



**ALUMNI  
& FRIENDS  
ASSOCIATION**  
C H A N N E L  
I S L A N D S

California State University Channel Islands  
**Alumni & Friends Association**  
**A&FA Board Meeting**  
November 15, 2021 @ 6 p.m. – 8p.m.  
Zoom Conference Call

**Meeting started: 6:05pm**

**Attendees:** Leah Lacayo, Alfredo Martinez, Cheyenne Mendoza, Georg Winkler, Roy Sherman, Dr. Doreen Hatcher, Marcus Wurtz, Brenda Bravo, Sandy Sanchez, Hannah Mize, Melissa Mirkovich-Scholes, Cassandra Ludwig, Cynthia Flores, Dr. Doreen Hatcher, Kelli Couse, Richard LeRoy, Jess Medina, Amanda Carpenter, Lisa Racine, Nichole Ipach, Paola Rubino-Zapatka

**Absent:** Adrianna Romero, Ashley Seery, Eric Meissner, Alan West, Mark Garcia

1. **Welcome - Winkler**
2. **Guest Speaker- Carpenter (introduce)**
  - a. A&FA Scholarship Recipient Paola Rubino-Zapatka
    - i. Inspiring speech from Paola - thankful for the opportunity, really feels valued
3. **Approval of Minutes - Mize**
  - a. September 13, 2021 Meeting Minutes (document 02\_\_09.2021 MINUTES)
    - i. Meeting minute approved
      1. Hannah motioned
      2. Alfredo Martinez seconded
      3. Georg confirmed no objections
4. **Google Drive Demo - Medina Magallon**
  - a. Demo of google drive
    - i. Right click - add star to pin to board
    - ii. All committee notes are available for everyone on the team
      1. Goal of transparency
5. **President's Report - Winkler**
  - a. Tracking Engagement (overview of what's to come)
    - i. Working on at the Ex Committee level - goal to empower and accountability
    - ii. Scoreboard (e.g. recruiting new members) lead measures - specific metrics for different committees
      1. Celebrate success - taking action and opportunities to get back out there
    - iii. Not finalized yet - but will have something in the Google Drive for discussion and feedback - Georg looks forward to sharing more in the future
  - b. Committee Funding
    - i. In a spot where we were unable to communicate with Treasurer, and wanted to move committee funding - if there's a budget and a process, a template, etc. committees could make some choices and move forward
      1. Empowering people - main goal - making committees backbone of goal and will talk more about next steps
  - c. Celebrate Shared Successes
    - i. Roy - new baby
    - ii. Georg - new house

- iii. Marcus - new job
- iv. Cheyenne- new job

## 6. Action Items - *Winkler*

- i. *Heaven't heard from Pete and need to move our progress forward*
- b. New Appointment of R. Sherman as A&FA Treasurer
  - i. Financial planner and have been for 10+ years
  - ii. Help clients use financial resources to meet their goals - that's the role proposed here - haven't gotten into specifics about what that will include, but that's the goal
  - iii. Georg - Roy has always always shown up, despite having newborns - would like to make a motion to appoint Roy Sermal as Treasurer
  - iv. Marcus made a motion - Melissa seconded
  - v. Leah - congratulate the board on having someone w/ such a wealth of experience
    - 1. Motion -
    - 1. No opposed

