

Present

Board of Directors: Valerie Aenlle-Rocha, John Arboleda, Mitra Best, David Choromanski, Susan Cochran, Vito Constanzo, Dave Crawford, Manjari Daniel, Debra Fong, Eve Glatt (via phone), Lea Howe, Derek Hu, Jenn Hyman, Eunice Jung, Craig Kaplan, Salvador P. LaViña, J. Alberto Lemus, Sally Lew, Cheryl Lott, Jaime Nack, Lynn Nomura-O'Connell, Lisa Quateman, Ruthie Flores Retana, D'Artagnan Scorza, Eric Shaw, Paul Shurgot, Danny Siegel, Christine Simmons, Julie Sina, Jose Villalobos, Ann Wang (via phone)

Absent

None

Staff

Natalee Ellars

Guest

Eric Sanchez

Welcome and Review of Minutes

- President Christine Simmons welcomed the group. As part of President Simmons' introduction, she reminded board members of the opportunity to host trips through the Alumni Travel Program; urged board members to read the reports from the Alumni Representatives in the presented binder; and pointed out that the dashboard will include information on number of members recruited, activity engagements, and business development introductions.
- Minutes of the December 3, 2016 meeting approved as presented.

Finance Committee

- Paul Shurgot, Treasurer, explained that the challenge continues with having less sponsorship revenue and that the current goal now is \$1.4 Million instead of \$2 Million.
- Lea Howe, Chief Financial Officer, presented budget highlights from the Statement of Activities Variance Bridge document. For FY17 Q2, membership numbers ramped up due to marketing efforts, and Business Development made some progress with new deals closed post-printing of materials. Howe mentioned that the revenue shortfall is in the Alumni Programs area. Bruin Bash events brought in less revenue, however the expenses decreased considerably. The goal is to achieve a balanced budget.

American Indian Alumni

- President Simmons introduced Eric Sanchez, President of American Indian Alumni, to share his thoughts regarding the Alumni Board's engagement with casinos and Indian gaming. Sanchez discussed the need for strengthening communication, building trust, and having better relationships, not just with San Manuel but with other Southern California tribes.
- President Simmons added that the Board is committed to fostering a more strategic relationship with bigger engagement including a scholarship component. Target start date is July.
- Sanchez shared that San Manuel currently assists the University of Redlands to create programs and provides scholarship funding; also raises funds for law enforcement, firefighters and hospitals. He further explained that gaming contributes to economic sufficiency, empowers the community that in return produces more positive, charitable contributions, such as scholarships.

Career Advisory Committee

- Derek Hu and Eve Glatt, Career Advisory Committee Co-Chairs, praised the developments of the UCLA ONE platform: currently there are over 14,000 registered users and in the upcoming months new functionalities will be added, such as the industry-based networking groups.
- Hu and Glatt discussed the need for utilizing the entire Alumni board by either participating or identifying speakers for Google On-Air and in-person career events. Both Co-Chairs want non-board members on the committee as well as ambassadors to 1) serve the alumni with having mentors from specific industries, and 2) give guidance to alumni in different stages of their careers.
- President Simmons requested that Hu and Glatt email a summary of opportunities to the Board. Julie Sina, Associate Vice Chancellor Alumni Affairs, will add a matrix report to that email.

Governance Committee

- Lisa Quateman, Governance Committee Chair, stated that all members of the UCLA Alumni Association Board of Directors need to sign the Conflict of Interest Form.
- Quateman pointed out that 1) no changes are made to the “ex-officio” in bylaws and any recommendations will be presented at the next board meeting in June; 2) in regards to the “give/get” guidelines, a report will be obtained from Sina in connection with the operational cost of the Board; 3) the general counsel’s language on how to fill Board vacancies is currently being reviewed and will be presented at the next meeting; and 4) the UC Regent succession schedule is not time sensitive but should be tabled for the next meeting. Also discussed whether the ex-officio should be a regular guest and not a voting member.
- Quateman proposed the idea of having either co-chairs or another member chairing the Governance Committee so that same person does not chair both the Governance and Nominations Committees.

Diversity Advisory Committee

- Ruthie Flores Retana and Sally Lew, Diversity Advisory Committee Co-Chairs, discussed the importance of establishing alumni participation in relevant issues of campus climate and collaborating with alumni diversity groups.
- The Diversity Advisory Committee has adopted Regents Policy 4400: Policy on University of California Diversity Statement’s definition of diversity and accountability.
- The DAC intends to increase the number of committee members and will have each member sign a letter of commitment.
- President Simmons urged board members to thoroughly read Sanchez’s letter that was initially presented to the Diversity Advisory Committee especially as it pertains to building trust.
- The committee has developed a protocol of how to respond to incidents of bias or other issues that affect the campus climate. A discussion ensued on how to handle issues as they arise and a suggestion was made for the full board to approve the official response to issues when appropriate.

Alumni Board Scholarship Task Force

- Mitra Best, Alumni Board Scholarship Chair, presented an update of the taskforce’s work. The campaign launched in mid-December with an internal fundraiser at PwC. To date, the scholarship fund is at \$34,900. To be eligible for the Chancellor’s Centennial Match, the goal of \$75,000 has to be fulfilled by June 30, 2017. Best urged board members to solicit five other alumni to make a donation during the Spark Campaign in April. Each board member will receive a personalized link to track donations. In May, another internal PwC fundraiser will take place to ensure that the scholarship fund is on track to meet the goal. Best also offered to host a dinner for the highest-producing board member and their guest.

Strategic Planning Task Force

- President Simmons shared that UCLA Anderson School of Management is on board to assist with the strategic plan development process.
- She stated that there are three months left for board members to fulfill the membership requirement and urged members to reach out to herself, Sina, or Natalee Ellars, Executive Director to assist with creating a pitch or helping with the “sell”.
- Business Development efforts are moving forward. In a meeting with IMG, the necessity to better sell the Alumni Association was expressed. Additionally, any time the Board makes a referral, a staff person, board member, and IMG representative will need to tend to the referral and clearly articulate the value proposition. Sina mentioned to hold off on having an assessment of IMG until July.
- Board members requested sample packages for different sponsorship opportunities. Sina proposed to schedule a call to run through a typical pitch.
- The Speakers Bureau program is underway with many interested board members willing to participate. Ellars added that the next steps are to devise ways to monetize the program.
- President Simmons introduced Albert Lemus for updates. Lemus mentioned that all board members will be invited to a UC African-American event on April 29, which will be used as a pilot in the area of Diversity Programs. Lemus will share with the board the UC Alumni presentation at the June meeting.

Executive Session

- The board approved three new candidates for Board of Directors term July 2017 through June 2020 - Carolyn Baker, Max Espinoza and Ed Lew.
- The board elected Cheryl Lott as President Elect effective July 2017.
- The board approved Todd Sargent to fill the vacancy of Cheryl Lott on the Board (term July 2017 through June 2020).

Meeting adjourned by President Simmons.