

# UCMAA BOARD OF DIRECTORS MEETING MINUTES

FEBRUARY 3, 2024 | 09:00 AM — 12:00 PM (PST)

ZOOM TELECONFERENCE | MEETING ID: 209-228-4484

09:00 AM — 09:15 AM

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## WELCOME + CALL TO ORDER

### • UC Merced Staff:

- |                        |  |
|------------------------|--|
| – Lisa Pollard Carlson | Associate Vice Chancellor, Philanthropy & Strategic Partnerships |
| – JaeJae Julian        | Associate Director, Office of Student Involvement                |
| – Magdalena Castañeda  | Program Coordinator, Alumni Relations                            |
| – Gaby Orduna          | Alumni Relations & Events Specialist, Alumni Relations           |

### • UCMAA Executive Committee:

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

### • UCMAA Board Members:

- |                              |                        |                   |
|------------------------------|------------------------|-------------------|
| – Olivia Alvarez             | – Miguel Lopez         | – Mina Tawfick    |
| – Steven Barillas            | – Bob Lopez            | – Cristian Vargas |
| – Eve Delfin                 | – Jonathan Ly          | – Ritu VPS        |
| – Sam Fong                   | – Jason Matthew Miguel | – Angela Yang     |
| – Cristhian Gutierrez Huerta | – Tanya Perez          | – Brandon Yu      |
| – Vanessa Hernandez          | – Kavi Reddy           |                   |
| – Katrina Johnson            | – Jackie Shay          |                   |

### • Excused Members

- Liz Perkins

### • Guest: Keith Ellis | Alumni Regent

### • Community Norms

- Community norms are set of agreements between Board members that help establish supportive and positive interactions. They create group dynamics that allow members to develop mutual respect, trust, and language for addressing challenges. Norms should be abided and upheld by the community and may be reconsidered each time new members join the Board or if deemed necessary by the Board. The following norms and agreements guide our discussion and shall be applied in all forms of interaction and communication (e.g., meetings, email, Discord, etc.).
  1. Be aware of your participation
  2. Express your views directly and concisely
  3. Be open to listening to views that differ from your own
  4. Respond with compassion, courtesy, and respect, particularly in a disagreement
  5. Uplift each other
  6. Assume positive intentions
  7. Call in with grace and kindness
  8. View discomfort as teaching and learning moments
  9. Be comfortable with non-closure
  10. It is okay to agree to disagree

### • Opening + Culture Builder

- Prompt: “In 2024, we A.I.M. for progress and fulfillment:
  1. Aspiration: What do you aspire to accomplish in 2024, both personally and professionally?
  2. Inspiration: What currently inspires you in the work you are doing, both personally and professionally?
  3. Motivation: What motivational advice do you have, for yourself and our colleagues, for 2024?
- Volunteered Responses:
  1. Ritu: Inspired by both small and big joys.
    - a. Jackie: “If you suddenly and unexpectedly feel joy, don’t hesitate. Give in to it. There are plenty of lives and whole towns destroyed or about to be. We are not wise, and not very often kind. And much can never be redeemed. Still life has some possibility left. Perhaps this is its way of fighting back, that sometimes something happened better than all the riches or power in the world. It could be anything, but very likely you notice it in the instant when love begins. Anyway, that’s often the case. Anyway, whatever it is, don’t be afraid of its plenty. Joy is not made to be a crumb. (Don’t Hesitate)” — Mary Oliver, Swan: Poems and Prose Poems

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- b. Sam: "In your life, at any given moment, the strongest dream in that moment wins that moment. I dreamed of this life as a teenager, and I'm living it now as a 50-year-old man. My dreams were very strong."
2. Cristian: A new year, a new beginning. Opportunity to find the positivity in moments.

