Present

Board of Directors: Araceli Almazan, Chancellor Gene Block, Cathy Choi, Vito Costanzo, Harvey Englander, Cinthia Flores, Dean Florez, Coretta Harris, 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, Johnathan Franklin, Sonja Iribarren, Cheryl Lott

Guests: Derek Hoskin, Fred Tan

Staff: Brandie Barrera, Alyson Beckman, Alexandra Brown, Estellaleigh Franenberg, Gloria Ko, Karen McClain, Patricia Nguyen, Amy Rueda, Andrea Sork, David Sun, Kristine Werlinich

Welcome & Opening Remarks

• President Scorza called the meeting to order at 8:37 a.m., welcoming directors, standing guests, and staff partners to the third 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 board members for their commitment to UCLA. Corey Matthews attended the candidate forum for Los Angeles City Council District 5 and City Attorney. Corey and Cinthia Flores both served as panelists for Navigating the Work force as an Underrepresented Minority. Cinthia also attended the LA County Supervisorial District 3 candidate forum. Steve Yu and Matt Saucedo spoke at the Leaders 2 Leaders event on Strategic Planning for Network Success. Harvey Englander connected with the Coachella Valley Network. Johnathan Franklin participated in the Rams Fan Rally. Along with D’Artagnan, Martha Saucedo and Diana Zschaschel participated as hosts for Dinner for 12 Strangers. Jaime Nack helped to provide vision and advisement for the new 100 Bruin Business initiative. Araceli Almazan attended the LA Chamber 2022 Inaugural Dinner Awards. Coretta Harris participated as a mentor for First Thursdays in Westwood. Coretta and Chris MacLaughlin supported Operation Mend at the NYC Veterans Day parade. Paco Retana was a panelist for UCLA Active Minds Mental Health Networking Night. Ed Lew volunteered for Entertainment Networking Night. Matt Saucedo, Patricia Nguyen, Sandy Nguyen and Corey Rosas presented at CASE VII on Diversity in Alumni Data & Metrics: A Collective Think Space. David Sun was featured in an Inside Higher Ed article about the UCLA Undocumented Alumni Association, and Gerald Corporal was selected for the Council for Alumni Association Executives (CAAE) Preo Fellowship.
**ACTION Approval of Consent Agenda**

- Scorza presented the consent agenda and asked for a motion to approve the minutes from the November 6, 2021 Board of Directors meeting and an advisory member appointment to the Governance and Nominations Committee. Motion made, seconded and approved unanimously.

**Campus Update**

- Chancellor Block provided an update on the campus. Students were welcomed back for in-person classes for the fall quarter and infection rates on campus remained low during that time. Due to the omicron variant however, there was a delayed return to in-person classes for winter quarter. Students held a sit-in at Murphy Hall calling for improved accessibility and access to a hybrid instruction model amid the heightened Covid-19 cases due to the omicron variant. Block addressed the threat that was received from a former UCLA lecturer, noting that a committee has been formed to determine how to improve campus communications in these types of events. Block also shared that a number of new housing units are being built to accommodate an additional 5,000 beds for undergraduate and graduate housing. Additional housing will help guarantee four years on campus for every incoming student and two years on campus for every transfer student. UCLA has also received funds from the state to produce lower cost housing.

