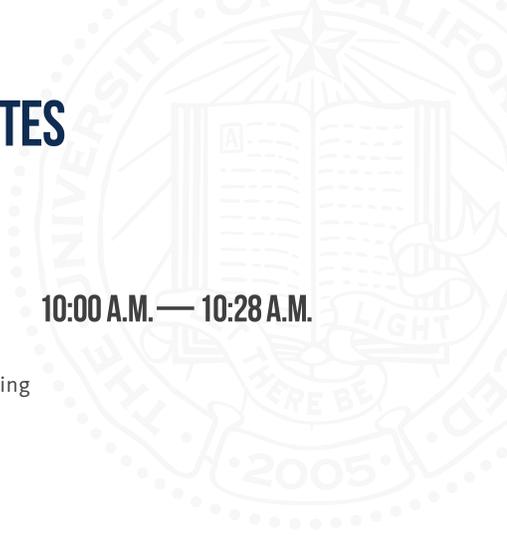




UCMAA BOARD OF DIRECTORS MEETING MINUTES

AUGUST 10, 2019 | 10:00 A.M. — 03:00 P.M.
DOWNTOWN CAMPUS CENTER | MERCED, CA



01 ATTENDANCE

10:00 A.M. — 10:28 A.M.

- **Alumni Relations Staff:**
 - Lisa McMullen Executive Director of Annual and Special Giving
 - Chris Abrescy Executive Director of Alumni Relations
 - Magdalena Castaneda Administrative Assistant
- **UCMAA Executive Committee:**
 - Keith Ellis President
 - Brandon Ruscoe Vice President
 - Randell Rueda Secretary
- **UCMAA Board Members:**
 - Trevor Albertson
 - Alvin Cha
 - Ivan Flores
 - Janna Glaze
 - Eduardo Hernandez
 - Nefertari Hooker
 - Domonique Jones
 - Sean Lambert-Diaz
 - Miguel Lopez
 - Brooklynn Pham
 - Jared Ruscoe
 - Derek Sollberger
 - Jamie Sweet
 - Ulises Vargas
 - Brenda Yu
- **UC Merced Alumni:**
 - Jinnabelle Garce
 - Jacob Gutierrez
 - Celso Lopez
 - Mina Tawfick
 - Marko Zivanovic
- **UC Students + Guests:**
 - Judith Mendoza (Student)
 - Apostle Morgan (Guest)
 - Mother Patricia (Guest)

02 VICE CHANCELLOR'S REPORT

10:28 A.M. — 11:30 A.M.

- UC Merced Chancellor
 1. Chancellor Dorothy Leland served a tenure of eight-years at UC Merced
 2. Interim Chancellor Nathan Brostrom will begin August 15, 2019 and comes as the CFO of the UC system
 3. The Chancellor Search Advisory Committee has scheduled a Campus Day meeting to gather insight
 - Additional opportunities to provide input available online including nominations
- Beyond Merced 2020
 1. Merced 2020 provides space and resources to uphold 10,000 students and 15,000 is the target by 2030
 2. Master development plan is in place and serves as a scaffold for potential modifications to the plan to accommodate
- Fundraising Campaign: Will likely launch a campaign for higher donations when new Chancellor and leadership are in place
- Horizons: New Chancellor will have larger planning elements to consider such as geographic and international diversity

03 ALUMNI DIRECTOR'S REPORT

11:30 A.M. — 12:00 P.M.

- Executive Director of Alumni Relations, Chris Abrescy
 1. Back to Basics:
 - a. Alumna (singular for female)
 - b. Alumnus (singular for male)
 - c. Alumnae (plural for females)
 2. By the Numbers
 - a. 10,420 Alumni
 - b. 10 individuals with x3 UC Merced degrees
 - c. Founding Class '09 Reunion

* Indicates Action Item

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- d. 9% Alumni Participation (945 donors)
 - e. 8 Years with Chancellor Leland
 - f. Merced Regional Strategy 2020 with 7 regional visits
 - g. 6 new Board Members
 - h. 4 UCMAA Board Meetings per year
 - i. 3 newly endowed scholarship funds
 - j. GiveTUEUCM
 - k. 1 Nomination for Alumni Trustee
 - l. 2396 students to participate in this year's bridge crossing
3. Unartificial Intelligence
- a. Alumni Influencers — 100 alumni + board influencers
 - Increasing engagement through:
 1. content creation + collection
 2. online opportunities
 3. off-site opportunities
 4. Board Involvement
 5. Mixers + Events
 - b. Lifetime UCMAA Membership perks
 - c. #BobcatBrand Ambassadors
 - d. #iSpyAlumneye

04 BOBCAT BRAINSTORM

11:30 A.M. — 12:25 P.M.

