



UCLA Alumni Association  
Board of Directors Meeting Minutes  
March 2, 2024

**Present**

**Board of Directors:** Cathy Choi, Devon Dickau, Samantha D’Souza, Cinthia Flores, Dean Florez, Coretta Harris, Lea Howe, Matt Kaczmarek, Ed Lew, Chris MacLaughlin, Corey Matthews, Paco Retana, Natalie Samarjian, Monica Sanchez, Matthew Saucedo, Julie Sina, Rhea Turteltaub, Ann Wang, Jenn Wells, Steve Yu, Diana Zschaschel

**Staff:** Brandie Barrera, Alexandra Brown, Julia Brown, Cindy Fan, Andrea Sork, Katie Ward

**Welcome & ACTION Approval of Consent Agenda**

- President Ann Wang called the meeting to order at 9:00 a.m. welcoming directors 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 capturing minutes post-meeting and all presentations would be made available for review in Alumni Board Box. Cinthia Flores 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).
- Wang presented the consent agenda and asked for a motion to approve the minutes from the November 4, 2023 Board of Directors meeting and November 29, 2023 Audit Report Board of Directors meeting. Motion made, seconded and approved unanimously.

**International Alumni Engagement**

- Cindy Fan, Vice Provost, International Studies and Global Engagement; UCLA International Institute and Professor, Geography, provided an update on international engagement related to the university’s strategic plan, international trips and events, and impactful international alumni. Fan, an advocate for international education and global engagement, discussed how she works with faculty, staff, students and alumni in support of international initiatives. One of the university’s strategic plan goals is to expand the campus’ reach as a global university, which Fan is leading. Although UCLA and its brand is well known globally, efforts to meet this goal will involve more coordinated campus partnerships to help increase awareness and foster international relations. Plans also involve utilizing Los Angeles’s location and connections as a global city to support and expand international activities. Fan shared an example of a “glocal” (global and local) connection related to Los Angeles having the largest number of Oaxacans outside of Oaxaca. The Center for Mexican Studies hosted a workshop in Oaxaca for Los Angeles teachers to participate in an annual Guelaguetza festival where indigenous groups from Mexico performed dances that reflect their history and customs. UCLA efforts to expand its reach include coordinating global activities, increasing awareness, expanding international education, supporting global research and engaging with alumni around the world.
- Specific to alumni, Fan and her team partner with the AVC Sina and the Alumni Association around efforts aimed at developing reciprocal and valuable relationships for global outreach and engagement. International alumni are recruited to sponsor student’s global internships and capstone projects that help create opportunities for community engagement. They also work to organize and assist international alumni to get engaged with their respective communities. Along with hosting events on campus aimed at international relations, international trips and events are organized to help bring the Chancellor and other UCLA leaderships to various cities around the world. Some

examples including Bangkok, Taipei, Mexico and Hong Kong. Fan highlighted alumni leaders in different sectors including business, government and universities, who live in the US or abroad, and how they support UCLA's international outreach. Fan discussed how board members can be helpful by supporting opportunities for students including study abroad, internships or scholarships.

### **Alumni Affairs Update**

- Julie Sina, Chief Executive Officer/Associate Vice Chancellor Alumni Affairs began by providing an update on upcoming international events, which include hosting a table at the UC Trust dinner in London, working with Fan to identify alumni to participate in events occurring in throughout Europe, hosting events for Chancellor Block over the summer in Hong Kong and Tokyo, and an alumni leaders retreat in Vietnam. The Council of Alumni Association Executives (CAAE), in which Sina serves as president, and the Alumni Associations of the University of California, both recently met. Themes from the meetings included a raised level of interest in advocacy work and discussion about how alumni associations define alumni engagement. Sina noted that US News & World Report no longer looks as alumni giving as a part its rankings, so in addition to philanthropy, alumni associations have been focused on how alumni are participating and engaging. Board members were invited to review the alumni dashboard presentation for an update on alumni engagement efforts to date.
- Sina also discussed two key updates involving the Diversity Programs and Initiatives (DPI) team and the alumni network compliance process. Dr. Janina Montero, former Vice Chancellor of Student Affairs, led an external review of the DPI program, which has reached its ten year mark. Recommendations from the report that are in the process of being implemented are restructuring of the DPI team to focus on macro level broad engagement and refocusing network support base on a tiered structure approach. In order to include stakeholders, network and Diversity Advisory Committee (DAC) visioning retreats will be held as well as a DPI campus symposium. Discussion involved how the recommendations tie back to the university's strategic plan goals and the importance of providing continued opportunities for different voices to come together to reflect and work on rebuilding relationships with alumni. Sina provided an update related to the Regents Policy 5203 Administrative Guidelines for Support Groups and annual network compliance approval. Sina will present recommended by-law changes to the Nominations and Governance Committee and to the Board at the June meeting.

