

Approved by the UCLA Alumni Association Board of Directors (September 12, 2021)



UCLA Alumni Association
Board of Directors Meeting Minutes
June 26, 2021

8 – 10 a.m. Executive Session; 10 a.m. – 1 p.m. General Session; 1-2 p.m. Celebration
Via Zoom

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: Neda Ashtari, George Chacon, John Gong, Grace Kurek-Boschan, Cheryl Lott, Maddie Murray, Dianne Tanjuaquio, Jesse Torres, Steve Yu

Guests: Mary Osako, Alexandra Valdes

Staff: Brandie Barrera, Estellaleigh Franenberg, Gloria Ko, Karen McClain, Nancy Mendez, Patricia Nguyen, Jocelyn Tabata, Katie Ward, Kristine Werlinich

Executive Session

- President D’Artagnan Scorza welcomed directors to Executive Session, inviting board staff Jocelyn Tabata to attend to assist with the process related to the election of the President-Elect.
- The Board approved Ann Wang as President-Elect of the UCLA Alumni Association.

Welcome – General Session

- Scorza welcomed directors, standing guests, guests and staff partners to the final board meeting of the fiscal year. Scorza announced that Ann Wang was elected as President-Elect by Board members during its Executive Session. The General Session meeting was being recorded to assist with minutes-taking.

ACTION Consent Agenda

- Scorza presented the consent agenda and asked for a motion to approve the minutes from February 6, 2021 Board of Directors meeting. Motion made, seconded and approved unanimously.

Alumni Lifespan Model (update)

- Matt Saucedo, Metrics Taskforce Chair, and Patricia Nguyen, Senior Director, Diversity Programs & Initiatives, provided background and context for the Alumni Lifespan model. Focus is on sustaining and strengthening relationships with alumni and utilizing quantitative and qualitative data. Efforts over the past several years have evolved to enhance how data is utilized to better tell the alumni story, both internally and externally. Efforts during the past year included identifying the right sources of data, reviewing the quality of data, and identifying the context in which the data existed. In assessing the data ecosystem, the team also considered the concept of key engagement indicators and how best to benchmark the data for the organization. Key focus areas for the new model involve applying a model to the Association that follows the life-stage approach, comparisons to national peers, and understanding the breadth and depth of events hosted by the Association through archetypes and the ways alumni are engaged.
- Nguyen provided background on national benchmarks on measuring alumni engagement, including the industry standard presented by Council for Advancement and Support of Education (CASE). CASE measures engagement through metrics that focus on breadth rather than both depth and breadth. Overall, processes for national benchmarks for alumni engagement are fairly new to the advancement field. Compared to national benchmarks, UCLA is performing above the national average. Members discussed measuring UCLA compared to other alumni associations versus as a brand and standardizing the definition of alumni.
- Matt Saucedo discussed how UCLA's alumni archetypes could be used as a framework to review performance and set goals that can be monitored. Next steps involve finalizing methodology, improving the data and visualizations, identifying goals with the board, and implementing a survey to understand the sentiment of alumni.

Bruin Promise

- Katie Ward, Director, Strategic Outreach & Engagement, provided an update on the Bruin Promise initiative. With the goals of providing lifelong learning, professional development, personal enrichment, community and opportunities to give back, Ward shared details on the research and planning that has taken place. A high-level inventory of existing offerings was curated to launch the Bruin Promise landing page and included a soft introduction to alumni via social media and email signature promotion. Chancellor Block also highlighted the Bruin Promise in his spring letter to all UCLA students, staff and faculty. A campus-wide advisory group was launched to advance the initiative and a presentation to more than seventy UCLA Strategic Communications colleagues was given in order to strengthen involvement. The campus-wide advisory group comprising staff, faculty, and alumni representing a wide range of campus units is working to support efforts to enhance cross-campus collaboration and recommend a path forward. Next steps include meetings with campus stakeholders, refining conceptual framework, further examination of existing programs, developing targeted offerings for COVID-era graduates, and rolling out the program to degree and certificate holders.

