**UC Santa Cruz Alumni Council Meeting**  
**Saturday, February 3rd, 2018 8:30 a.m. – 4:30 p.m.**  
**University Center, Alumni Room**

**Councilors Present:** Blair Gifford, David Hansen, Eanad Lott, Adolfo Mercado, Donna Mekis, Roberto Ocampo, Michael Riepe, Dom Siababa, Brian Sniegowski, Meredith Vivian Turner, April Yee  
**Councilors Absent:** Jacob Martinez, Leisette Rodriguez, Matthew Waxman, Ayanna Yonemura  
**Staff Present:** Howard Heevner, Jenna Hurley, Danielle Solick, Sarai Thompson  
**Guest Speakers:** Interim Vice Provost for Academic Affairs, Martin Burger and Vice Chair of the Academic Senate, Kim Lau and additional LRDP guests

### AGENDA

| Call to order | 10:35am |  
| Determination of quorum | 11 of 15 councilors present. | Quorum determined  
| Additions or changes to the agenda | None |  
| Remarks from the President, Adolfo Mercado |  
- Exciting to see the energy from other folks on campus we work with.  
- The barometer was the meeting Donna, Adolfo and Howard had with the CP/EVC earlier in the year when we presented the strategic plan; it’s exciting to have a vision, a plan to support.  
- Dinner with Academic Senate went well and helped codify and formalize the relationship.  
- We discussed whether we can have a liaison that works with them and represents us on a more permanent basis – not quick to say yes, not quick to say no. Knowing the culture of the Senate, the willingness to not shut us down, is positive.  
- There is an overall feeling that people are excited to partner with us. The Council serves as a repository for institutional memory and garners more respect for us; we’re all team UCSC. |  
| Consent agenda |  
- Approved minutes from October 22, 2017 meeting.  
- Recognize Danielle Solick as Council Liaison while Shayna is on leave. | No opposition, motion to approve passed.  
| Public comment | N/A | Preparing for next meeting (June 9th, 2018) under new bylaws.  
| Committee updates |  
- Finance  
  - Asset report: $8.4 million total assets, $4.1 for the Alumni Association  
  - We’ve simplified the reports, working with Jo, and added explanatory notes.  
  - Royalty agreement with Liberty with estimate we’ll get $17.5k from it. | Updating the letter of gift, our guiding document that outlines how this money can/cannot be used. Then we will bring a
• Need to discuss whether to maintain our current status as a 501c3 because when we moved away from the membership model we lost revenue. We need to make a financial decision, maybe move away from membership model.
• We’ve slipped below the percentage required by the IRS and need to figure out how to generate funds or maybe have a different structure.
• Alternative to 501c3? Subsection under that says you can be a supporting organization or charitable nonprofit. 509 is an option, a booster organization to UCSC so it exists under a pre-existing 501c3. It would alter our tax exempt status as well, which has to be part of the discussion.
• 1/3 revenue has to come from gifts. Changing the status would remove that requirement.
• Proposed bylaws – does that change our liability and liability insurance? We’re covered by our relationship with UC, abiding by their rules, covered under their umbrella.
• Since the visiting professor endowment isn’t in use, is there something we can do with a name change to that fund? There may be more opportunity to donate if we change name. Report [in packet] goes back to FY ’07 – we’ve given out over $500k in funds from AASF and close to $1.5 million combined in last 10 years.
• Most of the funds generated from combining life member fund and alumni operating fund about five years ago, Carolyn Christopherson was saving behind the scenes. The life member fund is part of the agreement with life members that we support their membership for life. We have to think about how to keep it growing.
• The $4.2 million that is earmarked is invested but can that go towards other things as it’s unrestricted. Changing our structure will not impact that.

Volunteers

- Two things for review: Sacramento group – volunteer leaders will meet regionally with new/prospective volunteers, and Sarai is developing a volunteer toolkit for staff to help match volunteers to opportunities, leveraging relationships, meetings, staff relationships, etc.

Career and Professional Services

- It is a very fluid process working with career center. We’ll talk more about this in the coming weeks, reporting on next time.
- The Career Center has been cutting staff. Part of our goal is to work closer with them as they work to fulfill their mandate to innovate and refresh their program.
- We will wait for Career Center Director, Barbara Silverthorne to ask us for help. She has to build a strategic plan, is trying to help build space on

motion to the council and circulate it.
campus, and is working on developing and strengthening relationships.

