



UCLA Alumni Association
Board of Directors Meeting Minutes
June 29, 2024

Present

Board of Directors: Araceli Almazan, Cathy Choi, Devon Dickau, Samantha D’Souza, Cinthia Flores, Dean Florez, Coretta Harris, Matt Kaczmarek, Ed Lew, Chris MacLaughlin, Corey Matthews, Lea Rasmusson, 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, Denise Pacheco, Andrea Sork, Katie Ward

Welcome

- President Ann Wang called the meeting to order at 8:55 a.m. welcoming directors 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 capturing minutes. All presentations would be made available for review on Alumni Board Box post-meeting.
- Araceli Almazan 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).

Horizons: Campus Update

- Rhea Turteltaub, Vice Chancellor of External Affairs, provided an update about campus climate over the past few months including commencement and campus protests, the Chancellor transition, and the regent role. Commencement celebrations were accomplished without any major disruptions; students who did not get to participate in typical high school graduation ceremonies due to Covid, were able to celebrate in person with their families on campus. As for campus climate, university administration continue to discuss and acknowledge that the fall quarter will be challenging and is committed to engaging in conversations across the campus and with its constituents. The Association organized conversations with alumni leaders to share dialogue and feedback. UCLA’s next Chancellor, Dr. Julio Frenk, will begin in the role on January 1, 2025. Turteltaub shared some of his background and accomplishments that made him a top candidate throughout the selection process. He succeeds Chancellor Block, who served for the past 17 years and will continue in his position until July 31, 2024 before stepping down to continue his research. Turteltaub noted that Chancellor Block and Carol will remain on campus and where possible, celebrations that were canceled may be revisited. After Block steps down, Darnell Hunt, UCLA’s executive vice chancellor and provost, will serve as interim chancellor until Frenk’s arrival. Turteltaub also highlighted UCLA’s culture of creativity, innovation and discovery that will support and help to promote stability during this transition. Being a part of the chancellor search process as Alumni Association President, Wang expressed support for the process and maintaining a connection between the chancellor and alumni. She would like to support this partnership in her next role as Alumni Regent-Designate. Board members discussed Frenk’s onboarding as chancellor and how leadership will support his shift from leading a private university to a public university. Turteltaub shared that Frenk will be coming to campus for a certain amount of days each month beginning in July to help become familiar with campus and its traditions.

Big 10 Operating Plan

- Patrick A Auerbach, Vice President and Senior Consultant, Chris Marshall Advancement Consulting; Site Representative & Media Relations Associate, NCAA, discussed UCLA’s transition to the Big 10 Conference

as of August 2, 2024. Auerbach provided background on the decision to move from the Pac-12 Conference to the Big 10 Conference. As a part of this transition, the Alumni Association developed an operating plan and framework to explore opportunities and conceptualize or adapt strategies, programming and operations to optimize any opportunities this transition brings. In his slides, Auerbach highlighted what UCLA brings to the Big Ten Conference as a campus including athletics, student and academics, alumni and parent base, and its location. In order to ensure buy-in, collaboration and feedback was incorporated into the operations plan, conversations with various stakeholders were organized and feedback categorized as positive/optimistic, negative/pessimistic, and indifferent/unsure. Stakeholders included more than fifty staff members from across Alumni Affairs, Athletics, ASUCLA, Student Affairs and Strategic Communications, in addition to alumni volunteer leaders and the board. Auerbach discussed the various types of feedback received so far and the importance of “UCLA Big Ten fluency” in order to be knowledgeable about why UCLA made this decision and the opportunities and challenges it presents for the Association. In order to help stakeholders better understand key points about the transition, talking points to commonly asked questions were also developed. Next steps include a follow up meeting with alumni leaders from initial conversations and other board members interested, to present the operating plan. An Alumni Town Hall with Martin Jarmond, The Alice and Nahum Lainer Family Director of Athletics, will celebrate UCLA joining the B1G and take place on Friday, August 2 at the James West Alumni Center.

