

## **UCLA Alumni Association**

### Board of Directors Meeting Minutes

June 3, 2017

#### Present

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

**Staff:** Natalee Ellars, Adrian Meza, Aliza Nawaz, Angela Scales, Jocelyn Tabata

**Guest:** Abdulkamal Abdullahi, John Buckley, Bobby Grace, Sammy Prywes, Nitya Ramasam, Andy Schuchter, Drew Williams

#### Welcome and Consent Agenda

- President Christine Simmons welcomed the group. She thanked Valerie Aenlle-Rocha, Eunice Jung, Craig Kaplan, Lisa Quateman, Ruthie Flores Retana and Jose Villalobos for their service and contributions as they term out of Board service. Quateman made a motion to approve the March Board minutes and Flores Retana seconded. Minutes of the March 11, 2017 meeting were approved as presented. President Simmons introduced Derek Hu to share highlights from the Asia Conference. Hu mentioned that there were great discussions on how to strengthen the UCLA brand and build connectivity back to Los Angeles. He added that the Foundation Board Members, along with Chancellor Block, will visit Asia in November to support the UCLA men's basketball team as they take on Georgia Tech in the PAC12 2017-18 season opener in Shanghai; tour Beijing, Shanghai, Hangzou and Taipei; and develop ways to grow alumni events.

#### Anderson Strategy Group

- President Simmons introduced the Anderson Strategy Group to present their five year strategic plan. Over the last five weeks the following research was completed: approximately 3,300 surveys were received for analysis; 48 in-depth interviews were conducted with internal and external partners; and ten schools were audited for finances, benefits and messaging. Although UCLA AA has engaged key portions of the alumni base, a significant population of alumni (72% of non-paying members and 58% of recent graduates) is unaware of the membership tiers and some members are unaware of the events held by UCLA AA. Enhanced awareness and targeting could increase revenue by 15% over the next five years through segmentation.
- Opportunities to build awareness of membership tiers are 1) to leverage social media presence with awareness campaigns; 2) improve website functionality; and 3) build relationships with students nearing graduation. Most peer alumni associations offer a discounted membership for recent grads. 32% of non-paying members between the ages of 23 and 30 have not purchased a membership because it is too expensive.
- UCLA AA Membership Benchmarking Dashboard demonstrates that event participants have increased 50% since 2015 with repeat attendees growing 122%. UCLA AA offers quality events

focused on career, student, and social interests. Paying and non-paying member satisfaction and promotion can be enhanced by 1) enabling a preferences selection in website upgrade and creating targeted emails based on preferences; 2) targeting events based on alumni segmentation; and 3) marketing location-based benefits and adding new benefits desired by alumni.

- Through membership, business development and donations, UCLA AA can grow revenue by \$2M over the next five years assuming that 1) there is no growth in alumni email list; 2) 75% awareness of membership tier is reached; and 3) business development continues its growth until FY20.
- The distributed materials detail the implementation timeline to increase awareness and satisfaction over the next five years.
- President Simmons requested a follow-up call to answer questions and discuss implementation.

### **Finance Committee Update**

- President Simmons presented the recommendation of appointing members and non-members to the Audit Committee for FY18. Flores Retana made a motion. Lew seconded. The motion was approved unanimously.
- Paul Shurgot, Treasurer, introduced Lea Howe, Chief Financial Officer to present the balanced budget for FY17. Howe shared that due to significant growth in business development and great progress in reducing expenditures, the shortfall is projected to be at approximately \$288,000. On June 30, a sale of endowment shares will be made to meet the cash flow deficit, which at most will be between \$300,000 and \$400,000 compared to the last two fiscal years when it was approximately at \$1M.
- A balanced budget is projected for FY18, and the commitment of having a balanced budget at the end of three years of growth has been reached. Next year's budget overview included growth of business development with strong prospects in the pipeline and elimination of the home game Bruin Bash events at the Rose Bowl until a sponsor is identified. Salary savings from resignations have also contributed to the balanced budget.
- As of March 31, 2017, the UCLA Alumni Association's endowment is at approximately \$13.7M. Salary savings and utilizing EA budget helped to reduce liabilities by approximately \$600,000.

