



UCLA Alumni Association
Board of Directors Meeting Minutes
November 6, 2021

Present

Board of Directors: Araceli Almazan, Cathy Choi, Vito Costanzo, Harvey Englander, Cinthia Flores, Dean Florez, Yolanda Gorman, Coretta Harris, Matt Kaczmarek, Michelle Kim, Edward Lew, Chris MacLaughlin, Corey Matthews, Jaime Nack, Sahil Punamia, Paco Retana, Martha Saucedo, Matthew Saucedo, D'Artagnan Scorza, Julie Sina, Rhea Turteltaub, Ann Wang, Jenn Wells, Steve Yu, Diana Zschaschel

Standing Guests: Robby Ackles, Neda Ashtari, Kyle Bui, Devon Dickau, Craig Ehrlich, Sonja Iribarren, Cheryl Lott, Dianne Tanjuaquio, Breeze Velazquez

Staff: Brandie Barrera, Alyson Beckman, Estellaleigh Franenberg, Gloria Ko, Karen McClain, Patricia Nguyen, Amy Rueda, Jocelyn Tabata, Kristine Werlinich

Welcome & Opening Remarks

- President Scorza called the meeting to order at 8:45 a.m., welcoming directors, standing guests, and staff partners to the second Board meeting of the fiscal year. The meeting, held in-person and via Zoom, was recorded to assist with minutes-taking. Scorza acknowledged that as a land grant institution, the UCLA Alumni Association acknowledges the Gabrielino/Tongva peoples as the traditional land caretakers of Tovaangar (Los Angeles basin, So. Channel Islands).

Celebrations and Board Member Spotlight

- Scorza spotlighted Cinthia Flores for her role as a Commissioner of the CA 100 Initiative, Chris MacLaughlin for hosting an event in New York City featuring UCLA Athletic Director Martin Jarmond, and Jenn Wells who recently spoke to faculty and graduate students in UCLA Humanities about confronting structural racism in higher education.

ACTION Approval of Consent Agenda

- Scorza presented the consent agenda and asked for a motion to approve the minutes from September 12, 2021 Board of Directors meeting. Motion made, seconded and approved unanimously.

Alumni Association Audit Report

- Diana Zschaschel, Committee Chair, reported a clean audit for fiscal year 2020-21 with no issues to report.

- Melissa Harman, Moss Adams, reported a clean, unmodified opinion of the audited financial statements. Harman reviewed the required communications with the Audit Committee which were conducted remotely and had no misstatements or adjustments. No fraud or non-compliance with laws or regulations was identified. Accounting policies and estimates were also in accordance with GAAP.
- Harman highlighted a few financial statements including the return on investments this year which saw a favorable increase, a change in deferred revenue related to business development contracts, and statement of activities involving operating revenues and expenses which saw a positive change in net assets.
- A motion was made to approve the Audit Report. Motion made, seconded and approved unanimously.

Executive Committee

- Scorza provided background on the Alumni Board Practices and Protocols whose purpose is to provide a framework for protocols that institutionalizes effective, consistent and clear practices related to operations. The practices and protocols listed all currently exist except for the board evaluation which Scorza shared is being developed and is a best practice for boards that allows for annual review and reflection. Two current practices that are under review for updates by the Board include the travel policy and board member participation summaries. The process will involve annual reaffirmation at the first Board meeting of each academic year.
- Scorza asked for a motion to approve affirming the Alumni Board Practices and Protocols. Motion made, seconded and approved unanimously.

Alumni Association (update)

- Julie Sina, CEO and Associate Vice Chancellor Alumni Affairs, provided an update on the Alumni Association including a summary of new members to Team Alumni, staff elevated to leadership roles, farewells and retirements. Sina shared external engagement activities taking place and staff featured in upcoming national conferences and presentations. Christel Aragon, Director, UCLA Alumni Travel, will lead a panel on the “Road to Educational Travel Recovery” for the Council of Alumni Association Executives (CAAE) and Alumni Career Engagement team is presenting at an upcoming Council for Advancement and Support of Education (CASE) governance conference. Kayla Albano, Associate Director, Student Alumni Programs & Family Engagement, and Alex Brown, Senior Director, Student Alumni Programs & Family Engagement, were named conference chair and president, respectively, of the Association of Higher Education Parent/Family Programs Professionals.
- Alumni Career Engagement is considering long-term goals moving forward, having recently reached the goal of 50K users on UCLA ONE. Now that campus has re-opened, staff discussed how teams are maintaining engagement with alumni and alumni networks in a hybrid format, which has increased engagement opportunities. In order to understand comfortability, alumni are being surveyed to learn needs and preferences. Alumni were recognized for their leadership and impact, including Cheryl Lott, UCLA

Alumni Regent, for sponsoring the UCLA Alumni Network Challenge and Alumni Town Hall special guest Kal Penn and memorial event honoring Rafer Johnson.

