

# UCMAA BOARD OF DIRECTORS MEETING MINUTES

FEBRUARY 9, 2019 | 01:00 P.M. — 04:00 P.M.

UNIVERSITY OF CALIFORNIA, LOS ANGELES | LOS ANGELES, CA



## 01 CALL TO ORDER

01:00 P.M. — 01:15 P.M.

- **Alumni Relations Staff:** Chris Abrescy and Magdalena Castaneda
- **UCMAA Board Members:** Keith Ellis, Brandon Ruscoe, Randell Rueda, Trevor Albertson, Alvin Cha, Sam Fong, Jacob Gutierrez, Kyle Hamilton, Eduardo Hernandez, Aaron Hill, Domonique Jones, Miguel Lopez, Brooklynn Pham, Jared Ruscoe, Jamie Sweet, Derek Sollberger, Ulises Vargas, and Marko Zivanovic
- Opened with “My Merced” Alma Mater Video
- Opening Remarks
  - UCMAA President, Keith Ellis:
    1. Thanked all UCMAA Board Members for their participation and special thanks to Student Assistant Karina Ulloa and her mother for securing the location. Special thanks to Maggie and Chris for their work.
- Approval of Agenda/Passing of Minutes:
  1. Motion: Marko Zivanovic
  2. Second: Aaron Hill
  3. Vote: Unanimous approval

## 02 BOARD PRODECURE REFRESHER

01:15 P.M. — 01:30 P.M.

- Robert’s Rules of Order
  - Several Board Members have approached the Executive Committee regarding the application of Robert’s Rules
    1. Keith’s philosophy is that the Board Meetings need to be more of a free exchange of ideas and more expressive open discussion rather than regimented, managed meetings
    2. Instead Robert’s Rules are naturally interwoven into the flow of Board Meetings:
      - a. Use of motioning and seconding to call on a vote at the beginning and throughout the meeting
      - b. Use of “in favor,” “opposed,” and “abstention” in all vote calculations
    3. Current Board procedures are meant to create an open and inviting atmosphere for discussions

## 03 ALUMNI DIRECTOR’S REPORT

01:30 P.M. — 02:00 P.M.

- Executive Director of Alumni Relations, Chris Abrescy
  - Acknowledged and thanked all the Board Members who traveled to Southern California. Special thanks to Student Assistant Karin Ulloa for helping secure the meeting location.
  - UC Alumni
    1. 2 Million UC Alumni
      - a. UC Merced is on the brink of reaching 10,000 alumni
      - b. Current Alumni Population: 9,173
    2. Fall 2018 Commencement
      - a. Alumnus David Do served as the alumni keynote speaker
      - b. Board Member Brooklynn Pham served as the singer for the alma mater and national anthem
      - c. President Keith Ellis welcomed the new graduates to the UC Merced Alumni Association
  - A Look Back at 2018
    1. To + TUE = 5 years of Give Tue UC Merced (GTUCM)
      - a. 155 alumni donors
      - b. In total 2,511 donors
      - c. Special recognition to Board Member Janna Rodriguez and J&R Tacos for their support
    2. Who gives a dime about Philanthropy? — 84% UCMAA Board Giving
    3. 2018—2019 Fiscal Year Donors: 2.27%



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- 4. Alumni donors by Class
  - a. 2009 30
  - b. 2012 40/50
- 5. UC Merced is in the top 100 — 96 for overall alumni giving rate

## - What's New?

- 1. Addition to External Relations — Executive Director of Annual & Special Giving, Lisa McMullen
  - a. Will be attending Spring Board Meeting
  - b. Comes to UC Merced from Stan State
  - c. Former UC Merced staff
- 2. AR Website
  - a. Windows '95 → Windows '98
  - b. Working on upgrading overall look of website — including UCMAA Board Member photos
- 3. A Balancing Act
  - a. \$58,000 Endowment
  - b. \$26,000 Current Use
    - i. Funds can be moved from current use to endowment or be used to increase the number of scholarships given/amount awarded each year