## 7. Discussion - *Bravo*

- a. 2017 - 2021 Board Member Data
  - i. Last time we spoke, talked about board composition and filling open seats - some folks are terming out, how do we get nominations and elect people for our board?
    - 1. You see the majors from our board and the # of years they've been out of school
  - ii. Shifts over time - 2012 - 2020
  - iii. What's the ask?
    - 1. Looking to get new member nominations
      - a. Alumni openings - 11 and friend openings - 1
      - b. Review of google form
        - i. Form is included on the agenda - if you have anyone that would be a good fit, please fill it out and we will complete a screening and then present nominations to the board
        - ii. Nomination Form:
          - [https://docs.google.com/forms/d/e/1FAIpQLSeh-8pkZn21HPIWwBFEUdFDs94F5FKHJMxSvkW1w6bAcwtbPg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSeh-8pkZn21HPIWwBFEUdFDs94F5FKHJMxSvkW1w6bAcwtbPg/viewform?usp=sf_link)
          - 1. Fill out with as many recommended members as desired
    - 2. Will be contacting existing board members to understand interest/desire to remain members?
    - 3. We are hoping to collect additional data, please take 2 minutes to fill out the following form
      - a. [https://csuci.qualtrics.com/jfe/form/SV\\_3lOhj7k8BQuCXvU](https://csuci.qualtrics.com/jfe/form/SV_3lOhj7k8BQuCXvU)
- b. 2022 - 2023 A&FA Board Nomination
  - i. [Nomination Form](#)

## 8. Treasurer's Report - *LeRoy*

- a. September 2021

- i. Our financial report - revenue to give everyone an update on where we are on incoming funds for association - year over year comparison looking at Q1 - look at first three months - if we compare, have pretty good #s compared to last year - look below and it shows which type of memberships are purchased
  1. Working w/ membership committee to increase membership and demonstrate value
  2. No events in this past year - only adopt a grad program last year - next group does a year over year comparison of trust fund - all funds that go into association - any time a member joins or we receive a gift, that goes there -1,000 members and trust fund is growing
    - a. Find opportunities to drive membership and add value
      - i. Next step is to come up w/ a funding model
  3. Alfredo - what does VSE stand for?
    - a. Voluntary support of education

## 9. Committee Reports

- a. **Career Development & Industry** - *Asquith-Caya*
- b. **Communications & Marketing** - *Romero (Amanda)*
- c. **Executive** - *Winkler*
- d. **Finance** - *LeRoy*
- e. **Membership & Affinities** - *Martinez*
- f. **Social & Cultural** - *Racine*
- g. **Strategic Plan** - *Carpenter*

## 10. Student Report - Couse

- a. *Registration is going on - so far so good, seems to be working for folks to get classes they'd like*
- b. *Mountain lion sightings - messages to stay inside*
- c. *Graduate school fairs and fairs for flu shots*
- d. *Discussing with students and they didn't know what an alumni association was - they want jobs and internships*

## 11. Faculty Report - Flores

- a. *Faculty senate meeting*
- b. *Week 13 of instruction - finals are approaching, classes are about 75% in person and think that'll be similar in the spring - among faculty talk about - age of institution, ready for things that are more memorable and routine - maybe it's time for a CI homecoming - maybe we could do it at the CI harbor, an opportunity to welcome them back and provide info on the alumni board - it might not be major sports, but we have resources nearby that would set us apart from other institutions*
- c. *Student clubs - there's an opportunity to alert students there's an alumni board through faculty advisors of clubs - would be interesting to know what student clubs alumni board was engaged in and that could be an intimate place where we could*
- d. *Strategic planning exercise - community wide exercise - share link on information - can provide feedback on the institution*
  - i. <https://www.csuci.edu/daa/coc/index.htm>
    1. *Dr Hatcher - would love to hear more about your ideas and would love to work on a project/collaborate together - also working on trying to create a culture of having alumni advisors - would love to get together and could present something soon with updated data*

- ii. *Cinthia Flores - frequently asked to be a faculty advisor, but there's limited time in the day - it would be great if we could have the role listed out with expectations/links/infographics - etc. to help folks stay engaged*

## **12. Alumni Council Report - Wurtz**

- a. *Two main portions of the meeting - business and PD - in business there was a lot covered re: CSU alumni council*
- b. *8 strategic objectives approved - have a bunch of PDFs that can be shared - partnering/engaging w/ key statewide stakeholders*

