



UCMAA BOARD OF DIRECTORS MEETING MINUTES

APRIL 19, 2025 | 03:00 PM — 06:00 PM (PST)

DOWNTOWN CAMPUS CENTER 105/106 | MEETING ID: 209-228-4484

03:08 PM — 03:31 PM

01 WELCOME

• Welcome Remarks | Miguel Lopez

- UC Advocacy Day

1. No updates to share at this time, will require conversations with Cori Lucero

- Executive Committee

- | | |
|--------------------|--------------------------|
| 1. Miguel Lopez | President |
| 2. Steven Barillas | Vice President |
| 3. Jonathan Ly | Secretary |
| 4. Randell Rueda | Immediate Past President |

- Board of Directors

- | | | |
|--------------------|----------------------|---------------------|
| 1. Olivia Alvarez | 7. Sam Fong | 11. Mina Tawfick |
| 2. Desmond Daley | 8. Vanessa Hernandez | 12. Cristian Vargas |
| 3. Eve Delfin | 9. Bob Lopez | 13. Brandon Yu |
| 4. Keith Ellis | 10. Jason Miguel | |
| 5. Kimberly Farias | 11. Kavi Reddy | |

- External Relations Staff

- | | |
|----------------------------|--|
| 1. Danielle Armedilla | Assistant Vice Chancellor & Senior Advisor, External Relations |
| 2. Magdalena Castañeda | Director, Alumni Engagement |
| 3. Gabrielle "Gaby" Orduna | Alumni Relations & Events Specialist |

- Guest

1. Josiah Beharry | UC Student Regent
2. Zulette Orduna | SAA President
3. Kurt Schnier | Vice Chancellor & Chief Financial Officer, Planning & Budget
4. Delia Saenz | Vice Chancellor & Chief Diversity Officer, Equity, Justice, & Inclusive Excellence
5. Chris Abrescy | Creative Director, External Relations
6. Brian Komoto | Alumni Regent-Designate (UCSF)
7. Patricia Châu Nguyễn, Director of Systemwide Alumni Engagement and Diversity Initiatives, UCOP

• AAUC Update | Patricia Châu Nguyễn & Regent Komoto

- Updates:

1. Miguel introduced Brian Komoto, alumni-regent designate and a graduate of UC San Francisco School of Pharmacy from 1981.
2. UC System is facing a financial shortfall, placing a hiring freeze. UC still wants to move forward with existing projects and has no plans to stop on-going research until UC hears definitively on said research.
3. UC is trying to do what they can to help students and ensure they're able to attend classes. UC is doing everything they can to maximize or limit the impact they will have.
4. Regents have outlined a \$30.7 billion capital plan through 2030 for student housing, academic buildings, and medical centers.
5. Regent Komoto recognized UC Merced's advancement in research and innovation.
6. The Board of Regents have amended the UC Diversity statement to explicitly include individuals with disability, yet will have to be cautious in how words are used so statements are not flagged by AI searches.
7. UC is focused on increasing Latino representation, especially in senior leadership roles. A major priority is still equity and excellence.
8. Alumni Association presidents have been asked to send a statement letter with regards to the state budget.

* Call to Actions:

1. Review and vote on the state budget letter template.
2. Review [UC Federal updates](#) through UC's website to stay informed about important policy shifts.

- UC Advocacy Day

1. No updates to share at this time, will require conversations with Cori Lucero.



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- **UCMAA President Report**

- UC CLAA Advocacy Event was hosted on April 9, 2025.
 1. Miguel participated on a panel discussion celebrating the five concurrent Latino alumni association presidents. Panelists discussed challenges and success at their respective campuses.
 2. As the UC CLAA representative, Eve shared updates from meetings with state senators and assemblymembers.
- UCOP Presidential Search
 1. No updates at this time, however, there will be candidate meetings planned once the process advances.
- UC Advocacy Day
 1. Anticipated to be held on May 9th in Sacramento. Will require conversations with Cori Lucero for next steps.

