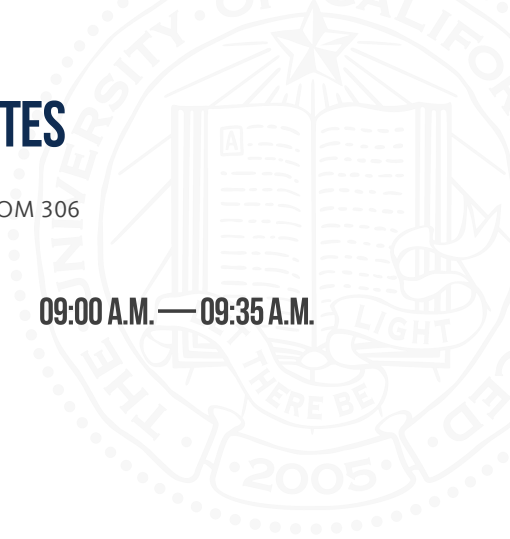




UCMAA BOARD OF DIRECTORS MEETING MINUTES

OCTOBER 23, 2021 | 09:00 A.M. — 12:00 P.M. (PDT)

UNIVERSITY OF CALIFORNIA, MERCED | ADMINISTRATION BUILDING, ROOM 306



01

WELCOME + CALL TO ORDER

09:00 A.M. — 09:35 A.M.

• External Relations Staff:

- Amber Flores Executive Director, Annual & Special Giving
- JaeJae Julian Interim Director, Alumni Relations
- Magdalena Castañeda 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:

- Steven Barillas
- Sam Fong (V)
- Cristhian Gutierrez Huerta (V)
- Eduardo Hernandez (V)
- Katrina Johnson
- Juan Lopez (V)
- Jonathan Ly
- Tanya Perez (V)
- Liz Perkins (V)
- Jackie Shay (V)
- Derek Sollberger
- Jamie Sweet (V)
- Mina Tawfick (V)
- Brenda Yu (V)
- Ulises Vargas

• Excused Members

- Adrian Chavez

• Opening + Culture Builder led by Brooklynn Pham

- Board Members were assigned to various break out rooms to answer the following team-building questions:
 1. How are you?
 2. What is your favorite Homecoming (or any UC Merced) memory?
 3. In 10 years, what will be UC Merced’s most exciting headline?

02

ANNUAL GIVING & ALUMNI RELATIONS REPORT

09:35 A.M. — 10:02 A.M.

• Give to UC Merced Presentation | Executive Director, Amber Flores

- What is Give to UC Merced?

1. UC Merced’s signature annual fundraising initiative that inspires the entire Bobcat community to come together (virtually) and give in support of UC Merced. This initiative, which always occurs on Giving Tuesday, has been a campus tradition since 2014.
2. To maximize the giving season, Giving Tuesday (Nov 30) will kickoff a month of giving activities, ending on December 31. The initiative invites students, parents, faculty, staff, alumni, family and friends of UC Merced to support the campus.

- Fund Categories

1. Undergraduate Scholarships
2. Graduate Fellowships
3. Academics & Research
4. Student Success
5. UC Merced Arts
6. UC Merced Annual Fund

- All alumni are asked to support the UCMAA Journey Fund, as well as the new Medical Education program, and the new Black Excellence Fellowship Fund.

- 2020 Results

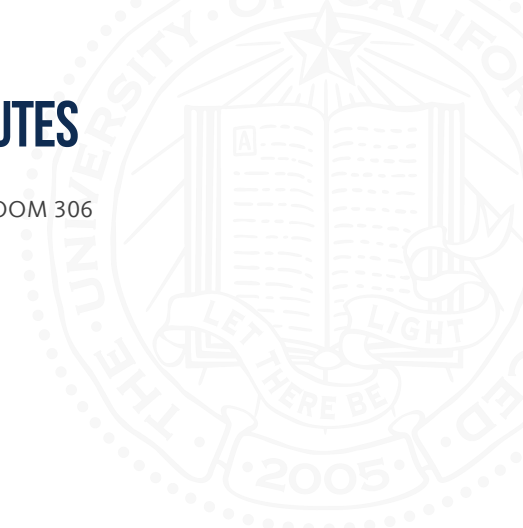
1. Year-Over-Year
 - a. 2019 Alumni Giving: 149 Gifts | \$11,820
 - b. 2020 Alumni Giving: 125 Gifts | \$ 13,170



