

Approved by the UCLA Alumni Association Board of Directors (March 15, 2025)

**UCLA Alumni Association
Board of Directors Meeting Minutes
November 2, 2024**

Present

Board of Directors: Paco Retana, Cathy Choi, Sonia Das, Stephanie Ellis-Smith, Devon Dickau, Samantha D’Souza, Cinthia Flores, Coretta Harris, Ed Lew, Chris MacLaughlin, Manaf Mansure, Corey Matthews, Joe Pham, Lea Rasmusson, Matthew Saucedo, Julie Sina, Joe Vardner, Diana Zschaschel

Staff: Brandie Barrera, Alexandra Brown, Julia Brown, Darnell Hunt, Denise Pacheco, Andrea Sork, Katie Ward

Standing Guest: Ann Wang

Absent (Board of Directors): Dean Florez, Yolanda Gorman, Natalie Samarjian, Monica Sanchez, Rhea Turteltaub

Welcome & Land Acknowledgement

- President Paco Retana called the meeting to order at 9:30 a.m. welcoming directors and staff partners to the second Board meeting of the fiscal year. The hybrid meeting was recording to assist with capturing minutes. All presentations would be made available for review on Alumni Board Box post-meeting.
- Retana asked for a motion to approve the minutes from August 25, 2024 board meeting. Motion made, seconded and approved with one abstention by Stephanie Ellis-Smith.

Birthdays, Kudos and Shout-outs

- President Retana invited board members and staff to offer kudos and shout-outs for each other recognizing efforts and time spent in support of UCLA and the Association this year. Coretta Harris was recognized for her presence at a number of Big 10 events; Katie Ward was acknowledged for leading staff efforts to update the alumni association website; board members were recognized for helping to welcome the chancellor designee, Julio Frenk, at an exclusive event; Cinthia Flores was acknowledged for joining other alumni convened by the Alumni Associations of the University of California (AAUC) to help identify criteria for the next University of California President and helping to amplify alumni voices in that process.

Diversity Advisory Committee Update

- Devon Dickau, Diversity Advisory Committee (DAC) Chair, shared the first committee meeting of the year will take place after the presidential election offering space to reflect and address any potential needs of alumni. Last year, the committee focused on board processes in relation to diversity, equity and inclusion alongside convening the identity-based network groups. This year, the committee will explore and reflect on what the committee should advise on, and how they can facilitate a path for alumni to be more involved in furthering UCLA’s EDI mission. Related to recommendations from Dr. Janina Montero’s external review of Alumni’s Diversity Programs & Initiatives, the committee will also consider evolving DAC’s mission and goals.
- Denise Pacheco, Senior Director, Alumni Diversity Programs & Initiatives and DAC staff partner, noted there is an opportunity for the board to lead efforts to engage alumni more intentionally in EDI efforts. She also highlighted two current EDI initiatives, the Common Experience at UCLA which involves reading *The War for Kindness* by Dr. Jamil Zaki, and the Dialogue Across Difference initiative which offers various programs, training sessions, and teaching opportunities

designed to cultivate an intellectual culture characterized by passionate, compassionate, and critical engagement.

Strategic Partnerships Committee Update

- Samantha D'Souza & Devon Dickau, Strategic Partnership Co-Chairs, discussed the committee's plans to put the toolkit developed last year into practice to determine strategic partnership opportunities. The two opportunities for this year include brainstorming and driving partnerships for the 2025 Alumni Weekend and aligning on partnership opportunities for the website and new brand strategy. There is also a new partnership with JMI Sports, which will be a revenue generating partnership that takes a holistic approach. Currently, stipulations are being discussed and the team is reviewing a final draft MOU. Next steps for the committee involve putting together a list of potential sponsors to consider for Alumni Weekend who could offer financial contributions to support Alumni Weekend. All board members are invited help brainstorm and share any potential partners.

Regents Update

- Ann Wang, Alumni Regent-Designate, provided an update on the UC Regent activities. Recent discussions centered on three issues that impact the University of California system-wide. Wang shared that the University of California President search to replace President Drake is underway. As shared earlier by Cinthia Flores, Vice President, she is participating in the process for identifying president candidate criteria. The overall search process will be similar to the Chancellor's search and the board is invited to share any potential candidates. Finally, the Regents are also discussing how to best support campuses moving forward related to campus climate and updates to the Time, Place and Manner (TPM) policy.

CEO Update

- Julie Sina, Chief Executive Officer/Associate Vice Chancellor Alumni Affairs, provided an update on Team Alumni. With Jenn Well's transition to a staff member, the units who manage the various alumni networks have been focused on partnership and collaboration in order to support those alumni communities. Team Alumni is also focused on amplifying Big 10 collaboration opportunities. Rhea Turteltaub plans to join a future meeting to discuss alumni engagement and how the board can be involved in the upcoming fundraising campaign, including a revised Board giving policy.

