UC Santa Cruz Alumni Council Meeting  
Sunday, October 22, 2017  
9:00 a.m. – 4:00 p.m.  
Hotel Paradox, Santa Cruz, CA

**Councilors present:** Blair Gifford, David Hansen, Eanad Lott, Jacob Martinez, Adolfo Mercado, Donna Mekis, Roberto Ocampo, Leisette Rodriguez, Michael Riepe, Dom Siababa, Brian Sniegowski, Matthew Waxman, April Yee, Ayanna Yonemura  

**Councilors not present:** Meredith Vivian Turner  

**Staff present:** Keith Brant, Howard Heevner, Shayna Kent, Katie Linder, Danielle Solick, Sarai Thompson  

**Guest speakers:** Chancellor Blumenthal, Campus Provost and Executive Vice Chancellor Tromp  

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<th>Agenda Item</th>
<th>Notes</th>
<th>Votes/Follow-up</th>
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<td>Call to order</td>
<td>9:39am</td>
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<td>Determination of Quorum</td>
<td>13 of 15 Councilors present</td>
<td>Quorum determined</td>
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| Additions or changes to the  | ● Ayanna sent emails requesting various agenda items, with no answer.  
| agenda                        | ● Ayanna mentioned she had sent emails requesting various agenda items which went unanswered.  
|                              | ● Eanad, in regard to Item J line item 2 regarding the Committee of Finance: requested additional 3-4 minutes to discuss 99- tax returns and audit results. 10 minutes added for general conversation on reports.  
|                              | ● Dom requested additional 1-2 minutes for scholarship committee update.                                                                                                                                  | Motion to accept: Mike Riepe     |
|                              |                                                                                                                                                                                                     | Motion seconded: Donna Mekis     |
| Remarks from President Adolfo| ● It’s been an amazing quarter and I’ve been enjoying meeting a lot of people, learning who we collaborate with, who our partners are, etc.  
| Mercado                      | ● Thanks to [Chancellor] George Blumenthal – Banana Slug in Chief. Seeing that shared culture that we talk about is so exciting.  
|                              | ● I think of the Alumni Council as the institutional memory of the university.  
|                              | ● It’s important we define what our culture is, how can we bring our history to it.  
|                              | ● As I’ve been meeting different folks on campus I’ve walked away with the idea that the Alumni Council has a great reputation. Early in my tenure we had a meeting with [EVC Marlene] Tromp and we shared out strategic plan; it’s an exciting one and we look forward to collaborating.  
|                              | ● Along those lines, I’d like to thank David [Hansen] and his efforts on core housing west.                                                                                                           | Motion passed                   |
|                              | ● *David:* Learning what the process was like had a big impact on me. It’s a new field and I walked away having great respect for the plans and all the work that has gone into it; there are many aspects to balance. Not a simple thing. |                                 |

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The relationship with the Foundation also is working well. Donna really got a lot of these relations started; it’s great to see so many alumni serving there and bringing in supporters.

I’ve taken a keen interest in the Board Opportunity Fund of the Foundation and I’d like to see us do something similar. It would be great to connect with students.

I’m excited we’re increasing our collaboration with the Council of Provosts. Colleges are creating alumni committees. The Alumni council should give a little more love to the college system.

I want to thank the committee chairs. After our bylaws are approved today and we can get some of the organizational work and processes done, then the fun starts and we can really start moving some of these things forward.

Advocacy is needed throughout the UC system so it’s great to see the work of Meredith’s volunteer group.

Thank you to UR staff; I’ve really gotten to appreciate staff perspective – they’re the ones on campus.

For future meetings I look forward to an optional social the night before – it is good for us to build rapport, connecting more socially outside these meetings. Thanks.

Consent agenda: Approve minutes of business meeting of 6.10.17

Eanad asked Jo to do a broad audit overview in case there are questions.