### **Strategic Plan Update**

- Matt Saucedo, Strategic Plan Workgroup Chair, provided an overall update on the strategic plan progress. Focus groups have been taking place to get feedback on the initial brand pillars, new logo mockup and visual asset mockups. A few takeaways from the focus groups were to enhance the prominence of UCLA in the logo/imagery, ensure alignment with the Bruin identity and develop alternatives to better incorporate the bruin identity in the "story of change". There are plans to present at the upcoming Alumni Leaders Conference to share updated assets based on the feedback shared from the board and other stakeholders. A re-imagined alumni engagement model is focused on three core areas: personalization, ease of access and meaningful experiences. Katie Ward, Executive Director, Alumni Engagement Innovation, discussed how the next phase will focus on technology and what infrastructure is needed to pivot engagement models. Two work groups were created, one to review alumni's CRM database and the other focused on website redesign related to how the Association is reaching, communicating and engaging with alumni. Team Alumni has also been concentrated on change management and rethinking how teams are organized. A few highlights include aligning the regional, affinity and strategic innovation teams, hosting monthly "co-elevate" coffee chats to create space for staff to participate in shared solution-building, offering professional development series for staff, and holding an innovation challenge for students to participate in creating solutions related to strategic plan work.

### **Committee Led Updates/Asks**

- Cinthia Flores, Civic Engagement Taskforce Chair, along with Janet Lopez, Executive Director, State Relations, UCLA Government and Community Relations, provided an overview of UC Day 2024 which is taking place May 8-9. Information about UCLA leadership and participants, the schedule, all UC campus reception and breakfast with Chancellor Block was provided. Four UCLA delegations will be formed that include a UCLA administrator, alumni, current student and state relations staff. Anticipated discussion on UC Day will focus on state budget, college athletics, use of bonds and constitutional amendments impacting labor agreements. Board members were invited to attend UC Day to help engage with stakeholders and discuss issues that impact UCLA.
- Devon Dickau and Matt Kaczmarek, Strategic Partnerships Committee Co-Chairs, provided an update on committee deliverables and next steps. In addition to assessing existing resources to help inform partnerships, the committee is drafting a framework and board member toolkit. Since the last meeting, the committee recognized an opportunity to test their concepts with some initial partnership opportunities, one example being the Trust Building in downtown Los Angeles. A completed vision and strategy for the committee was shared in presented materials. As a part of the needs assessment, existing data and sources related to corporate entities were inventoried and the decision was made to shift from a data collection deliverable to an ongoing process in which the committee would help facilitate data requests or needs in a centralized way related to partnerships. Board members were asked to consider any input about what data would support prioritization of potential strategic partnerships, what data would help strengthen the ability to create successful partnerships, and what the trade-off of effort vs. impact getting certain data sets. Framework concepts for strategic partnerships were discussed including how the committee is considering various partnerships elements from ideation, to scope and growth over time. Structure for the board member toolkit focused on three ways the committee and broader board can support identification and fruition of strategic partnerships. Next steps include focus on the remaining deliverables, incorporating lessons and feedback from board members and the Trust Building visit, and ensure alignment with the strategic plan.
- Paco Retana, Governance and Nominations Committee Chair, provided an update on recruitment to date including reminder of open seats and board members eligible for re-election. Key dates and deadlines for the officer and director re-election process, and details of the application period for new directors. Retana encouraged all Board members to support recruitment by helping to identify and outreach alumni to apply who offer perspectives, skills or experience that would benefit the board.
- Jenn Wells and Cathy Choi, Diversity Advisory Committee Co-Chairs, shared details for the upcoming Changemakers series on advancing social change and preserving culture in an evolving urban landscape. Related to the evolution of DPI and DAC, Board members were asked to consider what some barriers might be for alums and their connection with UCLA, and to think about alumni communities that are not as represented but could be opportunities to become more familiar with personally or find ways to for the board to better engage.

### **President Update**

- Wang provided an update on the UCLA chancellor search. The search advisory committee has completed the recruitment and screening phase, and recently concluded conducting interviews. Selection of the next chancellor is expected to occur in the coming months. Finally, Wang asked for major topics to champion at the UC Regents level now that UCLA will be have a designate again.

### **Meeting adjourned by Wang**

- Adjourned at 12:44 p.m.