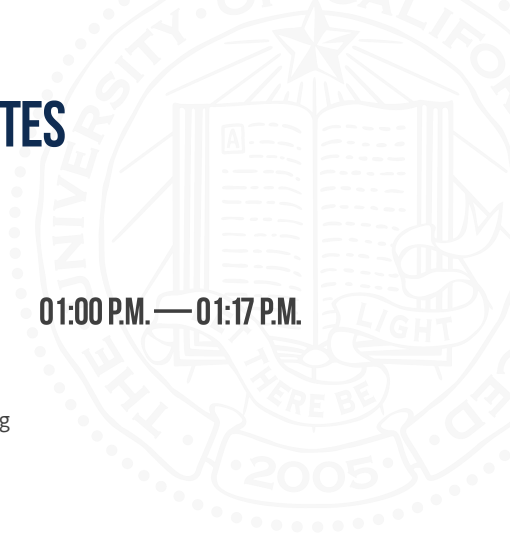




UCMAA BOARD OF DIRECTORS MEETING MINUTES

FEBRUARY 29, 2020 | 01:00 P.M. — 05:00 P.M.
GOLDEN GATE UNIVERSITY | SAN FRANCISCO, CA



01 CALL TO ORDER

01:00 P.M. — 01:17 P.M.

- **Alumni Relations Staff:**
 - Chris Abrescy Executive Director of Alumni Relations
 - Lisa McMullen Executive Director of Annual & Special Giving
 - Magdalena Castaneda Administrative Assistant
- **UCMAA Executive Committee:**
 - Keith Ellis President
- **UCMAA Board Members:**
 - Trevor Albertson
 - Berenice Ballinas
 - Alvin Cha
 - Alex Ela
 - Ivan Flores
 - Janna Glaze
 - Eduardo Hernandez
 - Domonique Jones
 - Sean Lambert-Diaz
 - Jacqueline Minas
 - Brooklynn Pham
 - Jo-Anne Rodriguez
 - Jared Ruscoe
 - Derek Sollberger
 - Ulises Vargas
 - Brenda Yu
- **UC Merced Alumni:**
 - Jinnabelle Garce
 - Jose Garcia
 - Prusela Phillips

02 UCMAA COMMITTEE REPORTS

01:17 P.M. — 02:03 P.M.

- **Alumni Advocacy Committee** — Domonique Jones
 1. Revisiting committee goals and desired outcomes.
- **Student Alumni Relations** — Alvin Cha
 1. Currently on-track for completing committee goals.
 2. Discussing rebranding for “GraduATE Dinners” with staff liaison.
- **Community Engagement Committee** — Sean Lambert-Diaz
 1. Assessing options for Bobcat Day lake clean-up activity.
 2. Discussing potential speakers for future board meetings similar to Prusela Phillips presenting at GGU.
- **Alumni Stewardship & Giving Committee** — Jo-Anne Rodriguez
 1. Last meeting focused on supporting Give Tue UC Merced during Giving Tuesday (12/3/19).
 - a. Sharing information with alumni network.
 - b. Recording “I give to...” messages for social media.
- **Career & Professional Advancement** — Brooklynn Pham
 1. Discussed potential tabling opportunity at Bobcat Day to share Cliftonstrengths codes with alumni and students.
 - a. Committee members can hand out “free tickets.”
 - b. Opportunity to highlight the Career Center’s available resources.
 2. Reviewed committee goals and evaluated current progress.
 3. Committee members have pledged to give back to the Professional Clothing Closet and Center for Career & Professional Advancement.
 4. Exploring additional ideas about alumni mentorship — would like to pilot with a small and focused group.
 5. Committee would like to co-sponsor panel discussions being held by CCPA by having a committee member present.
 - a. Just Hicks shared next opportunity to participate is the evening of April 7th, more information to come.
 6. Discussed how committee can highlight #AlumniInfluencers.
 - a. E.g. Domonique Jones recently started her position as Legislative Director.

* Indicates Action Item



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- Open Discussion:
 1. Are there opportunities to highlight the UC Merced Alumni Association during Commencement? For example having an alumni speaker or including information in commencement materials?
 - a. The UCMAA President typically gives a speech during Spring and Fall commencement.
 - b. An alumni keynote speaker is usually selected for the Fall commencement.
 - c. Open to discussing thoughts on how alumni/UCMAA presence can be leveraged at Grad Reception.
 2. UCMAA Committees
 - a. Committee members shared challenges they've experienced.
 - i. How to attract more members?
 - ii. What actionable items can be realistically accomplished within the given timeframe?
 - iii. How do we clearly define a committee's role and purpose?
 - iv. What are the goals of the committee and how do they impact and align with the goals of the board and campus?
 - b. Next steps
 - * Executive Committee to discuss and continue conversations on committees
 - * Evaluate goals from top-down

03 GUEST PRESENTER

02:03 P.M. — 02:19 P.M.

