



UCLA Alumni Association

Board of Directors Meeting Minutes

June 2, 2018

Present

Board of Directors: John Arboleda, Carolyn Baker, David Choromanski, Vito Constanzo, Dave Crawford, Max Espinoza, Debra Fong, John Gong, Lea Howe, Derek Hu, Jennifer 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, Ann Wang

Guests: Gene Block, Zain Delawalla, Christina Grabar, Yolanda Gorman

Staff: Kayla Albano, Brandie Barrera, Cia Ford, Estellaleigh Franenberg, Karen McClain, Adrian Meza, Patricia Nguyen, Angela Scales, Jocelyn Tabata, Mollie Vehling, Kristine Werlinich

Students: Samantha D’Souza, Daniel Manjari, Arielle Yael Mokhtarzadeh, Megan Ren, Geena Shah

Welcome

- President Christine Simmons welcomed the group, made opening remarks and convened the meeting. President Simmons encouraged the use of the online materials in an effort to sustain UCLA’s commitment to sustainability. A visual presentation on the impact that was made throughout the year was shared with the Board. President Simmons was presented with a gift from the Alumni Association staff in appreciation of her leadership.

Chancellor Gene Block

- Chancellor Gene Block thanked the Board for its efforts on behalf of UCLA and shared UCLA highlights on various topics including a record number of applications received for fall 2018, Time Higher Education naming UCLA as #1 public university, and the progress made with Grand Challenges. Board members asked the Chancellor questions related to enrollment, diversity and the celebration of the centennial year.

Asia Alumni Networks Leadership Summit

- Derek Hu shared highlights from the Asia Summit. Hu mentioned that there were great discussions on how to strengthen the UCLA brand and build connectivity back to Los Angeles. Hu highlighted the South China network that started a year ago and currently expanded to 300 members.
- Hu mentioned the Asia Summit event happening this summer attended by Chancellor Block. Julie Sina, Associate Vice Chancellor Alumni Affairs and CFO UCLA Foundation/UCLA Investment Company added that Alumni Association staff will be supporting the effort with programs such as the Bruin Send-off, and the presence of Parent & Family Programs to expand the family connection within the six cities in Asia.

Consent Agenda

- Minutes of the March 10, 2018 meeting approved as presented.

Dashboard Metrics

- Katie Ward, Director, Strategic Outreach & Engagement / Partnership UCLA & Alumni Career Programs presented on the impact of the Dashboard in the last two years. The Dashboard is a tangible tool to demonstrate the impact of work; clear pathway for data collection and participant tracking; streamlined access to data that allows for transparency and easy reporting; ability to set and measure progress which has allowed meeting and exceeding strategic goals.
- Ward shared strategic goals: 1) to maximize constituent engagement and participation, 2) increase constituent philanthropic support, 3) maximize the value of the brand by increasing revenue, 4) increase visibility, awareness and connectivity among constituents, 5) invest in identification, development and retention of volunteer leaders, and 6) enhance the constituent experience. The impact in the last two years has increased engagement, enhanced tracking, integrated approach to membership and best in class departments.
- Ward discussed the future steps: to develop enhanced ways to utilize data and trends to make informed decisions, examine participation gaps to explore underserved alumni communities, evaluate JWAC usage and program registration fees to enhance new revenue streams, and strengthen alumni job titles and employer information.
- A save the date for the virtual Alumni Day happening on September 13, 2018 was announced to the Board.

Finance Committee

- Paul Shurgot, Treasurer, shared that overall the finances are in good shape. Lea Howe, Chief Financial Officer, reviewed highlights of the Budget. Fiscal year 2018 will close out with a surplus. Business Development has exceeded its revenue goal. For next year's budget, travel program will remain at \$564,000, Business Development will be at approximately \$1.8 million, and the Services Rendered budget funded by External Affairs will increase to \$5.4 million due to the addition of the Volunteer Center. With the exception of Athletics & Partnerships events, expenses remain flat. FY19 budget has a projected shortfall of \$290,000, however, there is a gift revenue from the estate of Gail Haring that may be utilized to offset this amount if needed.
- Paul Shurgot asked if all are in favor to approve the FY19 budget. Motion made, seconded, and approved unanimously.