Eanad question change for Note 2 as it references lifetime membership donation:

- There was a change in the language that references funds that come from lifetime alumni members for the benefit of the UC alumni association.
- Latest version now has “for the benefit” taken out but would like to revert back to the original language.
- Note 2 references moneys that have been received by the university for the benefit of the Alumni Association. In terms of the intent of those donations we want to make sure we know as a council what the donation was.
- Over 10 years it’s been about $80k but these moneys only exist in the note in the audit – it doesn’t show up anywhere else; if you’re reading the audits you could not see it.
- Currently hovers between $1-2k per year. And it is new.
- Gift money, that’s why it doesn’t show in the budget. We can solicit money for the fund, but if we decided to solicit money as the Alumni Association, we can’t do that.
- It then becomes a gift to the campus, and [campus would] manage it on your behalf.
- But we haven’t received that credit to the campus. There is a bucket of $10k that is floating there.
- Normally we vote on how money is distributed and for this pot of money we do not do that.

Motion to accept: Donna Mekis
Motion Seconded: Mike Riepe
Motion passed
Majority passes consent agenda.

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<th>Accept 2017 Audit Review Report</th>
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<td>Campus update from Chancellor Blumenthal</td>
<td>Chancellor noted the Ryan Foley astronomy story. Foley is in DC and discovered the merger of two neutron stars. It was a great publicity event. All heavy elements in the universe came from Foley’s revolutionary discovery. This is notable because it came from UC Santa Cruz, and because of the diversity (age, gender) of those involved in the discovery. The story was featured many times. Part of an incredible award for astronomy in the Gruber prize at Yale. Young faculty, Alexie Leauthaud won the Packard Fellowship. It’s been a great year for the campus: Harry Noller, John Thompson, James Zachos, Julie Guthman Guggenheim and Radcliffe awards.</td>
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<td>Major additions to campus are EVC Tromp and the new Dean of the Social Sciences, Katharyne Mitchell</td>
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<td>Free speech is becoming a bigger issue on campuses around the country and in the national political climate. Berkley is an example. We have work to do on our campus. For example, the white nationalists’ fliers on campus bulletin boards and a meeting between college republicans and democrats that disrupted with students arrested. It continues to be challenging. Educating students is key, including educating them on their fundamental rights. It is especially important to have discourse and note that restrictions on free speech impede our educational experience. Speech can be offensive, without being illegal. The best way to counteract that is with more speech and making sure all viewpoints are heard. This is an issue that will dominate news stories for the year and we’ll address them head on.</td>
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<td>DC and the federal government has become a huge issue. Colleges and universities are getting the brunt of what’s going on. Regarding DACA, UCSC has more than 400 students, and it is important that our students know they don’t stand alone. UCSC has the commitment that our police will not participate in ICE collaboration. We go to great lengths to protect our records and provide strong legal support for our students. We provide significant financial support for DACA, although the CA Dream Act was a major plus for our undocumented students. It does not provide federal funding and they don’t qualify for Pell grants and federal student loans, so we have a campus student loan program.</td>
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<td>Title IX – we all received a letter from the Department of Education saying we’re backing off and not investigating anymore. That’s pretty bad federal policy, but we control the campus and want to assure everyone that the strides we’ve made in the last few years will remain in place - no matter what the government does. We’ve hired new staff and new programs Beyond Compliance, meant to create a culture that is</td>
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different. We’re going to stay the course, irrespective of the federal government or wherever publicity takes us.

