Welcome to the 2024 Alumni Leaders Conference
Conference Welcome

Julie Sina, Associate Vice Chancellor of Alumni Affairs
Creating the Future: UCLA Strategic Plan and Chancellor Search

Darnell Hunt, Executive Vice Chancellor & Provost
Building on a legacy of excellence that aims to help UCLA become the world’s most impactful university in the years to come.
Cross-cutting theme: Inclusive Excellence

Recognizes that the excellence UCLA has achieved has not been shared equally by people of all backgrounds and identities.

We can more meaningfully serve our communities — and more fully meet our university’s public mandate — by centering inclusivity.

By championing and protecting diversity in all its forms, UCLA will achieve greater excellence and impact than ever before.
Why did UCLA undertake this planning process now?

The world is in a period of change:

- Emerging from the COVID-19 pandemic
- Greater attention to longstanding racial and social injustices
- Major changes to urban environments like L.A.
- Demographic shifts in California
- New technology with world-changing implications
Why did UCLA undertake this planning process now?

It is a crucial period for UCLA as well:

- Changes in how we think about campus space
- Chancellor transition this summer
- Opportunities for physical expansion
- Advancements in pedagogy / remote learning
- New political and economic pressures
- Exciting developments ahead: Metro Purple (D Line) in Westwood in 2027, Olympic Village in 2028, 100th anniversary of the Westwood campus in 2029
Plan Overview

Collaborative effort to set high-level direction for UCLA from 2023-28

Organized into five goals:

- Goal 1: Deepen our engagement with Los Angeles
- Goal 2: Expand our reach as a global university
- Goal 3: Enhance our research and creative activities
- Goal 4: Elevate how we teach
- Goal 5: Become a more effective institution
View the plan at strategic-plan.ucla.edu
Goal 1:
Deepen our engagement with Los Angeles
Goal 1: First-year Priorities

- Plan UCLA Downtown programming
- Seed funding for Social Impact Labs
- Provide community-engaged course incentives
- Develop a “Quarter in L.A.”
- **Recruit a special advisor to the EVCP on community-engaged scholarship**
- Develop an L.A. Community Engagement Council

Continued on next page >
Goal 1: First-year Priorities

- Form a campuswide network of community engagement liaisons
- Increase student access to community-engaged courses and internships
- Collect data on community-engaged research and teaching
- Develop faculty working groups to evaluate excellence and impact of community-engaged scholarship
- Foster increased communication and collaboration between units
UCLA South Bay

- Theme: Sustainability, climate change and environmental justice
- Implementation committees: academics and operations
  - Academic programs planned to begin in Fall 2024
  - Campus hosted a summer Student Leadership Academy, leadership retreats and other events
UCLA Downtown

- UCLA Downtown: 11-story, 334,000-square-foot Art Deco high-rise
- Anchor tenant: UCLA Extension
- UCLA Downtown Programming Board reviewing use of space proposals
Goal 2:
Expand our reach as a global university
Goal 2: First-year Priorities

- Coordinate global activities across UCLA
- Convene a group of global advisors on campus
- Assess and document impacts of global engagement
- Develop an international communication strategy
- Internationalize UCLA curriculum
- Increase study abroad programs
- Solicit and fund globally-engaged research
Goal 3:
Enhance our research and creative activities
Goal 3: First-year Priorities

- Create an internal funding program for community-engaged scholarship
- Plan for an Arts Gateway Complex
- Build a proposal development team
- Improve research administration infrastructure/culture
- Boost innovation, entrepreneurship and tech transfer
- Promote open scholarship with a focus on data storage and accessibility
UCLA Research Park

- Former Westside Pavilion, a 700,000-square-foot property 2 miles from the Westwood campus
- Phase I: Home to the California Institute for Immunology and Immunotherapy at UCLA & the UCLA Center for Quantum Science and Engineering
- Phase II: Space for the arts & humanities
Goal 4: Elevate how we teach
Goal 4: First-year Priorities

- Continue implementation of ATLAS recommendations and establish the Teaching and Learning Center
- Promote a culture of inclusive excellence in teaching by embedding equity, diversity and inclusion throughout all practices, programs and initiatives — and reward inclusive excellence in teaching
- Build a strong Information Technology and virtual support structure through the adoption of inclusive teaching practices and the enabling educational technologies for courses taught in all instructional modalities (online, hybrid, on campus)
Goal 4: First-year Priorities

