



UCLA Alumni Association
Board of Directors Meeting Minutes
November 14, 2020

Present

Board of Directors: Araceli Almazan, John Arboleda, Cathy Choi, Carlos Collard, Vito Costanzo, Cinthia Flores, Yolanda Gorman, Coretta Harris, Lea Howe, Michelle Kim, Edward Lew, Christine MacLaughlin, Jaime Nack, Sahil Punamia, Paco Retana, Todd Sargent, Martha Saucedo, Matthew Saucedo, D'Artagnan Scorza, Eric Shaw, Julie Sina, Rhea Turteltaub, Ann Wang, Diana Zschaschel

Standing Guests: Craig Ehrlich, John Gong, Grace Kurek-Boschan, Cheryl Lott, Anicia Mendez, Maddie Murray, Jesse Torres, Lizzy Tsuang, Steve Yu

Staff: Brandie Barrera, Alex Brown, Estellaleigh Franenberg, Melissa Harman, Gloria Ko, Karen McClain, Patricia Nguyen, Danielle O'Connor, Amy Rueda, Jocelyn Tabata, Kristine Werlinich

Welcome

- President D'Artagnan Scorza welcomed directors, standing guests, and staff partners to the second board meeting of the fiscal year. President Scorza announced the meeting, conducted virtually via Zoom, was being recorded to assist with minutes-taking.

Board Member Spotlight

- As announced last meeting, Scorza will spotlight board members for their commitment to UCLA at each board meeting.
- Scorza spotlighted Ann Wang whose work as a Creative Strategist and Producer is focused in the mindfulness space. She recently built a creative studio, Mindful Ambition. Wang led a mindfulness and self-care session for Team Alumni. Paco Retana was recognized for his leadership as a mental health expert serving vulnerable youth and marginalized communities in Los Angeles. Retana recently participated in the Bruin Success podcast. Eric Shaw, who was appointed earlier this year as Director of San Francisco Mayor's Office for Housing and Community Development was recognized for his Board engagement work including launching the Emeriti Alumni Board Members initiative and connecting influential leaders to UCLA. Additionally, President Scorza recognized staff partner Gloria Ko, Senior Director for Alumni Career Engagement and staff partner for the Career Advisory Committee and Mentorship Pipeline Taskforce. Ko leads career initiatives for alumni and students and recently has helped to build upon academic partnerships with Engineering, College and the Division of Life Sciences, and Luskin School of Public Affairs.

ACTION Consent Agenda

- Scorza presented the consent agenda and asked for a motion to approve the minutes from September 12, 2020 Board of Directors meeting. Motion made, seconded and approved unanimously.

Emerging Issues and Topics

- Scorza shared this item was included to create space for what is on the minds of the alumni community. Board members and guests were invited to share issues. The items shared included future discussion of concerns since Proposition 16 did not pass and continuing to create pathways for individuals affected by this and the potential source of Alumni Association funds for student groups.
- President Scorza invited Grace Kurek-Boschan, Alumni Representative to the Graduate Students Association, to share issues being discussed by GSA. Kurek-Boschan reported on initiatives including increasing funding, staffing and institutional support for graduate and professional students; reducing the cost of education, specifically fundraising targeting to increase housing inventory; improving the ways GSA disseminates information to graduate/professional students; issues related to reporting and violations of the Faculty Code of Conduct; drafting and implementing the UCLA Bench to Bill proposal, an initiative to connect UC researchers to policymakers at the state level; and implementing the first set of mentorship standards which GSA authored and passed. Kurek-Boschan also shared on opportunities for further Board engagement regarding these initiatives. Kurek-Boschan highlighted the continued partnership to leverage UCLA ONE for the recently launched graduate mentorship program and determining the resources available when advocating for equity funding, staffing and support for graduate/professional students.

