The meeting was called to order by President Karen Leong Clancy.

Directors in attendance: President Karen Leong Clancy, Vice President Aaron Mendelson, Julia Gettle, Maritessa Ares, Joyce Hicks, Alison Mark, Jason Morimoto, Cynthia So Schroeder, Amy Shin, Erika Boyd, Carl Jacobs, Eric Mart, Velveth Schmitz, Ernie Bumatay, Phil Litts, Marya Stark, Carrie Young.

Absent Directors: Guillermo Rodriguez, Betty Yee, Vice President Finance Jason Sherr, Ed Weiss, Glenn Baity.

CAA Staff in Attendance: Jefferson Coombs, Cindy Leung, Phil Cunliffe, Susie Crumpler, Debra Gore-Mann, Poppy Johal.

President Clancy began the meeting by establishing a quorum of Directors.

1. President's Report - Karen Leong Clancy

Ms. Clancy started out by thanking the Board for their attendance.

Ms. Clancy mentioned that this has been a busy year for the board. She commended the staff on doing a great job at the Charter Gala and mentioned that it will be on the agenda for the June board meeting.

As the president of the board she sits on the Haas International Award Committee. This is an award the university gives at commencement. The winner this year is Dr. Xiulan Zhang from China. She received her Ph.d. in 1999 from the School of Social Welfare and is now the Dean of Beijing Normal University School of Social Welfare which she started with a handful of people and now it’s considered the model for China’s social welfare research and she attributes her accomplishments to the education she received here at Cal. She has also brought a foundation grant to the school.

Ms. Clancy along with several other board members went to Sacramento to participate in the Advocacy Day.

Ms. Clancy and Mr. Coombs also participated in the AAUC meeting, which is a group of all of the 10 campuses Presidents and Executive Directors in Davis. It was suggested that we conduct an all UC Alumni Board Meeting of all alumni boards to get together and share best practices and ideas. One suggestion was to substitute one of the board meetings in 2014 with this conference. Ms. Clancy asked for board’s feedback and suggestions regarding topics that they would be interested in discussing at this meeting.

Lobbying: In talking to the legislatures it was asked several times what they think about online UC education. She requested feedback from the board on this topic.
Ms. Clancy has been involved with the selection of the next President of the University and had given a presentation to the special committee of the Regents. She has received a thank you letter from the Chairperson for CAA’s participation and their desire to work with us more closely and seek our participation.

2. Executive Director’s Report – Mr. Coombs

He touched on the following topics:

- Mr. Coombs thanked the board for their Ambassadorship at the Charter Gala, Advocacy Day in Sacramento and at other Alumni events.

- He brought to the Board’s attention today’s new Board President and Vice President selection as well as approving the slate brought forward for new board members.

- Mr. Coombs gave a brief introduction to the two presenters at the board today – Jeff Burton from SkyDeck Incubator and Dean Carla Hesse from Berkeley’s D (data) Lab Initiative.

- He commended the Cal Women’s Basketball team for making history.

- He said Admissions letters to Berkeley were sent two weeks ago including freshman and transfer applicants for a total of about 83,000 applications to about 5,600 spots.

- Currently CAA staff is in field around the State and around the country with a series of Yes Berkeley student recruitment events. These are designed to promote and inform those who have been admitted but haven’t decided on Berkeley yet.

- Chancellor Dirks will be starting in two months and we have several meetings scheduled with him including our Fall board meeting. CAA has been working very hard with our partners at UC to announce and introduce Chancellor Dirks around the State and the country.

- Chancellor Birgeneau was very pleased with our article in the California magazine about him and his interview. We will be introducing Chancellor Dirks in our summer issue.

- Financially, our quarter is looking very good. We have pledges for $250,000 and he commended the Development team on their efforts and work.

- Membership is going strong as well. 8,000 print directories have been purchased so far. We are looking around $100,000 in royalties from these and approximately 1,000 new members.

- Lair reservations are quite solid. Lair enhancement fee has brought in $271,000 restricted to Lair capital expense improvements. Matt Terwilleger has brought new
innovative thinking to the organization that enhances our programs and builds new revenue channels.

- Berkeley Network: Job Forum in San Francisco had over 100 attendees; Careers in Non-profit planned for April 23rd here at Alumni House; Panel for healthcare executives in the fall and also developing a series of Berkeley Network Breakfast sessions in Los Angeles.

- HR issues: Still searching for a Major Gifts Officer. About to begin interviews for the new Berkeley Network Director. Reclassifying Cindy’s position from Chief Program Officer to Chief Operating Officer and the job will be posted next week.

