Present

Board of Directors: Araceli Almazan, Cathy Choi, Devon Dickau, Samantha D'Souza, Cinthia Flores, Dean Florez, Yolanda Gorman, Coretta Harris, Lea Howe, Matt Kaczmarek, Edward Lew, Chris MacLaughlin, Corey Matthews, Sahil Punamia, Paco Retana, Natalie Samarjian, Matthew Saucedo, Julie Sina, Ann Wang, Jenn Wells, Steve Yu, Diana Zschaschel

Standing Guests: Sonja Iribarren, Katie Kyan, Steven Moran, D’Artagnan Scorza, Katelyn Timmons

Staff: David Allyn, Brandie Barrera, Alexandra Brown, Darnell Hunt, Gloria Ko, Nikolai Laba, Susan Lewis, Karen McClain, Patricia Nguyen, Denise Pacheco, Andrea Sork

Welcome & Board Introductions

- President Wang called the meeting to order at 9:10 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. Alumni Board member, Devon Dickau, 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). Board members then participated in an ice breaker.

- Yolanda Gorman, Senior Advisor to the Chancellor and Chief of Staff, provided an update regarding the Chancellor’s Leadership retreat which took place in October. The retreat involved continued discussions related to UCLA’s strategic planning priorities and input provided in previous years by faculty, students, staff and alumni regarding priorities for the university. Five goals were identified for the strategic plan that leadership discussed and began planning action steps for included: deepening engagement with Los Angeles, expanding reach as a global university, evolving UCLA’s research enterprise, elevating how we teach and becoming a more effective organization. Next steps involve creating workgroups made up of leadership and campus stakeholders to help shape and finalize a strategic plan for UCLA. Wang shared plans to present the Alumni Association’s strategic plan to campus leadership to ensure it aligns with UCLA’s overall strategic plan.

ACTION Approval of Consent Agenda

- Wang presented the consent agenda and asked for a motion to approve the minutes from the August 28, 2022 Board of Directors meeting. Motion made, seconded and approved with one abstention.

Guest Speaker

- Darnell Hunt, Executive Vice Chancellor and Provost, discussed his focus over the first few months in his new role as EVCP. Having been at UCLA for most of his professional life in a number of different capacities, he was able to bring his various perspectives and intricate understanding of the university to this role. In the first few months, Hunt has begun a listening tour to meet with constituents from various professional schools and divisions to check in and hear about their goals for the university moving forward. Overall, many have shared excitement and optimism coming out
of the pandemic. Having previously received key stakeholder feedback from faculty, students, and alumni, one methodology identified for how to become the most impactful university is the idea of inclusive excellence. As the number one public university, Hunt discussed the importance of diversity, equity and inclusion and why DEI must be a north star for leadership as they develop the strategic plan. Hunt also highlighted the challenges and opportunities of managing the flow of activity across campus between the administrative and academic units. Board members discussed the opportunities for involvement in stakeholder conversations with leadership and the importance of determining where there may be joint efforts between both the university’s and Alumni Association’s strategic plans.

Alumni Association Update

- Julie Sina, CEO and Associate Vice Chancellor Alumni Affairs, provided an update on the Alumni Association. 46 send-off events were held, both in-person and virtually, with more than 2,000 attendees including 700 students. On campus, there were 155 room bookings in the James West Alumni Center including 26 paid events. Alumni Travel also experienced a positive increase in travelers compared to the last two previous years. 40% of tours in 2023 are sold out or almost sold out with more than one thousand traveler booked on trips. As a part of the ongoing partnership with Wescom and their commitment to diversity, Wesom has invested for a second year of providing scholarships to twelve of alumni’s diversity networks. The Association partnered to support the Chancellor’s LINK Program by organizing a clothing drive. Other partnerships across campus included the Hispanic Serving Institution (HSI) UCLA Latinx Welcome “Sembrando Comunidad” event; a collaboration with Financial Aid & Scholarships to discuss Public Service Loan Forgiveness, and; network events at various athletic events. Sina also highlighted a number of anticipated global events to support the Chancellors international programs that will take place in Mexico City, London, Israel, Japan and Singapore.

Strategic Plan, Bruin Promise Launch and Metric Transition

- Matthew Saucedo, Strategic Planning Workgroup Chair, reviewed the purpose and priorities of the strategic plan including documents that can be used as resources for board members and also shared with stakeholders. Over the past year, stakeholder conversations and data have been utilized to inform what alumni constituencies are looking for and strategies to meet these goals. Efforts are now shifting to the testing phase which involves offering content and curating engagement opportunities in order to gain further input to reach the next phase. Cross-campus partnerships and additional opportunities for collaboration are also being explored to help partners understand the value of the Alumni Association and amplify its identity as a place that provides support to alumni in multiples ways and support alumni learning about ways to support the university. Patricia Nguyen, Director of System wide Alumni Engagement, University of California Office of the President, discussed the importance of the shift towards a relationship rooted in reciprocity that focuses on meeting alumni where they are and expanding programming and engagement in an inclusive way. As a major constituent base, its important universities incorporate and involve alumni in order to position themselves for growth and excellence in future years. It is also beneficial for universities to consider a number of different engagement metrics and touch points versus giving only.

