

## **UCLA Alumni Association**

Board of Directors Meeting Minutes

December 9, 2017

### Present

**Board of Directors:** John Arboleda, Carolyn Baker, Mitra Best, Vito Costanzo, Dave Crawford, Max Espinoza, Debra Fong (via phone), Eve Glatt, John Gong (via phone), Lea Howe, Derek Hu, Jenn Hyman, Salvador P. LaViña, J. Alberto Lemus, Ed Lew, Sally Lew, Cheryl Lott, Jaime Nack, Lynn Nomura-O'Connell, Todd Sargent, D'Artagnan Scorza, Eric Shaw, Paul Shurgot, Christine Simmons, Julie Sina, Rhea Turteltaub, Ann Wang, Shirley Wang

**Staff:** Brandie Barrera, Alyson Beckman, Danica Dawson, Natalee Ellars, Patricia Nguyen, Ashley Rehkemper, Angela Scales

**Guest:** Rachel Callas, Manjari Daniels, Caroline Desler, Samantha D'Souza, Harry Franklin, Jason Gelfat, Yolanda J. Gorman, Melissa Harman, Torri Johnson, Alexia Lieberman, Matt Parsons, Geena Shah, Arielle Yael Mokhtarzadeh

### Welcome and Consent Agenda

- President Christine Simmons welcomed the group. Minutes of the September 16, 2017 meeting were approved as presented. President Simmons introduced Shirley Wang to share her reflections from the Asia trip. Shirley Wang mentioned the success of the events by the level of participation and the need to have more events and engagement in Asia as there are a large number of alumni from the region.
- Vito Costanzo motioned to approve the minutes, Eric Shaw seconded. Minutes of the September 17, 2017 meeting were approved as presented.

### UCLA Strategic Plan

- Yolanda J. Gorman, Senior Advisor to Chancellor Block, presented the UCLA campus strategic plan centered around five identified priorities: 1) research innovation, 2) education innovation, 3) civic engagement, 4) global outreach and 5) institutional effectiveness. The process for the strategic plan needs to be focused, inclusive, actionable, flexible and transparent. UCLA's social impact is affected by the growth in enrollment, severe decline state/federal resources and emerging media technologies. Gorman discussed the proposed recommendations for each of the five priorities.
- Gorman asked the Board for feedback and recommendations as the next step is to provide a narrative for the final strategic plan. Discussion ensued with a strong suggestion to include the alumni community in the plan. Gorman suggested that the Board identify areas for investment and engagement of alumni.
- President Simmons requested a follow-up conference call and asked Gorman for an invitation to the retreat to present the feedback.

### **Alumni Association Audit (FY17)**

- Melissa Harman and Matt Parsons, Moss Adams auditors, highlighted the results of the FY17 audit. The detailed results of the audit were distributed in the handout materials. An unmodified opinion was issued for the financial statements and associated footnotes. No adjustments were made.
- J. Alberto Lemus asked for an update of the amount spent on membership benefits to engage alumni compared to other universities. Julie Sina, Associate Vice Chancellor Alumni Affairs, agreed to add this data to the Finance Committee agenda.
- President Simmons asked for a motion to approve the audit report. Motion made, seconded, and approved unanimously.

### **Finance Committee**

- Paul Shurgot, Treasurer, reported that there were strong returns on the endowment performance; however the actuals compared to the budget are lower due to decreased membership and business development revenue.
- Lea Howe, Chief Financial Officer, reviewed highlights of the financial documents that were distributed in the handout materials. FY18 Q1 investments had positive returns to bring the endowment balance to \$14.2 million, a \$1.1 million growth from FY17 Q1. Membership revenue falls a bit behind goal. Significant campaigns have been sent out recently to increase revenue. Going forward business development and membership revenue will continue to be monitored.
- President Simmons encouraged building relationships with key corporate leaders to promote business development.

### **Governance Committee**

- Cheryl Lott, Chair, shared that the Regent rotation proposal is tabled due to possible changes at AAUC's next meeting in February that could affect the implementation of the rotation schedule. The Governance Committee will then present the proposal at the next Alumni Board meeting in March 2018.

### **Nominations Committee**

- Cheryl Lott, Chair, stated that online submissions for board nominations are due January 4, 2018. There are 13 open positions. Four non-board members have been approved by the Board. President Simmons asked board members to reach out to their networks to encourage involvement.

