

# UCMAA BOARD OF DIRECTORS MEETING MINUTES

OCTOBER 28, 2023 | 12:00 PM — 3:30 PM (PDT)

FRED & MITZIE RUIZ ADMINISTRATION BUILDING | ROOM 306

12:00 PM — 12:30 PM

01

## WELCOME + CALL TO ORDER

### • External Relations Staff:

- Amber Flores	Executive Director, Annual & Special Giving
- JaeJae Julian	Associate Director, Alumni Relations
- Magdalena Castañeda	Program Coordinator
- Gaby Orduna	Alumni Relations and Events Specialist

### • UCMAA Executive Committee:

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

### • UCMAA Board Members:

- Olivia Alvarez	- Miguel Lopez	- Jackie Shay
- Eve Delfin	- Rigoberto Lopez	- Mina Tawfick
- Sam Fong	- Jonathan Ly	- Cristian Vargas
- Cristhian Gutierrez Huerta	- Tanya Perez	- Ritwika VPS
- Vanessa Hernandez	- Liz Perkins	- Angela Yang
- Katrina Johnson	- Kavi Reddy	- Brandon Yu

### • Excused Members

- Steven Barillas

### • Unexcused Members

- Jason Matthew Miguel

### • Guest: Keith Ellis | Alumni Regent

### • Opening + Culture Builder

- Prompt: "In the alumni spaces we share, what area(s) of growth do you see in our Alumni Association Board in regards to reach or impact?"
- 1. Randell: Getting to know each other so that we can catalyze success
- 2. Gaby: Continue our partnership with the Student Alumni Association (SAA) and provide students with more opportunities to engage with alumni
- 3. Brandon: Being able to frame who we are, what we do, and what we want to do; also pay it forward to our fellow alumni, graduate students, and undergraduate students
- 4. Jonathan: We have a lot of new board members so hammering out an identity for the Board and finding where our interest lies to re-evaluate and identify goals for next year
- 5. Olivia: Reaching out to students and update communication tools to help them engage with alumni through our programming
- 6. Brenda: Creating localized impact wherever we go, by connecting with local alumni and creating communities to get them involved and make an impact
- 7. Kavi: Making a bigger impact through the Connections and Mentorship committee and continue to help students
- 8. Jackie: Uplift and work on finding our voice to support our students and alumni in the climate that we are in and the spaces we need to think about navigating. Finding our identity/voice and how we can best serve to build that community
- 9. Mina: Engage alumni staff and campus employees
- 10. Miguel: Identify the pain points that exist right now so we can best address it; ideation of metrics
- 11. Angela: Raising awareness of our Journey Fund towards students and alumni
- 12. JaeJae: Demonstrating our impact through metrics to show the difference we are making as alumni

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13. Ritu: To create local spaces and break into advocacy
14. Katrina: Engage alumni who may be unsure of how to reconnect with the campus and support students
15. Tanya: Build relationships among the board members; build trust with one another and feel more comfortable in contributing through the different spaces
16. Sam: We can work on mentorship programs and networking opportunities for our current alumni as well as students; using a similar setup as BobaTalks, we could create an opportunity to connect with mentees
17. Cristhian: By promoting an environment of inclusion and camaraderie among alumni so student feel comfortable reaching out to us
18. Cristian: To continue building on the mission and values of the Alumni Association. There is a lot of opportunity to grow our social media presence and online spaces, to share opportunities
19. Eve: Helping students understand what we do any why we do it, as well as guiding new alumni in navigating spaces to connect with each other
20. Vanessa: Interested in seeing the impact of the future of UC Merced, and using the power in our space as leaders to help build the current generation
21. Zulette: More communication between UCMAA and SAA; students want to see more alumni at our events as opposed to Zoom
22. Keith: Building great candidates, and providing them with the knowledge and experience for high-level positions (i.e. Alumni Regent); redefining what philanthropy is and celebrate what it means
23. Bob: Utilizing and continuing to develop our Mentor Program
24. Derek: Have more high school visitations to talk about UC Merced to increase the number of incoming students

- *Culture Builder Outcome:* As we continue to build on our individual ideas, we have to keep in mind that we are a collective unit. If any of us let our ideas fall to the wayside, the strength of the overall web/unit is diminished.

