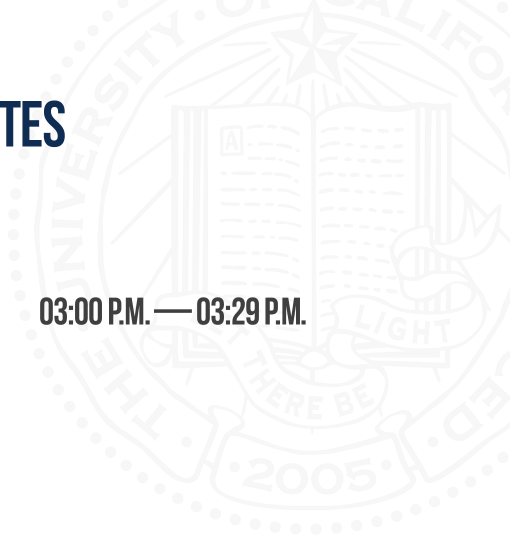




UCMAA BOARD OF DIRECTORS MEETING MINUTES

AUGUST 28, 2021 | 03:00 P.M. — 05:00 P.M. (PDT)
ZOOM TELECONFERENCE | MEETING ID: 209-228-4484



01 WELCOME + CALL TO ORDER

03:00 P.M. — 03:29 P.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
 - Katrina Johnson
 - Derek Sollberger
 - Adrian Chavez
 - Jonathan Ly
 - Jamie Sweet
 - Sam Fong
 - Tanya Perez
 - Mina Tawfick
 - Cristhian Gutierrez Huerta
 - Liz Perkins
 - Brenda Yu
 - Eduardo Hernandez
 - Jackie Shay
 - Ulises Vargas
- **Excused Members**
 - Juan Lopez
- **Opening + Culture Builder led by Brooklynn Pham**
 - Breakout rooms were created to connect Board Members with one another. Questions asked included:
 1. What do you do?
 2. What makes you so good at what you do?
 3. Who is your hero?
 4. What would you change about yourself if you could?
 5. What is your greatest accomplishment?

02 ANNUAL GIVING & ALUMNI RELATIONS REPORT

03:29 P.M. — 03:47 P.M.

- **Annual Giving Report | Executive Director, Amber Flores**
 - **Total Alumni Giving:**
 1. FY2018-19: \$46,660 - 9% Population
 2. FY2019-20: \$49,879 - 3.2% Population
 3. FY2020-21: \$73,033 - 5.7% Population
 - a. Highlights the exponential increase in Alumni Giving, compared to the anticipated incremental increase
 - b. Dip in percentage (2019-2021) of alumni reasonably dipped due to the pandemic and other factors, but the up-trend is awe-inspiring
 4. In FY 2020-2021, the UCMAA Board made meaningful gifts toward the 2021 Class Gift, ensuring significant impact
 - **UCMAA Board Giving Highlights:**
 1. Total Board Giving: \$4321.38 (new cash only)
 2. First \$25,000 Alumni Endowed Fellowship established (Trevor Albertson)
 3. 100% Meaningful Board Giving
 4. Multiple funds impacted by UCMAA Board Members
 - **Alumni Endowed Scholarships:**
 1. FY16 - 2 scholarships
 2. FY17 - 5 scholarships
 3. FY18 - 2 scholarships
 4. FY19 - 3 scholarships
 5. FY20 - 1 scholarship
 6. FY21 - 4 scholarships

* Indicates Action Item



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- UCMAA Journey Fund

1. Created for students in critical need that did not meet the criteria of the Student Emergency Fund, through the generous support of alumni and the greater community
2. Funds can be mobilized to support new initiatives or projects centered around student need
3. Current Balance: \$28,601.50

• Alumni Relations Report | Jaelae Julian

- Alumni At-A-Glance

1. 14,038 Total Alumni
 - a. 52.4% Alumnae, 47.5% Alumnus
 - b. Average Age of 27
2. Majority reside in the West (California)
3. Majority of primary degrees are from SSHA
4. \$490,421 of total alumni support since 2012

- Alumni Engagements FY2020-2021

1. Virtual Homecoming
2. Alumni Career Panels (A.C.C.E.S.S.)
3. Shaping Your Merced 2030
4. Chancellor Regional Events (An Evening with Chancellor Muñoz)
5. Bobcats Helping Bobcats – Alumni volunteers that provide professional advice/support