- In preparation for a meeting with the Regents of the University of California, Block invited feedback related to strategic planning themes for UCLA. A goal moving forward is to grow UCLA into the most impactful university in the country that is known for changing peoples’ lives. Block shared four preliminary themes and how the campus can work towards them. The first theme involves supporting the creation of the next generation of leaders. As an institution that serves a diverse community and many non-traditional types of students, it’s important to think about leaders for the next generation. With a large number of student organizations, there are many opportunities to support this idea such as developing a leadership academy. A second theme involves modeling what the university believes in by supporting and championing initiatives such as sustainability, healthy lifestyles, and social justice. The university can build on existing initiatives like Sound Body Sound Mind, which promotes all types of health and wellness, and the Depression and Sustainability LA Grand Challenges. UCLA has also been working to grow student and faculty diversity and further support ethnic studies, the Labor Center, and programs that support social justice. A third theme embraces the rethinking of public education in a post-pandemic world. Although there have been challenges to remote education, it has been shown to be effective and provides numerous possibilities. Over the next six years, UCLA must increase its number of students, which means thinking of creative ways to increase student density. One example is to turn the summer into a full quarter which would allow UCLA to increase the number of students without needing more space and to experiment with dual mode/hybrid class options. While making sure not to degrade UCLA’s educational product, a summer quarter could make the university more accessible and help enhance remote experiences. Interconnected with this theme is the continued development of the Bruin Promise initiative which seeks to provide lifelong learning opportunities to Bruins. A fourth theme is to identify and address societies’ most difficult challenges. This theme would also be linked research initiatives like UCLA’s Grand Challenges and expanding these efforts in certain areas in order to address immediate issues. As an example, Block shared a new collaboration between Apple and UCLA to develop wearable technologies, like the iPhone and Apple Watch, to better analyze mood. These developments could help provide insights into the detection and treatment of mental health issues like depression.

**Alumni Association (update)**

- Julie Sina, CEO and Associate Vice Chancellor Alumni Affairs, provided an update on the Alumni Association. Since September 20, 2021, 56 events have taken place supported by the CARE Team.
members who manage alumni events and reservations. Leaders 2 Leaders, an on-going leadership development series aimed at educating and empowering volunteer leaders, discussed topics including pronouns, the Alumni Scholarship Program, and Strategic Planning for Network Success. This year’s UCLA Awards received 70 nominations. The ceremony celebrating selected recipients will be a capstone event for I Heart UCLA week in May. Sina shared updates from various teams noting that Bruin Day will be held virtually and that Alumni Travel will be meeting to discuss how to reinvigorate travel. Alumni Career Engagement held a number of hybrid events and worked to launch tools that support various stages of career development. Diversity Programs & Initiatives worked with the Diversity Advisory Committee and its networks to respond to campus climate issues. Student Alumni Programs & Family engagement hosted community-building events, engaged with campus partners, and student organizations brought alumni and students together for timely conversations and networking opportunities. Marketing and social media have continued to build community through digital engagement. A few challenges the Association is navigating through include finding balance between hybrid and in-person, the fluid nature of Covid protocols, ongoing revenue planning, and building morale.

**UC Regents (update)**

- Cheryl Lott, Alumni Regent, provided an update on UC Regent activities. Recent discussions centered on three issues that impact the University of California system-wide. Lott shared how the Supreme Court’s ruling to reject UC Berkeley’s expansion plan could impact the other UC’s enrollment numbers. The Alumni Associations of UC are still focused on expanding ways to partner for campus-wide programming. As an example, the first ever UC system-wide virtual career fair was a success and will be held in-person this year. Discussions also involved issues the UC Advocacy Network is focused on, including climate change, emailing law makers to support critical funding for the UC system, and support for the Double the Pell Campaign.

**UCLA Foundation Board (update)**

- Craig Ehrlich, Chair, provided an update on the Foundation Board and the endowment. The endowment experienced very positive returns this year, although Ehrlich noted this was an unusual year and long-term return goals usually between 7-8%. UCLA’s total endowment including the endowments managed by the Foundation and the UC Regents is now around $7.5B. Ehrlich shared that the Foundation Board has initiated a leadership series with the purpose of ensuring that Board members understand how various aspects of the campus work. The Board has now met with more than 20 leaders including both UCLA and UC Regents leadership. All UC foundation chairs have also been meeting over the last year to provide updates on each of their Foundations and discuss common issues.

**Alumni Network Update: AAP, First Gen Network**

- Derek Hoskin, Vice President, Academic Advancement Program (AAP) Network, provided an update on the network. The AAP Network seeks to further experiences for AAP alumni, offer professional development opportunities for recent AAP graduates and expand on the academic and leadership excellence of the AAP program. Goals for the year involve outreach and making sure the alumni community is aware of this new network. A kick-off virtual event was held to introduce its board and a survey was administered to provide information on what types of programming alumni were interested in. A career story-telling series was also organized where AAP alumni shared their career journeys. Long term goals involve fundraising for AAP scholarships.