- Foster collaborations with instructional designers to ensure instructors embrace accessibility and effective use of technology as key course design principles
- Create a comprehensive teaching onboarding program for all instructors
- Enhance training and resources for graduate student teaching assistants
- Expand the Holistic Evaluation of Teaching (HET) initiative
Goal 5:
Become a more effective institution
Goal 5: First-year Priorities

- Create a Continuous Process Improvement Team
- Improve capacity for institutional research
- Implement finance, HR and financial aid enterprise system transformations
- Enable a shared data storage environment (data lakehouse)
- Develop institutional success metrics (KPIs)
- Conduct a campus survey to assess priorities for process improvements
- Establish effectiveness advisory and governance structure
Join us in envisioning and creating the future

- Help us deepen our engagement in the community
- Visit UCLA Downtown — our downtown living room
- Provide internships and networking opportunities
- Learn more about volunteer opportunities
Thank you!
UCLA Alumni
22-25 Strategic Plan & Rebrand

Ann Wang ’13, Alumni Association Board President
Matt Saucedo ’11, Alumni Association Board Member
Julie Sina, Associate Vice Chancellor, Alumni Affairs
Jacob Sproul, Director of Strategic Engagement & Innovation
Loren Vevaina ’16, Director of Strategic Engagement & Innovation
Katie Ward, Executive Director of Alumni Engagement Innovation
Agenda

- Journey to launching our 22-25 UCLA Alumni Strategic Plan
- UCLA Alumni Strategic Plan Pillars + Roadmap
- Facilitated breakout discussions
- Positioning our networks and communities for change
Journey to launching our 22-25 Strategic Plan

MOTIVATIONS

- Alumni are unclear on the value
- Access is complicated
- Increased competition for time

Flatlining of engagement
Journey to launching our 22-25 Strategic Plan

STAKEHOLDER ENGAGEMENT

- Engagement Data Analysis
- Alumni Survey
- Stakeholder Interviews
- Campus Partner Insights Interviews
- Iterative Drafting + Feedback
2022-2025 UCLA Alumni Strategic Plan Focus

**PRIORITY #1: ALIGN AND AMPLIFY THE ALUMNI ASSOCIATION IDENTITY**

Refresh the Alumni Association’s brand and identity to align with the needs and lives of alumni.

**PRIORITY #2: REIMAGING ALUMNI ENGAGEMENT**

As part of its revamped alumni engagement approach, the Alumni Association will advance the Bruin Promise and serve as the intermediary between the university and its alumni.
Brand Pillars

Pillar 1: *Impact is in the DNA of Bruins.* Alums are active, conscious, and engaged citizens who want to create change. The Alumni Association supports alumni in making a bigger impact in their lives, their communities, and the world.

Pillar 2: *Bruins are powerful individually, but even more powerful together.* By supporting community and connection, the Alumni Association amplifies their diverse backgrounds and talents to create exponential impact.

Pillar 3: *The relationship between UCLA and its students is lifelong.* Through the Alumni Association, we facilitate community, growth, and their continually evolving Bruin identities.

Pillar 4: Our home of Los Angeles is an epicenter of culture and creativity, and we believe that this inspired energy is more than just a place, but a mindset - a state of openness, collaboration, and curiosity. This essence of LA expands outward to our alums around the world, *inspiring a sense of limitless possibility* into the global Alumni Association brand.
The most powerful delivery mechanism for an idea is a story. We connect, shift perspectives, inspire others, and ignite action all through the sharing of our stories.
UCLA Alumni Strategic Plan Roadmap & Milestones
(July 2023 - June 2025)

2023
July - Sept 2023
- Dedicated staff + agency hire
- Brand discovery insights
- Initial framework for brand strategy
- Initial data discovery + trend analysis

2024
Jan - March 2024
- Identify technology solution options + funding needs
- Develop alumni survey
- Brand implementation plan
- Launch mission, vision, principles of community revision process

Q1 - Dec 2023
- Draft guiding roadmap and milestones
- Conduct initial observations and barriers analysis
- Develop mechanism for strategy plan constituent updates
- Gather feedback on brand strategy

April - June 2024
- Alumni survey launches
- Initial launch of alumni rebrand
- Alumni website development begins
- Technology RFP