3. Board Intranet Site demo – Cynthia So Schroeder (AJ was not present)

Ms. Cynthia So Schroeder has been working on developing this site with Ms. Anjeannette Schnetz and gave a brief demo to the board. The purpose of building this site is to reduce paper and have one accessible place online for all board documents and activities, not just for current meetings but also historical data. This will be a password protected site which will house all of our calendars, rosters, documents, etc.

4. Finance Report – Phil Cunliffe (Jason Sherr was not present)

Net income is almost $400,000 better than plan after two months. Revenue is $1,293,000, Expenses are $1,525,000, net loss of $232,000. First quarter is usually a slow quarter. Net income-variance is $397,000. Significant department variances are timing issues (Lair of the Bear, Cal Discoveries, Alumni Events, Development, and Misc. Development variance is a positive sign of good momentum, both carryover from 2012 year-end gifts and new 2013 income.

Next board meeting will have some specific numbers on how the Charter Gala did.

Life Member Fund has grown and is at approximately $14,978,000. Leadership Scholarship Fund has been steadily growing as well. Funds were withdrawn for Pinecrest Chalet purchase in 2009 yet the Life Membership fund is now back to pre-Chalet purchase levels.

5. Regents Report – Alan Mendelson

Regent Mendelson reported about recent UC Regents activity, including:

- UCOP is actively sheathing for the new system President. Feedback and guidance provided to the search committee by the UC alumni presidents was very well received by the Regents and especially from Chair Lansing.

- Regent Mendelson was on the Regental task force which delivered a Technology Transfer report this spring. The report provided recommendations for the system and campuses to best harness and
leverage the IP developed across the system for the benefit of the University and the inventors.

- Regent Mendelson commented on the apparent lack of UC and Berkeley alumni on the Board of Regents. He also confirmed several appointments expire in the year ahead and that Governor Brown will have the opportunity to make several 13-year appointments.

- Regent Mendelson also expressed his excitement for the new Berkeley Chancellor. He also expressed his appreciation to outgoing Berkeley Chancellor Robert Birgeneau and his wife Mary Catherine for their exemplary service to Cal and public higher education.


SkyDeck is the first research university startup accelerator developed to foster entrepreneurial excellence through personalized engagement and key alliances among the University, National Lab, local Government and private sector.

SkyDeck is a visionary business accelerator, which provides startups with the tools necessary for growing their businesses. Amongst the first of its kind, SkyDeck combines the consulting know-how of traditional accelerators with the vast resources of the research university. This unique partnership, coupled with the five stage SkyDeck program, gives startups the opportunity to not only grow their businesses, but also to launch and compete with industry leaders.

The three entities which fund the SkyDeck project are:
Haas School of Business
Vice Chancellor for Research Office
College of Engineering

City of Berkeley provides nominal funding as well.

7. Board President Election

Mr. Aaron Mendelson and Ms. Cynthia So Schroeder both gave presentations in support of their nominations for Board presidency.

After the presentations, the Board had an opportunity to ask both candidates some questions. Board went into a closed session to discuss the candidates.

Ms. Cynthia So Schroeder was elected as the new President.

8. Board Vice President Election

Mr. Jason Morimoto and Ms. Alison Mark both gave presentations in support of their nominations for Vice President position on the board.

Ms. Alison Mark was nominated by Carl Jacobs and second by Velveth Schmitz.
Mr. Jason Morimoto was elected as the new Vice President.

9. Public Comment:
The following was submitted by Mr. Raymond Banks via email and was read to the board by Mr. Coombs:

**CAA lacks a formal complaint policy**
In an email dated February 8, 2012, the Executive Director said, “CAA does not have a complaint policy, per se. Really it is sending a note or email or making a phone call to the President and Executive Director, as you have done.”
If the members of the California Alumni Association have the right to file a complaint, then in order to exercise those rights fully and in an equitable manner, the CAA needs to develop and codify a formal complaint procedure.

**CAA lacks transparency**
In an email dated December 15, 2011, I asked an employee to “Please define conflict of interest.”
In her response, dated the same day, she said, “Alumni Groups Team will evaluate your application (when available and when you’ve submitted it) and discuss internally any conflict of interest.” In other words, members do not have the right to know how application criteria are defined and applied.