- Alumni Volunteer Opportunities

1. Sign up to be a volunteer for Bobcats Helping Bobcats, a future speaker panelist, etc. at alumni.ucmerced.edu/volunteer

- What's Ahead

1. Scholars Bridge Crossing will be held in October – Celebration of first-year, second-year and transfer students (incoming classes of 2020 and 2021)
2. Homecoming 2021
3. Alumni Regional Events
4. Alumni Career Chat Employment Success Series (A.C.C.E.S.S.)
5. DREAM Team initiatives
6. Give to UC Merced (11/30/21)

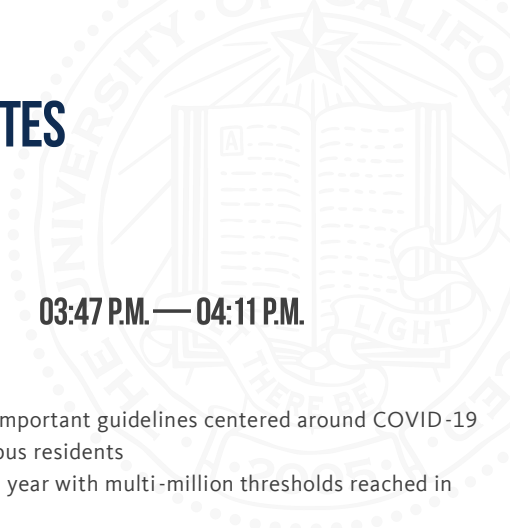
- Connecting with Alumni

1. Social Media Channels:
 - a. @UCMAA: Facebook & LinkedIn
 - b. @UCMercedAlumni: Twitter & Instagram
2. Email: alumni@ucmerced.edu
3. Update Contact Information: alumni.ucmerced.edu/update
4. Social media channels are leveraged to provide daily updates and news about upcoming events, but also to highlight alumni stories.
 - a. Trevor Albertson, first alumnus to endow a fellowship
 - b. Jessica Anderson as part of AAPI month and for serving as the Fall 2019 alumni commencement speaker
5. Working with Public Relations to identify stories on alumni successes and involvements
 - a. Alumnus Duval Johnson who connected the UC Merced tribology lab with the NASA perseverance Rover
 - b. Board Member Sam Fong connected Alumni Relations with fellow alumnus Sang Hoang, that resulted in a feature story on his non-profit work
6. Use #s to promote campaigns and encourage UCMAA Board Members to leverage #s and tag accounts about fellow alumni
 - a. #iSpyAlumneye – Used for any posts related to alumni
 - b. #AlumniInfluencer – Used to uplift who are inspirational, role models, etc.
 - c. #BobcatsGiveBack – Used to uplift alumni who are supporting campus and/or making a difference in their own communities

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03

VICE CHANCELLOR'S REPORT

03:47 P.M. — 04:11 P.M.

- Joined by Vice Chancellor of External Relations, Ed Klotzbier
 - UC Merced is a school of “firsts” and accomplishments
 - Continued to strive for excellence while navigating the restrictions and important guidelines centered around COVID-19
 - Largest number of students have occupied campus, nearly 4000 on-campus residents
 - Largest gift of \$20M from MacKenzie Scott, propelling into the academic year with multi-million thresholds reached in donations and giving
 - Campus strategic plan is being finalized and will be released for our review soon

- Open Discussion:
 - *Brooklyn* - How are students navigating the “housing crisis” and what is the current status of the circumstances? How can we as the Alumni support rising crises in student life and student affairs?
 1. Resolution anticipated by October, housing development (Merced Station) had announced to 560+ students that the private development would not be able to move into the newly constructed housing complex
 2. Need for Residence Life and respective campus departments to shift housing plans on very short notice, need for “tripling” rooms while complying with fire code and COVID-19 guidelines
 3. There is currently <1% vacancy in housing for all students and faculty and staff, and the community is continuing to grow, warranting further plans for increasing housing options for the full community
 4. Importance of vaccination clinics on campus, providing access to students to be fully vaccinated on schedule; near 90% campus community vaccination rate compared to 33% vaccination rate of Merced County

