



UCLA Alumni Association
Board of Directors Meeting Minutes
May 30, 2020

Present

Board of Directors: John Arboleda, 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, Rhea Turteltaub, Ann Wang

Standing Guests: Conor Gohl, Jodi Goldman, John Gong, Christine Simmons

Guests: Mary Osako

Staff: Natalee Ellars, Gloria Ko, Sally Lew, Patricia Nguyen, Jocelyn Tabata

Executive Session

- President Cheryl Lott welcomed directors to the Executive Session, inviting board staff Jocelyn Tabata to attend to assist with the approval process related to action items.
- The Board approved the Alumni Association Board of Directors Election slate and the Alumni Association Board of Directors Officers slate. Motions made, seconded and approved unanimously.
- President Lott also presented the consent agenda item. President Lott asked for a motion to approve the minutes from March 7, 2020 Board of Directors meeting. Motion made, seconded and approved unanimously.

Welcome – General Session

- President Cheryl Lott welcomed directors and began the meeting by sharing in a moment of silence as an expression of the Board’s care and concern for those effected by COVID-19, for essential workers, and a call for peace and justice to bridge the gap in divided communities in order to move forward united.
- Rhea Turteltaub, Vice Chancellor UCLA External Affairs, provided an update on campus activities. Considerations and planning is taking place for the return to campus, which will involve a hybrid plan to reduce density. Guided by local advisories and public health departments, campus leadership has been meeting for months to discuss plans. A future planning taskforce has been created to determine how best to physically return to the classroom, along with other taskforce across the institution to address issues associated with the opening up of campus.

- Julie Sina, CEO and Associate Vice Chancellor Alumni Affairs, shared an update on Team Alumni engagement activities, which organized over 325 virtual programs since remote work began. Sina also shared the extra steps being taken to check in with alumni leaders and network leaders, increasing involvement in recruitment and yield programs, as well as connecting with students and families.
- Board members shared their experiences on COVID-19 restrictions and planning for physical return to offices.

Special Guest: Vice Chancellor Strategic Communications Mary Osako

- Mary Osako, Vice Chancellor Strategic Communications, shared priorities of her department. Osako discussed strategies related to COVID-19 including story telling of what is taking place on campus and making sure to utilize all communications platforms. She also shared although UCLA does not receive as much press coverage compared to other college institutions in Los Angeles, the coverage it does receive is usually positive. The strategic communications team also fielded a general population survey, which will assist in gaining insights from data along with utilizing analytics in order to inform future communications.
- Meetings are being organized to convene all marketing and communications leaders across campus to share best practices. Mary discussed creating an advisory group in order to leverage ties to the community and gain insight and perspective.

Board Updates

- President Lott shared Board updates from the last few months and the quick response of Team Alumni into a virtual environment. Committees and taskforces met 20 times since the last board meeting.
- President-Elect D'Artagnan Scorza shared the approvals during Executive Session of the newly elected Board members and officers.

Audit Committee

- Matthew Saucedo, Committee Chair, reported on process this year including the request for proposals process for external auditors. Overall, this year's process was straightforward with no major issues.
- D'Artagnan asked for a motion to approve the engagement of external auditor, Moss Adams. Motion made, seconded, and approved unanimously.

Governance Committee

- President Lott began with an overview of the process leading up to the recommendations for Bylaws revisions being presented to the Board for approval, including a summary of amendments previously approved by the Board in 2018.
- D'Artagnan Scorza, President-Elect and Committee Chair, provided context for Bylaw amendment recommendations being presented by the Governance Committee. Specifically, the recommendations focused on updating, clarifying and making consistent language related to committee types and composition, involvement and role of standing guests and alumni representatives to maintain multi-directional dialogue

among the alumni and campus communities, Board standing guests, and alignment with University of California policy and guidelines.

- Governance Committee members provided insight on the committee's collaborative discussion process and background on each proposed amendment which would provide the Board with flexibility to complete its work, operationalize and codify previous practices, clarify committee participants' roles, keep the Board connected to other campus organizations, and broadened partnerships with non-Board participants playing key roles on the campus.
- Discussion topics included developing a leadership pipeline with meaningful engagement and exposure to Board work, impact of non-voting members on committees while providing the community a voice, and empowering alumni and Board members to be active participants.
- Following approval to end discussion, the process to consider approval of the Bylaws revisions proceeded with presentation by the Executive Committee.

Executive Committee

- Following discussion led by D'Artagnan Scorza and the Governance Committee, a motion to approve the revised Bylaws was made, seconded and approved with two Board members opposed.