02

FINANCE & ADMINISTRATION UPDATE

03:31 PM — 04:09 PM

- **Agenda Topic Summary:**

- Vice Chancellor Schnier outlined UC Merced's funding sources—state allocation, tuition, auxiliary revenue, and research funding—noting a structural deficit due to lower enrollment. He discussed efforts to boost enrollment and revenue, including new undergraduate programs and pay-for-master's options, while highlighting the upcoming demographic decline in California that will affect future enrollment.

- **Presentation by Kurt Schnier | Vice Chancellor & Chief Financial Officer of Planning & Budget**

- Revenue Drivers: Starts at the state level, flowing directly into UCOP
 1. Budget allocation model ("Rebenching Formula") is used to determine weighted enrollment allocation rates for each campus.
 2. A corridor fund is provided to UC Merced as a young campus for growth.
 3. Tuition & Fees (From Students)
 - a. Portion of this becomes Return to Aid (RTA), where reallocation is completed based on needs to each campus.
- Campus Revenues (\$524.01 million, data from 2000)
 1. Inclusive of \$19.9M one-time funding from the State
 2. Memorandum through Compact with Governor
- Campus Expenditures (\$537.5 million data from 2000)
 1. Excludes gifts and endowments
 2. Salaries/Benefits are 58% (including debts) and 65% (excluding debt)
 - a. A campus-wide budget reduction exercise is underway, requiring all divisions/units to cut by 5%
- 3 E's of Fiscal Sustainability Principles
 1. Evaluation (how we are allocating our existing resources)
 2. Efficiency (developing metrics of efficient use of existing resources)
 3. Enrollment (critical campus investments to continue to grow)

03

EQUITY, JUSTICE, & INCLUSIVE EXCELLENCE UPDATE

04:09 PM — 04:41 PM

- **Agenda Summary:**

- Vice Chancellor Saenz introduced "Entrepreneurs for Global Good" (EGG), a new initiative promoting diversity and inclusion through entrepreneurship and innovation, avoiding politically charged language. She plans cross-campus collaboration, aims to launch projects this fall, and hopes to hold a summit next year to highlight the initiative's impact.



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- **Delia Saenz | Vice Chancellor & Chief Diversity Officer, Equity, Justice, & Inclusive Excellence**

- *A Community of Caring* – Sociopolitical issues in the international arenas and local union arenas, stops in communication for fear of being wrong or attacked, curiosity is never wrong, deterioration of the fabric of concern.
- *Building Greater Capacity* – Division's unit staff of 6 total individuals, in growth phase but slow-going, need for upscaling the campus with a cadre of trained specialists and masters to provide faculty/students/staff training in key topic areas, empowering curiosity amongst potentially polarized or different views/ideologies
- *DNA of UC Merced* – Executive orders that are limiting the finances and funds, flagging on a list of terms that are the tenets and infrastructural bread and butter of this Division, preemptive capitulation through the renaming of offices and initiatives, need for our authenticity to be preserved, creating entrepreneurs in all fields and trades, combining and synergizing this work through Entrepreneurs for Global Good (EFGG)

- **Next Steps**

- VC/CDO office to share DEI metrics dashboard with the UCMAA board.
- Explore joint programming between UCMAA committees and DEI initiatives.
- Identify alumni willing to mentor students from underrepresented backgrounds.

04

BREAK

04:41 PM — 04:48 PM

05

UCMAA COMMITTEE REPORTS

04:48 PM — 05:05 PM

- **Advocacy & Awareness**

- Updates:
 1. Will be hosting an advocacy workshop/training on May 31st with Nate Monroe, Director of the Center for Analytic Political Engagement and professor of political science, open to all alumni.
 2. To align efforts for UC Advocacy Day, the committee is identifying potential advocates and alumni in government policy to engage through broader initiatives.
 3. The group last met in February and has faced scheduling challenges but looks forward to revamping soon

- **Engagement & Outreach**

- Updates:
 1. Focusing on virtual Q&A sessions with alumni board members to share their experiences as board apps are promoted.
 2. First session to be hosted on April 28th.