 - *Liz* - What other enterprising ventures will UC Merced be branching into, like lucrative ventures in real estate or business or transportation?
 1. Core functions centered in the business of education
 2. Working with community partners and stakeholders as they maneuver development of businesses and commerce in the area
 3. Multiple developments opening for businesses surrounding campus
 4. Merced 2020 Project infrastructure is now finally opening due to delays caused by COVID-19, spaces on campus for shops and grab-and-go areas on campus
 5. Connections being established and finessed with other communities (e.g. Silicon Valley, etc.) to bring more opportunities to the students and campus community

 - *How are we holding stakeholders and partners accountable?*
 1. Long-standing relationships with these stakeholders have required these entities to hold themselves accountable in the longevity of ventures
 2. Partners met and corrected any missteps based on the stake they hold

 - *Jackie* - What are the top priorities and where do you see External Relations going in the coming years? What is the vision, and where in the vision are we as Alumni?
 1. \$20M gift is indicative of the strong work within the External Relations Division
 2. Alumni here locally or anywhere can help continue to advocate through the positions they hold, networks they maintain, and marketing they apply
 3. Connections are key here, and UCM Alumni can continue to tap into these connections to raise money and raise assets to the campus community
 4. Chancellor Munoz rose into the position during COVID-19 and is taking everything in stride, momentum has not reduced because the executive team has pivoted as necessary, the executive team is getting back on the road

 - *Keith* - How will the \$20M gift by MacKenzie Scott be strategically mapped for campus initiatives?
 1. Discussions on leveraging the gift through matching program to produce a much larger total yield
 2. Tapping into other stakeholders who can further fundraise for community initiatives that can then be strategically matched with portions of the donation
 3. Ever since announcement, multiple applications or proposals have been brought to the attention of the executive leadership, and strategic implementation is continuing to be mapped

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UC MERCED ALUMNI REGENT APPLICATION UPDATE

04:11 P.M. — 04:32 P.M.

- **Updates**

- Applications opened in July and will remain open until Tuesday, August 31. Currently reaching out to stakeholders who will serve on the Oversight Selection Committee with half of the members confirmed so far.

- **Oversight Selection Committee Alumni Positions:**

- **(2) UCMAA Board Members**

1. Open Discussion

- a. Derek – Thankful for being nominated and passionate about the Board.

- b. Jamie – Thankful for nomination and passionate about UC Merced.

- c. Liz – *Who else will be serving on the selection committee?*

- Criteria and timeline were confirmed by the Board. The committee consist of External Relations Vice Chancellor, the UCMAA Board President (Chair), Alumni Relations Director (Chair), and other external partners that include two seated UCMAA Board Members, one seated member from the alumni association, undergraduate and graduate voices. Additional opportunities to include other campus stakeholders such as the Academic Senate will be incorporated in the process

- d. Mina – *What particular criteria do you have when identifying the first UC Merced Alumni Regent?*

- Derek – Hoping to see commitment and displayed love for the campus itself, but also be able to attend or contribute to other events and possibly demonstrate to strengthen connections when traveling.

- Jamie – Someone who is passionate about what they're doing and not solely because of the title.

- e. Mina – *How do you differentiate your top candidate and your second candidate?*

- Jamie – Has not clearly defined those levels but would like to identify what candidates would like to know action-oriented goals of candidates and what they wish to accomplish.

- f. Jo-Anne – This has been a year in the making for the Executive Officers and the UCMAA Board to create the process and parameters by which the committee will select the Alumni Regent.

- g. Brooklyn – Happy to connect with anyone who is interested in better understanding the Alumni Regent Process.

2. Vote on UCMAA Board Member Derek Sollberger

- a. Yes: Jackie, Jo-Anne, Liz, Brenda, Steven, Eduardo, Jonathan, Katrina, Tanya, Brooklynn, Jamie, Ulises, Cristhian, Adrian

- b. No: None

- c. Abstentions: Derek, Keith

- d. Motion: Confirmed seated member

3. Vote on UCMAA Board Member Jamie Sweet

- a. Yes: Jo-Anne, Liz, Steven, Adrian, Jackie, Eduardo, Brenda, Jonathan, Derek, Katrina, Tanya, Ulises, Cristhian, Brooklynn

- b. No: None

- c. Abstentions: Keith, Jamie

- d. Motion: Confirmed seated member

- **(1) General UCMAA Alumnus/na**

1. Randell – After much deliberation, leadership would like to recommend alumnus David Do. Believe he is a genuine representation of our community through his involvement with campus as a student and alumnus.