Strategic Plan: Year in Review

- Matt Saucedo, Strategic Plan Workgroup Chair, and Katie Ward, Executive Director of Alumni Engagement Innovation, provided an update on strategic plan progress for the year and key milestones. The brand strategy is finalized, and The Work will move into the production phase over the next few months including selecting alumni to highlight as a part of the rollout campaign. Saucedo reviewed progress for the various components of the strategic plan involving brand alignment, engagement model, technology and change management. Brand alignment is in the pre-launch stage currently focused on a strategy for adapting existing photography into the new brand and drafting brand strategy guidelines to the aid the transition. The developed framework for identifying alumni stories will involve looking at geography, storyline attributes, identity attributes and affiliations; examples were outlined in the presentation to codify how these pieces would work together. Next steps include finalizing an invite list for initial alumni stories to begin production. Using New Bruin Send-off events as a sample, mock-ups were shown to demonstrate how the new brand typeface and imagery could be incorporated to new and existing content that leans into the concept of tradition and what is uniquely UCLA. The strategy for the alumni engagement model and technology focuses on brand alignment, targeted messaging, creating a meaningful experience and ease of access. In order leverage technology to support the engagement model, various elements were assessed including digital engagement, email preference center, CRM system and website redesign. In July, the Request for Proposals (RFP) process will begin to identify a partner who will meet the needs for redesigning the website. In order to ensure ongoing alignment, Team Alumni is working on internal staffing shifts and examining potential organizational and operational shifts to support evolving needs. Next steps include launching a process to revisit the internal mission, vision and principles of community, and to align staffing structure to support the digital strategy. Saucedo concluded by sharing that FY24 anticipated expenditures which were lower than expected due to strategic realignments in staff responsibilities in place of hiring, and because the website redesign has been pushed to next year

Committee Updates and Transition Planning

- Jenn Wells and Cathy Choi, Diversity Advisory Committee Co-Chairs, recapped some of the changes to the committee’s meeting structure this year. All-DAC meetings included board committee members and all diversity network leaders in order to hear updates from each network, share the board’s efforts and discuss campus updates. Board DAC meetings involved board members only and were used to asses board needs, refine DAC’s mission, explore areas for campus collaboration, and develop an Equity Diversity & Inclusion guide for the board. The committee’s “EDI Quick Guide: Board Nominations Process” handout

was developed as a model to help operationalize EDI in every aspect of the Board and relationships with alumni. In terms of nominations, this tool would help the board think about its recruitment and nominations processes. It could also be adapted or applied to various processes of other committees as well. Board members were invited to review and share feedback.

- Ed Lew, Audit Committee Chair, presented the 2024-2025 Audit Committee appointments for approval. Motion made, seconded and approved unanimously. Lew also reported the committee engaged with Moss Adams and achieved its goal of receiving a clean audit.
- Paco Retana, Governance and Nominations Committee Chair, shared reflections and background on this year's nominations process which involved holding an officer and director re-election, along with recruiting for new directors. Retana asked for a motion to approve the Alumni Board of Directors new and re-election slate. Motion made, seconded and approved unanimously. Retana also asked for a motion to approve the Alumni Board of Directors officer election slate. Motion made, seconded and approved unanimously.
- Devon Dickau and Matt Kaczmarek, Strategic Partnerships Committee Co-Chairs, reflected on the past year and discussed what success looks like moving forward. The committee's focus has been on defining and exploring what a strategic partnership is in the context of the Associations work. These partnerships are relationships between the Association and another entity or individual (within the university or beyond) that aims to achieve mutually beneficial value. Having a framework for how to think about the life cycle of partnership development and a board member toolkit that can be continually referred to will be important to cultivate a culture of strategic partnering. Next steps include continuing to develop the deliverables for activation and keeping a living document that will be facilitated by staff and the committee for data collection and synthesis. Additional elements to consider for next year are alignment with the refreshed brand identify, a new business development component, and impacts of the Big Ten Conference launch.
- Cinthia Flores, Civic Engagement Taskforce Chair, discussed the taskforce's intentional shift from advocacy to civic engagement and how this year's efforts tangibly demonstrate what that shift looks like. Goals included influencing decision makers to help meet the needs of alumni, synergy with university strategic priorities and coordinated strategic partnership efforts. Events the taskforce helped to lead included "Bruins in Office" webinar, which featured Dr. Monica Sanchez and Dr. Shirley Webber, and UC Day in Sacramento that included board members in the UCLA delegation. Potential areas to explore for next year could be how to continue engaging elected officials with the Association and its programming, and engaging other stakeholders like campus leaders, the board of regents or the office of the President.

Alumni Affairs Update

- Julie Sina, Chief Executive Officer/Associate Vice Chancellor Alumni Affairs shared the orientation welcome video for incoming students this coming year. The video features Alumni board members and other alumni leaders who shared their UCLA experience and share resources provided through the Alumni Association. Ward then provided an overview of promising practices in action and how the organization has shifted the work in various capacities to better meet alumni where they are. The Association focused on targeted programming by lifespan and identifying synergy and collaboration opportunities for events across teams.

ACTION Items

- Wang asked for a motion to approve the minutes from March 2, 2024 Board of Directors meeting. Motion made, seconded and approved unanimously.
- Wang asked for a motion to approve the bylaws amendments adding VI. Networks article. Motion made, seconded and approved unanimously.

Meeting adjourned by Wang

- Adjourned at 11:50 a.m.