## - Clothing Closet

- 1. Soft unofficial opening on February 11, 2019
- 2. Locations larger than the Recreation Center are being researched
- \* Additional details for official opening to be shared once confirmed

## - UC Virtual Career Series (UCVCS)

- 1. Partnership with UCOP as a joint 10-campus initiative from January 2019 to November 2019
- 2. Communications shared via email and social media platforms (Facebook, Twitter, and UC Merced LYNX)
- 3. January's initial launch event garnered well over 500 attendees
- 4. UC Merced alumni have been invited to participate as panelist in future installments
- 5. UC Merced to host the final installment in November 2019
- 6. Brian is working with alumna Jillian Lopez to organize a Bay Area Recruiters (B.A.R.) group

## - A Look Ahead to 2019

- 1. Dinner with the Deans
  - a. Dinner with the Deans in Livermore was well received by campus leadership, trustees, and alumni
  - b. Board Members in attendance:
    - i. Jamie Sweet
    - ii. Eduardo Hernandez
    - iii. Jacqui Minas
  - c. Looking to host follow-up installments in Silicon Valley and San Francisco
- 2. Merced Alumni Regional Strategy (M.A.R.S.)
  - a. UC Merced Live from L.A. hosted in March 2018
    - i. Hosting a follow-up event on March 7, 2019 — UC Merced Live in L.A.: Take 2
  - b. UC Merced Mixer at MIX Downtown in Sacramento coming in April 2019
    - i. UCOP will be hosting their own event around the same time

## - 3. ALUM WKND

- a. Preliminary Lineup of Activities:
  - i. Friday, April 12
    - UCMAA Board Meeting
    - Alumni Downtown Hall
  - ii. Saturday, April 13
    - Ask an Alum



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- Chancellor's Scholarship Signing Social
- Alumni Party — naming and sponsorship opportunity

4. UC Merced Commencement
  - a. Pride Packs
  - b. Grad Reception on Friday, May 3 — networking opportunity
  - c. Commencement Squad — 100 volunteers needed for each day
5. Class of 2019 | Ten-Year Celebration — to be hosted at Homecoming 2019

- Derek Sollberger shared the Clothing Closet may have the opportunity to utilize space near the campus bookstore

## 04 UCMAA CHAPTERS

02:00 P.M. — 02:30 P.M.

- Chapter Leadership Meetings
  - Meetings held with Chapter Leaders who responded to meeting requests (SF/Bay Area, ACE, and GSV)
  - Gathered insight on current membership, initiatives, and projects
  - Discussed the current Chapter Model structure, and the proposed modifications to streamline the structure
- Chapter Task Force — Secretary Randell Rueda and Board Members Jamie Sweet, Jacob Gutierrez, Sheena Truong and Joan Rich
  - Implementation of potential changes over a longer timeline to allow for focused discussions
    1. Focused discussion regarding Chapter Leader “orientation” or “onboarding”
    2. Focused discussion regarding UCMAA/Departmental support structure for chapters
    3. Focused discussion regarding chapter requirements (i.e. membership size, event frequency)
  - Rollout of updated Chapter Model planned for the start of the fiscal year
- Bylaw Amendments
  - Staged approach in proposing modifications to model in order to streamline oversight and expectations/requirements
  - Phase One of Amendment Proposals:
    1. Section: 1 Chapters
    2. Section 2: Application
    3. Section 3: Name
    4. Section 5: Chapter Types and Statuses
      - \* UCMAA Board to discuss the chapter requirements at future meeting
  - Phase Two — to be proposed once the task force has conducted additional discussions
- Approval of Amendment Proposals:
  1. Motion: Aaron Hill
  2. Second: Miguel Lopez
  3. Vote: Unanimous approval

## 05 UCMAA NOMINATING COMMITTEE

02:30 P.M. — 03:08 P.M.