- Fred Tan, President, First Gen Alumni Network (FGAN), provided an update on the network. The network’s mission is to serve alumni from all backgrounds and ethnicities who are the first in their family to attend and graduate from college. They provide social and professional engagement,
community outreach and mentorship opportunities through events, networking, and community service. Strategic priorities include leadership recruitment, fundraising, and events and programming. Highlights this year have included a number of networking events, launching an inaugural Spark Campaign, and a FGAN Board retreat.

Alumni Association Strategic Plan Update

- Sahil Punamia and Matt Saucedo, Strategic Planning Workgroup Co-Chairs, and Patricia Nguyen, Director of Systemwide Alumni Engagement, University of California Office of the President, provided an update on progress. The goal of the strategic plan is to set high level guidance for the Association over the next three years. This plan will outline the mission, values, priorities, strategies, and a clear vision of success and will be utilized with key stakeholders when sharing the work of the Association.

- The two main priorities of the strategic plan involve reimagining alumni engagement and aligning and amplifying the Association identity through the Bruin Promise. A theme throughout the strategic plan is to align with Bruin Promise efforts and think strategically about how the Association can be known for delivering the Bruin Promise. There are many opportunities for overlap since Bruin Promise efforts are focused on marketing the intersectionality of engagement opportunities across campus and making sure Bruins know the different ways to engage throughout their lifetime. A conceptual overview for reimagining an alumni engagement model looks at three components of the alumni journey: content, experiences, and lifelong relationships. This model considers how various UCLA related content can drive awareness, which can lead to engagement and ideally result in lifelong relationships with other alumni and the institution. This model would consider how fewer, more enhanced multi-faceted experiences can lead to more meaningful engagement using areas of focus that appeal to two or more alumni archetypes. Strategic initiatives to reimagine engagement involve redefining the perception on campus of how to effectively engage alumni, offering deeply fulfilling experiences, alumni-to-alumni support, cross-functional partnerships, building an immersive content library, and tying efforts to the Bruin Promise. A conceptual overview for aligning and amplifying the Association identity involves a hub and spoke model in which the Bruin Promise is the hub and the spokes are the different ways in which alumni are engaged. The Bruin Promise would act as a cycle that supports engagement throughout a person’s lifespan leading to deeper alumni relationships, impact, and positive sentiment with UCLA. The result would be stronger Alumni Association brand equity and interdepartmental partnerships leading to the expansion and innovation of new engagement opportunities which in turn further supports lifelong engagement. Next steps involve reviewing feedback from key stakeholders and initial drafting of the strategic plan document to bring a draft back to the Board for endorsement.

Executive Committee

- Scorza provided background on the Board member travel policy. The purpose of the travel policy is to address financial considerations related to volunteers’ ability to attend board meetings in-person. Revisions involve consolidating existing guidelines, expectations, and processes related to Association funded expenses for a Board member requesting assistance with airfare and/or lodging only, to attend Board meetings and/or retreats in person. Scorza asked for a motion to approve revisions to the Board member travel policy. Motion made, seconded and approved with one opposed.

- Scorza provided background for revisions to consider to the Alumni Association Board bylaws. Revisions for discussion included the addition of the Immediate Past President role as a standing guest in years when there is not a Regent from UCLA, the addition of language to hold a separate meeting for President-Elect or Vice President elections, and the removal of the General Counsel role as an Officer of the Board. Board members were invited to provide feedback on potential
amendments. Support was expressed for holding a separate meeting for the election of President-Elect or Vice President. Discussion involved the value of preserving historical context for continuity purposes related to the Immediate Past President role and what this role’s responsibilities as a standing guest would be when they are not also serving as Regent. Board members also discussed the functionality of the General Counsel role which has not been focused on providing legal support. Next steps involve presenting a summary of the revisions discussed and their impact for further discussion by the Board.

**Student Alumni Association Leadership Update**

- Robby Ackles, President, Student Alumni Association (SAA), provided an update. SAA’s purpose is to facilitate interaction between students and alumni, and to enhance the student experience by providing opportunities that strengthen their lifelong loyalty to UCLA. SAA’s programming is intended to bring the UCLA campus together and incorporates alumni at their events. There are 100 student volunteers, 10 board members, 9 executive committees, and two staff advisors. Ackles shared programming highlights from fall, winter, and spring quarters including events like Beat ‘SC Bonfire & Rally, Dinner for 12 Strangers, and First-Gen Networking Night. Ackles also shared opportunities for Board involvement at various programs like alumni panels, networking events, or other SAA events board members are interested in.