- What do they want from us? What do we want from them?
 - **Guidance** (professional development, mentorship of alumni)
 - **Acknowledgement** (remembering alumni for their contributions, showing what is in it for them)
 - **Community** (sense of community outside of graduation with fellow alumni, promotion of UCM to the community, advocating for the local community, outreach)
 - **Investment** (time, money, service)

- What should we be asking them for?
 - **Stories** (past experiences at UCM, current experiences at work and in life, emphasis on what is unique about UCM)
 - **Skills** (professional development for students, professional development for alumni)
 - **Participation** (in UCMAA-hosted events, campus events)
 - **Service** (inviting them to be a panelist for students, dedicating time for the students, hosting students)
 - **Monetary** (donations, fundraising)

- What do they want to do?
 - **Professional Development** (growing as a professional, networking and talking with professionals, getting internships)
 - **Perks** (benefits of being an alum, being recognized)
 - **Social Networking** (connecting outside of work, eating and social drinking)
 - **Mentorship** (giving advice to students, helping students graduate on time, return on investment)

- What do they want to give to?
 - **Meaning** (giving in meaningful ways, giving in a way that makes them feel good, giving back to specific organization or school)
 - **Food Pantry** (basic need resources)
 - **Non-tangibles** (mentorships, scholarships)
 - **Community** (giving to the Merced community)



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- How should we be talking to our alumni?
 - **Invitations** (coming back to campus to meet with us, coming back to campus to meet with faculty)
 - **Value** (emphasizing the rising value of the degrees, emphasizing the importance of coming back and staying engaged)
 - **Professionalism** (concise communication, avoiding generic messages, treating communication recipients respectfully)
 - **Social Media** (connecting on multiple platforms, getting direct insights through polls)
- How often and what channels?
 - **Frequency** (quarterly emails with time-correlated updates, annual emails with more overarching information)
 - **Mail** (having specific information sent through paper mail vs email)
 - **Networks** (engaging people by word of mouth, tapping into communication with current students, having conversations at events)
 - **Platforms** (YouTube, Instagram, Twitter, Facebook, LinkedIn, sponsored videos and posts, branded posts by Rufus)
- What do they want to hear from us?
 - **Stories** (success stories from students, success stories from alumni, alumni spotlights, updates on campus programs and initiatives)
 - **Inclusivity** (how to stay engaged beyond monetary donations, how to maintain relationships with our stakeholders)
 - **Cultural Competency** (in PR/marketing, catering to the audience, assessing the audience)
 - **Events** (communicating info about events earlier)
- How can we do things differently?
 - **Start Early** (fostering relationships early like sophomore year, marketing to inspire students to want to be involved before graduating, cultivation)
 - **Think Tank** (gaining input from alumni as they graduate, inviting them back for discussions, polling alumni)
 - **Student Focus** (mentorships, highlighting those who work behind the scenes to support students, fostering stronger relationships with student organizations)
 - **Transparency** (informing donors where their donations go)

05 UCMAA COMMITTEES

12:25 P.M. — 01:21 P.M.

- Attending members divided into the (5) committee meetings

06 UCMAA BOARD MEETING CALL TO ORDER

01:21 P.M. — 01:32 P.M.

- UCMAA President Keith Ellis
 - Robert's Rules of Order
 1. Need for motions at certain times with three (3) - Yes, No, Abstain
 - a. Abstentions: used when there is a conflict of interest or other unspecified reasons
 2. Proposals up for vote can be edited in the meeting or can be tabled to a future meeting for further action
 3. Amendments can be formal for the government documents or "friendly" in a collaborative approach to the amendment process
- Approval of Agenda/Passing of Minutes:
 1. Motion: Brooklynn Pham
 2. Second: Miguel Lopez
 3. Vote: Unanimous approval

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07 ALUMNI TRUSTEE REPORT

01:32 P.M. — 01:44 P.M.

- Discussion led by UCMAA Secretary Randell Rueda on behalf of board member Aaron Hill
- Entrepreneurial Subcommittee:
 - Angel Investment Fund: Focused on providing students a means to enter entrepreneurship by providing cost-of-living funding (pre-seed funding) before considering angel investment
 - a. Can be structured similarly to “summer bridge”
 - b. Similar to a grant/gift than a convertible equity/debt service
 - c. Important for entrepreneurial students to consider cash flow at the early stages of start-up ventures
- Trustee Discretionary Fund Project:
 - Deliberation was made on which project of three choices would be funded/supported through the discretionary fund — Vernal Pool Project was chosen
- Alumni Trustee Nominations:
 - Still open but will need to be submitted by Monday, August 12
- Questions:
 - What is the role of the trustee and what is the nomination process?
 - a. Trustee sits on board meetings and allows for a voice of the alumni to be heard
 - b. A means of communication to the UCMAA Board
 - c. Selection protocol is still being crafted
 - i. Currently the President of the Foundation Board selects the trustee. The UCMAA Board and other bodies submit nominees to the Nomination Committee that are reviewed and put forth to the President
 - Nominations thus far:
 - a. Trevor Albertson
 - b. Brandon Ruscoe
 - c. Brenda Yu

*Alumni Relations to relay upcoming Board of Trustees dates and new nomination deadline

08 CHANCELLOR SEARCH COMMITTEE

01:44 P.M. — 02:00 P.M.