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## ANNUAL GIVING & ALUMNI RELATIONS REPORT

12:30 PM — 01:00 PM

### • Give To UC Merced 2023 (Amber Flores)

- 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. Goal: Obtain 550 donors and raise \$200,000 by December 31
4. Toolkit: Developing a toolkit that will be available to our campus partners, including the UCMAA Board of Directors
5. Categories: Expanded our giving areas and added 12 new funds this year (making a selection of 60)
  - a. UC Merced Annual Fund (Greatest Need)
  - b. Scholarships
  - c. Fellowships
  - d. Academics and Research
  - e. Student Success
  - f. Athletics
  - g. Medical Education
  - h. Alumni Initiatives
  - i. University Library
  - j. UC Merced Arts
  - k. Equity, Justice, and Inclusive Excellence
  - l. Climate and Sustainability

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6. Platform: [giveto.ucmerced.edu](https://giveto.ucmerced.edu)

- Matches and challenges will continue to be offered
  1. Matches are typically used to garner support for an area of support, or a specific fund; these types of gifts are more “fund” focused
  2. Challenges are typically used to impact the entire initiative or motivate a particular segment to give; these types of gifts are more “segment type” or “gift amount” focused
- 2022 Give to UC Merced Results:
  1. Overview:
    - a. Obtained 580 donors and raised \$952,000
    - b. 11% of total giving was from alumni
    - c. Received an alumni gift from most class years (2006 - 2022)
  2. Alumni Giving Snapshot:
    - a. Annual Gifts: \$8,293
    - b. Number of Gifts: 60
    - c. Gift Range: \$1 - \$2,500
  3. Journey Fund (est. 2017):
    - a. Unrestricted funds for flexible funding alumni special events and programs, basic needs, food security, emergency funds, professional development for students; this fund allows us to host events and programming as well
- Email communication & social media schedule used for the roll-out of the initiative

## • Alumni Relations Report (JaeJae Julian)

- Scholars Bridge Crossing | [YouTube Recap Video](#)
  1. Bobcat Pawrade: Staff Assembly and campus units led this year’s Scholars Bridge Crossing through the first golf cart parade
  2. As in past years, businesses sponsored the journey t-shirt in support of students that are proudly worn throughout their time at UC Merced
- Bobcats at the Coliseum: 250 UC Merced students, staff, faculty, trustees, and alumni attended
- Alumni Endowments: Recent endowments established to support student success
  1. Evelyn Hoyo-Atlas & Joshua R. Atlas Scholarship Endowment
  2. Ernesto & Delia Rueda Endowed Scholarship
  3. Lambda LGBTQ+ Engagement Endowment
  4. Leo’s Dream Endowed Scholarship

## • Student Relations Report (Zulette Orduna)

- SAA Executive Board of Directors:
  1. President: Zulette Orduna
  2. Vice President: Ari Modesto
  3. Secretary: Carylli Agrabio
  4. Treasurer: Kyle Wang
- Events At-A-Glance
  1. *Bobcat Bonfire: Building New Traditions* | 230 Attendees
  2. *Chill @ Chat: Connect with Alumni + Fellow \*Cats* | 60 Attendees
  3. *Lotería Night: Celebrating Latinx Heritage Month* | 40 Attendees
  4. *Pumpkin Paint @ Sip: Paint, Sip, @ Savor the Season!* | 60 Attendees
  5. *SAA Workshops: Resume Builder, Elevator Pitch @ Networking Mixer, Build Your Brand on LinkedIn*
- Upcoming Events
  - *Trunk or Treat*: October 31 | 4:00—8:30 P.M. | Merced Boys and Girls Club
  - *SAA General Meeting #5 (Public Speaking)*: November 9 | 6:00—7:00 P.M. | Gran 140
  - *SAA Friendsgiving*: November 15 | 6:00—7:30 P.M. | Admin 306
  - *CTRL-Alt-De/EAT*: December 7 | UC Merced
- Special shout-out to Olivia Alvarez and the Living Learning Communities for their partnership!
- 13 UCMAA Board Members have already participated in SAA events

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- SAA also went through a rebrand and updated their logo:



## 03 COMMITTEE BREAKOUTS

01:00 PM — 01:45 PM

### • Brenda Yu

- We will have 45 minutes to separate into our respective committees for discussions
- To guide your conversations, please use the following prompts:
  1. Past: What have you, as a committee, already worked on? What “wins” or celebrations have you had?
  2. Present: What “thorns” or challenges have you run into that you’re going to work on?
  3. Future: What are you, as a committee, most excited to achieve?

## 04 COMMITTEE REPORTS

01:45 PM — 02:05 PM

### • Advocacy & Awareness

- Past: Prioritize objectives, and bonding during committee meetings through conversation/positive arguments
- Present: Finding ways to create activities that are measurable, and deliverable for the year; using metrics such as percentages, and others that are binary
  - 100% board sign-up for UC Advocacy Network (UCAN)
- Future: Work with staff to discuss challenges, and working with each other to navigate through the year
  - Using committee to lead the creation of a professional network in Sac/DC

### • Engagement & Outreach

- Past: Celebrating Chill and Chat events like the Pumpkin Paint and Sip
- Present: Thinking about alumni engagement (esp. with hybrid arrangements) and how they can participate in-person at events
  1. Developing a social media plan to highlight what/who the board is and why members joined
- Future: Upcoming events and Bobcats Helping Bobcats
  1. Who should we be engaging and what platform should we use? How should the mentee/mentor relationship look like?