- Nikolai Laba, Art Director, Alumni Marketing & Communications, discussed the design of the Bruin promise website and how it is organized. A major component of the Bruin Promise initiative, and core tactic of the Alumni Strategic Plan, is the website. The site will act a way to re-engage alumni and various UCLA constituencies. The home pages includes a repository of content. Editorial content can be organized and displayed based on area of interest and while a randomization tool allows for different content to appear when the page is refreshed. Individuals will be able to filter based on various categories, schools and divisions, or content type in order to find what resources
or programming they are most interested in. There are also opportunities to highlight Bruin influencers and give alumni, faculty and staff a chance to share how they view or understand the Bruin Promise. The site will not only highlight alumni programming, but also include content from across campus. Susan Lewis, Senior Director, Strategic Initiatives, discussed content curation and how the Bruin Promise is helping to build relationships. The website is an engagement tool to help alumni understand the vast breadth and depth of UCLA. A key component will be continually gathering feedback in order to evolve the site and determine future iterations. The site currently contains content including a variety of different resources and experiences such as lectures, seminars, and access to courses. Lewis shared details of the marketing plan for launching the Bruin Promise website. As a part of the soft launch, board members will be invited to review the first phase of the site and provide feedback before the public launch.

- David Allyn, Director of Business Intelligence & Data Quality, discussed the evolution of metrics to create an updated alumni dashboard that will align with and help demonstrate progress toward strategic planning priorities. In order better understand alumni engagement and progress over time, data will focus on alumni engagement by archetypes, which includes whether alumni receive support, provide support or are unengaged, and by considering engagement by life stage.
- In terms of overall next steps, the Strategic Planning Workgroup will continue to develop the next phase of research and data to help deepen the understanding of alumni needs and segments, work on polishing the roadmap towards executing both priorities, and discuss a plan for generating an investment strategy.

Alumni Career Engagement Website
- Gloria Ko, Senior Director, Alumni Career Engagement, provided an update on the re-launching of the Alumni Career Engagement website and online resources. The site was revamped based on strategic plan conversations, an assessment of other institutions, and team discussions to better curate and share the robust career resources and programming available. The updated website focuses on resources by user need and career stage, and includes more visuals and descriptions to help users find content more easily. On-demand content can be organized by topic, career stage, or theme and includes programming pulled from all across the organization. Career focused events are also showed featuring events across Alumni Affairs and UCLA. So far changes to the site have had a positive impact by helping to increase traffic, exposure and awareness.

Student Alumni Association & Alumni Scholars Club Update
- Katelyn Timmons, Student Alumni Association President, and Katie Kyan, Alumni Scholars Club President discussed the partnership between their organizations and ways the organizations have planned to collaborate. Both organizations started off the year by participating in a joint retreat to help strengthen their partnership. Ideas for continued collaboration involved supporting one another’s events by either helping to market or attending events, ensuring each organization’s events do not conflict, holding shared socials, meetings, and programming, and utilizing shared alumni networks to better cater toward event needs. Alumni board member, Jenn Wells, also led a session on equity, diversity, and inclusion for both organizations to discuss how they can incorporate EDI in their planning and programming.

Committee, Taskforce, Workgroup Action Items
- Matt Kaczmarek, Audit Committee Chair, provided an updated regarding the audit process. The committee meet with Moss Adams in the following week to review the financial statements and a special meeting will be scheduled with the Board to approve the audit report.
- Cinthia Flores, Civic Engagement Taskforce Chair, shared activities the Taskforce has been involved in since the retreat. Member volunteered at the Los Angeles Regional Food Bank and helped to launch a three-part series centered on student loan programming.
• Ed Lew, Strategic Partnerships Committee, discussed committee goals to create a strategy and framework that the Board can utilize to identify strategic partnerships that will benefit the university and Alumni Association as it executes the strategic plan. In addition to considering the kind of relationships that will be mutually beneficial, the committee is also discussing the kind of roadmap and tools that can be created for board members to help them identify and develop potential partnerships or consider opportunities for sponsorships.

• Cathy Choi and Paco Retana, Diversity Advisory Committee Co-Chairs, shared topics discussed at their first meeting of the year. In addition to goals for the year, overviews were provided of the Diversity Programs and Initiatives mission and programming, and the Alumni Strategic Plan, including how the priorities will support alumni and how the committee is involved in this process.

• Sahil Punamia, Governance and Nominations Committee Chair, discussed key areas the committee will explore this year which include revamping the new member and returning member election processes, revamping the interview process and ideal board size with consideration for executing the strategic plan. The committee is also working to finalize the recruitment calendar.

**Committee, Taskforce, Workgroup Overview and Purpose (Break Outs and Working Lunch)**

• Committee breakouts were held for Board members to meet with their assigned committee group and staff partner to review goals discussed during the retreat, consider how their goals align with the two Strategic Plan priorities, and check in about actionable steps taken or needed to achieve their goals.

**Meeting adjourned by Wang**

• Adjourned at 11:50 a.m.