### **Membership Update/Strategic Plan Taskforce**

- Brandie Barrera, Senior Director Alumni Membership and Social Media, reviewed the Anderson Strategy Group's recommendations in the distributed materials and the current alumni action. Barrera reviewed the membership strategy: cultivation, solicitation and stewardship. Membership revenue and total number of memberships goals were achieved for FY18 Q1. The future focus for membership includes branding, website enhancements and an increase to segmented communications. Barrera asked the Board to spread membership awareness with resources that include brochures, benefits list, membership website and a personalized link for referrals that can be shared on social media and tracked as part of the marketing effort.

- President Simmons reminded everyone that all Board members are required to be Gold members and that everyone should encourage volunteers who serve on committees to be either a blue or gold member.
- Ann Wang, Chair, asked the Board to provide feedback on the value proposition important to them.

### **Career Advisory Committee Update**

- Derek Hu, Co-Chair, highlighted the growth of UCLA ONE which currently has 22,654 registered users. Four non-board members have been added to the Career Advisory Committee.
- Eve Glatt, Co-Chair, encouraged board members to join the discussion after the board meeting with the Bruin Connections team and staff from the Career Center. The focus is to figure out engagement metrics, research the alumni community's career demographics and identify career needs.
- Ann Wang shared her work on the Industry Advisory Cabinet which will pilot with the entertainment area first and expand to different industries.

### **Presentation: UCLA Student Alumni Association**

- The Student Alumni Association (SAA) delivered a portion of their award-winning presentation "Creating Innovative Professional Programming". The group went over the how-to guide they created for having successful, meaningful events that reflect campus' needs by 1) identifying existing gaps, 2) focusing on a particular area, 3) innovation and 4) future growth. The group discussed three case studies where SAA partnered with the Alumni Association and successfully implemented their Innovative Student Programming.
- Ann Wang told SAA to create and submit a profile of speakers and topics so that the Board can offer connections for them.

### **Alumni Marketing Strategic Plan Taskforce**

- Lynn Nomura-O'Connell, Chair, shared that the purpose of the taskforce is to advise on the implementation of the marketing recommendations from the Anderson Strategic Plan. The recommendation includes improving the Alumni website. The marketing team has been working to update the user experience by 1) mobile-optimizing the site, 2) refreshing the homepage quarterly until the relaunch of a new site, 3) developing a communication strategy for acquiring and cultivating alumni donors and new members and 4) clearly displaying the value proposition to members. The Alumni Board will be asked for input for the site redesign in the future.
- Nomura-O'Connell urged more board members to join the Board Speakers Bureau. The intention is for the project to be monetized and support the Alumni Association.

### **Diversity Advisory Committee Update**

- Patricia Nguyen, Senior Director Diversity Programs, discussed findings from the preliminary data regarding the giving, membership and engagement of alumni of color in comparison to their white counterparts. When controlling for outliers (i.e. multi-million dollar donations) alumni of color were found to give at or nearly at the same average as white alumni. The finding shows that the potential for giving amongst the diversity networks is significantly high; with sufficient cultivation and relationship building membership and giving can be increased.
- D'Artagnan Scorza, Co-Chair, shared current issues, initiatives and upcoming gatherings of Diversity Networks. He encouraged board members to attend events to help support efforts.

- Scorza announced that because of Salvador P. LaViña's call to action proposal approximately \$1,500 was raised to help the Undocumented Student Program's Spark campaign.
- The committee's future steps for Diversity Networks will: 1) explore disaggregated membership data, 2) acquire more information about resources that can be used for fundraising and development and 3) develop best practices for addressing board capacity issues.

#### **Alumni Awards Update**

- Danica Dawson and Ashley Rehkemper presented the improvements to the UCLA Awards nomination process. Three awards from the previous year were removed for 2018.
- Ann Wang raised her concern for eliminating the Young Alumni Award.
- The UCLA Awards Ceremony will take place on June 2, 2018.

#### **Student Alumni Association**

- The UCLA Student Alumni Association (SAA) Executive Board provided an overview of a recent conference presentation.
- The presentation included each of the primary program areas and newly developed signature events.
- SAA was recognized as the outstanding Student Alumni Association in the country.

#### **Regent Update**

- UC Regent Albert Lemus provided background on the role of the Regents. Further that their independence has impact and is significant to what happens at a research university.

#### **Meeting adjourned by President Simmons**