- Federal funding - UC is a major economic engine. We create new knowledge and there is a concern of cuts to federal budget but Congress is resisting that. Grants and their distribution is hard to imagine.
- Financial aid is another worry. UC’s system overall is at risk, which is currently at $1.6 billion and those are the programs that get students through college. The pot of money is smaller and we’ll have to get more aggressive – cross-divisional grants and helping faculty apply for very large grants across divisions. We’re doing what we can.
- Campus projects: we’re moving full steam ahead with P3, including 3K new beds for campus and tearing down family student housing. Some will be grad student housing. New students find it hard to get housing, many upper division undergraduate students move into the city, though many prefer to stay on campus. 900 beds come online by fall of 2020 and full project by 2022. A new child care facility is desperately needed and will be included. Capstone has been chosen as our developer. Designs are being tweaked to protect certain habitats on campus. It is good for relieving housing pressure in the Santa Cruz community. P3 was the only way to move forward with a project of this magnitude. We were unable to do it any other way, including debt capacity restraints set by the Office of the President. We don’t know how the project will be run down the line. If we turn it over to anyone, it would be done to protect the residential experience for our students in the way the university is running it.
- Kresge – Regents reviewed Kresge revitalization as it is falling apart, not ADA compliant, and not up to seismic standards. It is the home of experiential college. It is a curse to rebuild something so iconic, so we have to redo this in a way that is completely consistent with that vision. Buildings have outlasted their expected lifespan. Many buildings will be redone or reorganized to include housing, academic, and student support areas. Kresge is the only one where they’re all mixed in together and we’re trying to build in a little separation: new classroom space, new lecture hall, better circulation, and increased housing. We want to grow by a couple hundred beds, in addition to Student Housing West. It is the smallest of our 10 colleges and this will bring it up to par with our current colleges. Construction phase 1 will be in fall 2019, completed in 2021.
- LRDP - It is an envelope of plans of options, not a mandate. We expect to have a draft in hand by late 2018 at which time it will undergo an environmental review. It will hit hot button issues: traffic, water, housing, and reduced traffic flow. We are half of metro ridership. We use 6% of City water, which has been stable and at the same amount as we used in 1986. We make intense conservation efforts. Housing is the
biggest issue: UCSC houses 53% of undergraduates on campus, the highest in the UC system and second highest of public CA universities.

- We want it to be a true outreach to the community. We’ve not always done this well and made mistakes, but hopeful we’ll do a better job this year. That’s why this level of public outreach so far.

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<th>Conversation with CP/EVC Tromp on alumni support</th>
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<td>• The cultural climate we’re in right now is significant: incredible climate of university skepticism, active resistance to expertise, and negative energy toward universities.</td>
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<td>• We’re serving a different population than in the past, with a shift in higher proportion of first generation students.</td>
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<td>• We’re educating students who will be leaders. It makes our work more important than it was in the past.</td>
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<td>• Food insecurity - students intellectually gifted, but from extreme poverty come here. Those challenges are very different from those in the past. Visiting our food pantry is very moving.</td>
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<td>• UCSC has a tradition of being a place that wants to be at the forefront of making change. The Herman Blake tribute video was so moving – the way he transformed student lives. We have powerful stories. We’re transforming students’ lives so they can change the world. It’s an incredibly important mission. I’m looking at our beleaguered staff and faculty. Investment in higher education has gone down while cost has gone up. It’s directly proportional.</td>
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<td>• My number one goal is to have our leadership help our campus stay positive and innovative, have a critical eye on what’s important for our students.</td>
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<td>• I’ve asked our groups to be innovative, to think of how we can support our mission regardless of funds, bring in resources, and generate revenue. It’s new for us but I’ve seen universities do that and be able to cut themselves free. It doesn’t mean we should stop pressing, but it does mean we can’t wait.</td>
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<td>• The stakes are changing as we now have to stay modern and current in technology. Expenses are increasing and we’re serving students with different needs. CITL (the Center for Innovations in Teaching and Learning) is a great example. Students with technology – it’s changed secondary education. Teachers are not teaching to the test, students are doing less reading and writing before they get to us. Very limited in what they are learning, so they come to us. How do we help them thrive?</td>
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<td>• In a time of trim resources, we have to think about how to support people aside from revenue, through flexibility in partnerships, research programs, etc.</td>
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<td>• I find the kind of fealty and devotion people have to this university extraordinary. Many of our staff are alumni. How do we keep, help, and reward those staff? We have to acknowledge and recognize without being able to financially compensate.</td>
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- Evidenced-based decision making: not just because this is how we’ve always done it, but this is what the data shows us. Solution based ideas.
- We can only move forward if we think about how to address those challenges. One of my primary goals is to develop a strategic academic plan. How do we invest the resources that we have, what dials can we turn to help the university grow in the healthiest way? Everyone should know what we’re doing.
- Lifetime earnings, professional experience or clear job outcomes and tracks, not so clear anymore. STEM fields, for example – students can often see specifically where they were going. It’s not that clear anymore. We need to prepare students differently.
- I come from a place where students had to do some sort of “professionalizing” experience like job shadowing and mentoring. We need to help students understand [this component] in each of our majors.
- How do we help our faculty help our students understand? Build structures and programs that engage our students, not just our faculty in that innovation. The Council voice would add to that goal, even the voice of the employer perspective. It would help narrow that gap.
- The P3 program is huge – it is a major growth impact on culture. We have to think through that.
- Most of us here experience the college as the fundamental element.
- We’re working on career development – the report was not glowing. We’re not just looking at the career center – it takes a bigger community. Colleges have an important role in that.
- P3 will enhance rather than detract. Grad students, family students, need housing regardless. A lot of upper division students would prefer to stay on campus. They are moving off campus, they’re not losing affiliation in that way so this won’t do that either. This lets students stay more involved. Focuses their lives on campus rather than off. Schedule is challenged with certain environmental concerns.