## **13. Alumni Staff Report - Carpenter**

- a. *Alumni career outcomes project that we've been working on as an institution - an interest in having better alumni outcome data - can be used for a variety of purposes - where alumni are geographically, are we contacting them at the right locations, do we have the right info on file*
  - i. *As a campus, partnered w/ a third-party that does investigation on the internet and finds this data - at next meeting, will share more data/info*
    - 1. *½ of grads have been tracked via data profiles*
  - ii. *Critical data as an association/institution*
  - iii. *Will be conducting surveys starting next spring*
  - iv. *Starting alumni communication - postcards/phone calls, etc*
- b. *From programming perspective - many other universities are doing outside events, lots are still held virtually - some new things have been coming up - more of a blended/hybrid model - things they're doing in person are informal, networking, professional development opportunities - happened w/ the Tradedesk - several alumni and faculty and students got together - dining with dolphins*
  - i. *Hoping we can think about small scale/affinity groups where we can create this synergy*
  - ii. *Hosting mentorship night - Weds November 17 - featuring Brenda and Alfredo - serving as mentors - in partnership w/ Chicano Studies - guest speakers and Mayor of VTA*
  - iii. *Exciting news - grad fest will be held in person - March 9/10 - outdoors - significant opportunity to secure new members from graduating classes - bringing back classes from this year and others who want to participate in this opportunity - more opportunities to be provided once they become available*
- c. *Recruiting:*
  - i. *Lunch and learn - targeting employers through Chamber of Commerce - 40 employers participated in initial webinar*
  - ii. *Career/internship fair - in person and outdoors*

## **14. University Report - Ipach**

- a. *Academic planning - making connections w/ industry so that we can collect info/ideas and feedback on what types of people they'd like to hire - and how we can translate that into new academic programs*
  - i. *Would love ideas for companies/employers in the region*
  - ii. *Enrollment management - recruitment, enrollment, retention - planning is new to the campus - as far as scale/size as to how we're looking at this - really exciting*
  - iii. *Re-accreditation process with WASC*

- iv. *Gift - 15M (MacKenzie Scott) - what the President is thinking about using that money for - allocate towards academic plan that comes out of this or innovative/new ideas that existing academic programs would like to take on; capital projects - hasn't landed on which specific projects, but recognizes that we can't have robust academic programs if they don't have the appropriate space to operate in - opportunities to incentivize additional donors*
  - 1. *Academic programs*
  - 2. *Student scholarships*
  - 3. *peer/peer support*
  - 4. *Capital project*
- v. *Presidential search - meeting on Nov 22 - applications will be delivered on that date and some information will be given as to how to process that - committee meets Nov 30 - then goes to Airport interviews (January 2 and 12) - approximately 8 semi-finalists - then those finalists go on to interview w/ Board of Trustees and Chancellor - they make decision, should have new pres by Jan Board of Trustees meeting*
- vi. *University Glen - expansion project - developing another 550 - 600 units of housing - will almost double what's there now - apts and townhomes for seniors*
  - 1. *groundbreaking/ribbon cutting - January*

#### **15. Open Comments**

- a. Board Meeting Format and Meeting Location Technology Updates (in-person/virtual)
  - i. Hybrid events - here's a feel for planning events and creative ideas:  
<https://ventura.score.org/event/hybrid-events-mixing-person-and-virtual-events>
- b. Save the Date (12/16) Reminder
  - i. Handle Evens room - retrofitting to ensure technology is equipped for virtual meetings - should be done w/i the next two months - next meeting is Feb 21 - plan for virtual - will have an update then on the meeting space
  - ii. President's holiday event on campus
- c. Nichole - happy holidays!

***Meeting ended 7:35***

*The next Alumni & Friends Association Board Meeting will occur on  
**Monday, February 21, 2021 @ 6:00 p.m.** (virtual).*

As of 3/17/2020, CSUCI has transitioned to a hybrid (in-person and virtual) environment for all campus operations and academic instruction until further notice. Thank you!