Present

Board of Directors: Araceli Almazan, Cathy Choi, Devon Dickau, Samantha D’Souza, Cinthia Flores, Coretta Harris, Lea Howe, Matt Kaczmarek, Chris MacLaughlin, Corey Matthews, Sahil Punamia, Paco Retana, Monica Sanchez, Matthew Saucedo, Julie Sina, Rhea Turteltaub, Ann Wang, Steve Yu, Diana Zschaschel

Standing Guests: Joel Fierberg, Sonja Iribarren, Alicia Minana de Lovelace, D’Artagnan Scorza

Staff/Guests: Brandie Barrera, Alexandra Brown, Patricia Nguyen, Sandy Nguyen, Taylor Swearingen

Welcome and Opening Activity
- President Wang called the meeting to order at 8:30 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. Samantha D’Souza 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).

Reflections from President-Elect
- Paco Retana, President-Elect, shared his appreciation and excitement for the coming year’s Board efforts. A moment of silence was held for alumni who have recently passed.

ACTION Approval of Consent Agenda
- Wang presented the consent agenda and asked for a motion to approve the minutes from the February 25, 2023 Board of Directors meetings. Motion made, seconded and approved unanimously.

Guest Speaker
- Taylor Swearingen, Associate Athletic Director, Development, provided highlights of the past year for UCLA Athletics which included: celebrating two national championships, women’s soccer and volleyball, the men’s and women’s basketball teams making it into the Sweet 16, nine winning football games, and the women’s basketball team is projected to be in the top 5 programs in the coming year. Athletics celebrated the Title IX Anniversary and women’s athletics by holding a dinner including five panelists who were both former and current UCLA athletes. Funds raised at the event will support a perpetual endowment in support of women’s athletics at UCLA and is a part of an overall fundraising effort to endow every coaching position for women’s sports.
- Swearingen discussed the transition of UCLA Athletics into the Big 10 Conference beginning in August 2024. The transition has injected an energy of change into athletics and will offer new competitive opportunities for UCLA’s student athletes. Chancellor Block and Martin Jarmond, The Alice and Nahum Lainer Family Director of Athletics, considered athletics’ seat at the table in terms of competitive excellence and ability to attract the highest level and caliber of students to UCLA in this decision. From an alumni perspective, there will be opportunities to reinvigorate...
engagement with alumni in these new areas the Big 10 is a part of. Student athletes who compete at a NCAA institution can now sign Name, Image, and Likeness agreements and receive compensation. At UCLA around 400 of its 650+ athletes have done some type of contract and overall offers student athletes an education experience and exposure.

**CEO Update**
- Julie Sina, Chief Executive Officer/Associate Vice Chancellor Alumni Affairs, provided an update on alumni engagement. There are now 663,000 alumni which includes degree and certificate holders. Demographics data indicate alumni diversity is growing across characteristics such as age, gender and ethnicity. Sina shared current alumni location stats within the US and around the world. Sina also noted that this year’s annual report will be shared in the coming months and geared toward the incorporation and impact of the strategic plan in the Association’s programming. Sina shared reflections from staff related to impactful moments of the past year, with many demonstrating how the pivot in work and impacts of the pandemic allowed for new opportunities related to partnerships and alumni engagement, and new ways to reconnect or form and deepen connections between students, alumni and campus partners.

**Committee Reports**
- Sahil Punamia, Vice President and Governance and Nominations Committee Chair, shared reflections and background on this year’s nominations process, which involved the decision not to recruit new members, and updates to the returner process for board members eligible for re-election. Punamia also provided an update about ongoing committee discussion involving the board member experience and revamping board culture related to onboarding, board member engagement and recruiting/partnerships. Punamia asked for a motion to approve the Alumni Board of Directors re-election slate. Motion made, seconded and approved unanimously.
- Ann Wang and Alicia Minana de Lovelace, UCLA Foundation Chair, provided an update on UC Day, which involved an alumni reception in Sacramento and included advocacy meetings with legislative delegates to express support of the SB28 bill. In the coming year, a focus for the Civic Engagement Taskforce will be advocacy on all levels.
- Cathy Choi and Paco Retana, Diversity Advisory Committee Co-Chairs, highlighted the renewed sense of purpose guided by the strategic plan goals and Bruin Promise. The diversity networks were able to come together and learn from one another in terms of engagement and programming. The committee also held two of its committee meetings in-person with a hybrid option to ensure accessibility. Moving forward, the committee will focus on intergenerational outreach to uplift the next set of leaders.
- Wang provided an update for the Strategic Partnerships Committee. A major takeaway for the committee involved the importance of setting up a strategy and framework for the work the committee will continue to do related to corporate, alumni and cross-campus relationships. A few case study examples the committee explored to better understand needs included support of existing programs and assets, understanding the existing corporate relationships, and ideas for developing new partnerships and alumni relationships. Goals moving forward include forming new relationships that will help drive resources and long term value for the Association, along with how to development mutually beneficial opportunities for brand engagement and help to promote UCLA’s initiatives.
- Araceli Almazan, Treasurer and Finance Committee Chair, shared the committee’s focus for the coming year will center on support of the strategic plan priorities and future investments to support those goals.
- Matt Kaczmarek, Audit Committee Chair, reported the committee achieved its goal successfully engaging with Moss Adams and receiving a clean audit.
Strategic Plan Roadmap

- Matthew Saucedo, Strategic Planning Workgroup Chair, provided an update on the execution of the strategic plan. After reviewing a variety of different agencies, The Work Branding Agency was selected and will lead the Association’s brand refresh. The Work is an innovation and storytelling group that specialized in shaping culture infused with social impact. Katie Ward was hired as Executive Director, Alumni Engagement Innovation, and will lead the process starting July 3. She will be responsible for execution of the strategic plan and managing the relationship with the external agency. During her previous time at UCLA, she was involved in the creation of the dashboard and metrics in partnership with Team Alumni and Advancement Services, and with the strategic planning process and Bruin Promise in its early stages.

- Focus for the Strategic Planning Workgroup in the coming year will involve serving as an accessible focus group for the managing director and brand agency, developing metrics of success for the strategic plan utilizing current data based on alumni archetypes and life stages, and partnering with staff to help communicate and amplify cultural shifts that come from the work of the managing director or agency.

Priorities Moving Forward

- Wang reviewed progress over the past year. Since last year, the Board has successfully mapped out its board pillars as a part of the strategic plan, executed on goals through committee work, partnered with team Alumni on events and programs, and took time to ensure board members are able to support efforts related to areas of interest.

- For the coming year, Wang shared themes and priorities that surfaced from one on one conversations with board members. These included continuing to develop the framework and infrastructure needed for committees to be effective and consistent year-to-year, continued partnership with team Alumni, and continued improvement of individual board member engagement. Another priority will be to develop relationships and strategic partnerships across alumni, corporate partners/industries, and across campus. Wang also shared “summer homework” for the Board which includes completing the annual Board evaluation, approval of committee appointments for 2023-2024 and brainstorming ideas related to relationship development in preparation for the retreat.

- Wang concluded by discussing UCLA’s campus strategic plan, which is in the preparatory phase, and how the Board’s strategic plan will tie into it including possible opportunities for involvement or partnerships.

Meeting adjourned by Wang

- Adjourned at 12:15 a.m.

- Board leaders and Standing Guests rotating from their terms were recognized and thanked at the celebration following the board meeting.