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## EXTERNAL RELATIONS REPORT

09:15 AM — 09:34 AM

### • Vice Chancellor's Remarks | Ed Klotzbier, Vice Chancellor of External Relations

- Campus Updates
  1. Since 2005, we have grown to 53 buildings including the Downtown Campus Center
    - a. 13 from the Merced 2020 project
    - b. Next major project — Medical Education building, in conjunction with UCSF and UCSF-Fresno
      - i. The BS-to-MD pathway was created to address the extraordinary challenges of health care access in the Valley
      - ii. Welcome the first cohort of 15 BS-to-MD students
  2. Enrolled over 9,100 students for Fall 2023
    - a. Leading in students eligible for Pell grants
    - b. Nearly all California residents
    - c. Applications increased by 14% (largest increase in UC system)
  3. UC Merced featured in the College Tour ([YouTube Link](#))
  4. UC Merced Athletics
    - a. Accepted an invitation for participation in the California Collegiate Athletic Association
    - b. Pending formal invitation to join NCAA as Division II in athletics
  5. Staffing Updates
    - a. Following nearly 9 years with Alumni Relations/External Relations, JaeJae has moved to Student Affairs as the Associate Director of Student Involvement; she has helped oversee alumni efforts for a network of 18,000 alumni; and is recognized as the first alumna to endow an alumni endowed scholarship
    - b. Lisa Pollard will be working directly with Alumni Relations staff to support alumni initiatives and the UCMAA Board during the transition period

### • Marketing Presentation | Chris Abrescy, Creative Director of Marketing

- Introducing a secondary bobcat to bridge the big "M" branding  
Sample:



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## ALUMNI RELATION REPORT

09:34 AM — 09:57 AM

### • Give to UC Merced | Adam Goldberg, Associate Director of External Relations

- Campaign Overview
  1. Goal: 500 Donors | Actual: 616 Unique Donors
  2. Goal: \$200,000 | Actual: \$1.2 Million
  3. Since 2014, over \$4 million has been raised and 3,400 new donors engaged
- Alumni Snapshot
  1. \$27k raised through 68 gifts received
  2. 2 new alumni endowed scholarships
  3. Currently achieved 65% board giving
- Donors received a ThankView video following the end of the campaign

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## • Student Relations Report | Zulette Orduna, SAA President

- SAA Engagements
  1. 2/08 | A.C.C.E.S.S.: Entrepreneurship | 6:00 — 8:00 p.m.
  2. 2/15 | Chill & Chat | 6:00 — 7:30 p.m.
  3. 2/22 | A.C.C.E.S.S.: Engineering | 6:00 — 7:30 p.m.
  4. 3/07 | Dinner for Champvocates | 6:00 — 7:30 p.m.
  5. 3/14 | Philanthropy Fair | 10:00 a.m. — 2:00 p.m.
  6. 3/16 | Bobcats Give Back: Day of Service | 9:30 — 11:30 a.m.
  7. 3/21 | Game Night | 6:00 — 7:30 p.m.
  8. 4/25 | A.C.C.E.S.S.: Health Professions | 6:00 — 8:00 p.m.
  9. 5/02 | Ctrl+Alt+DelEAT: Reboot for Finals | TBA
- Outreach
  1. For questions or to participate in upcoming events, please contact Zulette or Gaby
  2. Can follow SAA on Instagram: @UCMSAA

## 04 COMMITTEE REPORTS

09:57 AM — 10:50 AM

### • Advocacy & Awareness

- Updates
  1. Drafted a letter of support for federal work study in the fall
  2. Working towards 100% board membership for the UC Advocacy Network (UCAN)
  3. Thanks to Regent Keith Ellis for identifying opportunities to engage alumni
  4. Working with Olivia to create a survey to assess alumni interest in advocacy
- Challenges
  1. Working with staff to discuss opportunities to address challenges
- Goals/Achievements
  1. Working towards creating a professional network of alumni in Sacramento/DC
  2. On standby for UC Day support/alumni engagement