- **Equity, Justice, & Inclusive Excellence**

- Updates:
 1. UC CLAA hosted a summit in Sacramento with UC Merced alumni in attendance.
 2. Eve participated in legislative visits hosted by the UC CLAA legislative committee. Asks were made to support UC's budget or limit the budget cuts to allow for continued support of Latino Student Resource Centers, programs that increase Latino enrollment in graduate professional schools, and the Latino Research Centers.

- **Giving & Gratitude**

- Updates:
 1. Hosted a clothing drive for the community in the winter that the committee hopes to continue.
 2. Partnered with SAA for Student Philanthropy Month to collect over 40 thank you cards written by students.
 3. Aiming for 100% board giving with a strong encouragement of donations towards the UCMAA Journey Fund — a fund used to support the core of what UCMAA is doing from meetings to events/mixers. Keith encouraged the board to lead by example and consider making a recurring gift to increase the funds from \$35k to \$40k by next year.



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05:05 PM — 06:05 AM

06

UCMAA BOARD OPERATIONS

• Meeting Minutes

- Minutes reviewed during the board meeting for approval.
- Motion to approve minutes
 1. Motion: Kieth Ellis
 2. Second: Cristian Vargas
 3. Vote: Motion passed
 - a. Yes: 14
 - b. No: 0
 - c. Abstentions: 1

• UCMAA Board Application Updates

- * Action: Board members asked to amplify opportunities with their alumni network and share insights about their experiences.
- Vice-Chair Updates:
 1. Randell recommended setting word limits to improve clarity in application responses—500 words for the first legacy question and 300 for the rest—to address issues with answers being too brief or overly lengthy.
 - a. Keith and Brandon suggested rephrasing word counts as “recommended” or “suggested” to better convey flexibility to applicants.
 2. Motion to approve the board application and scoring rubric with the amendment of a recommended word count.
 - a. Motion: Keith Ellis
 - b. Second: Mina Tawfick
 - c. Vote: Passed unanimously

• Board Vote on Nominations

- Nominating Committee Candidates
 1. Miguel nominated Kavi Reddy and Derek Sollberger (former board member) to serve on the committee.
 - a. Keith shared he nominated Derek as he brings a perspective of historical knowledge from his previous time on the board, and know he will be very discerning. This will also mark the first time we engage a former board member/executive officer.
 - b. Acknowledging Kavi's strong interest and engagement, Miguel noted that her involvement aligns with the broader member development strategy and strengthens the nominating process by involving those with prior experience.
 2. Motion to approve appointments of Kavi and Derek
 - a. Motion: Keith Ellis
 - b. Second: Brandon Yu
 - c. Vote: Motion passed
 - i. Yes: 14
 - ii. No: 0
 - iii. Abstentions: 1
 3. Randell confirmed the committee members will be asked for input on potential advisors beyond Brian O'Bruba.
- Scholarship Selection Committee Candidates
 1. Miguel nominated Angela Yang and Heidy Gomez Barrios to serve on the committee.
 - a. Reflecting on Angela's two years as committee chair for Giving, Miguel would like to put forth her name for scholarship selection as a natural way to deepen her engagement through ongoing committee work.
 - b. Miguel put forward Heidy who brings a fresh perspective and a strong passion for supporting communities through her work beyond the Board.
 2. Keith noted a technical error in the materials. Scholarship Selection Committee members may be any alumni donor as specified in the UCMAA Scholarship gift agreement. He encouraged the Executive Committee and possibly EJIE Committee to explore models that engage more voices in the selection process.



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3. Motion to approve appointments of Angela and Heidi

- a. Motion: Keith Ellis
- b. Second: Cristian Vargas
- c. Vote: Motion passed unanimously