Oct - Dec 2024
- Alumni website prototype + testing
- Technology implementation begins
- Implementation of additional technological solutions begin

2025
Jan - June 2025
- New website launches
- Measurement/documentation of milestones + outcomes
- 2022-2025 Strategic Plan impact report
- Planning begins for 2025-28 strategic plan

July - Sept 2024
- Alumni survey results
- Updated mission, vision, principles of community unveiled
- Additional funding secured

Q1 - Q4 2024
- Q1
- Q2
- Q3
- Q4
Closing Thoughts
Thank you
Giveaway!
BREAK

Take this time to enjoy coffee, tea and pastries and/or visit the UCLA Store!
How do I find out more about other networks?

Your alumni staff liaison is happy to help connect you!
Giveaway!

STANLEY'S WET GOODS
Becoming an Advocate for UCLA & Student Support

Office of Scholarships and Student Support Initiatives

Sandra Gonzalez, Assistant Director of Development for Alumni Scholarships
Brittany Schoof ’10, Executive Director of Development for Scholarships & Student Support
Agenda

- Overview of Student Support at UCLA
- Significance of Alumni Scholarships in Student Support
- Building Philanthropy
- Becoming an Advocate for UCLA & Student Support
- Partnership Opportunities
- Questions
Inclusive Excellence

UCLA enrolls more low-income students than all the Ivy League universities combined. We support nearly 9,500 students every year who have an average family income of $27,140.

1 in 4

UCLA graduates advance two or more income levels — a testament to the power of a UCLA degree.
Now More Than Ever

- Student loan debt in the U.S. totals $1.766 trillion
- 43.6 million borrowers have federal student loan debt
- Average federal student loan debt balance is $37,718
The UCLA Affordability Initiative

ONE YEAR AT UCLA
(Assumes CA median annual household income of $84,000**)

$38,517
CA resident cost of attendance

- Estimated student contribution from loans: $5,000
- Estimated student contribution from work: $5,000
- Expected family contribution: $6,700***
- State, federal, and institutional grants, including scholarships
The Future We Envision

All deserving and passionate students who work hard enough to be admitted to UCLA and want to come here, are able to attend, thrive, and afford UCLA, regardless of their financial circumstances.
Reflection Activity

❖ What was your dream/aspiration?
❖ Who was the person that believed in you?
❖ How did their influence impact your motivation to pursue this dream, and succeed?
The Significance of Alumni Scholarships

"Receiving this alumni scholarship has brought a profound sense of validation to my journey. Your scholarship is more than just financial aid, it is an encouragement that fuels my determination to excel in my studies and make an impact in the world. Your support validates the importance of sharing our stories, offering hope, and that determination can break down barriers."

- Future Electrical Engineer, 25'

“Receiving this alumni scholarship will allow me to continue chasing my dreams. Your earnest investment in my future goals will not be forgotten."

- Future Optamologist, ‘26
Building Philanthropy
What do you think is the average number of years between a donor’s first gift and their first gift of $1M+?
Reflection Activity

❖ Was there a specific moment or story that inspired you to actively give to this cause? How has it influenced your ongoing commitment?

❖ What do you find particularly meaningful in the act of giving?
Meaningful Stewardship
<table>
<thead>
<tr>
<th>Action</th>
<th>Description</th>
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<tbody>
<tr>
<td>Talk about your scholarship with your fellow alumni friends.</td>
<td>Invite a student to come &amp; speak at your events to showcase scholarship impact.</td>
</tr>
<tr>
<td>Highlight a scholar impact story.</td>
<td>Invite a loyal donor to talk about why they give to your scholarship &amp; why it’s meaningful to them.</td>
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<td>Share your scholarship on social media.</td>
<td>Thinking about how you can incorporate your scholarship into your network’s programming.</td>
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<tr>
<td>Have a QR code that links to your scholarship giving page at your events &amp; tailgates.</td>
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Activity: What is your UCLA story?

❖ Can you identify a particular event, person, or aspect of campus life that left a lasting impact on you during your time as a student or alum?

❖ What motivates you to give? *(financial support or through service)*

❖ What has scholarships meant for you? For your community?
What’s Next?

- Reach out to your Alumni Liaison
- Connect with Development, Let’s talk!

Sandra Gonzalez
Assistant Director of Development, Alumni Scholarships
sgonzalez@support.ucla.edu
(310) 844-3157
Questions?
Giveaway!