Executive Committee

- President Simmons presented the approval of Board resolution related to a Director's three-year term. A discussion ensued. Motion made, seconded, and approved with one opposition.

Governance Committee

- Cheryl Lott, Chair, shared the proposal to recommend for Board approval the Memorandum of Understanding involving the alumni regent rotation plan adopted unanimously by the 10 presidents and CEOs of the Alumni Associations of the University of California. The revised rotation would not impact the UCLA Alumni Association's current preferred sequence of one year as Board Chair-Elect and two years as Board Chair. The UCLA's representation as Alumni

Regent would be amended to every six years.

- A motion was made, seconded and approved unanimously to accept the proposed Memorandum of Understanding related to Alumni Regent rotation.
- Lott shared the committee's upcoming plan for a comprehensive Bylaws review during the summer as well as discuss the extension of Board terms.

Nominations Committee

- Cheryl Lott, Chair, discussed the two Alumni Representatives candidates. Lott made a motion to approve Judy Hernandez '90 for Communications Board and Shaun Tan '96 for the John Wooden Center Board of Governors. A motion was made, seconded and approved.
- Lott shared that the nominations recruitment cycle has moved earlier in the fall to allow for a longer lead time. Lott will send out recruitment materials to the Board for review.

Audit Committee

- President Simmons asked for a motion to approve Debra Fong as Audit Committee Chair and the slate included in the distributed materials for approval. A motion was made, seconded and approved.

Alumni Scholarship Board Update

- John Gong, Chair, shared highlights of Scholarship program: 1) for the first time in 18 years increased the scholarship amount to \$6,000, and an increase National Finals to \$15,000 base; 2) had more than 600 volunteers sign up to participate in the process, which has doubled from previous years; 3) had an 88% acceptance rate with National Finalists; 4) redefined the National Finals Competition; and 5) redefined subcommittees. Goal for next year is to grow the retention of volunteers to 70% to allow the scholarship reading process to conclude earlier, which overall could increase the level of acceptances to UCLA. Interview process changed to alumni scholars asking the questions and reduced the number of interviewers from 10 to 3 to put the students more at ease. In-depth data regarding scholarship volunteers and applicants were reviewed in the distributed materials.

Diversity Advisory Committee Update

- Sally Lew, Co-Chair, shared that the committee focused on the topic of the scholarship process. Concerns from the diversity network leaders were raised in regards to the process in addressing issues of merit and need. Next step is to set up a "town-hall" with VP of Enrollment Management, Youlonda Copeland-Morgan to take place and open for all networks to understand the state of admissions, the current recruitment and enrollment strategies, and the role of the Alumni Scholarship Program in those strategies.
- Sina will provide data that shows the breakdown of total UCLA scholarship pool, need and merit based.

Career Advisory Committee

- Derek Hu, Co-Chair, highlighted the growth of industry-based networking programs as well as the continued growth of UCLA ONE which currently has 25,000 registered users.
- 18 members have been identified for the Industry Advisory Cabinet meeting. Goals and objectives of the committee include bringing alumni to campus for speaking engagements and

helping to better prepare students for the entertainment industry. The next steps will include create structure for the Board and ask the Alumni Board for suggestions on campus partners for the program.

Regent Update

- President Simmons thanked Albert Lemus, Alumni Regent, for his leadership and service on the UC Regents Board. Issues of focus include the Memorandum of Understanding, ongoing labor challenges and tuition.
- President Simmons will ask Lemus for an email of a more detailed report to the Board.

UCLA Spirit Squad

- Mollie Vehling, Spirit Squad Director, introduced members of the Spirit Squad Christina Grabar and Zain Delawalla to present an overview of the Spirit Squad. Housed in Alumni Affairs, members of the spirit squad members receive not more than \$2,000 in scholarship support. Members attend more than 400 events including international events. President Simmons discussed sponsorship opportunities to support the Spirit Squad.

Meeting adjourned by President Simmons

- President Simmons concluded the meeting with awarding terming Board members with the Bear gift.