Board Workshop: Land Naming & Memory

- Carlos Collard, Diversity Advisory Committee Co-Chair, provided background for the land naming and memory discussion. As a part of the board's goals to uplift concepts related to diversity, equity, and inclusion, today's discussion provides the opportunity to hear updates, build awareness and help advocate for these issues.
- Alexandra Valdes, Executive Director, Los Angeles City-County Native American Indian Commission, discussed the Native American Indian Commission. Valdes shared issues the commission deals with involving land access, partnership with local tribes, and issues that affect the community. UCLA has worked to develop a land acknowledgement statement in partnership with the native tribes of LA County. The County is also embarking in the development of its own land acknowledgment statement. Los Angeles recently released a civic memory report that seeks to recognize histories that have been erased related to native tribes and plans for addressing those histories. The native community in LA County includes local tribes of LA County and urban Indian and Alaska Natives not originally from this region. As a land-less population, this community is not federally recognized and therefore faces issues in obtaining resources and support. An organization called IllumiNative is working to raise awareness and representation of these communities. The Commission, which was formed through community advocacy, also celebrated 45 years of existence. Current efforts include working with tribes to understand barriers to land access and how improvements can be made.
- Mary Osako, Vice Chancellor, Strategic Communications and Campus Honorary Naming Advisory Committee Chair, provided an update on the Honorary Naming Advisory Committee. The committee is charged with recommending how UCLA can recognize a diverse set of deserving individuals from our history by renaming spaces and buildings, and to develop a process by which criteria is formed to evaluate whether current buildings can be renamed. A number of subcommittees were created to focus on these issues. The processes of various peer institutions are being reviewed and a comprehensive list of honorifically named buildings and spaces at UCLA is being compiled. Another committee focus involves memorialization and looking at how we can acknowledge the history of names that are removed. The broader UCLA community will have the opportunity to share feedback, prior to criteria development. Osako addressed a question regarding the alignment of policies for honorifically and philanthropically named buildings and spaces, which have separate policies.

Diversity Advisory Committee

- The action item related to the approval of revisions to the Diversity Advisory Committee Charter & Guidelines was tabled for a future meeting.

Executive Committee

- Recommended revisions to the Alumni Association Bylaws for consistent language, updates to a board position that had evolved and streamlining committee structure to support Board and Association priorities.
- Scorza asked for a motion to approve the revisions to the UCLA Alumni Association Bylaws. Motion made, seconded, and approved with one board member opposed.

Nominations Committee

- Todd Sargent, Committee Chair and Vice-Chair, provided background on the nominations process and candidates for the Alumni board and Alumni Representatives positions. Sargent asked for a motion approve to the Alumni Representatives to ASUCLA and GSA. Motion made, seconded, and approved unanimously. Sargent asked for a motion to approve the UCLA Alumni Association Board of Directors slate. Motion made, seconded, and approved unanimously.
- Sargent shared reflections on the process this year, which was built upon feedback from previous years. The committee received applications from outstanding candidates. Feedback received from this year's annual process survey included beginning the process earlier in the year since there is a significant time commitment, the value of insights from the non-board advisory members, and positive comments on the process itself. Focus this year involved outreach and candidate engagement throughout the process including exploring engagement opportunities for candidates who were not elected this cycle.