• Special Committee Updates

- Intent & Purpose

1. The bylaw amendment offers outgoing officers an optional 1-year sabbatical to support leadership transition and preserve institutional knowledge. This sabbatical allows officers to complete projects and consider reapplication. The Executive Committee will tailor sabbatical responsibilities to align with the member's goals and the board's needs. The sabbatical...
 - a. Grants full rights and membership as a board director.
 - b. Begins immediately after the officer term ends.
 - c. Supports leadership transition and allows time to prepare for reapplication to a regular board term.
 - d. Must be declared to the Nominating Committee by Bobcat Day.
 - e. Is voided if the officer resigns or is removed from office.
2. The Sabbatical is intended to resolve potential conflicts of interest for outgoing officers who may need to participate in or be excused from nominating committee responsibilities while not having an active board term.
3. Motion to approve bylaw amendment
 - a. Motion: Keith Ellis
 - b. Second: Jason Miguel
 - c. Vote: Motion passed
 - i. Yes: 13
 - ii. No: 0
 - iii. Abstentions: 2

• UCMAA Letter of Support

- Overview:

1. Miguel presented a letter template from AAUC supporting the preservation of the UC budget and promoting the multi-year funding compact.
2. *Proposed campus-specific language:* As the first research institution of the 21st century, UC Merced created access for first-generation students and other communities to career pathways in healthcare, technology, education, and public service.
3. Motion to approve
 - a. Motion: Keith Ellis
 - b. Second: Cristian Vargas
 - c. Vote: Motion passed

• AIAA Alumni Branch

- Updates

1. Mina shared that due to current campus issues, a decision was made to forego pursuing recognition with UCMAA at this time.
2. AIAA Student Branch participated in Student Philanthropy Month, securing \$2,750 gifts (at the time of the meeting).
3. Mina will continue to work with the Executive Committee to find a better time for pursuing recognition aligned with board objectives and is open to further discussion offline. Keith, Jonathan, and Miguel expressed appreciation for Mina and Heidi's continued involvement with AIAA.

• UCMAA Resolutions

- In recognition for the incredible contributions and trailblazing spirits of Alumni Regent Emeritus Keith Ellis '12 and Student Regent Josiah Beharry '22. The UCMAA Board passed resolutions to honor the first Alumni Regent and Student Regent from UC Merced.



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- Regent Josiah Beharry
 1. Josiah was recognized as UC Merced's first and the 50th UC Student Regent overall for his groundbreaking service and commitment to equity and student advocacy. UCMAA expressed gratitude for his dedication to inclusivity.
 2. Keith shared personal reflections on working with Josiah, emphasizing their shared Bobcat experience and mutual support.
 3. Motion to approve
 - a. Motion: Keith Ellis
 - b. Second: Jason Miguel
 - c. Vote: Motion passed
- Regent Keith Ellis
 1. Keith was recognized as UC Merced's first Alumni UC Regent for his historic service and commitment to alumni advocacy, equity, and representation. UCMAA expressed gratitude for his dedication to inclusivity.
 2. Miguel shared their shared history in student government, alumni board service, and long-term friendship.
 3. Motion to approve
 - a. Motion: Randell Rueda
 - b. Second: Bob Lopez
 - c. Vote: Motion passed
 - i. Yes: 14
 - ii. No: 0
 - iii. Abstentions: 1

07

ALUMNI RELATIONS REPORT

06:05 PM — 06:15 PM

• Alumni Relations

- Alumni Updates
 1. Alumni At-A-Glance: 20,447
 - a. Alumni By School
 - i. SSHA: 10,467
 - ii. Natural Sciences: 4,955
 - iii. Engineering: 3,879
 - iv. Graduate Division: 1,146
 - b. Geographical Breakdown (USA Map)
 - i. West | 19,154
 - ii. Southeast | 242
 - iii. Southwest | 235
 - iv. Northeast | 164
 - v. Midwest | 163
 - vi. Other Regions | 95 (*Consists of international alumni & those serving in the Armed Forces*)
 - c. Alumni by Age: Average Age is 29
 - d. Alumni by Identification
 - i. 52.4% Alumnae
 - ii. 46.9% Alumni
 - iii. 0.6% Alum
- Program Highlights

1. Grad Fair: Welcomed students and shared information about UCMAA so they can stay connected
2. Grad Night: Partnering with Student Affairs to promote the event
3. Commencement: Expecting 1,400 graduates and 10,000 visitors across 3 days



