Present

Board of Directors: Araceli Almazan, Cathy Choi, Vito Costanzo, Harvey Englander, Cinthia Flores, Dean Florez, Yolanda Gorman, Lea Howe, 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, Ann Wang, Jenn Wells, Steve Yu, Diana Zschaschel

Standing Guests: Robby Ackles, Kyle Bui, George Chacon, Devon Dickau, Craig Ehrlich, Sonja Iribarren, Cheryl Lott

Staff: Brandie Barrera, Alexandra Brown, Gloria Ko, Karen McClain, Patricia Nguyen, Andrea Sork, David Sun

Welcome & Board Spotlights

• President Scorza called the meeting to order at 9:05 a.m., welcoming directors, standing guests, and staff partners to the final 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).

• Scorza introduced the next Vice President, Sahil Punamia, who was approved during a separate Executive Session election on May 21, 2022.

• Scorza spotlighted board members for their engagement and commitment to UCLA.

ACTION Approval of Consent Agenda

• Scorza presented the consent agenda and asked for a motion to approve the minutes from the March 5, 2022 Board of Directors meeting and the 2022-2023 eligible committee chair appointments. Motion made, seconded and approved unanimously.

Alumni Association (update)

• Julie Sina, CEO and Associate Vice Chancellor Alumni Affairs, provided a year in review of the Alumni Association’s activities for 2021-2022. Sina reviewed key events and progress for each team. 172 events have taken place in the building, which have helped to bring in revenue. The Association’s partnership with Government and Community Relations has continued to develop through shared efforts to support initiatives including the 50th anniversary of the Pell Grant, the Leaders 2 Leaders webinar featuring the UC Advocacy Network, joining forces with the Sepulveda Transit Corridor Metro rail line coalition in support of a station on UCLA’s campus, and the Board’s Civic Engagement Taskforce efforts to build synergy between alumni and community organizations. Sina provided updates on Alumni’s social media platforms, the Sustaining Donor Program and successful celebration of this year’s UCLA Alumni Awards recipients.
UC Regents (update)

- Cheryl Lott, Alumni Regent, provided an update on UC Regent activities. Recent discussions continued to involve support for the Double the Pell Campaign and its 50th anniversary. Discussions also addressed other issues impacting the University of California system including budget and campus housing.

UCLA Foundation Board (update)

- Craig Ehrlich, Chair, provided an update on the Foundation Board. Ehrlich shared that the payout recommendation for FY2022-23 is to stay 4.25% and this recommendation is in line with the Foundation Board’s objectives to preserve the corpus in real terms, provide a current source of funding to fund holders and campus departments, provide year-to-year stability, and be a source of revenue for the future. Ehrlich also acknowledged the partnership between the Foundation and Alumni Boards, noting that Martha Saucedo and Cheryl Lott will be joining the Foundation Board of Directors in the coming year.

Alumni Association Strategic Plan (update and reflections)

- Sahil Punamia and Matt Saucedo, Strategic Planning Workgroup Co-Chairs, Patricia Nguyen, Director of Systemwide Alumni Engagement, University of California Office of the President, Julie Sinaaand Ann Wang provided an update on the strategic plan. Incorporated in the strategic plan is the Alumni Association’s role in delivering the Bruin Promise to alumni across the world. Sahil reviewed how the two priorities of the strategic plan, to reimagine alumni engagement and align and amplify the Alumni Association identify will help the Association to deliver the Bruin Promise. Alumni engagement compared to peer institutions was reviewed. Although UCLA reaches a greater majority of its alumni, alumni engagement falls below its peers in terms of rate of engagement and spend per alumnus. Shifting metrics to support the strategic plan’s goals would help to address these issues by meeting alumni where they are, covering lifespan engagement, customizing the alumni experience and utilizing metrics to measure affinity. By socializing the strategic plan with critical stakeholders across UCLA, the Strategic Planning Workgroup was able to determine that stakeholders are willing and eager to support the plan and it was received positively. Key insights moving forward include: support for the life stage and archetype approach along with context and data, determining the positionality of the Association in regards to leading in a campus context, interest in cross-functional and interdisciplinary relationships through the content library, utilizing a consultative role with partners regarding content curation and data-driven outcomes, utilizing existing resources/initiatives, and to investigate and invest in technology to amplify and measure success. Next steps involve finalizing and sharing a first draft of the strategic plan for review by the Board.