- Kyoki Prusela Phillips '14 and Golden Gate University Alumni Relations & Annual Giving Director.
 1. Began her journey with UC Merced's Office of Alumni Relations. A few years ago started doing Alumni Relations at Golden Gate University.
 2. Two years ago GGU launched their new strategic plan "Framing our Future" that included goals such as the mentorship program for the School of Undergraduate Studies and engaging alumni networks.
 3. GGU Alumni Board
 - a. Consists of 17 Directors and includes:
 - i. A President
 - ii. A Vice President
 - iii. Four Committees
 - a. Membership Committee
 1. Identify alumni to engage and recruit for board.
 2. Analyze composition and demographics of board against applicants and identify underrepresented areas (e.g. industry sectors).
 - b. Mentorship Committee
 1. Mentorship Committee works with the Director of Mentorship to engage alumni.
 2. Board members initiate interactions on the GGU Connect platform to build a sense of community and ensure staff aren't the only ones responding.
 - c. Outreach Committee
 1. Assist with reaching out to alumni for regional and student networking events.
 2. Facilitate conversations at events.
 - b. Ensures alumni are aware of the Alumni Referral program that recommends students to GGU.
 - c. This year alumni board helped launched the President's Giving Circle for \$1,000+ donors.
- Open Discussion
 1. Where do you see the target's for this upcoming year to be?
 - a. Each members has different motives that drives them towards the common goal.
 - b. Should the question be, "do we know if how our individual motives align with the greater goal?"
 - c. There is a disconnect between the mission of the campus, the board, and the goals of the committee. Need to improve how objectives are broken down and better align efforts.

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- d. How do we set ourselves up for success? What does it mean to do fundraising? How do we handle those contentious issues?
2. Appreciates the intentionality of the GGU board. The UCMAA Nominating Committee looks at applicants based on who they were as a student (Class Year, Major, etc.), but not who they are now.

04 CHANCELLOR SEARCH ADVISORY COMMITTEE UPDATE

02:19 P.M.— 02:28 P.M.

- Overview — Brooklynn Pham
 1. Next steps is to interview pool of applicants and provide recommendations to President Napolitano for final selection.
 2. Chancellor may start in August if not sooner or September at the latest. Start date will need to be agreed upon of final candidate accepts.
- Open Discussion
 1. Was recommendation to keep the process private by the campus or the UC system?
 - a. Privacy policy was in place as part of the process beforehand.
 2. Does President Napolitano have to pick from the committee's recommendations, or can she pick anyone from the applicant pool? Does the final candidate go to the Regents for final approval?
 - a. Expectation has been that she will pick from the committee's recommendations, although it is likely not specified in the process. There is no specific number outlined of the maximum/minimum number of candidates the committee may put forth.
 - b. Not sure what happens after names are put forward, but willing to follow up about next steps and timeline after the next meeting and set of interviews.

05 ALUMNI TRUSTEE UPDATE

02:28 P.M.— 02:37 P.M.

- Overview — Janna Glaze
 1. Planning to build a new research facilities on the reserve located behind UC Merced if there is funding. Currently the campus has a grant of \$1 million, but needs \$4 million total. The facility would consist of 3 buildings:
 - a. Faculty/Staff Space
 - b. Classroom Space — Opportunity to bring Middle School & High School to campus
 - c. Event Space — Opportunity to engage community members
 2. The Gallo School of Management is in need of speakers and has asked for recommendations of someone who is entrepreneurially open-minded, or someone who is in venture capital that is to speak about raising funds.
 3. Toured the El Capital Hotel that is expected to open by the end of May and will hold 70 studio apartments.
 4. New art gallery and brewery coming to Merced.

06 ELECTIONS + RECRUITMENT

02:37 P.M.— 03:18 P.M.

- Nominating Committee
 1. Members will evaluate the current process and put forth recommendations at the April board meeting.
 2. During the process, the committee reviews the composition and demographics of the board an applicants.
 3. Should the board consider asking each member to recruit 5 applicants for this cycle?
- Board Terms (2-years to 3-years)
 - * The Executive Committee will draft a 3-year board member term proposal for the constitution and bylaws, and discuss how to implement the change that is most agreeable.

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- Executive Committee Elections
 1. The nomination period will open 2/29 and close on 3/14. Current and former board members may be nominated.
 2. Alumni will be notified of their nominations and will either select one position to accept or decline.
 3. Candidate statements will be collected and shared during the voting period.

* Alumni Relations will share the full list of current and past UCMAA Board of Directors.

07 PROPOSED GALLO SCHOOL OF MANAGEMENT

03:18 P.M. — 03:33 P.M.