Alumni Association Update

- Julie Sina, CEO and Associate Vice Chancellor, reported on the state of the alumni community. Since March 13, 750 engagement events have been held. Sina shared some of the most popular YouTube videos over the past eight months included a tour of robotics lab, mindfulness and stress reduction, and an update on movies filmed at UCLA. Popular playlists included Alumni Scholarship training, fitness videos, and working being done in the career space.
- Sina reported Q1 investment returns are projected to result in an anticipated increase in the endowment. The UCLA Foundation Board also approved increasing the payout to 5%, which will help offset the anticipated revenue reduction. Staff vacancies are resulting in additional financial savings but decrease in staffing resources. Some staff have been reassigned from regular duties to other programs, balancing workflow. Networks and volunteers are also experiencing Zoom fatigue, as there has been an increase in virtual programming in order to offer opportunities for engagement and connection. Teams are considering how to sustain the level of engagement while addressing the challenges associated with increased programming. Sina also shared Association opportunities for partnerships including emerging new business opportunities and academic partnerships and incentives to collaborate. Included in the

partnership opportunities is the launching of the Bruin Promise initiative – previously introduced by Chancellor Block – in which the Association will partner with UCLA Extension. Sina invited board members to participate in a strategy group with the Dean of Continuing Education and UCLA Extension to discuss long-term plans.

- Sina provided an update on Alumni Affairs leadership groups she currently serves on and key issues discussed by these national leadership groups. Council of Alumni Association Executives (CAAE) includes 250 Chief Alumni Officers representing the world’s leading research universities. A consortium across of the 10 UC campuses also meets regularly, including Alumni Associations of the University of California, and Alumni Associations CEOs. Sina shared three topics discussed among various campuses and schools include webinar fatigue and devising new strategies or techniques for virtual engagement, monetizing opportunities like career coaching products and existing programming along with focus on revenue-generation and finding creative ways to raise support. Conversation themes include strategizing around staff retention, morale and consolidation of alumni departments with other campus units.

Alumni Association Audit Report

- Sahil Punamia, Audit Committee Chair, reported a clean audit for the fiscal year 2019-2020. Lea Howe, CFO and Senior Executive Finance Director, shared background that the Audit Committee again engaged with Moss Adams to perform the audit and are in the seventh year of doing so. Howe noted a smooth process, which was completed entirely remotely.
- Melissa Harman, Partner, Moss Adams, reported a clean, unmodified opinion of the audited financial statements. The planned scope and timing were executed as planned.
- Danielle O’Connor, Senior Manager, Moss Adams, reviewed a few changes this year involving a new accounting standard that was required to be adopted but does not have a significant impact and a footnote regarding risk and uncertainties related to Covid-19 and its future impact. O’Connor noted there were no difficulties or disagreements with management and no adjustments that were required to be recorded.
- Harman highlighted a requirement of audit standards to evaluate the ability of an organization to continue as a going concern for the next year. Moss Adams reported comfortability in the sustainability and liquidity to continue in business for the coming year but noted two areas of impact, which are related to the collectability of funds from L-IMG and funds received related to travel that have been impacted by Covid-19.
- A motion was made to approve the Audit Report. Motion made, seconded, and approved unanimously.

ACTION Approval of Additional Appointments to Committees and Taskforces

- Scorza asked for a motion to approve the additional appointments to committee and taskforces. Motion made, seconded and approved unanimously.

Strategic Framework: Finalize Plans for Goals and Priorities

- Scorza announced the goal of the break-out sessions today was to affirm the direction of the Board priorities to have a framework to guide work moving forward. Scorza

provided background on three supporting documents included in the posted materials. Break out groups utilized the supporting documents to consider if the Board priorities are in the right direction, what items resonate, what needs adjusting, and any sections or content that needs adjusting.