\*Action: Our next Chill and Chat event will be in February (TBA), please reach out to get involved

\*Action: Following the meeting, Brandon will follow up regarding board video recordings

### • Equity, Justice, & Inclusive Excellence

- Past: First time UCMAA has had an EJIE committee
- Present: Welcome membership from everyone that would like to join such as students and other alumni; will be engage with student stakeholders to assess the campus climate and their experiences
- Future: Training workshop to be hosted by Vice Chancellor and Chief Diversity Officer, Delia Saenz in the Spring semester

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## • Giving & Gratitude

- Past: 100% representation from each graduating class
- Present: Fully supporting Give To UC Merced; focusing on alumni outreach to participate in our committee meeting and find ways to encourage more consistent giving
- Future: Goal is to achieve 100% board giving by Nov 28; and determining some metrics for Giving Tuesday to give us measurable direction

*\*Action:* Participate in Giving Tuesday

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## VICE CHANCELLOR'S REMARKS

02:05 PM — 02:35 PM

### • Charles Nies, Vice Chancellor of Student Affairs

- Campus Rankings & Stats:
  1. #60 ranking in U.S. News and World Report (#93 in previous year)
  2. #28 among public universities ranking in U.S. News and World Report
  3. #7 among California public universities
  4. #4 in social mobility ranking in U.S. News and World Report
  5. 69% graduation rate (higher than national averages, esp. when considering demographics)
  6. 30% of our students continue to graduate programs
- Fast Facts:
  1. 9,148 total enrolled (8,373 undergraduate, 775 graduate)
  2. 48% female and 52% male
  3. 18,291 degreed alumni
  4. 636 faculty and academic appointments
  5. 1,283 staff
  6. Slight drop in enrollment of first-gen and Pell-grant eligible students (sharper decrease nationally)
- Growth:
  1. Engineering enrollment has increased
  2. Have seen more students from the SF-Oakland Bay Area
  3. Proportion of Central Valley students that enroll in UC doubled during the presence of UC Merced
    - a. Vanessa: Are there supports for students for enrollment?
      - i. Charles: Yes, we provide fee waivers, automatic admissions systems, guarantee pool (only at UC Merced since 2008)
- Curriculum Updates
  1. 5 New Majors for 2023:
    - a. Biochemical and Biomolecular Engineering
    - b. Chemical Engineering
    - c. Data Science and Analysis
    - d. Data Science and Computation
    - e. Environmental Humanities
  2. *Note:* UC Merced will be adding 5 new majors each year over the next 5 years to reach 20 new majors
  3. Questions:
    - a. Cristian: How are new majors identified?
      - i. Charles: We look into research data from workforce needs and development to identify where there is a demand, and look at how those majors may be added without having to create a new program to house it; we also consider how it will contribute to the research that we do at UC Merced
    - b. Miguel: How are current programs affected?
      - i. Charles: It depends on the Faculty and the type of courses that are added to the curriculum

(Continued on next page)

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- c. Liz: Are we getting new buildings or expanding classes? How are we recruiting the staff to teach the classes?
  - i. Charles: Through building projects. In discussion are the medical education building, COB3, and joint-housing (with Merced College). UC Merced recruits faculty nationally (with draw of California values).
- d. John Nguyen: Will there be more advisors to support the addition of new majors?
  - i. Charles: We will be doing a study on academic advising this year and find what makes the most sense to move forward; Centralized first-year advising has been successful in the past
- Pre-Med Cohort (BS-to-MD Pathway)
  1. 15 students out of 1200 applicants selected
  2. A medical building is in discussion and may be operational as early as Fall 2026
- Belonging and Engagement
  1. What does sense of belonging really mean?
  2. Students feel nervous about engagement due to their background and have a “just go to school” view (i.e. how to advocate for college life)
  3. Clubs, organizations, activities, and events are available for all students to participate in
  4. Student Engagement HUB
    - a. The HUB is a “one-stop” shop for students to connect with each other and learn more about the experimental learning opportunities that the university provides:
      - i. Internships, Education Abroad, Undergraduate Research, Community Engagement, Leadership Development
      - ii. Offers graduation pins of high impact engagement practices (HIPs)
- Over 60% of students participate in volunteer activities
- 42% of UC Merced undergraduates are involved in research