Executive Committee

- Scorza and Yolanda Gorman, Chief of Staff and Senior Advisor to the Chancellor, as well as the Chancellor’s designee to the Board, provided an update on the Alumni Board Evaluation survey. Gorman is drafting an evaluation for the Alumni Board similar to the UCLA Foundation Board’s evaluation. Board evaluations are a best practice for boards and can help to provide valuable insight and direction. Scorza shared that the Executive Committee has provided feedback and today is an opportunity for Board discussion. Next steps involve sharing the draft evaluation with the Board for further feedback before administering the inaugural survey for completion. Scorza shared that individual responses would be confidential and the survey would include rated questions and opportunities for specific comments or observations following each section.
Governance and Nominations Committee

- Ann Wang, Committee Chair, thanked the committee for their efforts and shared background on the nominations process. Wang asked for a motion to approve the UCLA Alumni Board of Directors slate. Motion made, seconded and approved unanimously. Wang asked for a motion to approve the UCLA Alumni Board of Directors Officers slate. Motion made, seconded and approved unanimously. Wang asked for a motion to approve the Alumni Representatives slate. Motion made, seconded and approved unanimously.
- Wang shared reflections on the process this year which focused on outreach to the Board, alumni network leaders, campus partners and alumni at large. In selecting candidates, the committee considered the Association’s mission, priorities, and goals and the diversity of backgrounds, perspectives and expertise.

Visioning and Reflections (Officers and Committee/Taskforce Chairs)

- Diana Zschaschel, Audit Committee Chair, reported that the committee accomplished its goal to receive a clean audit and successfully engage with Moss Adams.
- Vito Costanzo and Cinthia Flores, Civic Engagement Taskforce Co-Chairs, shared efforts over the past year involving their partnership with Government and Community Relations. Along with supporting UCLA’s advocacy efforts, the taskforce’s focus has been to engage with more community groups including the UCLA Center for Community Engagement, housing groups and LA Regional Food Bank. A volunteer opportunity has been organized for the fall with the Los Angeles Regional Food Bank to help assemble food packages for low income seniors, women with infants, and children in LA County.
- Araceli Almazan, Development Committee Chair, discussed the committee’s efforts over the past year to identify its purpose, goals and priorities. Included in these discussions was a focus on how to build and expand relationships with alumni businesses and alumni, and how the committee can help to provide strategy and guidance related to resources, funding and business development. Top priorities include understanding potential assets and partners, creating relationship pipelines with alumni networks and the board, leveraging the skillset and personal networks of the Board and scholarships.
- Paco Retana and Cathy Choi, Diversity Advisory Committee Co-Chairs, shared the advisory committee’s effort involving fostering a culture of assessment and accountability around equity, diversity and inclusion issues with in the alumni and campus community, establishing a stronger alumni presence for campus climate issues in a timely manner and celebrating UCLA’s diversity efforts. Key initiatives that took place this year involved learning about updates and the evolution of the scholarship selection process and developing a response protocol related to campus climate issues.
- Martha Saucedo, Treasurer and Finance Committee Chair, discussed the budget and projections for year end. The Covid pandemic continues to impact certain line items of the budget, Alumni Travel in particular. Related to expenses, many programs will be under budget do to virtual programming continuing for most of the year. At its most recent committee meeting Brandie Barrera, Senior Director, Social Media and Memberships, provided an update on the Sustaining Donor Program performance. There has been an increase in donor retention rates with this model and most gifts to the Alumni Association Support Fund were made via the Alumni website.
- Ed Lew, Secretary, shared reflections on the year noting the board’s efforts in support of the Association and UCLA.
Alumni Representatives/Student Leader Reflections 2021-22

• Robby Ackles, SAA President, discussed how SAA’s programming throughout the year was successful in building relationships and connections between students and alumni. A number of key events were reimagined and able to be held in person again which helped to enhance the student experience and building community.

• Devon Dickau, GSA Alumni Representative, highlighted GSA’s activities over the last few quarters. GSA’s forums involved discussion of topics including nonresident tuition reimbursement, campus safety, parking and mobility, a resolution to support federal funding to expand the BruinHub commuter student project, and diversity and inclusion retention initiatives. GSA also held its 2022-23 elections and recognized students, faculty, and staff with service awards for outstanding contributions. As shared earlier in the year, GSA was looking to reorganize its budget and looking to increase individual student fees, which would index GSA fees to inflation and address underfunding needs. Since then, the student body voted on this issue which was not supported. Dickau noted challenges GSA faced regarding this issue and considerations for the coming year.

• Kyle Bui, ASC President, shared that efforts to collaborate with other student organizations were successful and plans to continue in the coming year as these partnerships are beneficial to students. ASC’s partnership with the Alumni Scholars Advisors Committee was also valuable by offering connection and mentorship between ASC’s executive board and a mentor from the committee. Sonja Iribarren, Alumni Scholars Advisors Council Chair, discussed the mutual benefits of the mentor partnership and how mentors were able to learn about student issues and needs.

• George Chacon, USAC Alumni Representative, discussed USAC’s efforts over the past year. Overall priorities centered on ensuring a positive campus climate for all students and how students can better work together with leadership to increase accessibility moving forward.

Meeting adjourned by Scorza

• Adjourned at 1:15 p.m.
• Board leaders and Standing Guests rotating from their terms were recognized and thanked at the celebration following the board meeting.