Governance & Nominations Updates

- Cinthia Flores, Vice President and Governance & Nominations Committee Chair, provided background on the two proposed bylaws amendments which related to committee composition, correcting the Strategic Partnerships Committee name and updating language around its role. Flores asked for a motion to approve the amendment to Article III, Section 2 of the bylaws. Motion made, seconded and approved with one opposed vote by Samantha D'Souza. Flores asked for a motion to approve the amendment to Article III, Section 7 of the bylaws. Motion made, seconded and approved unanimously.
- Retana announced the President-Elect election process will begin in December and shared key dates. An overview of the process, timeline and role will be outlined in an email to the Board.
- Flores provided an overview for the board recruitment discussion which aims to give the board an opportunity to review where the board is at composition-wise and have a human centered conversation about considerations for recruitment of new candidates. Resources available on the Alumni Board Box include details about board composition, an overview of board recruitment and frequently asked questions about the board. Information was shared about open seats and board members eligible for re-election, including tentative recruitment timelines. A few of the considerations related to recruitment involve current composition and

size, board culture, and potential gaps in skills or perspectives needed to support board initiatives and the Association. Feedback shared touched on the following:

- Targeted outreach to graduate and professional school alumni who offer a unique perspective or experience.
- Further exploring and identifying which capabilities are desired by this board that would support the work of the Association.
- Understanding the current status of UCLA's and the Association's strategic path in order to recruit candidates that can support those needs.
- In terms of the life cycle of a board member and data on board composition, consider a legacy plan for maintaining certain skills, expertise, experiences that may be less represented.
- The importance of current board members acting as ambassadors in various spaces to make connections and act as a resource to encourage alumni to get engaged and consider board service.

Leadership Update

- Darnell Hunt, Interim Chancellor, provided an update on the campus. In addition to meeting regularly with the Chancellor-designate Frenk, Hunt highlighted an important focus has been the Four-point Plan for a safer and stronger UCLA. In response to the protests and campus climate, leadership developed this plan to help the Bruin community rebuild and determine how to better address issues like this in the future. The four tenets of the plan include (1) enhancing community safety and well-being, (2) fostering a culture of engagement, learning and dialogue across difference, (3) promoting freedom of expression in line with UC and campus policies, and (4) continuing to evaluate and improve how UCLA support's its diverse community. Hunt shared efforts being taken to address each point that involve cross-campus collaboration.
- Hunt also shared several other highlights since the end of last year including UCLA again ranked the number one public institution for the 8th year, 49 Bruins who participated or coached at the 2024 Olympics, and a number of transformative gifts to various departments on campus. UCLA also reached its second-best fundraising year on record. Moving forward, developments continue at the UCLA South Bay and DTLA campus locations, planning is taking place for potential impacts to campus due to election outcomes, and preparing for the incoming chancellor.

Strategic Path Update

- Matt Saucedo, Strategic Path Workgroup Chair and Katie Ward, Executive Director, Alumni Engagement Innovation provided an update on strategic path progress since August. In partnership with The Work, the new branding is in the soft launch phase and a brand guide is being finalized. There are 10 initial alumni stories in the post-production phase as a part of the roll out and a story nominations form has been launched to help capture content. Early 2025 is the expected official launch of the new brand to the rest of campus and the public. Once branding efforts have fully launched, more focus will be on the engagement model, since that work is feeding into it. In terms of technology, the website re-design has been a big focus this quarter and the team is also thinking about what a customer relationship management (CRM) system could be. Saucedo shared a few of the initial "story of" video stories currently in post-production and sample applications including print and social media. There will also be a dedicated "story of" landing page which will offer a curated view of offerings and an invitation for alums to share their story. Sina shared some of the different ways the team is working with campus partners, like strategic communications, in order make sure the brand launch is integrated across all university channels. The brand campaign will also weave storytelling into programming and be used to encourage engagement. Next steps in the technology space include onboarding the website redesign partner, determining a digital and social media

roadmap, evaluating the process mapping findings and recommendations, and streamlining the internal use of technology tools. Internally, Team Alumni will revisit the mission, vision and principles of community their alignment with the strategic path forward.

Committee Roadmap Updates

- Julia Brown, Civic Engagement Taskforce staff partner, provided an update on taskforce plans and highlighted a few events that Governance and Community relations partnered with the Alumni Association to host. The events focused helping voters understand some of the most significant state and local ballot measures for the 2024 election. The board was also invited to attend an upcoming event, L.A. Confronts Homelessness with L.A. Mayor Karen Bass and Jim Newton, editor of UCLA Blueprint magazine.
- Ed Lew, Finance Committee Chair, encouraged board members, especially new directors, to attend the upcoming finance onboarding session. The session will include a financial overview external affairs and alumni affairs budgets, the board and staff partnerships, how to review the financial statements. Board members are also invited to stay for the first Finance Committee meeting will take place immediately following.

Meeting adjourned by Retana

- Adjourned at 12:35 p.m.