- Next steps involving the Bruin Promise initiative, which has already launched several offerings, including campus-wide workgroup meetings involving faculty, staff, alumni, parents and students to expand on the work being done and continue gathering input.

UC Regents (update)

- Cheryl Lott, Alumni Regent, provided an update on UC Regent activities. Recent discussions of the Alumni Associations of UC involved expanding on ways to partner and extend reach especially through campus-wide programming. President Michael Drake is also vested in alumni participation and championing the university system via alumni so there will be more opportunities to communicate the importance of alumni, impact on yield, and involvement across the system. Advocacy is also being discussed as alumni have been impactful in this space, including the Double the Pell campaign. Other issues under discussion involve funding and campus capacity as the University of California continues to evolve and grow. Board members discussed efforts related to these issues including co-hort tuition, non-resident students, ways to increase students' capacity, and ensuring students have the resources needed to thrive.

UCLA Foundation Board (update)

- Craig Ehrlich, Chair, provided an update on the Foundation Board and the endowment. The Foundation's endowment net position increased to \$4.6B having a record year with a return of 34.34%. The Foundation's long-term return goal is between 7-8% annually. Including UCLA's endowment managed by the UC Regents, UCLA's total endowment is now more than \$7B. Ehrlich also discussed the recent successful review of the UCLA Investment Company which was completed as the Investment Company neared its 10-year mark, and that, as a support group of the University, the Investment Company is subject to UCLA's formal review process as outlined in UC Regents Policy 5203.
- The Foundation Board's demographics and backgrounds were briefly reviewed noting its diversity. The Foundation Board participated in the Chancellor's Senior Leadership Retreat which focused on sharing ideas for the future of the university. The Alumni Board was invited to join the Foundation Board for a Zoom presentation by the Association of American Universities, which reviews the public's opinion data on higher education.

Alumni Network Update: Gold Shield Alumnae

- Diane Hansen, President, Gold Shield Alumnae, provided an update on the network. Gold Shield is one of the oldest networks having awarded its first scholarship in 1939 and currently awards the most scholarships of all networks. Its 136 members include active, associate, honorary, and non-resident members. The network's mission is to promote and sustain university excellence by providing financial support, service and mentorship within the Bruin community. Major support initiatives include funding alumni scholarships, graduate fellowships and faculty prizes. The network's endowment has reached \$5.3M and will award \$127,500 in scholarships this year. This year's

recipient of the faculty prize was Dr. Adriana Galvan, Dean of Undergraduate Education and professor of psychology. The network's strategic plan involves how to sustain the Gold Shield organization moving forward. Efforts moving forward include operating in an environment of inclusion, strengthening its legacy as meaningful contributors, member welcome and engagement, and strengthening leadership involvement and communications.

Alumni Representatives and Student Leaders

- Devon Dickau, Graduate Students Association (GSA) Alumni Representative, provided an update on the GSA. The first two meetings of the quarter were held. Students have been excited about the return to campus and started planning in-person events that focus on social and community building. GSA is using the return to campus as a reset to invest time into infrastructure such as rebranding and reorganizing its budget and is also looking at increasing individual student fees, which haven't been increased in a number of years. This increase would index GSA fees to inflation and address underfunding needs. A special election was held for vice president of academic affairs. Related to this role, two academic-related issues GSA will explore are increasing student access to the CalFresh Initiative, which is a supplemental nutrition program, and leading the charge to remove the GRE requirement for all graduate programs. Another goal for GSA is to continue exploring how to foster more cross-school and cross-program connections for graduate students and graduate alumni.
- Breeze Velazquez, President, Undergraduate Students Association Council, shared on events and programming as students transition back to campus including Bruin Bash, sessions related to financial literacy and support for women of color in STEM, and different workshops on Covid protocols and policies. A focus for USAC is to uplift individual groups and students that need additional support navigating the transition back to campus or to help address issues that arise. Related to the campus staffing shortage, Velazquez also shared USAC is considering the situation for student staff who need to work while also focusing on their academics. George Chacon, Undergraduate Students Association Council Alumni Representative, emphasized it will be important to strategize how best to support students this year, whether through offering resources like mentorship or making sure students are aware of resources available.
- Kyle Bui, Alumni Scholars Club President, provided an update on the Alumni Scholars Club (ASC). ASC meets weekly and recently began the Alumni Mentorship Program for the year which has 1,000 participants. A goal for ASC this year is to increase collaboration with other student organizations in the Alumni Association. ASC also partnered with the Alumni Scholars Advisors Committee which has allowed for greater connection between the ASC executive board and scholars who have graduated. Each member on the executive board is partnered with a mentor from the committee.
- Sonja Iribarren, Alumni Scholars Advisors Committee Chair, provided an update on the committee. Previously called the Scholarship Steering Committee, the committee assigns one member to mentor a student member of the ASC executive board. This relationship is to help form connections, offer an academic enrichment and leadership