- Consulting report: creating a career hub to tie it in with faculty and other touch points.
- The Career Center is not a one-stop shop. That’s the process they’re going through now.
- They are very appreciative to be working with us. When they get “there” we need to be there and that’s on us to work towards.
- UCOP has now said this is a priority. Our campus is poor on career advancement and this the big point for alumni.
- We do a lot of work setting up events in Silicon Valley, setting up a proper career platform - this is a big deal; if we do nothing else, we have to do this.
- It has to be broadly defined and community focused. We have to bring in the employer community.
- There are no funds from UCOP attached to this request; that part is on us to work out: We need to work out how to make it part of the ethos of everything – for volunteers, careers, any kind of connections.

<table>
<thead>
<tr>
<th>Alumni Association Scholarship Fund</th>
<th>Crafting a letter to send to Council members to reach out for Giving Day AASF solicitation.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jenna Hurley is the new staff liaison for the group.</td>
<td></td>
</tr>
<tr>
<td>We want to grow the endowment, build scholarships, and participate in selecting recipients.</td>
<td></td>
</tr>
<tr>
<td>We have 11 new, 12 existing, and 23 total at $69k.</td>
<td></td>
</tr>
<tr>
<td>Congratulatory notes were sent out. One person representing incoming frosh and one that represents transfer students will both participate in our donation video, which is in process now.</td>
<td></td>
</tr>
<tr>
<td>Giving Day is a big day for us, when you have a challenge grant it usually doubles. When Giving Day comes, the big ask is that you reach out to your personal networks.</td>
<td></td>
</tr>
<tr>
<td>We have to figure out how we’re going to honor our students before the year ends.</td>
<td></td>
</tr>
<tr>
<td>Big goal of $75k to generate sustaining scholarship funds and support the Galloway Scholarship which we will award later this year. Right now it is costing us a lot and it’s a push for the committee to do this without cannibalizing current scholarships funds.</td>
<td></td>
</tr>
</tbody>
</table>

| Nominating | Committee will review applicants, then send to the Council to vote on and then submit to the full membership fora possible start at the June |
| Our goal is to get the next generation and right now we’re smaller than our target. We don’t want to double next year, we want maybe five-seven new members. We have an aggressive timeline, and it is the responsibility of the full council to help find qualified potential candidates. We want to be sure we’re bringing in a particular quality. We will revisit the strategic plan that |
guides our work.

meeting and/or to join us for the July retreat.

| Local affairs | Two projects right now: The event in Watsonville with the Chancellor and the LRDP/advocacy group with Melissa Whatley, Director of Government and Community Relations. We are building a town/gown network. This idea formed with Keith Brant and Melissa to help develop volunteers as advocates. There is a lot of in-town opposition to the LRDP. We want to work with business owners, provide training sessions, tools, techniques, language, etc. so they can be informed and factual, so it spreads. South County wants us, but city of Santa Cruz proper has a lot of antagonism. Salinas is a challenge. |
| Student Housing West/P3 | • Perhaps the lack of college affiliation is a further extension of this idea of non-college housing  
• Concept/vision is as many students as possible as cheaply as possible, but it doesn’t embody what the original vision was of this campus.  
• You can take current footprint and put it in something that is closer to the original college vision.  
• We received the letter from campus leadership, which was the only response we’ve gotten. We pushed and they will send an official response. |
| Alumni Home/50th Anniversary | We had our meeting last November that we’ve previously reported on. We are looking at a potential piece of property of the historic district and will contribute to a feasibility study. A lot of folks are interested and we need a solid plan. We have a lot of information to gather and assimilate into a real plan. We’ll come up with an idea, it will come back to this committee and then be submitted for a feasibility study. Campus planners won’t be a part of this.  

Going into this competitive kind of atmosphere, if we can show up with a clear vision and a plan, then we can do the detailed planning and we’ll have that support. We need to think of how the vision translates into usage. |
| Old Business: Bylaws Vote | Congratulations to everyone who worked very collaboratively to the extent we were able to pass the bylaws today with no further discussion.  
• Motion to approve bylaws, seconded and unanimously approved by all councilors present  
• Will go to full membership – packaged online and packaged with email, with a simple majority of the people that vote. |
| New Business: Email | We will talk more about use of |
### Addresses

Addresses the @ucsc.edu email addresses, shared group email, Council email address, calendar, and shared Google drives during the Summer Retreat.

### Councilor Announcements

- Salinas/UCSC alumni event: small but mighty with Roberto and Dom, very well received, with great staff support. We will meet quarterly with people from that group. It will continue to grow. Jody Greene came to talk to the group and it was a great exercise. We included recent grads and legacy family.
- Adolfo asked the Council to consider supporting something like a Slug send offs – maybe in our different regions.
- Silicon Valley regional events have been enormously well received.

### Adjourn Business Meeting

Adjourn Business Meeting 12:17pm