



UCLA Alumni Association  
Board of Directors Meeting Minutes  
November 16, 2019

Present

**Board of Directors:** Melvin Avanzado, Cathy Choi, Carlos Collard, Vito Costanzo, Max Espinoza, Coretta Harris, Lea Howe, Derek Hu, Michelle Kim, Edward Lew, Cheryl Lott, Christine MacLaughlin, Jaime Nack, Lynn Nomura-O'Connell, Sahil Punamia, Paco Retana, Todd Sargent, Martha Saucedo, Matthew Saucedo, D'Artagnan Scorza, Eric Shaw, Julie Sina, Ann Wang

**Standing Guests:** Conor Gohl, Jodi Goldman, John Gong, Jean Paul Santos, Christine Simmons

**Guests:** Mohammed Cato, Melissa Harman, Gregg Goldman, Jennifer Poulakidas

**Staff:** Brandie Barrera, Natalee Ellars, Gloria Ko, Sally Lew, Patricia Nguyen, Amy Rueda, Jocelyn Tabata, Katie Ward

Welcome and Introductions

- President Cheryl Lott welcomed directors, guests and staff.

UCLA Budget Update

- Gregg Goldman, Vice Chancellor and UCLA CFO shared highlights from the Three Hundred and Thirty-Seven Days presentation in the distributed materials.
- Student undergraduate enrollment has grown exponentially and is now at the maximum of growth capacity. Growth in undergraduate enrollment hasn't been matched with new resources in recent years and is resulting in non-favorable academic trends. Almost half of the funding sources for the FY19 \$8.7B budget comes from Health Systems. The State contributes 7%. Goldman discussed the focus on growing core fund revenues that can come from supplemental degree holders, summer session and indirect cost recovery revenue. Goldman discussed the need to continue to be more creative and entrepreneurial about generating revenue.
- There has been a 24% state support decline from FY08 to FY17. Support has decreased to \$10K per student FTE. Student funding has decreased by 35% and enrollment has increased by 28%. Available core funds have decreased by 16%. UCOP projects a \$341M budget deficit in 2024 whereas UCLA forecasts \$183M. Chancellorial resources are mostly committed.
- Goldman discussed the \$100M budget savings and reallocation program to address the budget gaps and provide discretionary funds for the chancellor to invest in the mission along with campus strategic priorities including: 1) central budget cuts of approximately 2.5% for administrative units by July 2021; 2) develop reserve guidelines to start recapturing \$25M of the \$190M in reserves residing in the campus units; 3) academic units to use unspent gift balances; and 4) create centrally managed targets like a tax on auxiliaries.
- Goldman discussed the new budget model that will create incentives and better align resources with strategic priorities.

- Goldman reinforced transparency with board members and encouraged them to share ideas with him.

### **Brief Updates**

- President Lott discussed retreat follow up priorities: advocacy, engagement and scholarships. Lott announced the first two alumni scholar recipients funded by the Alumni Board scholarship. She announced that a strategic planning consultant, Chris Marshall, has been engaged. Lott shared the events that happened in the Fall quarter and thanked Board members for their involvement and support.

### **Consent Agenda**

- President Cheryl Lott presented the consent agenda items and asked for a motion to approve the minutes from September 14, 2019 Board of Directors meeting and approval of additional committee and taskforce appointments. Motion made, seconded and approved unanimously.

### **Launching Alumni and Government & Community Relations Partnership**

- Jennifer Poulakidas, Associate Vice Chancellor, Government & Community Relations discussed the launch of the Alumni Association and Government & Community Relations Partnership. Government & Community Relations (GCR) consists of three main units: federal, state, local and community with advocacy involved at all levels. Poulakidas discussed issues at the three levels: 1) federal level dealing with funding for student financial aid and research; 2) state level dealing with the budget at UCLA, as well as with the bond measure - Proposition 13; and 3) the local level mainly with informing and updating GCR efforts on what is happening with the community.
- Poulakidas detailed the various ways board members can get involved. GCR can involve board members in meetings that concern advocacy opportunities in all three levels of government as well as involve those who have relationships with policy makers by connecting them with the issues. Board members can reach out to a broader alumni population that may have interests in engaging themselves.
- A link to a list of Bruin-elected officials in various government areas will be circulated to the board. Next steps include distributing guidelines to the board and partnering with the newly formed Alumni Advocacy Taskforce.

### **UCLA Equity, Diversity and Inclusion**

- Mohammed Cato, Sexual Harassment Prevention Officer and Title IX Director, provided an overview of the Title IX process, resources and current trends. Jurisdiction policy covers all staff, faculty and students, and may cover donors, volunteers and alumni depending on the connection to the university as determined on a case by case basis. Responsibilities obligated to be reported are those that may involve a student in sexual harassment, sexual violence or involves any UCLA activity.

### **Alumni Association Audit**

- Auditors issued a clean, unmodified opinion of the financial statements. The planned scope and timing was executed as planned. Matt Saucedo, Committee Chair, made a motion to approve

the FY18-19 audited financial statements. Motion seconded and approved unanimously.

### **Nominations Committee**

- D'Artagnan Scorza, President-Elect and Committee Chair, shared updates to the nominations recruitment process. Online applications are available and will be due January 19, 2020 which provides extended time for outreach. Announcements have been made via social media and Connect newsletter. Qualitative questions have been added to fit with the goals of the Board, adding that three primary qualities to look for in candidates will reflect the Board's focus on advocacy, scholarship and engagement.
- An orientation will be held for all committee members. There will be one day for all interviews. Non-board committee members will be presented for approval in the next couple of weeks. Seats to be filled include up to six at-large positions, three officers and three alumni representatives. The slate will be presented for board approval in May 2020.

### **Dashboard & Metrics**

- Katie Ward, Director, Strategic Outreach and Engagement presented an update on UCLA Alumni Metrics in the distributed materials. In 2020, there will be a shift from data reporting to trend analysis, an expanded focus on leveraging data to make actionable insights and provide tangible tools for committees. Ward shared data on the constituents that are currently engaged. Goals include: 1) enhancing data collection efforts, incentivizing alumni and purchasing data; 2) segmenting to better understand program outreach efforts; 3) setting concrete goals to increase engagement in underperforming areas; and 4) utilizing the dashboard and looking at trend analysis to measure and create actionable tools.

### **Student Presentation**

- CJ Gohl, Student Alumni Association, presented an overview of the SAA program in the distributed materials. Gohl discussed the SAA structure, mission and committees. Gohl reviewed events that enhance school spirit and professional alumni interactions that foster community, encourage individual and collective growth as well as events that seek to serve all UCLA students and alumni. Notable announcements for the year included the cancellation of the bonfire due to recent events, replaced by an LED Ferris wheel during the Beat 'SC Bonfire Rally. Chancellor Block will be hosting his first Dinner with 12 Strangers dinner.

### **Meeting adjourned by President Lott**

- A motion was made to adjourn the meeting. Motion seconded and approved unanimously.