- Discussion led by UCMAA Board member Brooklynn Pham
- Overview:
 - Dr. Leland’s choice to finalize her retirement set forth a protocol as established by the UC to search for a new Chancellor, with nominations of candidates and full review
 - Five names were requested of the Board by President Napolitano, Brooklynn was chosen by President Napolitano to serve as the Search Advisory Committee Member in representation of the UCMAA
 - A standing report will be added to all UCMAA Board meetings
- Questions:
 - How do we leverage the alumni representative and other people on the committee?
 - a. Not much information will be eligible for disclosure
 - b. A Campus Day will be scheduled for community members to provide insight on the search
 - c. Much of the process has been made public but the information discussed in the search is confidential
- Open Dialogue:
 1. Opening secondary dialogue opportunity during Homecoming
 2. Release of all committee members for strategic communication
 3. Developing a list of arbitrary or enumerated points to discuss with each committee member

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4. Potential for UCMAA to issue a Resolution regarding our stance on this process and any opinions put forth by the Board
5. Can formally submit a list of focus points or struggles of alumni that can be heard by the Search Advisory Committee
6. List of faculty, staff, and other committee members available online chancellorsearch.ucmerced.edu
7. Level of disconnect felt within the Merced community by alumni who currently reside in Merced or had resided here prior to UCM
8. Respecting the diversity that the university has already built up
9. Reaching out to alumni via survey regarding what they value most in UCM and what they see the next Chancellor having as qualities or focus points
10. Contact Brooklynn via text or email for any additional questions

09

UCMAA CHAPTERS

02:00 P.M.— 02:02 P.M.

- Will continue discussions about the chapters and goals of the university
- * More information to be shared at Homecoming meeting—10/19/19

10

UCMAA OPERATIONS

02:02 P.M.— 02:20 P.M.

- Immediate Past President (IPP) Amendment Proposal:
 - Currently no verbiage for the IPP, new verbiage would include:
 - a. Sitting on the Nominating Committee
 - b. Overseeing Nomination in place of the Vice President
 - New verbiage includes IPP limitations; any Executive Committee member may ask IPP to refrain from voting, no voting protocol has been included as it is expected decision will be case-by-case
- Open Discussion:
 - How long is the role of IPP?
 - a. Currently role is concurrent with that of the President
 - b. Whomever served on the Executive Committee would be eligible to serve as IPP if needed
 - Can someone who was on the Executive Committee and was not an IPP volunteer to fill the role?
 - a. Nothing against it in the bylaws
- Vote to approve proposal
 1. Motion: Sean Lambert-Diaz
 2. Second: Jared Ruscoe
 3. Opposed: 1
 4. Abstentions: 2
 5. In Favor: Remaining Board members
 6. Vote: Proposal is passed

11

UCMAA BOARD GOALS

02:20 P.M.— 02:36 P.M.

- 2018-2019 Board Goals reassessed for 2019
- Proposed 2019-2020 Board Goals:
 1. Build a strategic partnership with a potential community partner/organization
 2. 100% Board Giving
 3. UCMAA Journey Fund
 4. UCMAA Scholarship
 5. Alumni Influencers—100 people
 6. Rename Alumni Giving to Alumni Stewardship + Giving Committee



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- Open Discussion:
 - UCMAA Board giving should be meaningful to the individual at UC Merced
 - Alumni Giving Data
 - a. The campus is able to capture 95-96% of all donors
 - b. Different methods to donate such as gift-in-kinds
 - c. Board members are asked to share friendly reminders with their networks
 - UCMAA Journey Fund is the rebranded operating fund
 - a. Funds used to support the clothing closet through the Office of Leadership, Service and Career
 - b. Serves as a fund to support students through means other than a scholarship

12 A LOOK AHEAD WALKTHROUGH

02:36 P.M.— 02:38 P.M.

- Recap of upcoming events

13 CLOSING REMARKS AND ADJOURNMENT

02:38 P.M.— 02:46 P.M.

- * Action Items
 - External Relations
 - a. Development of a survey to gain insight from alumni regarding the Chancellor Search
 - b. Send required meetings dates for the Alumni Trustee
 - Executive Committee
 - a. Draft proposal to rename Alumni Giving Committee
 - b. Formalize goals with each of the Committee Chairs
- Adjourn UCMAA Board Meeting
 1. Motion: Keith Ellis
 2. Second: Miguel Lopez
 3. Vote: Meeting adjourned