### • Engagement & Outreach

- Updates
  1. Identifying mentor/mentee relationship models for Bobcats Helping Bobcats
  2. Social Media Group
    - a. Developing a social media plan for alumni board spotlights — why did you join UCMAA
    - b. Working on video editing
  3. Thinking about event planning broadly and opportunities to engage through in-person events
  4. Thinking of virtual coffee talks and happy hour engagements

### • Equity, Justice, & Inclusive Excellence

- Updates
  1. Setting the Foundation for Impactful Work
    - a. Developed internal survey to identify personal goals and intentions for the committees
  2. Partnership with Chief Diversity Officer and Vice Chancellor, Delia Saenz
    - a. Met on 1/25 with VC Saenz
    - b. Reviewed strategic plan
    - c. VC Saenz will be offering training sessions for the committee in the coming months
  2. Upcoming Opportunities
    - a. Assessing an [Alumni Association Inclusive Excellence Award](#)
    - b. Reviewing and realigning the UCMAA Diversity Statement
    - c. Building alumni affinity groups for Chican@/Latin@ groups and LGBTQ+

### • Giving & Gratitude

- Updates
  1. Increasing stewardship efforts to engage alumni donors (handwritten cards)
  2. Collaborating with SAA to support Student Philanthropy Month
    - \* **Working to achieve 100% board giving**

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10:50 AM — 11:10 AM

## 05 UCMAA OPERATIONS

### • UCMAA Scholarship Selection Committee

- Member Nominees
  1. Vanessa Hernandez
  2. Jackie Shay
- Vote: Approval of candidates appointment
  1. Yes: 18
  2. No: 0
  3. Abstained: 2
  4. Motion passed

### • UCMAA Nominating Committee

- Vote: Board applications to open in March
  1. Yes: 18
  2. No: 0
  3. Abstained: 1
- Member Nominees
  1. Olivia Alvarez
  2. Tanya Perez
- Vote: Approval of candidates appointment
  1. Yes: 18
  2. No: 0
  3. Abstained: 2
  4. Motion passed

### • UCMAA Executive Officer Elections

- Nominations for officer roles to be included in the post-meeting assessment
- Tentative schedule:
  1. 2/05—2/18 | Officer Nominations
  2. 2/19—2/29 | Nominees Notified & Ballot Statements Collected
  3. 3/01—3/22 | Votes to be Collected
  4. 04/20 | Executive Officers Announced at Meeting

## 06 GUEST SPEAKER | DELIA SAENZ

11:10 AM — 11:45 AM

### • Introduction | Jackie Shay

- UC Merced Vice Chancellor and Chief Diversity Officer of the Division of Equity, Diversity and Inclusion, Delia Saenz, first joined the campus in 2022.

She is a Texan by birth, a social psychologist by training, and a Chicana by heritage. She received her Ph.D. in Social Psychology from Princeton University, and has held administrative and faculty appointments at Arizona State University, Bennington College, and Notre Dame University.

Dr. Saenz' areas of expertise include organizational effectiveness, group processes, social identity, and culture. Across her career, her scholarly work, teaching, and service have advanced the understanding of difference as a social concept, and the optimization of learning and working in diverse, multi-level contexts.

Dr. Saenz has been recognized for her contributions to the broadening of participation of underrepresented populations across educational and work domains. In addition, she has been recognized numerous times for outstanding teaching and mentoring, and for significant contributions to the professional development of students of color. Dr. Saenz has received grants from the National Science Foundation, the US Agency for International Development, the National Institutes of Health, the Ford Foundation, Google, and others. She joins the UC Merced family from Arizona State University, where she served as Chief Diversity Officer for the College of Liberal Arts and Sciences.