- Paco Retana shared his group's discussion involved making sure the various student groups are being considered and understanding what they think about the term "alumni" related to increasing breadth and depth; thriving financially by continuing solicitation efforts in order to find opportunities to make the ask through various programs; mobilizing alumni through continued efforts by the Advocacy and Scholarship Taskforces in order to get more alumni involved; and telling the story by focusing on how alumni are embraced nationally and globally, along with continuing to uplift stories of all students and alumni making an impact in our community. Ann Wang shared her group's discussion involved increasing breadth and depth in terms of programming and understanding strategy and effectiveness; thinking comprehensively about business opportunities when it comes to revenue generation; considering how the Board could focus on goals so they can be effective, actionable, and targeted; and how to execute telling the story of alumni since the "humble brag" has been a struggle in the past. Alex Brown shared her group's discussion involved how the four priorities feed into each other and how focusing on the alumni impact story can make alumni feel valued as part of the community that would then help to mobilize them; helping alumni to understand the financials of the university to demonstrate the importance of giving back in a variety of ways; continuing to make sure the Board understands the breadth and depth of the community they represent and serve; and some areas that might be missing like recruitment as well as figuring out the key areas to start or focus first. Coretta Harris shared her group's discussion involved more focus on revenue generation by ensuring sponsorship and business development were highlighted as well as making sure alumni outside the US are continually engaged.
- Additional comments included setting milestones to establish short and long-term goals. Next steps include incorporating feedback into the Strategic Framework worksheet and review with the Officers and Chairs.

Alumni Lifestage Preview

- Matt Saucedo, Metrics Taskforce Chair, highlighted Metrics Taskforce activities related to developing insight of data to demonstrate the breadth and depth of programming in a meaningful and easily trackable way. External metrics models from other institutions along with ideas and suggestions from Board members and staff are being reviewed that might be helpful to inform conversations.
- Patricia Nguyen, Metrics Taskforce staff partner and Senior Director, Diversity Programs and Initiatives, presented on preliminary ideas and models being considered for developing an alumni engagement stage model. Nguyen began by providing background on the stages of the evolving data-informed approach to alumni engagement utilized by Alumni Affairs involving self-study, data collection, refinement and promotion, baseline foundations, and depth and breadth. Insights informing the approach included industry's best practices, inspiration from board members, the unique nature of UCLA Alumni Affairs, and operational and organization activities of the Association. The goal

would be to create an engagement map that is qualitative and quantitative in nature representing the life stages of UCLA alumni and encompassing of the programming offered by the Association for alumni demographics. Nguyen shared the model that most aligns with UCLA Alumni Affairs follows an operational and organizational insights that are informed by current programmatic offerings, aligned with organizational structure, takes into account available data, and is sensitive to unique demographic nuances of UCLA.

Student Partnerships

- Lizzy Tsuang, Alumni Scholars Club President, and Maddie Murray, Student Alumni Association President, provided an update on their respective organizations and highlighted their partnership to create cross programming. ASC serves 600 alumni scholars. Leadership includes 75 members with 12 committees SAA includes 100 members with nine committees that focus on different aspects of student programming.
- ASC has implemented new targets for creating an inclusive environment related to the Black Lives Matter movement and how to navigate the virtual space during the pandemic. As a result, various programs were initiated to create events that address the needs of diverse communities, allow for more representation of transfer students involved in leadership, continuing to increase alumni involvement and opening general events and panels to all alumni. SAA's focus for the year, similar to ASC, involves inclusive and expanded programming in order to meet the needs of the community and alumni involvement, and building community in the virtual space.
- Murray shared the virtual space provided SAA and ASC, along with other campus organizations, opportunities to co-program and increase student contact. Over the summer, meetings and retreats were organized for student leaders to develop connections, share what each organization was doing and provide assistance for possible collaborations.
- Moving forward SAA and ASC are partnering on a number of projects including marketing to ensure communication is encompassing all aspects of campus and amplifying each other's events through joint-invites, and focusing on shared programming by looking at similar events each organization holds such as SAA's Entertainment Networking Night in ASC's newly developed PATH series which both involves students learning from alumni working in certain industries.

Board Member Announcements

- Scorza invited board members to share announcements, provide updates, or extend any invitations during this time.
- Todd Sargent shared a holiday social will be organized for the Board. Carlos Collard announced the UCLA Latino Alumni Association would be holding a virtual blood drive for the month of November and will be asking for donations and to tag ULAA on social media to promote their efforts.

Meeting adjourned by Scorza