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- Journey Fund Update
 1. Current Market Value: \$35,560.77
 2. FY23-24 Donations: \$1,527.19
 3. Annual Endowment Payout: \$1,293.06
 4. Past initiatives supported by the Journey Fund include the Clothing Closet, Student Philanthropy Month, and operational support for board meetings/events.
- Alumni Engagement Metrics
 1. Track four categories of alumni engagement:
 - a. Communication (e.g. emails, surveys, social media, etc.)
 - b. Experiential (e.g. event participation/attendance)
 - c. Volunteer (e.g. Board Service, Speaking Events)
 - d. Philanthropy (e.g. gifts or gifts-in-kind)
 2. Despite a slow decline across the years, communication and philanthropy have remained relatively high.

• Student Relations

- Student Philanthropy Month
 1. As of the meeting, were at \$9,670 (96%) of \$10,000 goal
 2. Delta Epsilon Mu, Kairos, Mission Brain, and Taiko still had matching funds available
 3. AIAA's fundraising goal increased from \$1,000 to \$3,000
 - a. Gifts received increased from \$600 to \$2,760 after goal was increased to \$3k
- Class Gift Updates
 1. Class of 2024—2025
 - a. Bobcat Bench is 41% to goal, pending updates from Grad Fair sales
 - b. Expected to be \$5k—\$6k short of \$80k goal
 2. Class of 2023:
 - a. Mural project location was approved by the Planning Working Committee (PWC) and will be on the Granite Pass wall near the Pavilion
 - b. Artist call to be issued in coming weeks, and alumni will be invited to provide feedback on design
 - c. Theme: “Cuando me vean volar recuerden que ustedes me pintaron las alas”
 (“When you see me fly, remember you painted my wings”)

08

UC MERCED 20 + THE BOBCAT BRAND

06:15 PM — 06:26 PM

• Bobcat Brand

- Brand & Creative Team Development
 1. New mascot logo “Boomer” introduced Feb. 2024 by Creative Director, Chris Abrescy
 2. Creative team formed to refine brand elements
 3. UCMAA is the second group to receive a presentation & was first shared with the Chancellor’s extended cabinet
- Brand Rollout & Sub-Brands
 1. New branding launched under Chancellor Muñoz, with sub-brands, different logo types, and campaign tagline: first. further. forward.
 2. Branding applied to products, materials, tablecloths, and spaces like 1635 M (Extension Office)
 3. Departments and programs to integrate Boomer into logos to maintain brand consistency
- Mascot Development
 1. Existing mascot Rufus (athletics) to remain
 2. Boomer reintroduced as primary mascot for broader campus/community use
 3. Potential new mascots: Boomer, Bobby, and Vern
 4. Mockups created, and not yet approved
 5. Goal: Launch in time for UC Merced’s 20th anniversary celebrations in the Fall



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- 20th Anniversary Branding
 1. Two Potential Taglines:
 - a. Celebrating 20 Years of Firsts
 - b. 20 Years of Boulder
 2. Planning an exhibit of 20 years of campus artifacts, either downtown or on campus
- Feedback & Next Steps
 1. Limited to internal review groups but feedback has been positive so far
 - a. Randell asked about the possibility of a nonbinary third mascot
 2. Plan to present to additional campus groups (e.g., student orgs, ASUCM)
 3. Suggestion to meet again before fiscal year-end to consolidate and provide thoughtful feedback
 - a. Keith mentioned on how UC Davis also have various mascots such as Gunrock the Mustang and the Cow
 4. Outreach and discussions will remain confidential until designs are finalized

09

A LOOK AHEAD & CLOSING REMARKS

06:26 PM — 06:30 PM

- Follow-ups
 - Upcoming dates for events and opportunities will be emailed post-meeting.
 - Miguel acknowledged delays in finalizing and sharing information, and committed to improving transparency and processes moving forward.
 - Bobcat Day Recap
 1. Positive turnout with strong campus activity and foot traffic
 2. Miguel participated in Latinx student panel alongside Eve and Steven shared personal stories to inspire prospective students
 - Closing Remarks
 1. Encouraged completion of Post-Meeting Assessment
 2. Thankyou for staying beyond the scheduled time by 30 minutes