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2. Donor Snapshot

a. Affiliations

- i. 125 Gifts from Alumni
- ii. 66 Gifts from Students
- iii. 64 Gifts from Parents
- iv. 45 Gifts from Faculty
- v. 80 Gifts from Staff
- vi. 145 Gifts from Friends

b. Donors from across 17 states

c. Largest participating class was 2023 with 12 donors

- 2021 Goals

1. 500 Donors and \$100,000 by December 31

2. Encourage alumni to give to the UCMAA Journey Fund

a. Established in 2017, the Journey Fund gives the UCMAA Board of Directors the ability to help support campus initiatives and funds which may include:

- i. Alumni special events and programming, basic needs projects that impact students; food security programs, emergency funds, and professional development opportunities for students
- ii. Total Balance (Current Use): \$28,601.15

- Virtual Communication

1. November 5 | Pre-launch teaser video

2. November 16 | Save-the-date teaser

3. November 23 | GiveCampus webpage goes live

4. November 23 | Pre-launch reminder (One Week Away!)

5. November 23 | Campus partners & advocates (Call to Action)

6. November 29 | Pre-launch reminder (It's Tomorrow!)

7. November 29 | News story release (Initiative Launch)

8. December 1 @ 6 AM | Campus partners & advocates

9. December 1 @ 8 AM | Launch email

10. December 1 @ 11:30 AM | Mid-day email update

11. December 1 @ 6 PM | Final push email

12. December 1 @ 9 PM | Last Call

- Year-End Communications

1. December 3 | Year-end direct mail

2. December 3 | Chancellor's Associates appeal

3. December 7 | Year-end email ask #1

4. December 14 | Year-end email ask #2

5. December 27 | Year-end email ask #3

- Questions

1. Keith: What progress are we making in the endowment goals?

a. We are reaching \$20k, current reaching \$32k in total through raised funds.

2. Mina: What is/are the distinguishing factor(s) between the different medical support funds?

a. One is for any programming/events within, the other is for support of the educational program.

3. Jackie: What moves are being made to consolidate the types of funds available for support?

a. The pool of funds has been reduced from 40+ to around 30 for this year based on data and previous giving trends. The list was refined to best focus efforts in this testing phase



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- **Alumni Relations Report | Interim Alumni Relations Director, Jaelae Julian**

- **Alumni Shout-Outs | #AlumniInfluencers #BobcatsGiveBack**

1. Brenda Pena '09
2. Ish Verduzco '14
3. SHAVONE. Charles '12
4. Samantha Verganza '21
5. Jamie Sweet '14
6. Karen Perez '10

- **Event Overview**

1. Scholars Bridge Crossing
 - a. Over 1,000+ students including first-year and transfer students from 2020 and 2021
 - b. Hosted mid-semester in October with Chancellor Muñoz, Dr. Zenaida Aguirre-Muñoz, and the undergraduate school deans (Eng, NatSci, SSHA) in attendance
 - c. Tier-level sponsorships were showcased on the 2020/2021 journey shirts
2. Homecoming Activities
 - a. ZOOMba with Karen Perez '10
 - b. Alumni Mixer @ The Mainzer
 - i. Attendees included representation from the recent graduate classes including 2021 alumni
 - c. Included a partnership with the Bobcat Store to provide a unique Homecoming discount

- **Oral History Project**

1. Opportunity to collect updated alumni information and stories
2. 6-Month project with email and postcard correspondence from a verified external vendor
3. No-cost project for the campus with a portion of proceeds to cover publishing costs
4. Data and stories collected via phone using a toll-free phone number listed on communications
5. Questions and concerns should be directed to the Office of Alumni Relations (alumni@ucmerced.edu)

- **Philanthropy Month**

1. Week 1: LEADING | Workshops & Mentorship (Connections & Mentorship DREAM Team)
 - a. Non-profit workshops, speed mentoring event, alumni career chat panel
2. Week 2: SERVING | Community Service (Community Mobilization DREAM Team)
 - a. Community service opportunities and projects
3. Week 3: GIVING | Fundraising Initiative (Giving & Gratitude DREAM Team)
 - a. Crowdfunding and philanthropic awareness
4. Week 4: ENGAGING | Stewardship (Giving & Gratitude DREAM Team)
 - a. Friendship Day & Acts of Kindness; Thank you cards

03

GUEST SPEAKERS

10:02 A.M. — 10:38 A.M.