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## • Equity Justice, and Inclusive Excellence (EJIE) Presentation | Delia Saenz, Vice Chancellor & Chief Diversity Officer

- Division Staff
  1. Delia Saenz, Ph.D. | Vice Chancellor & Chief Diversity Officer
  2. Zulema Valdez, Ph.D. | Associate Vice Chancellor
  3. Deserie Cravalho-Crews | Executive Assistant
  4. Edith Ramirez | Student Success Manager
- Affiliated Staff
  1. Amanda Putman | Native American/Indigenous Recruitment & Outreach Specialist
  2. Marve Eggleston | African American/Black Recruitment & Outreach Specialist
- EJIE Mission
  1. The Division of Equity, Justice, and Inclusive Excellence builds **community** and **capacity** by promoting a model of **shared responsibility** for equity and inclusion and providing **education, resources, and partnership**.
- EJIE Vision
  1. A campus community that both **cultivates the well-being** of its members and achieves excellence in learning, discovery, and service by **intentionally honoring and welcoming diverse** contributions and perspectives.
- Values
  1. Collaboration: Working together with common purpose
  2. Respect: Treating all persons with dignity
  3. Fairness: Ensuring equity in process and outcomes for all persons
  4. Transparency: Providing clarity in communication and goals
- Signature Initiatives & Events
  1. Educational Workshops (campus, divisions)
  2. Oversight for Valuing Black Lives (VBL) Initiative
  3. Institute for Inclusive Excellence (IIE)
  4. Celebration of culture:
    - a. Día de Los Muertos
    - b. Student cultural graduations
    - c. Toloma 5k
    - d. Heritage months events
  5. EJIE Champion Awards for student leaders
  6. Co-sponsorship for campus inclusion activities
  7. Support for Chancellors Advisory Committees/Councils & Affinity Groups
  8. Community Connections
    - a. Merced County Hispanic Chamber of Commerce
    - b. MLK Walk
    - c. Nut Festival
    - d. Multicultural Arts Center
- Moving Forward
  1. President Drake/UCOP initiative on addressing bias and bigotry
  2. UC Summit on the future of higher education in the anti-DEI context
  3. EJIE funding for 'Inclusion Naturally'
  4. Finalize space/staffing location: Granite Pass 169
  5. campus-wide network of inclusion advocates

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## OPEN DISCUSSION

11:45 AM — 11:50 AM

### • Updates

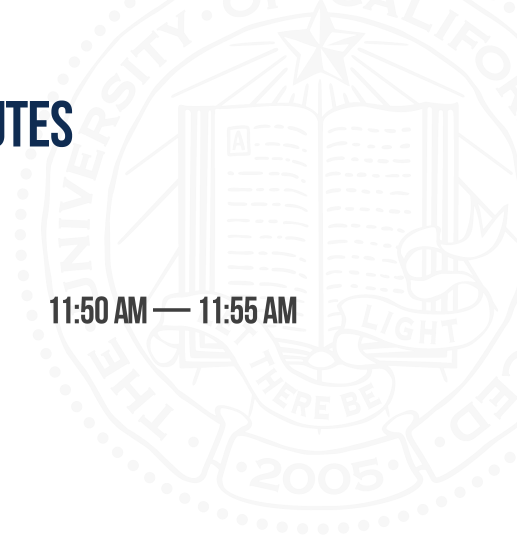
- JaeJae shared her reflection on transition from her role, expressing gratitude for the support and experience gained
- Alumni staff are looking at a paired down version of Bobcat Day, more details to come
- Current officers announced they would not be running for executive positions in this upcoming cycle



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11:50 AM — 11:55 AM

## 08 A LOOK AHEAD

### • Additional Events

- 4/03 | Grad Fair Day 1
- 4/04 | Grad Fair Day 2
- 4/20 | Bobcat Day + UCMAA Board Meeting
- 5/10 | Commencement: Graduate Division
- 5/11 | Commencement: SSHA
- 5/12 | Commencement: ENG & SNS
- 6/XX | Scholarship Selection Committee Meeting (TBD)
- 6/XX | Nominating Committee Meeting (TBD)

## CLOSING REMARKS & ADJOURNMENT

11:55 AM — 12:05 PM

### • Reminders

- Tanya: Submit social media videos ahead of deadline