2. Vote on alumnus David Do

- a. Yes: Jonathan, Jo-Anne, Liz, Brenda, Jackie, Steven, Cristhian, Eduardo, Derek, Katrina, Tanya, Ulises, Brooklynn, Jamie

- b. No: None

- c. Abstentions: Keith, Mina, Adrian

- d. Motion: Confirmed seated member



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• Open Discussion:

- Over the past year to 16 months, efforts have been focused on building the foundation that will support the inevitable UC Merced Medical School
 1. Randell – Will follow up with the committee members with next steps.
 2. Keith – Abstained on the votes because of my role as the Immediate Past President and prefers to vote on Nominating Committee related items and meeting minutes, and in full transparency I have applied for the opportunity.
 3. Liz – How many candidates will represent UC Merced?
 - a. Will have only one representative that will serve a 2-year term. The first year will be as a non-voting member, the second year will be as a voting member with additional responsibilities

05

DREAM TEAM CHECK-IN

04:32 P.M. — 04:56 P.M.

• Goals:

- Boardientation Goals were condensed and synthesized to fit under 4 categories:
 1. UCMAA Board Goals
 2. Community Mobilization
 3. Giving & Gratitude
 4. Connections & Mentorship

• Breakout Actions:

- Prioritize - What goals do you want to accomplish? What is the time commitment and timeline of each of the goals
- Identify - Co-Facilitators will be Board Members who lead discussions with the assistance of staff liaisons; Project Leads will be Board Members who will take initiative on objectives
- Plan - When is your next meeting and how frequently will you meet? What are your next steps? UCMAA has the potential to bring fresh perspectives to the UC Board of regents

• Open Discussion:

- Liz - *Are members on multiple DREAM Teams or only one?*
 1. Jo-Anne - Would like members to commit to one DREAM Team, but are able to support others through cross-collaboration projects.
 2. Keith - DREAM Teams facilitate overall goals for the Board. For example, Giving has 100% Board giving. Not everyone is on the Giving DREAM Team but everyone will help accomplish that goal.
 3. Jo-Anne - Recommends focusing on one and if you have the bandwidth, can assist in others as individual members see fit.

06

OPEN DISCUSSION

04:56 P.M. — 05:02 P.M.

- Liz - Continue to talk about member expectations at each Board Meeting so it is clear. What do you want me to do with the information? Review at the beginning of the call, this is what we're going to do and this is what we expect you to understand. Recognizes information is important and not just a one-off.
 - Randell - Highlights the opportunity to refine procedure. Looks forward to additional feedback to be shared in the post-meeting assessment.
 - Brooklynn - Echos the sentiments about additional guidance needed regarding the items communicated in emails. If it is helpful to record a guided message in preparation for board meetings, can commit to doing so, or even working with someone who is interested in.
- Mina - Regarding the confirmation for the Alumni Regent representatives, would have liked more context about David Do. It was a critical vote and felt lost in the procedure. Who he is, where he works, what contributions he's made to the campus.
 - Randell - Recognizes Mina's concerns and the fact that despite David's connections to campus not everyone is familiar with him and his involvement.



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- Keith - As IPP, gave a directive to have everyone go into their individual networks to pull new voices onto the Board. Although applications are not until Spring, bring them in now so you can build those relationships and make those asks when apps open.
- Brooklynn - We are working on a statement to address the current housing situation and how we be of support. Please drop your name in the chat if you would like to be involved



07

CLOSING REMARKS & ADJOURNMENT

05:02 P.M. — 05:07 P.M.

- Upcoming Dates & Events
 - UC Alumni Career Network: Non-Tech Jobs in Tech (Zoom) - Sept 22, 12pm-1pm
 - A.C.C.E.S.S.: SSHA (Zoom) - Sept 23, 6pm-730pm
 - UC Alumni Career Network: Personal Financial Management (Zoom) - Oct 21, 12pm-1pm
 - October UCMAA Board Meeting (Location TBD) - Oct 23, Time TBD
 - Homecoming 2021 (Location TBD) - October, Date(s) and Time TBD
- Meeting adjourned at 5:07pm