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**BREAK**

**02:35 PM — 02:45 PM**

07

**UCMAA OPERATIONS**

**02:45 PM — 03:15 PM**

• **UCMAA Board Officer Elections (February)**

- The Executive Board terms will be coming to a close in June; duties of the president, vice president secretary, you may be found in the bylaws; members may also reach out to the officers for insight
- Nominations will open following the February meeting; nominated alumni will be informed and will have decide if they would like to run for a position (only one position may be selected); the elections will be held online
- The new Executive Board will be announced at the April board meeting

• **Nominating Committee**

- The Executive Board may nominate seated board members as candidates to serve on the Nominating Committee, to help review board member applications around May/June
- Nominations will be collected through the assessment. Nominees may be current board members or general alumni members.

• **Scholarship Selection Committee**

- The UCMAA Board has the opportunity to participate in the Scholarship Selection Committee and review scholarship applications for the upcoming academic year
- As part of the process, the Executive Board will be able to nominate candidates to serve on the committee who will oversee the selection process.
- Nominations will be collected through the assessment. Nominees may be current board members or general alumni members.

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## • Committee Attendance

- Please continue to hold two committee meetings in-between the quarterly meeting and be prepared to report out in the upcoming meeting
- Most importantly, carry out your goals, record your metrics and record attendance.
  - If there are extenuating circumstances and there are situations where some of us have not been able to attend committee meetings. Please make a note of that, we could coordinate and discuss what to do in that situation.
- We will be asking each committee to provide a mid-year report at the February meeting.

## • Federal Work Study Letter of Support

- There have been government proposals to cut federal financial aid programs such as Cal Grants and federal work study, in response, AAUC has put together a letter of support to protect federal financial aid programs.
- Keith: The four AAUC officers decided to send a letter to the California Congressional delegation showcasing the UC systemwide statistics around federal financial aid programs that we utilize here at the University of California; we have asked the 10 president associations to take this letter and make it specific to their campus
- Randall: As individual board members you can choose to voice your own opinion regarding federal work support, and we can get you connected, not only with Miguel and Cristian, but with Cori Lucero, our campus Government Relations representative, so that you can navigate that space, get connected with UCOP, and be part of the package of letters that will be sent

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## OPEN CREATIVE DISCUSSION

03:15 PM — 03:25 PM

### • General Comments/Updates

- Additional SAA Updates (Zulette Orduna)
  1. Onboarding took place for the Student Alumni Association Executive Board on October 21, 2023
  2. Please reach out to Zulette or Gaby if you would like to get involved with future SAA opportunities
- Keith: Medical Education groundbreaking may be held in the Spring semester; there will be an opportunity for public comment account the Medical Education Building at the UC Regents meeting in November

### • Upcoming Events

- October 2023
  1. A.L.U.M. Day | Saturday, October 28
    - a. UCMAA Board Meeting
    - b. La Galería
    - c. Alumni Signature Ceremony
    - d. Treats-N-Beats Concert
- November 2023
  1. Redefining Success: The First-Generation College | Wednesday, November 8
  2. Giving Tuesday + Give To UC Merced Campaign Launch | Tuesday, November 28
  3. ACCESS: Entrepreneurship | Thursday, November 30
- December 2023
  1. AAUC Meeting at UC Merced | TBD
  2. Fall Commencement
    - a. Graduate Division | Friday, December 15
    - b. Undergraduate Schools | Saturday, December 16
- February 2024
  1. UCMAA Board Meeting | Saturday, February 3
  2. ACCESS: Engineering | Thursday, February 22

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## CLOSING REMARKS & ADJOURNMENT

03:25 PM — 03:30 PM

- Each person on the UCMAA Executive Board can be contacted for personal discussions

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- **Basic Needs Office Update (Randell)**

- Please reach out to me, Gaby, JaeJae, or Maggie if you have any professional clothing that would like to donate; items will be dropped off to the Basic Needs Office on Monday, October 30, 2023.

- **Closing Remarks:**

- Derek: With Thanksgiving coming up, I've just been in a thankful mood. UC Merced has given me a lot of great opportunities. One aspect though, is that I've been here for about 14 years, and the school has about tripled in size including fellow faculty, like myself. Through this growth, I felt that the school has felt kind of isolated. Nevertheless, I want to thank this board for making UC Merced feel better and giving us a sense of belonging.
- Keith: As a reminder, I am your regent. Please don't hesitate to reach out, call, text, or email me on Facebook and LinkedIn, I'm here because of you so I just want to make myself as accessible as I possibly can and be as responsive as I possibly can be to all of you, our alumni and our students.

*\*Action:* Fill out post-meeting assessment

- Save the date for our next meeting: Saturday, February 3, 2024 (virtual)