Committees & Taskforces Chairs Reflections: 20-21 Progress and Accomplishments

- Sahil Punamia, Audit Committee Chair, reported that the committee accomplished its goal to receive a clean audit and was able to successfully engage with Moss Adams.
- Martha Saucedo, Finance Committee Chair, discussed the challenges from a budget perspective that the committee addressed this year. The committee shared timely and accurate communications on the Association's financial health to the board as a part of its goal including updates on the pro forma. Martha Saucedo shared that the projected budget shortfall of \$376K at the beginning of the fiscal year is now a projected net income of \$33K. A few factors that made a difference in this positive outcome included results from the sustaining donor program based on increased year-end giving, increased endowment payout, and decreased expenses due to shift to virtual programming for the year. The committee will continue to explore how the Board can assist with business development efforts.
- Todd Sargent, Governance Committee Chair, discussed the committee's efforts and how revisions to the Alumni Association bylaws represented alignment with the board's goals and priorities. Extensive outreach related to benchmarking and best practices for board structures informed the revisions to the board structure. Other efforts involved board member development and education including elevating board potential to contribute through initiatives that help the alumni community. Efforts also involved enhanced network engagement and outreach. As the board and committees have evolved, the changes to structure will help leverage the board's talent and expertise and create further efficiencies.
- Vito Costanzo, Alumni Advocacy Taskforce Chair, shared efforts over the past year that involved assisting the Government & Community Relations (GCR) team in addressing a number of advocacy issues, from COVID related to supporting students. One issue involved advocacy training and efforts to "Double the Pell." Alumni leaders participated in a training facilitated by the taskforce to generate support for the initiative, which would significantly impact UCLA's students as the campus has a high percentage of Pell

Grant recipients. In the coming year, the taskforce will continue to partner with GCR to strategically identify issues and ways to engage alumni in key advocacy efforts.

- Carlos Collard and Paco Retana, Diversity Advisory Committee Co-Chairs, shared the advisory committee's efforts involving operationalizing and actionizing the board's values of diversity, equity and inclusion as they relate to the board, campus leaders and alumni. Trainings and discussions were held that helped to create awareness on timely topics that impact UCLA's campus climate. Another goal involved continuing to develop a diverse leadership pipeline and uplifting alumni into leadership positions. Related to campus administration and leadership, the committee engaged with various campus organizations, such as development officers, Office of Equity, Diversity and Inclusion, GCR, ASUCLA, and worked with leadership to find ways alumni can positively affect campus climate. The committee was also involved in the board's endorsement of Proposition 16, which sought to permit students, regardless of sex, race, ethnicity, or national origin, to access social and economic opportunities. The co-chairs facilitated a conversation on UCLA's Latino forefather, Reginaldo de Valle for EmPower Hour series helped to foster conversations for alumni to explore DEI issues and localize the national conversations on naming. The committee, working with staff, also led efforts for the inaugural Change Makers Summit, bringing together Bruins to share best practices and generate positive development on racial equity in the workplace.
- Eric Shaw, Mentorship Pipeline Taskforce Chair, discussed taskforce efforts related to forming a structure that launched the Emeriti Alumni Board Members engagement and extending the campus's reach by identifying leaders for potential engagement and partnerships. He shared the vision for future committees to continue engaging highly engaged mentors on campus.
- Matt Saucedo, Metrics Taskforce Chair, discussed plans for the taskforce to continue refining the Alumni Lifespan Model and gaining feedback from the board on the model.
- Ann Wang and Cathy Choi, Career Advisory Committee Co-Chairs, shared highlights related to Career Advisory Committee efforts. 280 career programs for alumni and students were held during the past year and more than one thousand mentorship pairings were made for the UCLA Alumni Mentor Program. UCLA ONE also received more than 6,000 new users over the past year and in total includes more than 49,000 users. As a critical area for students and alumni, committee efforts involved supporting career programs successful pivot to remote engagement. Ann shared that the committee will disband but the work of career programming will continue in future committees and for all Board members.
- Jaime Nack, Scholarship Taskforce Chair highlighted the more than 40 presentations involving Board members and network groups to discuss growing the scholarships program. Next steps involve meetings with staff liaisons to help the networks map out personalized strategies focused on overarching fundraising goals and identify tools to reach them.

Closing Comments

- Scorza shared reflections on the past year noting the board's tireless efforts, ability to pivot quickly, and continued support of UCLA.

- Scorza shared plans to reach out to the board regarding committee appointment preferences and process for approval.
- Board leaders rotating from their terms were recognized and thanked at the celebration following the board meeting.

Meeting adjourned by Scorza