development component to students, and allow for members to learn about student needs.

Strategic Planning Workgroup (update/work-in-progress)

- Sahil Punamia and Matt Saucedo, Co-Chairs, provided a progress update on the Strategic Planning Workgroup. The workgroup, in partnership with David Allyn on the External Affairs Application Development team, is finalizing a survey that will allow for alumni input to be incorporated into the process. The strategic plan timeframe is three years and goal is to provide a high-level overall direction that focuses on three to four priorities and strategies, and includes alignment with the Chancellor. Next steps include deploying the survey, analyzing results, and tying results to the life stage model to begin examining implications.

Emerging Issues and Topics (input opportunity)

- Jamie Nack, in partnership with Gerald Corporal, Director Alumni Career Engagement, shared that a new project is being developed to recognize Bruin business owners. Bruin business owners, from any industry, will be invited to share information about their company and apply for a special recognition.
- Paco Retana recommended including an item about diversity, equity and inclusion on a future agenda or as a training session.
- Coretta Harris, partnering with the Black Alumni Association, shared plans to establish a UCLA National Society of Black Engineers Scholarship.
- Scorza provided background on the UC Hastings College of Law renaming issue, which is in the process of renaming the college after concerns about its founder. Similar issues are being addressed at other campuses, including UCLA, by its Honorary Naming Advisory Committee. Hastings is a part of the University of California but not governed by the UC Regents.

Board Education Topic: UCLA Career Center

- Scorza shared that this item was included to hold an opportunity for trainings and discussion to help create awareness on topics that impact the campus.
- Janina Montero, who served as Vice Chancellor of Student Affairs from 2003-2016, provided an update on the UCLA Career Center. As an important campus resource for students, graduates, and employers, the center continues to make sure resources are available in the new hybrid environment. The center is focused on observing constituents experiences and exploring opportunities. The Fall Fair was held virtually and saw a growth in attendance for both students and employers compared to the previous year. Virtual group and individual meetings between students and employers were introduced over the last year to allow for continued networking and career development. Considering the environment moving forward, the center is examining new lessons and opportunities related to remote work. Montero shared a few issues being explored involve employee leverage when applying for jobs and how job and professional interests have changed for students. A survey was administered to learn about preferences when it comes to various types of career related activities. Efforts

have included strengthening programs for graduate students and partnering with professional schools. Trends moving forward indicate a need for employees with greater experience, such as graduate level students, as many in the workforce are retiring. In terms of masters students, who are less likely to seek out services, the center is focused on working with academic areas where students might have greater professional challenges. Efforts involve developing targeted outreach to promote career exploration and forming relationships with academic departments to create opportunities.

- Moving forward, the Career Center will continue to enhance signature programs, internships and experiential learning with a focus on equity, inclusion and diversity. Areas the team would like to strengthen include supporting graduate and masters students, creating a career readiness network across the campus, and adding enhancements to data and analysis that can better inform the center's work. Board members discussed opportunities for employers to get involved, the partnership between the Career Center and Alumni Association's Alumni Career Engagement, the importance of the center in terms of economic mobility, and implications of the great resignation.

Board Member Announcements

- Kristine Werlinich, Senior Director, Regional and Affinity Networks and Future Bruin Recruitment, shared that the First Gen Network is launching a spark campaign for scholarships. Karen McClain, Senior Director, Government and Community Relations and Alumni Affairs, shared that the Angel City Chorale is performing at Royce Hall on December 4 and 5. Ann Wang, President-Elect and Governance and Nominations Chair, reminded Board members that an email was sent requesting candidate recommendations for standing guests of the Governance and Nominations Committee.
- Board members expressed words of appreciation for Patricia Nguyen as she transitions to her role as Director, Systemwide Alumni Engagement at the University of California Officer of the President, and Jocelyn Tabata as she enters retirement.

Meeting adjourned by Scorza

- Adjourned at 12:33 p.m.