STANLEY'S
WET GOODS
Inclusive Teams and Communities

Jenn Wells ’07, Alumni Board Member
Cathy Choi ’96, Alumni Board Member
Moderated by Julie Sina, Associate Vice Chancellor for Alumni Affairs

TOGETHER, we are advancing TOWARD the UCLA of TOMORROW.
Closing Remarks

Julie Sina, Associate Vice Chancellor of Alumni Affairs
Paco Retana ’87, MSW ’90, Alumni Board President-Elect
In Community

Paco Retana, MSW, LCSW
Chief Program Officer
February 3, 2024
UCLA Leadership Conference

TOGETHER. TOWARD. TOMORROW.

UCLA Alumni

LEADERS CONFERENCE

SATURDAY, FEB. 3, 1 P.M.
Mission Driven Leadership
Community & Belonging
Connecting
The Four-Fold Way: Walking the Paths of the Warrior, Teacher, Healer, and Visionary By Angeles Arrien

1. **Show up** or choose to be present.
2. **Pay attention** to what has heart and meaning.
3. **Tell the truth** without blame or judgment.
4. **Don’t be attached to the results** stay open to outcome, not attached to it.
Calling-Out

• The act or practice of shutting down an opportunity for dialogue; an act of criticizing a person or group for a belief, statement, or act that is/experienced as dehumanizing, degrading, belittling, dismissive or oppressive. A call-out is often used to stop a harmful interaction, to challenge a harmful or oppressive belief or statement, or to shut someone down without interest in further dialogue, connection or learning.

(Keiffer-Lewis, 2012)
• The act of connecting or reconnecting - from a place of shared power and humble inquiry - with the intention to learn, grow, explore, and expand one’s personal perspective; it is not a means of control, problem-solving, agenda-pushing or fixing someone else. Calling-in is an act of self-love, self/community-care, deep understanding of our interdependence and “here-and-now humility.” (Schein, 2013)
Strategic Conversations

• A strategic conversation connects people to an organizational narrative. It is a conversation in which people talk about what they do in the context of a bigger picture; one that enables them to explore purpose, strategy, dilemmas, problems and solutions.

Source: https://couravel.com/ten-characteristics-of-effective-strategic-conversations/
<table>
<thead>
<tr>
<th>Calling-In</th>
<th>Calling-Out</th>
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<tbody>
<tr>
<td>• Empowering</td>
<td>• Disempowering</td>
</tr>
<tr>
<td>• Affirming</td>
<td>• Debate/discussion; pushing a point of view</td>
</tr>
<tr>
<td>• Inquiry-based; a sincere desire to understand another perspective</td>
<td>• Insincere interest</td>
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<tr>
<td>• Humanizing</td>
<td>• Does not consider the “target”; is not trauma informed</td>
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<tr>
<td>• Trauma and target informed</td>
<td>• informed</td>
</tr>
<tr>
<td>• Connecting</td>
<td>• Disconnecting</td>
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<td>• Asset-based</td>
<td>• Dehumanizing</td>
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<td>• Opening</td>
<td>• Deficit based</td>
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<td>• Closing</td>
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Today we learned important information which will enable us to do better in our equity work, and in the world.

Let us take a moment to be silent; to think about what is in our hearts and on our minds.

Breathe in... Breathe out... and be still.

Adapted from Mindfulness Resource (2020)

https://www.teacherspayteachers.com/Product/Mindful-Moment-of-Silence-5149786
The Power of Calling-In

indigenous bodies are still seen as SAVAGE
The Power of Calling-In

YOU ARE Brave
You are My Other Me

In Lak’ech

What will keep you connected to your humanity when things get tough?

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In Lak’ech (I Am You or You Are Me)

Tú eres mi otro yo. You are my other me.
Si te hago daño a ti. If I do harm to you.
Me hago daño a mí mismo. I do harm to myself.
Si te amo y respeto, If I love and respect you,
Me amo y respeto yo. I love and respect myself.

Mayan-inspired poem, “Pensamiento Serpantino”
Luis Valdez. (1971).
Thank you!

PacoR@WellnestLA.org

WellnestLA.org
Giveaway!

STANLEY'S
WET GOODS
Thank You for Joining Us

Enjoy dinner and we’ll see you at Pauley for tip-off!