

Approved by the UCLA Alumni Association Board of Directors (June 28, 2025)

**UCLA Alumni Association
Board of Directors Meeting Minutes
March 15, 2025**

Present

Board of Directors: Paco Retana, Cathy Choi, Sonia Das, Devon Dickau, Cinthia Flores, Dean Florez, Coretta Harris, Ed Lew, Chris MacLaughlin, Manaf Mansure, Corey Matthews, Joe Pham, Lea Rasmusson, Natalie Samarjian, Monica Sanchez, Matthew Saucedo, Julie Sina, Diana Zschaschel

Staff: Alexandra Brown, Julia Brown, Maia Ferdman, Zach Przybilla, Raffi Simonian, Andrea Sork, Katie Ward

Absent (Board of Directors): Samantha D’Souza, Stephanie Ellis-Smith, Yolanda Gorman, Rhea Turteltaub, Joe Vardner

Board Meeting Welcome

- President Paco Retana called the meeting to order at 12:30 p.m. welcoming directors and staff partners to the third Board meeting of the fiscal year. The hybrid meeting was recorded 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 November 4, 2024 board meeting. Motion made, seconded, and approved unanimously.

Board Recruitment Update

- Cinthia Flores, Vice President and Governance & Nominations Committee (GNC) Chair, provided an update on board recruitment to date including reminder of timelines, open seats, board members participating in the re-election process and number of new candidate applications so far. Resulting from board discussions earlier in the year, this recruitment cycle, the GNC implemented a survey with the Executive Committee, committee leads and staff partners to collect input on qualifications and qualities of an ideal board member. The committee will consider this input during the candidate review process, alongside board composition goals. Flores thanked board members for supporting recruitment by encouraging potential candidates who possessed the preferred qualities or qualifications to apply for board service.

ACTION Items

- Flores provided background on the proposed bylaw amendments which relate to the officer positions of Secretary and Treasurer, and their selection process. Flores asked for a motion to approve the amendments to Article III, Section 9 and Article IV, Section 2 of the bylaws. Motion made, seconded, and approved unanimously.
- Retana asked for a motion to approve the recognition of compliance or noncompliance for alumni networks. This year, Alumni Board involvement began in the annual compliance process for support groups as defined by Regents Policy 5203 and as outlined in the bylaws. Motion made, seconded, and approved unanimously.

Strategic Path Proposal

- Matt Saucedo, Strategic Path Workgroup Chair and Katie Ward, Chief Strategy Officer, discussed strategic path progress and impact to date. Saucedo began by drawing attention to the examples of alum storytelling campaign pieces placed around the room that are a part of the “Story of” brand campaign launch. The campaign includes social media components along with

visuals and videos with the purpose of highlighting different alum stories to showcase all the identities and journeys of Bruins. Most recently, the “Story of” efforts were featured on the UCLA homepage and UCLA app. When looking at unique visits to the landing page and Instagram, there is already evidence that stories are helping to drive engagement. Saucedo recapped progress over the past 18 months and the impact of the board’s previous investment for phase one, which included the implementation of a refreshed brand identity and narrative, a new website landing page, and a pathway involving alum and digital strategy to drive engagement. Completion of these components also resulted in efforts to explore targeted re-engagement of alums who do not have usable emails, enhancing website usability for a better experience, and improving organizational structure and workflows for staff.

- Continuing improvements, phase two of the strategic path involves addressing the needs of alums and staff. In terms of the alum experience, priorities will focus on a seamless event experience, targeted outreach that feels personal and relevant, determining a single place to update info and preferences, and access to an alum directory. For the staff experience, priorities will focus on an improved event management tools and data collection, holistic data and searchability, ability to personalize/segment outreach, and integrated systems with enhanced reporting. Developments for phase two would help to solve for data challenges too, which will lead to better experiences for both alums and staff. To meet these goals, a proposal was developed to request additional support from the Alumni Association Board. The proposed investment will support project staffing, investment in a dedicated data system (Salesforce Education Cloud), launching a fully integrated event management software, and live tools to enhance data reliability. Ward also discussed how the proposal includes cross-campus collaboration with UCLA IT Services and External Affairs who will provide support toward the implementation process and licensing. The investment request was reviewed, noting a total investment of \$1.9M. The total two-year project cost would be \$3M, with \$455K direct support from internal funding (UCLA IT Services and External Affairs), \$640K carryover funding from phase one and the \$1.9M investment for phase two. Board members discussed the synergies across campus and how this project presented more opportunities for partnerships as well as opportunities for improved efficiencies for the Association.
- Saucedo asked for a motion to approve the \$1.9M from the UCLA Foundation endowment to fund phase two of the Alumni Association Strategic Path. Motion made, seconded, and approved unanimously.

Committee “Asks” to Board

- Retana shared that committee leads were invited to submit “asks” or requests for board member participation in advance of the board meeting. A slide with all received requests for board participation in various upcoming initiatives or solicitations for input was projected. Information included key dates, the committee, a description of the request and a QR code.

Meeting adjourned by Retana

- A reminder of upcoming committee meetings for the next two months was shared. The board meeting adjourned at 1:50 p.m.