

**Cal Alumni Association  
Board of Directors' Meeting**

**October 17, 2018**

Directors in attendance: President Eric Mart, Vice President Amanda Pouchot, Vice President Finance Ryan Waliany, Demetrios Boutris, Allard Chu, Joy Kovaleski, Carol Liu, Catherine McKee, Dionicia Ramos Ledesma, Alex Randolph, Kiran Rao, Danielle Silveira, Michael Steckler, Kirk Tramble, Esperanza Vielma.

Absent Directors: Sangeeta Chakraborty, Diane Dwyer, Gary Slavit, Bob Sproul, Prentice Tom.

Designated Directors in attendance: Alumni Regent – Jason Morimoto.

CAA Staff in Attendance: Clothilde Hewlett, Susie Crumpler, Matt Terwilliger, Anh Tran, Anjeannette Schnetz. CFO Consultant Monisha Merchant.

President Mart called the meeting to order at 2:05pm and established a quorum of voting Directors.

1. President Report – Eric Mart

Mr. Mart reported on the recent meetings he's attended including the UC Berkeley Foundation meeting as well as a meeting with the CAA Past Presidents and the Chancellor regarding her vision for a campus-wide alumni engagement program. Ms. Blakemore from UDAR attended along with two consultants from Marts & Lundy. The Board will receive a similar presentation at the December 7, 2018 CAA Board meeting.

2. M/S/A: The CAA Board of Directors approved the addition of Anne Chambers to join the 2018 – 2019 CAA Finance Committee.

3. Executive Director Report – Clothilde Hewlett

Ms. Hewlett reported that the academic year has started with tremendous momentum and many alumni engagement events including a 1,000+ attended Lair tailgate at Memorial Glade that began with a Town Hall meeting at Alumni House featuring questions & answers with Chancellor Christ and the new Athletics Director, Jim Knowlton. CAA also hosted the Young Alumni tailgate on the same day at Alumni House. This fall, CAA has also hosted a reception celebrating the African American Initiative (AAI) attended by the Chancellor and other campus partners. The Berkeley

Chinese Summit was held October 5-7 and included former CAA Board member and California State Controller, Betty Yee, as the keynote speaker. This event was hosted by the Berkeley Chinese Alumni International Association (BCAIA) as well as our Berkeley Chinese Chapter. Leaders within Silicon Valley and international speakers from China covered topics ranging from quantum mathematics to artificial intelligence. CAA also partnered with the Center for Gender and Equity to host a LGBTQ brunch at Alumni House in October. Plans are also underway to re-launch the LGBTQ Alumni Chapter.

CAA and University Development and Alumni Relations (UDAR) partnered to present the Volunteer Awards on the Friday, October 12 of Reunion and Parents Weekend. Former CAA President and Regent Cynthia So Schroeder was awarded the Spirit of 1868 Volunteer Award for her outstanding volunteer leadership. In addition, the CAA Chinese Chapter was awarded the Loyal Company Outstanding Volunteer Group Award for their service to the university.

Concurrently, with all these major alumni events are going on, Ms. Hewlett emphasized that CAA senior directors are meeting with various campus entities in an effort to develop an alumni engagement plan. She also mentioned that the campus is impressed with CAA's current progress with the Berkeley Network, particularly, with the PeopleGrove application. The next round of meetings with the campus will feature discussions on this application, which the campus is considering for the entire campus community. The campus will also invite technology experts to implement this program and to measure the analytics associated with it. Ms. Hewlett further observed that CAA was privileged to have spearheaded the project and very pleased when the campus invests their resources on CAA initiatives that they find appealing, because they will take those projects to the next level.

4. M/S/A: The CAA Board of Directors approved the following consent agenda item:
  - Approved the 9/14/18 CAA Board Meeting Minutes.
5. Finance Report – Ryan Walianny, Ann Truong

Mr. Walianny began by noting that CAA is projected to meet its original budget by year-end. On the LLC status for the Lair, staff and Committee continue to work on the details with projected formation in the first quarter of 2019. The Lair LLC staff will be managed under a different payroll and will also have a separate bank account. Because one of CAA's entities is for profit and the other a nonprofit, the Committee is investigating how to keep the funds separated.

Ms. Truong noted that she is working on completion of the 990 for approval by the Audit Committee.

Lastly, Mr. Walianny added that the staff is working on the 2019 operating budget, which will be presented for approval at the December 7 CAA Board meeting.

