



UCLA Alumni Association
Board of Directors Meeting Minutes
February 23, 2019

Present

Board of Directors: John Arboleda (via phone/video), Mel Avanzado, Carolyn Baker, 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, Paco Retana, Todd Sargent, Martha Saucedo, Matthew Saucedo, D’Artagnan Scorza, Eric Shaw, Julie Sina, Ann Wang

Guests: Claire Fieldman, John Gong, Christina Grabar, Megan Ren, Geena Shah, Christine Simmons, Michelle Viorato

Staff: Brandie Barrera, Alyson Beckman, Alexandra Brown, Christina Chase, Natalee Ellars, Cia Ford, Estellaleigh Franenberg, Sally Lew, Karen McClain, Patricia Nguyen, Sandy Nguyen, Jocelyn Tabata, Katrina Ward, Kristine Werlinich

Welcome and Consent Agenda

- President Cheryl Lott welcomed the group, made opening remarks and convened the meeting. Minutes of the November 3, 2018 meeting were approved as presented.

Alumni Engagement

- Katie Ward, Director, Strategic Outreach & Engagement presented on the Impact Dashboard. In maximizing the Dashboard, the current document has been condensed to show a snapshot view, themes across the organization, key takeaways and insights behind changes, and leveraging of data. Ward discussed the need to improve data collection by investing in technology to aid in event registration and to enhance alumni employment information to create value-added opportunities to showcase to alumni. As next steps, Ward welcomed board members to schedule a call to discuss ways on utilizing the dashboard in their roles and to create an “Alumni Metrics” task force.
- Kristine Werlinich, Senior Director, Regional Networks, Alumni Scholars Program and Bruin Recruitment presented on the impact of Regional Networks. Currently, the program 1) is comprised of approximately 80 diverse networks that are interconnected and receive regular leadership training; 2) delivers targeted programming through a partnership with the Alumni Association Regional Team; and 3) has a volunteer-driven approach to unite Bruins worldwide with 409 leaders outside of LA and 84 international leaders.

- Martha Saucedo, Workgroup Chair, Natalee Ellars, Senior Director, Events Management and Business Development, and Brandie Barrera, Senior Director, Alumni Social Media and Membership presented highlights of the upcoming Centennial Celebration and Alumni Day. Goals include 1) maximizing alumni engagement and creating a stewardship component; 2) supporting affinity groups while increasing all networks' participation; and 3) engaging alumni locally and globally. Saucedo proposed to host an ideation session to discuss the best ways to attract alumni to participate. Sponsorship opportunities are available from \$1,000 to \$100,000 levels. Barrera reviewed the event schedule for Alumni Day which takes place on May 18.
- Alyson Beckman, Associate Director, Bruin Traditions presented on Dinners for 12 Strangers. The program received a Gold 2019 CASE award and a CASE ASAP National Program award. The 415 dinners – 175 local (for students) and 240 regional (for alumni) - take place all over the U.S. and globally and are based on themes such as interest, affinity, major and career. Beckman thanked board members who hosted dinners. A suggestion was made to create a “D12 Through the Years” book of stories.
- Alexandra Brown, Senior Director, UCLA Parent & Family Programs presented on Coffee Socials and outreach initiatives for UCLA families. In 2019, Coffee Socials celebrated 10 years and was rebranded to align with new brand guidelines. The event included 48 locations around the world with more than 1,100 RSVPs and included parents as well as alumni. Additional outreach efforts include Fall Meet & Greet events and a virtual discussion series, bringing panelists from varying perspectives of the UCLA community to discuss relevant topics to families. As part of the discussion, recommendations to partner with Bruin-owned businesses or social venture partnerships was suggested as a way to support Bruins and further campus connections.

Governance Committee

- D'Artagnan Scorza, Vice Chair and Committee Chair discussed three issues which included 1) candidate eligibility related to UC staff; 2) board member roles and responsibilities; and 3) board member give/get policy. He provided background related to Bylaws and California Nonprofit Public Corporation statute prohibiting no more than 49% of interested directors who are UCLA employees to serve on the board. Scorza also shared the committee's view that UCLA employees assigned outside of External Affairs would not be restricted from Board service. Scorza emphasized the need to make board roles and responsibilities and the Board's give/get policy more clear. Regular reminders and individual activity reports would be helpful. The Board will be invited to join a call to specifically discuss draft guidelines in advance of the June 8 Board meeting at which formal approval of the policies would be presented.

Finance Committee

- D'Artagnan Scorza made a motion to approve the creation of an Alumni Scholarships Program Strategic Planning Task Force, Martha Saucedo seconded, motion approved unanimously. Julie Sina shared that a list containing all of the network scholarships as well as a list of newly

launched networks that do not have the capacity to raise scholarship funds will be given to the board task force for discussion.

- President Lott made a motion to approve appointment of Mitra Best as Chair of Alumni Scholarships Program Strategic Planning Task Force. Motion seconded by Jaime Nack and approved unanimously.
- A motion was made to approve up to a \$200,000 one-time distribution from the endowment to the Alumni Scholarships Program, seconded with one opposition. Motion approved.

Career Advisory Committee

- Eve Glatt and Derek Hu, Co-Chairs, shared highlights of events in the distributed material that include Entertainment Networking Night, virtual career series, mentor program and the Industry Advisory Cabinet – Entertainment meeting update. The committee is in discussion whether to continue the cabinet on entertainment or start a new one.
- Glatt requested that the Partnership UCLA/Alumni Career Programs team presents at the next board meeting.

Diversity Committee

- Ed Lew, Paco Retana and Eric Shaw, Co-Chairs, shared goals set for the year that include 1) promoting an inclusive alumni community that can positively affect the campus community; 2) collaborating with alumni diversity groups and leaders in their equity, diversity, and inclusion efforts; and 3) establishing an alumni presence in relevant issues of campus climate and beyond in a timely and effective manner. The committee formalized orientation materials that are available online.
- Second DAC meeting will focus on creating a collective relationship map to identify current connections and gaps members have within the UCLA community and the greater Los Angeles area.

Presentation: Undergraduate Students Association

- Claire Fieldman, USAC President, gave an overview of the ASC board and the notable FY19 accomplishments such as Attire for Hire event and the establishment of the International Student Scholarship Fund and Undocumented Student Support. Fieldman asked for the board's support of the proposal for a Women's Mentorship Program in UCLA ONE as posted in the distributed materials.

Executive Session

- President Lott dismissed the meeting for a break and then reconvened for the Executive Session.
- The motion to approve the Alumni Board election slate was approved unanimously.

- The action item to approve the Alumni Representatives to Campus Boards was tabled as candidates continue to consider invitations to accept nominations to be elected.
- President Lott previewed the President-Elect process and timeline discussed with the Executive Committee.

Adjournment

- President Lott adjourned the meeting.