Committee and Taskforce Chair Appointments

- President-Elect D'Artagnan Scorza discussed committee and taskforce chair appointments for the upcoming year. The creation of a metrics taskforce and mentorship pipeline taskforce along with chair appointments were also presented.
- Member appointments were discussed and will be approved at a later date once board members have provided their committee interest and considerations for quorum are addressed.
- A motion to approve the committee and taskforce chair appointments was made, seconded and approved with one abstention.
- A motion to approve the creation of two taskforces, metrics and mentorship pipeline, and taskforce chair appointments was made, seconded and approved unanimously.

Finance Committee

- Todd Sargent, Treasurer and Committee Chair, reminded the board of its usual process to approve the budget at its June meeting. However, due to the current environment, the committee is still determining what the final budget will be. Sargent provided an update on the current year's budget, which expects to break even with a balanced budget. In terms of next year's budget, there are several known revenue challenges around business development contractual changes.
- Lea Howe, Chief Financial Officer, shared details of the budget. Although there have been significant hits to revenue due to COVID-19, there are also areas of savings for activities that did not take place or took place virtually. An area highlighted with impacted revenue included Alumni Travel commissions, which has not had tours operate since February. Revenue loss from travel is anticipated at about \$150K. Other impacted revenue are related to Spring Sing and Bruin Woods.

- Overall, COVID-19 related revenue loss is projected at around \$420K. Factors offsetting loss include the cancelation of the Alumni Awards, less regional program travel and in-person activities, Spring Sing being held virtually, and the cancelation of the Shakespeare festival whose cost is incurred by the Association. These factors have helped to position the budget in order to break even.
- Going into the next fiscal year, other ways the Alumni Association is working to offset revenue loss it through the redeployment of resources such as position pauses on hiring and around contracts and stipend situations. Focus will be on known lost revenue.
- Business development revenue also experienced challenges with the transition of Bank of America partnership to Wescom, which will not see immediate revenue contributions. Between the anticipated loss in revenue from travel program and Bruin Woods along with cash coming in for the last year of the contract, the year will start with about \$1M loss in cash. Julie Sina and Rhea Turteltaub also shared how the \$1M loss will affect future planning and although challenging will allow new, innovative and engaging ways to continue work.

Committee and Taskforce Reports

- Committee Co-Chairs, Ann Wang and Derek Hu, of the Career Advisory Committee reported on its focus and activities. Virtual engagement has been especially important given the demand around career resources given the difficulties of COVID-19. Activities such as Bruin Development Academy were highly engaged by alumni and focus toward internships have shown to be in demand. Hu shared how internships have been especially important given the situation.
- Ed Lew, Paco Retana, and Eric Shaw, Diversity Advisory Committee Co-Chairs, shared on the committee's activities focusing on efforts as a result of COVID-19. As one of the first committees to experience Zoom-bombing disruptions, work was done to develop protocols to address this issue. An update was provided on the search for the new Vice Chancellor of Equity, Diversity and Inclusion in which several members of DAC participated in to online interviews. Other issues DAC addressed and worked to find solutions was an event hosted by an international network involving the use of insensitive marketing and Law students impacted by professor actions. Follow-up to these issues included reaching out to the impacted parties, holding educational conversations with networks and associated staff, competency trainings, and meetings with leadership.
- Vito Costanzo, Alumni Advocacy Committee Chair, reported on the committee's activities once the lockdown started. Advocacy has been utilizing social media to show what UCLA is doing in terms of medical research, engineering, and other related developments. A toolkit developed by the office of the president on federal and state advocacy under review to determine how it can be utilized.
- Martha Saucedo, Centennial Celebration Committee Chair, shared how the committee participated in the planning for regional and international centennial events. A comprehensive update of events was in the last issue of Connect. Work is also being done to development a mentorship program, which will be included on UCLA ONE.
- Scholarship Funding Strategic Taskforce Co-Chair Todd Sargent, provided an update on recent outreach to Alumni networks and the continued discussion on scholarships and

how the Board can be of service. A development officer is also now partnering with the taskforce whose focus will be on major gifts around Alumni scholarships.

Special Recognition

- President Lott recognized members whose terms are concluding. Board members rotating from the Board included Melvin Avanzado, Mitra Best, Max Espinoza, Derek Hu, and Lynn O'Connell. Cheryl also recognized standing guests rotating from the Board including Christine Simmons, Conor Gohl, Jodi Goldman, Jean Paul Santos, and Robert Watson. A special thanks was also extended to Sally Lew as board advisor as Lew concluded her consulting work with the Association.

Closing & Adjourn

- President Lott ended the meeting by thanking Board members and staff for the work completed this year and especially navigating the last few months.
- A motion was made to adjourn the meeting. Motion seconded and approved unanimously.