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<td>Bylaws, Michael Riepe</td>
<td>We need to get past this so we have professional legitimacy and can start doing our work. These are our recommendations, we need you to ratify it and then we’ll send it to our alumni base for vote.</td>
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<td>This could be a very dry legal document, but some of these discussions have been very passionate and that’s great because it means you really care about these words and what they mean.</td>
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Reconvened after visit from campus guests

Note on Article IV – no suggested replacement language.

Note or Article V - further discussed
- What we do, where we came from, reflects the language of those that came before us and is guidance for those that come after us. Pretty important stuff. We need to be aware when we do these things that we are doing these things with good intentions. Right now it’s a mechanical process and we will be ruthless in cutting people off [when they comments on bylaws].
- **Article IV**: Question of funding – we have to play within the rules. Find ways to create a document that takes on rule of law and transparency.
- **Article V, Section 2**: One councilor can wear many hats so why change the language? Focus needs to be on actual diversity rather than colleges, divisions, etc. Not meant to detract from the role of the colleges and we want to keep language simple, but we don’t want to preclude anyone. Aware categories can overlap; we are trying to better represent the university on the Council. We want to be flexible, not overly prescriptive.
- **Article V, Section 5**: This is a question of policy, not process. We want to inform the “future us” and provide guidance of what our intentions were. The processes for nominations and terms already exist, but this is a policy document.
- **Article VI, Section 6**: This section feels like an attempt to question who has the right to voice an opinion. We don’t want to let one person derail all our work, but the fact that everyone votes anyway, is that sufficient? If we want to get rid of a councilor, everyone should vote.
- **Article V, Section 8**: Matthew Waxman’s statement appended to board packet. We have to decide how much we want to just say this is part of our work. Does this financial conversation limit our membership? New bylaws preclude all regular meetings.
- **Article VII, Section 7**: This section will now compare a bit more to new bylaws for the Foundation. This asks a lot and is added from their language. It adds more of an oversight role and does make us more aligned with UCOP and other required rules.
- **Article XII, Section 9**: 2/3 majority to amend the bylaws, while we’re at 50% now. Agreement this is an appropriate change.

### Committee updates

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<th>Alumni Association Scholarship Fund, Dom Siababa</th>
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<td>- Participating in Giving Day and the wine and beer event at Alumni Weekend.</td>
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<td>- Goal is $75k to make up for the composition of scholarships we have now and is a good start.</td>
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<td>- We will also restart award of a scholarship in the name of Eric Thomas (past president). It is another fundraising opportunity and rectifies that this scholarship had dropped off the radar.</td>
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Article VII, Section 7 - Jo and Eanad will work on final language.

Will send link to Giving Day project when available.
- When we’re making an ask for money, it helps to be inspired. There has been a history of having scholarship recipients be part of the council at times, and we want to restart that.
- All applicants are referred to us through financial aid and they narrow them down.

**Committee on Finance, Eanad Lott**

- Financially we’re doing well. We have a gain of investments of about $360k even after giving out the $186k to the university.
- Yielding time to Jo [Westbrook] regarding our 990 tax return.
- We dispensed with membership fees which created some issues. A working group is dedicated to making up for that challenge.
- As a 501c3 we’re classified as an organization that receives substantial funds from government units or general public support. But we no longer receive public support since we don’t receive memberships.
- We’re below the prescribed average rate that is “substantial.”
- We’re going to look at other groups that have run into similar issues. One solution is changing the organization type. If we don’t achieve a certain barrier we need to change our status or begin paying taxes. Right now we can only bring in revenue that is based on royalties or membership model. Event fees, etc. – if there is a gift component, does not go directly through us. We are not set up to receive gifts and that doesn’t go to our 501c3 mandated threshold. We have to find a new model.