- Student Panel

- Danielle Gaspar '22
- Hannah Meskienyar '22
- Michael Ponce '22

- Discussion:

- *Can you tell us a bit about your experience as a current student transitioning from remote learning to in-person coursework?*

1. Michael: Transitioned back home as the pandemic hit. Excited to be back on campus and to be able to meet with peers. Was able to connect with professors and mentors for a current internship.

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2. Hannah: Also transitioned back home when the pandemic hit and is happy to be able to finish last year of undergraduate education in-person. Felt adjusting into a daily routine was lost during COVID. There was an initial shock of not being “that college student” anymore because of quarantine, struggling with remote learning, and mostly the difficulty of focusing in virtual spaces. Recently began an internship and is now able to move forward with the transition back to campus. Was able to reconnect with student life through AKPsi and other student organizations.
3. Danielle: Had to overcome the social anxieties of being around larger groups of people, especially since most interactions were held and relationships were formed virtually for nearly a year. Recognized there was difficulty with student retention because of burnout experienced in virtual spaces. Currently navigating how to heal during the transitional phase to in-person. Now needs to re-factor in the time for travel and scheduling of personal activities since restrictions have lifted somewhat. Has noticed that professors and instructors are more open to accounting for the mental health and personal wellness of students.

- *As graduating seniors, what would help you as you transition into becoming a Bobcat Alumna/us?*

1. Michael: Feels uncertain as a December 2021 graduate and is not 100% sure of what to pursue after graduation (work, additional school, or taking time off). Would benefit from more communication with other people within the same field and/or those can speak about transition from school to post-graduation.
2. Hannah: Interested in knowing how many people receive their degree in one field of study, but transition to a different professional path. Would appreciate support in learning how to prepare for and establish one’s self in their field of preference, and how to get better experience for a future career field.
3. Danielle: First-generation students can benefit from the real talk of what happens after graduation. How to find your own place, how to start paying off the debt, how to maintain the relationships established during your undergraduate years, how to position yourself to be ready for the next parts of the future, etc.

- *What are some ways that our Alumni network can help your peers and the transition into Alumni?*

1. Michael: What are some ways that our Alumni network can help your peers and the transition into Alumni? Opportunities to chat with alumni to get personalized insights from those who share similar experiences and overcome similar obstacles. Would also be helpful to connect with other students experience similar situations and concerns.
2. Hannah: Would appreciate mentorship and guidance on transitioning into alumni. Would also appreciate feedback and advice on what to do in post-graduate life, how to build one’s job network, how to navigate career fairs and the job search scene.
3. Danielle: Being able to participate in SAA events and networking opportunities. Connecting with alumni through more casual programming like hosted luncheons or coffee chats would provide an environment that is less intimidating while also giving students direct access to alumni. Casual events are especially helpful for younger students to navigate.

- *What is your proudest collegiate experience or greatest accomplishment so far?*

1. Hannah: Becoming VP of Membership in AKPsi helped hone in my passion for working with people and connecting members, especially during recruitment. Getting my first internship supporting the UC Merced Foundation Board of Trustees. Very excited to see what other opportunities the future holds!
2. Michael: Joining a fraternity after wanting to do so since Freshman year. Having overcome the struggles of COVID and still being able to make connections and friendships through the organization. It is bittersweet that I joined during my last semester but also awesome to be able to connect with even more people.
3. Danielle: Being part of the establishment of the first Asian Pacific Islander Resource Center after a 2-year endeavor. The opportunity to reconnect with my culture through PASE and PAA. Being able to reclaim and reflect on my cultural identity and overall identity.