In conclusion, because CAA lacks a formal conflict of interest policy and guidelines according to which CAA evaluates applications, it is unreasonably difficult for applicants to know what steps they must take so that their potential new group will pass muster with the CAA. Moreover, because CAA has no formal grievance process, applicants have no assurance that CAA evaluates their applications in a fair and consistent manner. In fact, the lack of such formal policies makes CAA’s decisions with respect to chartering new alumni groups at best ad hoc and at worst, arbitrary.

I ask the Board of Directors of the California Alumni Association to guarantee that Armed Forces alumni have the same rights and opportunities to charter as other special interest groups on campus.

10. Development Presentation – Joyce Hicks & Debra Gore-Mann

Due to time constraints this report will be presented at the next board meeting.

11. Berkeley D Lab Initiative – Presentation by Dean Carla Hesse

D-Lab helps Berkeley faculty, staff, and graduate students move forward with world-class research in data intensive social science. They offer a venue for methodological exchange from all corners of campus and across its bounds. D-Lab’s signature focus is research design – intelligent, rigorous, and tuned to the transformative opportunities opened up by a data-rich world.
D-Lab provides cross-disciplinary resources for in-depth consulting and advising, access to staff support, and training and provisioning for software and other infrastructure needs. Networking with other Berkeley centers and facilities and with other departments and schools, they offer services to researchers across the disciplines and underwrite the breadth of excellence of Berkeley’s graduate programs and faculty research. D-Lab builds networks through which Berkeley researchers can connect with users of social science data in the off-campus world.


Mr. Coombs reported that we have the Campus Capital Project’s approval to rebuild our facility, which will require $22M to $30M. We have had an interim opportunity introduced to CAA through Mr. Aaron Gore’s office to facilitate the reorientation of our west office wing structure - revising the space planning of both first floor and basement to enable four primary objectives.

1. Create modern, professional, functional, working environment
2. Main objective is fostering collaboration, creativity, innovation, and more cross disciplinary functionality across departments and business units of CAA
3. Bringing all non Pinecrest staff back to CAA
4. No longer have to pay rent for 2440 Bancroft.

We have finished five rounds of refinements and floor plan recommendations. We are providing a final round of feedback to campus approved planner next week. Once we have the final recommendations and numbers back from Aaron Gore’s office we will then commence conversation with CFO and Capital Projects to see what financing options may exist.

More concrete numbers will be presented at the June meeting.

Action Item

M/S/A Approved minutes from the 3/13/13 Board meeting with a spelling correction on page 4, item 7 (It should be spelled Spieker instead of Speaker Plaza).

Committee Reports:

Business Development Committee: Alison Mark

The committee had their in-person meeting the day before the Board meeting. At the meeting Matt Terwilliger gave a debrief on the current portfolio and they decided to focus on two things for the remainder of the year. One, look at our current portfolio, what is our revenue, what are the strategic opportunities in terms of forward growth. Two, the team worked on a strategic growth map about how we are going to go from here until the expiration of the BofA contract. The conference call at the end of the year we will have some final recommendations.

There’s a lot of positioning around our partnerships and currently the Development team is pursuing large corporations for donations/partnerships, such as Pepsi, UPS, Verizon, etc.

Equity Development Committee: Joyce
Committee has had two conference calls since the last board meeting in February. Have been working on developing a board fundraising policy and details will be presented at the next board meeting. Goal is to achieve the global vision that’s in our strategic plan by having board giving and fundraising. The first year there will be a suggested minimum for board giving with 100% participation. Second year there will a mandatory minimum of $1,000. We will also have tier giving based on young alums, student representative and like. Current board participation is at 68% and we have two months to bring it up to 100%. The committee will be contacting the members who haven’t contributed yet.

Lair Committee: Eric Mart

There hasn’t been any change since the last conference call and so nothing to report.

Membership Report: Phil Litts and Maritessa Ares

Total for life membership is 1350. Harris Connect project – 9,319 alumni have purchased the directory so far and we will far exceed our budget of $100K. With every campaign the numbers are constantly rising.

Ambassador Reports:

Mr. Ernie Bumatay: He attended the March 2013 Board of Directors meeting of the Los Angeles-South Bay Chapter. A board member of that chapter contacted him that they had donated $70,000 for multiple scholarships for new admits to Cal from the South Bay. And in the last few years they have not been invited to the award ceremony, they had no decision making input and they didn’t even know who received the award. Joani Carpenter looked into it and it wasn’t as bad as they had portrayed it. But, the important thing is that we need to reach out to the Chapters and support them.

Several other board members gave their accounts.

The meeting adjourned at 5:30 p.m. followed by a reception.