Jo Westbrook and Eanad Lott are creating a Finances 101 document to present to the full council.

**Committee on Local Affairs, Donna Mekis**

- This is a new committee. There has been a lot of contention between the city and the university, and the LRDP is about to go out. We are trying to do some work on town-gown relations.
- Two major things on our committee: Chancellor is speaking to a lot people (this week) and there is the Tuesday event for the Chancellor and Watsonville leaders.
- The second goal is bigger and we’ll do what we can little by little. The real problems are more in Santa Cruz, more friction and tension will be coming with the LRDP.
- Community advocates group will be put together, working with local leaders in the community to do a training program. Focusing on how we give people information, how can we be factual and proactive, misinformation is out there a lot. We need a group willing to get new information and help disseminate that. Relations were much worse, with this Chancellor they are much better.
- First advocates meeting happening in January.

**Committee on Professional and Career Services, Brian Sniegowski**

- Shared report highlights from the report done recently with the Career Center consultant:
- A four year degree is not enough anymore
- There are challenges in talking with academics – people are redefining careers, career pathways, majors mean different things to different people now.
| Committee on Volunteers, Sarai Thompson | Growing our partnerships and figuring out how best to steward these growing relationships across our team and UR and are working one on one to equip and empower our lead volunteers. We are working on ways to demonstrate the impact.  
A lot of data work has been done to ensure we can track and learn about how to activate volunteer groups.  
People don’t quite always know how to relate their experience and interests into volunteering opportunities so we’re focusing on how to do more grassroots volunteer growth. |
| Ad hoc: Student Housing West/P3, Matthew Waxman | We have not yet heard from the university after the letter we sent regarding our advice and input.  
Adolfo Mercado received feedback that the letter was seen as overly prescriptive and Alec Webster then recommended his own letter.  
We’ve learned about this new LRDP committee and maybe that is where we adapt the text and context of this letter could make more sense – a joint Council/Foundation committee. Charlie Eadie already sits on that committee.  
David Hansen met with the P3 – Student Housing West [hereafter SHW] committee, signed the NDA, etc. |
| Ad hoc: Alumni Center, Donna Mekis | Our goal was to visit alumni centers around the state. We visited the University of Colorado, SCU, Stanford, and others.  
All centers house alumni engagement staff, workrooms, etc. Most have outdoor areas, event areas, libraries, lounges, boardroom, ballroom, theater, and café.  
The most important thing is that no matter what we develop, we need to have priority in booking it. We need to control it financially, in utilization, and can lease or rent to other organizations, on- and off- campus partners. |
- There are a couple of campuses that have combined alumni and visitor center. We don’t have anything at the base of campus, so a combination might work. A meeting is scheduled for early November with Chancellor and EVC to talk about next steps.
- Our students are so desperate for physical space, if we put something on campus we might get an overwhelming number of students who want that space. Because there are no lounges, dedication of space is something we’ll have to work through in balancing that with student need. If we create a space, students will seek it out.

### Ad hoc: Alumni Council 50th planning, Shayna Kent
- We’re looking for people who want to join this committee.
- Our goals are to highlight our successes throughout the world, increase engagement, and synchronize with efforts across campus, increase profile of council, Alumni Weekend, BBQ, and Founders 2018.
- We want to honor our closest circles and steward current council members. We have a multi-channel marketing and communications plan. The concept is “the Year of Alumni.” Banana Slug strong. Year of the Slug, telling stories, giving content, reinforcing our values.
- One possibility of getting this out to the community is to use it as an occasion to try and double the alumni scholarship fund. We can talk about our 100k+ alumni and about past recipients.
- I’d love to see us start working on the campaign to start raising money for the alumni center. Something really happening around the 50th.

### Adjourn Council Meeting
- Meeting adjourned at 5:00 pm.

No new business
Michael Riepe moved to adjourn, David Hansen seconded. Meeting adjourned.