**Alumni Representative Update**

- George Chacon, Alumni Representative, Undergraduate Students Association Council, provided updates. USAC student leaders, along with the Disability Student Union, were a part of leading the sit-in at Murphy Hall for improved accessibility and access to hybrid instruction. Overall, priorities this year have centered on ensuring a positive campus climate for all students. Board members discussed how student issues are brought to the attention of campus leaders in general and how this particular situation can highlight opportunities for future strategies when engaging with students around issues. USAC also recently approved a referendum to support funding for the Black Bruin Resource Center and Transfer Student Resource Center.

**Board Education Topic: Culture of Inclusion**

- Scorza, Ann Wang, and Jenn Wells lead the Board in a discussion of building a culture of inclusion. This topic was included to hold an opportunity for discussion, build awareness, and help advocate for equity, diversity, and inclusion. The goal is to foster an environment where everyone can productively talk about their own experiences and the topics that are important to each person. Defining key concepts were reviewed including what is culture, diversity, and inclusion, understanding equity and equality, equity-mindedness and justice, and anti-racism. Board members shared what these concepts meant to each of them. Wells discussed examples of inequality, equity, and justice. Board members then participated in break-out sessions to discuss the following questions: Why are we here as it relates to inclusion? How can the UCLA Board’s leadership or vision change the challenge you/alumni face?

**Committee/Taskforce: top issue (since last Board meeting)**

- Cinthia Flores, Civic Engagement Taskforce Co-Chair, shared updates. The taskforce is working with the Director for the Homeless Healthcare Collaborative at UCLA to find opportunities to partner on existing programs and efforts. Next year, the taskforce is hoping to coordinate efforts to have Bruins help with the Greater LA Homeless Count and work with Care Harbor who provides essential services for unhoused, uninsured, and underserviced communities. The taskforce is also working on ways to uplift the work of UCLA’s Center for Community Engagement.
• Paco Retana, Diversity Advisory Committee Co-Chair, provided updates. Committee discussion has involved an overview and updates on the scholarship process, campus climate, and the enactment of a response protocol to make sure the committee is receiving information needed to address campus climate issues.

• Lea Howe, CFO, provided an update on the Finance Committee who will review the financial statements and projections for year end at its upcoming meeting. To prepare for next year, an update will be provided to the committee on university budget by the UCLA Academic Planning and Budget office. Brandie Barrera, Senior Director, Social Media & Membership, will also update the committee on the Sustaining Donor model.

• Araceli Almazan, Development Committee Chair, shared that the committee is focused on defining its scope, purpose, and priorities in order to make it sustainable long term. The committee’s purpose is to help fuel the ability of the Association to create and sustain relationships to generate resources. Next steps involve a deeper look at what a committee structure would look like, opportunities for partnership, and to produce a long term plan.

• Ann Wang, Governance and Nominations Committee Chair, provided an update on this year’s nomination process. Wang reminded board members of the upcoming application deadline and shared an update on the number of applicants received so far. Next steps involve applicant review and selection for candidate interviews before bringing slates to the Board for approval.

**Alumni Travel and Board Hosts**

• Estellaleigh Franenberg, Senior Director, Alumni Marketing and Creative Engagement, provided an update on Alumni Travel and opportunities for board involvement. Alumni Travel is open to the UCLA community and includes an educational component with 40% of tours attended by a UCLA professor. Alumni Travel’s educational programming also provides an opportunity for lifelong learning which supports the Bruin Promise. Estellaleigh reviewed past traveler demographics noting age, gender, donor status, and average trip rate per person. Board members are also invited to join a lottery to host Alumni Travel tours. Estellaleigh reviewed responsibilities and the confirmation process for hosting which includes trip selection, the booking process, preparing for departure, and tour follow-up.

**Meeting adjourned by Scorza**

• Adjourned at 1:40 p.m.