committee Nominations:
 1. Candidates for both the Nominating Committee and Scholarship Selection Committee may be submitted through the post-meeting assessment
 - a. Note: Participation on the standing committees does not prevent participation on special committees (e.g. Nominating & Scholarship Selection)
 - * Request to host a virtual session regarding committee commitments prior to the vote

08

OPEN DISCUSSION

01:55 PM — 02:10 PM

- **Community Norms**
 - Board members can continue to review and grow community norms as needed.
 - * Community norms to be reviewed at the beginning of February's meeting.
- **UC CLAA Summit**
 - Mina: Highlighted opportunity from Admissions for alumni to participate in webinars
- **Innovation Entrepreneurship Council**
 - Purpose: Goal to create an innovation entrepreneurship ecosystem at UC Merced that meets once a month to discuss campus updates and opportunities for improvement
 - * Board members interested in the opportunity may contact Gehad Elhanafy
- **General Updates**
 - Olivia: Shared there is interest from faculty and staff to coordinate a Hispanic Resource Center at UC Merced. Additionally, would like to propose a new faculty and staff mixer for alumni in the future.
 - Details regarding a Spring drive will be shared once available

09

ALUMNI RELATIONS REPORT

02:10 PM — 02:25 PM

- **Alumni Updates**
 - UC Merced will be entering NCAA Division II
 - 2024 University Rankings:
 1. Ranked #1 in social mobility by the Wall Street Journal
 2. #18 overall and #5 among public institutions on the Wall Street Journal's listings of the nation's best colleges
 3. #26 for US public universities and #58 among all U.S. universities by the U.S. News & World Report
 - Shout out to Olivia for creating spaces for alumni volunteers to support Scholars Bridge Crossing
 - Regional Opportunities
 1. UC Merced tabled at a HireUC Alumni Career Fair hosted in Riverside (August)
 2. UCMAA hosted a regional event in San Diego
 - Upcoming Events
 1. Supported the Parent & Family Weekend (October 2024) with registration and working to co-host events for alumni in 2025
 2. Donate-to-Donate Clothing drive is October 21 through November 1
 3. Fall Grad Fair will be November 19
 4. Fall Commencement will be December 20 and 21
 5. Give to UC Merced hosted December 3 through December 31

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6. Beginnings Lighting will be hosted on December 5
7. Student Philanthropy Month launching March 2025

- **Student Alumni Association Updates**

- Hosted 300+ students through the second annual Bobcat Bonfire (no real fires were used)
- Upcoming Events:
 1. Pumpkin Paint & Sip | October 24 at 6 PM
 2. SAA General Meeting (LinkedIn Workshop) | November 5 at 7:30 PM
 3. First-Gen Student & Alumni Mixer | November 6 at 6 PM
 4. SAA Friendsgiving | November 15 at 6 PM
 5. Ctrl+Alt+DelEAT: Reboot for Finals | December 5
- Golden LYNX
 1. Purpose: Student ambassadors that represent UC Merced through interactions with Chancellor Muñoz, donor events/tours, meetings, etc.
 2. Ask: Share opportunity with current students; currently only 6 of 25 applications have been received

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A LOOK AHEAD & CLOSING REMARKS

02:25 PM — 02:30 PM

- **Closing Remarks**

- Miguel: Had the opportunity to accept the Angeles HSI Impact Award on behalf of UC Merced. Recognized Eve Delfin and Alumni Relations staff for their roles in hosting a successful UC CLAA Summit at UC Merced.
- Steven: Thanked committee leads and board members for their insights, and looks forward to coordinating additional conversations in the future.
- Jonathan: Thanked everyone for their active discussions and participation.
- Randell: Hopes to achieve 100% board participation on the post-meeting assessment.

- **Meeting adjourned at 2:30 p.m.**