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- Open Q&A:

- *Katrina: How do you think the alumni association can better support seniors? Especially when helping in transitioning from being an undergraduate to an alumni?*

1. Michael: It's challenging to find connections within our respective fields. In addition to using the resources UC Merced provides, being able to chat with alumni about how they were able to secure jobs, overcome the uncertainty of where to apply and where to look for employment would be helpful.
2. Hannah: Creating more opportunities to share our stories and hear feedback from alumni.
3. Danielle: Participating in mock interviews, going over resumes and cover letters, and creating more intimate mentorship opportunities.

04 DREAM TEAMS

10:38 A.M. — 11:26 A.M.

- DREAM Team Check-Ins

- Board members were divided into their respective groups to hold any final discussions before group presentations.

- DREAM Team Presentations

- **Community Mobilization**

1. Utilization of Slack (4 time zones in 2 countries, work output-focused)
2. Affinity Groups & Networks
 - a. Researched what is being done at other UC campuses
 - i. Requirement of sponsorships and partnerships with campus in order to charter "chapters" or groups, requirement of membership dues/donations
 - ii. Requirement of localized leadership and support
 - iii. Considerations for liability coverages
 - b. Plan to have the first draft of infrastructure for groups by Spring 2022
 - c. Utilization of data mapping on the website for our alumni to be able to look up events and groups nearby
3. Talk Spaces
 - a. Establish a partnership with DEI on campus for programming
 - b. Program with university partners in focus on certification opportunities
 - c. Continuing to focus on Philanthropy Month in 2022
4. Connections & Partnership
 - a. Establish further partnerships on campus to ensure stakeholders can voice concerns and lift can be shared
 - b. Connections with the Department of Undergraduate Education
 - i. Dissemination of information to Department leadership to be able to connect to Alumni in event planning
 - ii. Creation of a webform to be able to acquire metrics on Alumni participation

- **Connections & Mentorship**

1. Student Mentorship
 - a. Supporting Bobcats Helping Bobcats by providing feedback to CCPA and modifying communication plan
 - b. Providing student mentorship through SAA and LLCs by leveraging DREAM Team experiences to identify common themes
 - c. Supporting OAR with Speed Networking event as part of Philanthropy Month (2022)
2. Offering Resources
 - a. Creating a resources hub on website for all Bobcats by reviewing currently available resources and identifying additional areas of support
 - b. Hoping to host financial literacy workshops led by Alumni, in partnership with the Financial Wellness Center
3. Re-Engage & Retain Alumni
 - a. Connecting alumni through volunteer opportunities by identifying alumni for upcoming A.C.C.E.S.S. events and Experience by Degrees events

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- Giving & Gratitude

1. Structure & Process for Funding Initiatives
 - a. "Pop-up initiatives"
 - i. Establishing process to support initiatives toward student security and success programming and providing funds through Journey Fund, with target to allocate an allowance in Oct 2021 and structure presented in Spring 2022
2. 100% Board Meaningful Giving
 - a. Launching UCMAA Board campaign(s) and accountability to reach 100% through meaningful giving, quarterly progress reporting
3. Review & Update UCMAA Scholarship Process
 - a. Expanding review process to include more donors and representation
 - b. Identify discretionary decision authority for additional fund utilization
 - c. Proposing new committee composition protocol in Feb 2022
4. Invest in Gratitude for Alumni Donors
 - a. Board participation in stewardship activities to acknowledge Alumni who support the Journey Fund
 - b. Utilization of phone banking, texts, emails, and handwritten notes

05

UCMAA OPERATIONS

11:26 A.M. — 11:51 A.M.

• Housing Statement Updates

- There was a call after the August Board Meeting for interested members to participate in discussions
- An unofficial task force was established to discuss and identify ways for the UCMAA Board and Alumni to support students directly
 1. Shout-outs to Alumni who began the work that sparked this task force, including Sam Fong
- Identification of some options that were subsequently addressed with ASUCM leadership, paralleled with ongoing conversations with Charles Nies
- Finding ways that would not affect the financial aid package of any student, including the utilization of gift cards (similar to the gas cards that were already being issued through the Financial Wellness Center)
- Recommendation to utilize up to \$5,000 of the Journey Fund in this time of student security need, especially within the transition between Fall and Spring Semester during the winter break
- Exploring a partnership amongst the Financial Wellness Center and UCMAA to produce support packages for students insecurity needs
- **VOTE:** Proposal to bestow the Giving @ Gratitude DREAM Team the responsibility and decision-making authority to execute funds within the limit of \$5,000 annual
 1. Motioned: Jonathan Ly
 2. Seconded: Jackie Shay
 3. Motion passed by affirmative majority
 - a. Yes: 16
 - b. No: 0
 - c. Abstentions: 1