6. Alumni Engagement Expansion Initiative (AEX) Mid-Program Review and 2019 Budget Request – Joy Kovaleski

Ms. Kovaleski noted that the AEX Committee has been working with staff to put forward a plan according to the priorities for AEX. CAA is focused on increasing opportunities for the Berkeley Network to provide webinars for virtual engagement. We are also pursuing career and network grants for Chapter engagement, so they can do more of the event planning. We are also sponsoring at least 50 percent of the cost for the events in the Berkeley Network. In the Chapters, we would like to establish more event management technology. We are focusing on increasing young alumni leadership as well as looking at our membership model to increase Chapter and CAA membership within the whole Chapter system. We are also strengthening our grants management to push for the planning to be conducted at the Chapter level, rather than centralizing the planning to Berkeley. We want to prioritize and develop the top five to ten services that we provide to our Chapters.

Ms. Kovaleski noted that there is focus on strategic student engagement and CAA is looking at establishing an Oxford-style debate series with *California* magazine. We are establishing a virtual event platform to engage new alumni. We also want to establish informal learning opportunities and to continue the Golden Bear Orientation with campus partners.

M/S/A: The CAA Board of Directors approved the 2019 Alumni Engagement Expansion Initiative Plan and funding as presented.

Next, the Directors reviewed the Key Performance Indicators (KPIs) for 2019. Ms. Crumpler noted that CAA will focus on:

- technology and online engagement
- facilities and needs assessment for Alumni House
- we're also reviewing new revenue-generating initiatives

Ms. Crumpler noted that CAA is reviewing the campus alumni engagement plan and will adjust CAA's KPIs in order to avoid duplicated efforts so that we can best invest our resources where they are needed. Ms. Hewlett noted that when the 2019 CAA operating budget is presented at the December 7 CAA Board meeting, the 2019 KPIs will be incorporated as the AEX budget represents the significant portion of CAA's Alumni engagement programs. The AEX funding was approved by the CAA Board for three years (2017, 2018, 2019) and is separate from the Association's operating budget and must be approved annually.

M/S/A: The CAA Board of Directors approved the 2019 Key Performance Indicators as presented.

7. Update re: UC Berkeley Alumni Engagement Strategy, Project Scope & Timeline – Eric Mart

Mr. Mart wanted to close with a short discussion on the campus alumni engagement strategy, including the timeline and project scope. Chancellor Christ has tasked a working group made up of CAA and UDAR staff, as well as other campus representatives, to create a comprehensive alumni engagement plan with final approval to take place the week of December 10, 2018. The project objective statement is:

To create a university wide, comprehensive alumni engagement strategy and plan focused on the lifelong enrichment of alumni. The plan should advance key alumni populations toward increased involvement and greater giving to Berkeley. It should also align with the university's efforts to build the donor base, identify new major donors, and engage students and alumni as volunteers.

As such, Lishelle Blakemore – UDAR's Associate Vice Chancellor, Development, has formed a committee between her team and three members from CAA: Ms. Hewlett, Ms. Crumpler, and Ms. Tran. There are also representatives from various campus departments who work in alumni engagement. The Chancellor directed that the alumni engagement plan will be crafted by campus and CAA staff, not the UC Berkeley Foundation Trustees or CAA Directors.

Ms. Hewlett mentioned that the meetings begun with a spreadsheet detailing what various campus entities do regarding alumni engagement. What will be important is for the final report to clarify the difference between alumni engagement relations and alumni development efforts. There will be four committee meetings this fall. Some of the priorities presented by UDAR are similar to CAA's priorities including career development (alumni to students, alumni to alumni) as well as informal learning opportunities. The other priority is the use of improved technology as feedback clearly indicates that the systems in place are archaic.

To meet these goals, the participants have been divided into the following subcommittees:

- Academic Units & Campus Partners
- Advocacy & Volunteer Engagement
- Audience Segmentation & Communications
- Diversity & Inclusion
- Lifelong Learning & Career Networking
- Regional & Student/Young Alumni
- Student & Young Alumni Engagement

The consulting firm of Marts & Lundy is working with the committee and will develop the full plan for the Chancellor's approval. They hope to integrate elements that they like about what CAA does, for example the Berkeley Career Network and the

PeopleGrove app, under one cohesive campus-wide platform. They are also working on developing online learning through webinars, which is a priority for both UCOP and for the governor.

Ms. Hewlett stated that she expects the final plan will closely mirror CAA's AEX plan and the strategic plan. One of the positive outcomes from this process is that by focusing on consolidated alumni engagement across campus, there will be more clarity and communication between departments. As the Chancellor stated at the September CAA Board meeting, campus is looking at consolidating many of our annual funds, to reduce the number of times that alumni are solicited throughout the year. Ms. Hewlett noted that it will be to everyone's benefit if the university decides to develop / upgrade the technology. CAA will still advance our own alumni engagement initiatives but we will avoid duplication and will incorporate the university's initiatives as well to achieve the best ROI for our alumni to support UC Berkeley.

The CAA Board conference call adjourned at 2:55pm.