### **Governance Committee Update**

- Lisa Quateman, Governance Committee Chair, presented recommended changes to the current bylaws for the Board's consideration: 1) to clarify ex officio roles, student leaders and certain UCLA administrators will cease being directors and instead become invited guests in non-voting positions; 2) the Nominations Committee will be responsible for filling any board vacancies; 3) corrected capitalization of Member(s) to upper case M; 4) deleted sections pertaining to the "CEO Evaluation Committee"; 5) broadened the give/get policy to include support of the Association through service, recruitment of one or more members, donating personally and/or facilitating corporate sponsorship; and 6) in the situation of a Chair-Elect/Vice Chair being approached by the Nominations Committee to run for a position, the Secretary or other Executive Committee designate shall replace the Chair-Elect as chair of the Nominations Committee at the time candidacy is announced. Costanzo made a motion, Lott seconded. The motion was approved unanimously to accept the recommended changes to the first six bylaws as presented.

- Effective 2022, UCLA will not have a Regent Designee term nor will UCLA be represented with a Regent or Regent-Designate every third year. Seven options were presented for consideration. Discussion ensued. President Simmons asked to table the discussion and follow up by email.

### **Diversity Advisory Committee Update**

- Sally Lew, Diversity Advisory Committee Co-Chair, announced the newly implemented four step committee response protocol that includes 1) fact finding/information gathering; 2) synthesis of information; 3) presentation of findings; and 4) producing a recommendation of action.
- To address the incident involving USAC President Danny Siegel, the committee suggested that President Simmons meet with Siegel for a conversation and invited Bobby Grace, UCLA Black Alumni Association Chair, to attend the Board meeting. Grace found Siegel's behavior to be insensitive and shared concerns regarding campus entities encroaching upon student governance and what the Alumni Board's protocol or responsibility is on how it communicates to the whole UCLA community. He recommended that the Board meet annually with newly elected student representatives to provide guidance and also invite student leaders to discuss campus climate issues.
- President Simmons informed the Board that as Siegel's USAC term has ended, his term on the Alumni Board has also ended. President Simmons introduced Siegel's successor Arielle Yael Mokhtarzadeh to share her thoughts. Mokhtarzadeh discussed the implementation of initiatives such as Bruins Fight Back, Bruins Engaged, and Bruin Table Talks to promote a better campus climate.
- A motion was made to accept short term recommendations of the Diversity Advisory Committee with item number two amended to withhold the Bruin Bear from Danny Siegel. Motion seconded and discussion ensued. Motion passed with twelve approved, nine opposed, and two abstentions. Long term recommendations were tabled.
- President Simmons asked if all are in favor with accepting changes to the bylaws as presented in the distributed document. Motion made, seconded, and approved with five abstentions.

### **Alumni Scholarships Board Update**

- Valerie Aenlle-Rocha, Alumni Scholarships Chair, presented highlights and improvements to the program. Since Alumni Association has taken back the scholarship process it has become faster and more efficient. A total of 2,200 applications were received and 150 scholarships have been awarded.

### **Scholarship Task Force Update**

- Mitra Best shared that a total of \$47,780 were raised and thanked the Board for their support. Lynn Nomura-O'Connell won the Board challenge with 11 gifts. The site will continue to stay active until June 30 and Natalee Ellars will resend the link to the donation site.

### **Career Advisory Committee Update**

- Derek Hu, Career Advisory Committee Co-Chair, shared that approximately 60 career programs took place this year with 4,600 students and more than 2,000 alumni in participation. UCLA ONE added industry-based functionality and a platform for professional schools.

- For the upcoming year, Ann Wang mentioned that the goal is to create an Industry Advisory Committee that will appoint one ambassador to guide those at the top level of their career, provide legacy, and curate ownership over the specific group. Next steps are to identify key industries in Los Angeles and pilot ideas. Timeline is scheduled for September.
- President Simmons asked that the Career Advisory Committee's video of the presentation be posted to the Board's website.

#### **Nominations Committee Update**

- Quateman, Nominations Committee Chair, presented the 2017 alumni representative slate to the Board for approval. Flores Retana made a motion, Scorza seconded. The motion was approved unanimously.
- Quateman thanked Board Members for providing comments on how to improve the nominating process in the future.

#### **Regent Update**

- Albert Lemus, Regent-Elect, shared that some of the biggest issues for the Regents are tuition increases and the legislature wanting to gain control over UCOP and possibly UCs.
- Universities need to contain and manage their expenses better. Going forward, the biggest challenge will be to demonstrate to the new legislature the value of UCs and to have autonomy and control.

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