- Next Steps
 1. Board members to provide feedback on the Gallo School of Management survey.
 2. Survey will be shared with Management/SSHA majors.
 3. Meetings with E. & J. Gallo alumni will be coordinated.
- Questions/Open Discussion
 1. Has this been vetted by the Chancellor's Office, Faculty, Administration and others?
 - a. Gift for the school occurred some time ago. There was initial misalignment with the Faculty, however, Paul Maglio has navigated through all that to get to where we are now.
 - b. At a better point to understand what interdisciplinary needs must be met. Encouragement is now needed from alumni and different groups to move forward with next steps.
- Motion in favor of Gall School Resolution
 1. Motioned: Trevor Albertson
 2. Second: Sean Lambert-Diaz/Janna Glaze
 3. Vote: Passed unanimously

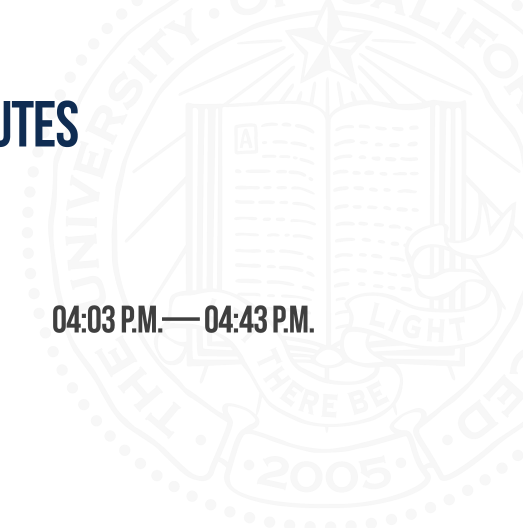
08 BOBCAT BRAINSTORM

03:33 P.M. — 04:03 P.M.

- Overview
 1. In August 2019, the board collectively brainstormed ideas ranging from how to engage alumni to how the office and board can improve communications and content.
- Next Steps
 1. Prioritize goals and interests.
 2. Evaluate notes and identify gaps.
 3. Match ideas to action items/goals.
- Open Discussion
 1. On-boarding needs to have the structure and support to mobilize our newer board members right away.
 - * Executive Committee to assess structure for areas of improvement.
 - * Nominating Committee will discuss a possible mentorship pairing for the upcoming app cycle.
 2. Need to break down the mission and ensure committees know what they are working towards.
 - * Executive Committee to evaluate UCMAA Board Pillars for relevancy.
 3. In the past 6 years the board has evolved significantly with each member bringing new ideas and passions to the board.
 - a. Very few meetings that can be recalled where new board members would speak up and make suggestions.

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09

ALUMNI DIRECTOR'S REPORT

04:03 P.M.— 04:43 P.M.

- Overview:
 1. #AlumniInfluencers — 56/100
 2. #ISpyAlumneye — Highlights Alumni Celebrations & Successes
 3. #GiveTueUCMerced — Surpassed our Goal of “1,000 Donors in a Day”
 4. M.A.R.S. — Events from San Diego to San Francisco

- Give Tue UC Merced
 1. Reached 1,309 Donors
 2. Raised \$182,969.43 For Funds

- UCMAA Endowment Updates:
 1. UCMAA Scholarship Fund — \$86,034.40
 2. UCMAA Journey Fund — \$26,426.53
 - a. Which program will the UCMAA Journey Endowment payout support in 20-21:
 - i. Scholars Bridge Crossing — Journey Shirts
 - ii. Professional Clothing Closet
 - iii. Bobcat Food Pantry
 - iv. Alumni Association Scholarship Fund
 - v. Reinvest in the Endowment Fund
 - * Vote tabled for further discussion.

- Alumni Class Gift
 1. Class of 2020 class gift will support 4 areas:
 - a. Scholars Bridge Crossing
 - b. Bobcat Food Pantry
 - c. Professional Clothing Closet
 - d. Student Scholarships

- Campus Updates
 1. Merced 2020 on the brink of completion. Phase III will open in August 2020.
 2. UC Merced “My Portal” to be revamped as “UC Merced Connect.”
 - a. Spring 2020 — Campus Outreach | Student Listening Sessions
 - b. Summer 2020 — Calendar Launch
 - c. Fall 2020 — Connect Launch
 3. Boomer the Mobile Maker — UC Merced Mobile Maker Lab (Coming Soon)

CLOSING REMARKS & ADJOURNMENT

04:43 P.M.— 04:45 P.M.

- Alumni Regent
 1. In 2022, UC Merced will have the opportunity to put forth an alumni regent.
 - * Discuss and outline selection process in the coming meetings/months.

- Meeting adjourned at 4:45 p.m.