



UCLA Alumni Association

Board of Directors Meeting Minutes

November 3, 2018

Present

Board of Directors: John Arboleda, Mel Avanzado, Carolyn Baker, Mitra Best, Cathy Choi, Carlos Collard, Vito Constanzo, Max Espinoza, Debra Fong, Eve Glatt, Lea Howe, Derek Hu, Ed Lew, Cheryl Lott, Jaime Nack, Lynn Nomura-O'Connell, Sahil Punamia, Paco Retana, Todd Sargent, Martha Saucedo, D'Artagnan Scorza, Eric Shaw, Julie Sina, Rhea Turteltaub, Ann Wang

Guests: Claire Fieldman, Melissa Harman, Youlanda Copeland Morgan, David Newman, Matt Parsons, Megan Ren, Patricia Turner, Michelle Viorato

Staff: Brandie Barrera, Alex Brown, Christina Chase, Cia Ford, Estellaleigh Franenberg, Ina Godoy, Sally Lew, Karen McClain, Patricia Nguyen, Angela Scales, Jocelyn Tabata, Kristine Werlinich

Welcome and Consent Agenda

- D'Artagnan Scorza, Vice Chair opened the meeting as President Cheryl Lott was delayed. Minutes of the September 15, 2018 meeting were approved as presented.

Alumni Association Audit (FY17-18)

- Melissa Harman, Moss Adams auditor, highlighted the results of the FY18 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.
- D'Artagnan Scorza asked for a motion to approve the audit report. Motion made, seconded, and approved unanimously.

Online UCLA Alumni Day

- Estellaleigh Franenberg, Creative Director, Alumni Marketing & Communications, shared highlights from the Online UCLA Alumni Day. UCLA is the first university to implement this event. The event resulted in 1) a total attendance of more than 6,000 viewers, 2) 6,000 videos viewed, 3) 1,500 completed quizzes, 4) 210,000 total page visits, and 5) more than 20 countries participating with highest viewership from the U.S., Korea, Japan, Hong Kong and India.
- Franenberg showed a video presentation of the Online UCLA Alumni Day.

- Survey results revealed that alumni have a deep connection to the campus.

UCLA Volunteer Day

- Karen McClain, Senior Director, Athletic Partnership & Strategic Initiatives, provided background on the Volunteer Center and gave an overview of signature programs.
- The 10th Annual UCLA Volunteer Day engaged more than 2,600 volunteers managing 47 local sites and 23 partner sites including global locations. Participants included students, alumni, staff and faculty who had the option to choose based on categories of interest. Discussion included exploring opportunities for network involvement, campus partnerships, and corporate sponsorships (particularly companies with volunteer community stipends).
- The Volunteer Center's goals include the integration of volunteer services to all alumni programming and to strengthen relationships with campus community partners such as the Office of Residential Life and the Center for Community Learning.

Enrollment Management

- Youlanda Copeland Morgan, Vice Provost, Enrollment Management, presented on the current trends of enrollment management. She shared enhancements to the recruitment process such as the use of geodemographic search tools that identify students with a strong academic profile. In response to proposition 209, race and gender categories are removed from the admission readers and is used to demonstrate compliance.
- Copeland Morgan shared Enrollment Management's new innovative college prep campaign for youth, 'I Get Credit For', that helps students to understand the variety of majors to pursue their interests and passion. The community service project is a text-based campaign targeting students from 8th to 12th grade.
- Copeland Morgan asked the board to review the current scholarships process keeping in mind 1) the time constraints high school students face, 2) the repetitiveness of data collection and 3) ways of communication.

Executive Committee

- President Lott introduced the Executive Committee's proposal to restate the Bylaws by summarizing objectives: streamlining and eliminating redundancies to make document easier to use, reviewing for consistencies among various provisions, and updating to incorporate best practices. President Lott introduced David Newman, outside counsel for The UCLA Foundation, who added that the proposed restated Bylaws aligns with UC policy and integration with campus administration. Newman proceeded to highlight the primary areas affected by the proposed changes in the restated bylaws, as outlined in the "issues summary chart" that accompanied the proposal. A discussion ensued.
- President Lott asked for a motion to move the proposed changes. Motion made, then seconded. A discussion ensued on proposed amendments. A proposed amendment to the revised Article II, Section 2 was made to not have less than 5 members and no more than 29 members. Amendment change seconded. A discussion ensued. President Lott called for a vote: 11 in favor, 2 opposed and 1 abstention. Amendment passed.

President Lott proposed to amend the revision to Article III, Section 2 by removing the proposed requirement of past or current service on the particular committee being consider for committee chair service. Motion made, seconded and approved unanimously. A motion made to amend that any committee with co-chairs may have staggered terms. Seconded and approved unanimously. President Lott called for a vote on proposal as amended. Unanimously passed.

UCLA Accreditation Steering Committee – UCLA’s Institutional Report

- Patricia Turner, Vice Provost, Undergraduate Education, presented on the importance of being accredited by WSCUC and discussed the accreditation review process timeline. Turner asked the Alumni Board to review the Institutional Report draft and provide input. The final report will be submitted to WASC in winter 2019.
- Turner shared that work has been done to address student’s feedback of needing more study space. Turner thanked the board for supporting students.

Presentation: Alumni Scholars Club

- Megan Ren, President, gave an overview of the ASC board and the signature events in the distributed materials. Ren discussed goals for the year to include building community, creating impact with service, promoting diversity, leadership training and maintaining a professional image. Ren shared that board participation at ASC events is meaningful.

Committee Appointments

- President Lott asked for a motion to approve the 2018-2019 committee appointments. Motion made, seconded, and approved unanimously.

Finance Committee

- Todd Sargent, Treasurer, shared that the committee will meet to review FY19 Q1 financials, discuss membership and business development plans. Justin Barton, Interim President and CIO, UCLA Investment Company, will present on the state of the endowment and long-term strategy.

Nominations Committee

- D’Artagnan Scorza, Vice Chair and Committee Chair, shared an update on the nominations process. Deadline for applications is November 9, 2018. The requirement to serve is to be an alumnus and Gold Member. Currently, nine applications have been received. Selected candidates will be interviewed in January 2019. The Nominations Committee will develop an election-slate for board members to review in February.

Career Advisory Committee

- Eve Glatt and Derek Hu, Co-Chairs, discussed events that are student and alumni oriented and asked for board members, networks and corporate sponsorships to grow and strengthen engagement for these events.
- The first meeting of the Industry Advisory Cabinet | Entertainment took place with 22 cabinet members who will serve on one of four subcommittees: Academic, Career, Programming & Events, and Narrative Change. The next cabinet will focus on Philanthropy and Tech.

Meeting adjourned by President Lott

- President Lott asked for a motion to adjourn. Motion made, seconded, and unanimously approved.