- Committee chaired by acting Vice President and consists of President, Alumni Director, and (3) Board Members
- Proposals and Updates
  - Goal is to discuss potential updates in the Application and vote on changes at the April meeting
  - Considered how to best streamline logistics as the number of application submissions increase yearly
  - Proposal to change the procedure of application
    1. Committee members must submit a scoring rubric 48 hours in advance
    2. Bottom 1/3 of applicants will be lowered in terms of reviewing priority
  - Proposal to clearly identify voting members and non-voting members
  - Proposal to change voting procedure to private for all voting members
  - Proposal to combine questions pertaining to affiliation without impacting overall scores

\* Indicates Action Item

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- Questions:
  - Jamie Sweet: What is the capacity of the Board?
    1. Keith Ellis: Maximum seats available is 26. This was based on the UC Regent Bylaws, but may be amended with a vote.
    2. Marko Zivanovic: Standard was created so that new members could be added overtime.
  - Marko Zivanovic: What are the considerations of having quantitative measures for re-applying members such as attendance?
    1. Brandon Ruscoe: Verbal conversations have been held, but nothing has been determined.
- UCMAA Board Applications 2019
  - Keith Ellis: Applications to open following Bobcat Day until May 31st. Nominating Committee will then convene in June for the final selection. Anyone interested in serving on the committee please contact the Executive Committee. Interested parties must not be not be up for re-application.
  - Marko Zivanovic proposed each member should try to recruit 5 alumni in their network.
  - Brooklynn Pham suggested reconsidering how alumni are weighed based on giving history.

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## ASSEMBLYMEMBER ADAM GRAY'S MEDICAL WORKGROUP

03:08 P.M. — 03:19 P.M.

- UCMAA Board Member Domonique Jones
  - Discussion was held with the office of Assemblymember Adam Gray
    1. A report was completed regarding the potential establishment of a medical campus in the Merced area. The report reflected the need of a medical campus in the San Joaquin Valley and that the general public was accepting of the idea.
    2. [AB2202](#) was signed into law to create an endowment fund to establish a UC-based medical school campus in the San Joaquin Valley.
    3. There is interest by a specific group of managed care provider networks to donate to the cause. There is also expressed interest from private donors.
    4. There was a UC Merced Medical Workgroup before, however, with the new administration is hoping to rebrand the workgroup and is willing to offer a seat to the UC Merced Alumni Association. More information to be discussed at an upcoming April follow-up.
      - \*Domonique Jones to provide updates and discuss who will be the selected representative
- Open Discussion:
  - Miguel Lopez: Who will be staffing the workgroup?
    1. Domonique Jones: Staffing has yet to be determined and requires further discussions with Adam Gray's office.
  - Randell Rueda: SJV PRIME was produced as an initiative through the UC Medical Schools as a stepping stone for a medical campus in the San Joaquin Valley, through joint efforts from UC Merced, UCSF-Fresno, and UC Davis as the home institution.
  - Miguel Lopez: Is there follow-up with Adam Capper?
    1. Domonique Jones: Yes. Follow-up with Adam Gray's office will be completed in April and information will be relayed to the board at large.

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## UCMAA COMMITTEES

03:19 P.M. — 03:29 P.M.

- Committee/Subcommittee Reports
  - Alumni Advocacy Committee — Domonique Jones
    1. In an earlier call discussed joining efforts to get a Regent from the Central Valley. Governor Brown appointed and filled the available slot prior to the end of his term. Next spot will become available in 2020.