• UC Board of Regents Diversity & California Central Valley Representation Resolution

- VC Klotzbier informed us of long-awaited Central Valley representation on the Board of Regents
- Call of attention toward the lack of representation of the Central Valley on the Board of Regents upon retirement of Regent Ruiz via a formal resolution
- Call for a complimentary formal resolution recognizing that there is representation again after this retirement
- Confidence in IPP Keith to draft complimentary resolution with final editing completed by Secretary Randell
- Discussion:
 - a. *Jackie: Are friendly amendments open in the finalization process?*
 - i. Yes, we would be able to call for additional inputs and potentially schedule an offline meeting to be able to further discuss
 - b. *Katrina: How are Regents appointed outside of the directly seated people?*
 - i. There are formal requirements for specific positions, but other positions are based solely on Governor discretion



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c. Jonathan: *The Regents are from a variety of public and private backgrounds, many have had limited connection to the UC system, importance of Regent Ruiz and representation of the Central Valley through Regent Hernandez, importance of showcasing our appreciation for this appointment*

- **VOTE:** Proposal to move forward with issue of complimentary resolution recognizing the new Central Valley representation on the Board of Regents, as drafted by IPP Keith Ellis, with final editing process by Secretary Randell Rueda prior to issue

1. Motioned: Brenda Yu
2. Seconded: Mina Tawfick
3. Motion passed by affirmative majority
 - a. Yes: 16
 - b. No: 0
 - c. Abstentions: 1

• Alumni Regent Updates

- Oversight Selection Committee will meet after thoroughly scoring all applications under review
- Thank you to all who have played a role in this process!
- Top 3 candidates will be invited to a formal interview, with subsequent presentation to campus leadership for additional insight
- Top 1 candidate will be presented to the UCMAA Board for affirmation
- JaeJae and Brooklynn will continue to provide us updates as 2 of 3 of the committee chairs
- Shout outs to Derek, Jamie, and David Do for their support on the Oversight Selection Committee

06 OPEN DISCUSSION

11:51 A.M. — 12:02 P.M.

- Open Discussion Agenda Input:
 - Will be calling for additional open discussion topics through Pre-Meeting Checklist moving forward
- Brenda - Utilization of Slack on the DREAM Teams; Consideration of a main workspace for the entire UCMAA Board; consolidation of all efforts to be able to easily add each other and best utilize the workspace
- Liz - Recurring donations as a continued effort to steward meaningful donations, even \$5 per month is still money that can be pushed forward to help our students and community; Determining additional avenues to our networks to hop onto this initiative
- Mina - Really enjoyed connecting with the undergraduate speakers; Interested in making undergraduate speakers a recurring agenda item or incorporated activity into our break time; There is a significance in even inviting our undergraduate students to attend our events and meetings
- Keith - Sincere thank you to the Executive Committee, coming into leadership during a very turbulent time, especially as we transition back to hybrid and in-person spaces again; Consideration for the call for new leadership as the 2020-2022 Elections approach; consideration for the upcoming 2022 Cohort for Board Applications

07 A LOOK AHEAD & CLOSING REMARKS

12:02 P.M. — 12:06 P.M.

- Upcoming Dates & Events;
 - UC Alumni Career Network: Women in Science (Zoom) | Nov. 16, 12 p.m. — 1 p.m.
 - A.C.C.E.S.S.: Natural Sciences (Zoom) | Nov. 18, 6 p.m. — 7:30 p.m.
 - Giving Tuesday (Virtual) | Nov. 30, all day
 - UCMAA Board Meetings
 1. February 5, 2022
 - a. Executive Officer Nominations open Feb. 7, 2022
 2. April 23, 2022
 3. August 6, 2022
 - Bobcat Day | Apr. 23, 2022

* Action Item: Post-Meeting Assessment

• Meeting adjourned at 12:06 p.m.

* Indicates Action Item