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- 2. Alumnus James Kirby agreed to be a D.C. alumni point of contact on the Hill and help facilitate any meetings in the area.
- 3. Committee would like to hold a fundraiser to benefit the UC Sacramento Center. Marko proposed piggybacking off the UC Merced Day reception.
- Alumni Giving Committee
  - 1. Did not meet prior to February Board Meeting, but will likely meet with the new Executive Director of Annual & Special Giving in April.
- Career & Professional Advancement Committee — Brooklynn Pham
  - 1. Created two subcommittees
    - a. Professional Skill Development Subcommittee
    - b. Student Mentorship Subcommittee
  - 2. The committee has moved back to SLACK and met twice so far
  - 3. Student Mentorship Subcommittee
    - a. Researched mentorship models to see what the program could look like. A lot of interest for a mentorship has been expressed from fellow board members.
    - b. More subcommittee calls scheduled in the coming months
  - c. Professional Skill Development Subcommittee
    - a. Has proposed an event to go over “best practices” of an elevator pitch that will hopefully be held during Bobcat Day
    - b. A call for general interest in attending and serving as mentors and/or to participate in the event planning was made.
  - d. Community Engagement Committee
    - 1. Did not meet prior to February Board Meeting
  - e. Student Alumni Relations Committee
    - 1. Discussed execution of upcoming GraduATE Dinners
    - 2. Timeline proposal submitted by Joan Rich
- Open Discussion
  - Keith Ellis: The committees serve as a space for board members and non-board members to collaborate. Ideas are vetted by the board into the appropriate corresponding committee for further discussion. Even if members are assigned to specific committees it does not mean they cannot discuss ideas with other committees or committee chairs.
  - Brandon Ruscoe: Committees are a place to structure ideas.
  - Randell Rueda: Board is a collaborative group that re-motivates those who may have lost sight of how to be involved and provide their support.

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## UCMAA BOARD GOALS

- 1-Year, 2-Year, and 5-Year Goals Recap
  - 1-Year Goals
    - a. Committee Restructure Implementation Model
    - b. Chapter Restructure Implementation Model
    - c. L.Y.N.X. Platform Renewal and Increased Engagement
    - d. 20% Alumni Giving
    - e. 100% UCMAA Board Giving
    - f. Clothing Closet (\$5K) — Completed
  - 2-Year Goals
    - a. \$50K UCMAA Journey Endowment
    - b. \$100K UCMAA Scholarship

03:29 P.M. — 03:31 P.M.

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- 3-Year Goals
  - a. Alumni House/Alumni Storefront/Resource Center
  - b. Endowed Chair Fund (\$1M)
  - c. UCMAA Naming Opportunity
  - d. UCMAA Graduation/Alumni Supplies
- Tabled Goals (for reconsideration)
  - a. Intern 200
- Brandon Ruscoe: Great progress is being made with the chapter model. Current UCMAA Board giving status is close to 100%

## 09 OPEN CREATIVE DISCUSSIONS

03:31 P.M.— 04:00 P.M.

- Career Fair Support
  - Jacob Gutierrez: Is there support to create a new fund to help students participate in career events such as the career fair?
  - Miguel Lopez: How many trips would be sponsored?
    1. Chris Abrescy: Would be one-off situations. The Student Affairs Emergency Fund (SAEF) helps students in times of crisis. The new fund would help students attend fairs such as the USC Multi-University Alumni Career Fair held in March.
  - Brandon Ruscoe: How would support be given?
    1. Chris Abrescy: Different ways of support can be provided such as gift cards or sponsoring travel.
  - Marko Zivanovic: Could this be further discussed in the Career & Professional Advancement committee alongside Brian so that key student events can be identified in the coming months, and process for disbursing funds may be discussed?
- Chris Abrescy: What is the consensus on the funds in current use? Funds can be used to increase the scholarship amount awarded or the number of scholarships given.
  - Motion to move \$18K from current use to endowment
    1. Motion: Marko Zivanovic
    2. Seconded: Miguel Lopez
    3. Vote: Passed unanimously
- Summer UCMAA Board Meeting
  - Marko Zivanovic: Can the meeting be held around the same time as a Dinner with the Deans in San Francisco? Can the meeting be moved to earlier in July and potentially held in McKinsey?
- Alumni Regent Selection
  - Keith Ellis: In, 2022 there will be an opportunity to select a Regent. A proposal should be crafted within the next year for consideration.
- UC-Wide Events
  - Chris Abrescy: A lot of administrative changes have occurred at UCOP so events have been paused for the time being. It has been a few months since John Valva moved on from UCOP and it is unclear if his position will be filled.
- Alumni Events
  - Chris Abrescy: A lot of the event funding is provided by the division of External Relations, however, it is unclear how long this will continue. Alumni Relations has made the case that events remain to be little to no cost in the exchange that alumni are educated about the importance of philanthropic support. Please share within your individual alumni networks as well.

## 10 ADJOURNED

04:00 P.M.