



**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
September 13, 2021 @ 6 p.m. – 8p.m.
Zoom Conference Call

Meeting Called to Order at: 6:05pm

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|-----------|------------------|--|
| Attendees | Board | Leah Lacayo, Adrianna Romero, Alfredo Martinez, Cheyenne Mendoza, Georg Winkler, Roy Sherman, Dr. Doreen Hatcher, Marcus Wurtz, Brenda Bravo, Sandy Sanchez, Ashley Seery, Eric Meissner, Alan West, Mark Garcia |
| | Faculty | Cynthia Flores |
| | Students | Kelli Couse, Vaishnavi Ramprasad |
| | Staff | Richard LeRoy, Jess Medina, Amanda Carpenter, Lisa Racine, Jennifer Gonzalez |
| | Community/Public | N/A |
| Absent | | Pete Marcus, Hannah Mize |

[Meeting packet / documents: Google Drive Folder](#)

1. **Welcome - Winkler**
2. **Approval of Minutes- Winkler**
 - a. See “05.2021 Minutes” document 2
 - b. Leah motioned
 - c. Roy seconded motion
 - d. No discussion, minutes approved
3. **Approval of Finances - Winkler**
 - a. See “AFA Revenue Report 06.2021” document 3
 - b. Brenda motioned
 - c. Leah seconded motion
 - d. No discussion, report approved
4. **President’s Report - Winkler**
 - a. Vision for the new year
 - i. Attendance & Engagement - Bylaws allow for 2 (two) absences before being removed from the Board. After removal, members may dispute removal and request reinstatement.
 1. Board meetings calendar: see “2021 AY Meeting Calendar” document 4
 - ii. Updating Board Contact Info:
 1. <https://www.csuci.edu/alumni/stayconnected.htm>
 - iii. View Board Contact Info and Attendance: [Google Drive Folder](#)

b. Board Members share their goals:

- i. *Alfredo* - provide thorough understanding of value we bring to different populations, empower committee to make decision and strategize; collaboration to enhance membership
- ii. *Leah* - help board mesh, gel, become better acquainted knowing each other will support productivity
- iii. *Kelli* - student growth and supporting association, learning about committees
- iv. *Adrianna*- goal with committee and consistent marketing plan, engagement in the plan
- v. *Cheyenne*- employer relations (she's a recruiter)
- vi. *Cynthia* - serve as communicator and facilitator between alumni and faculty: give a faculty report at academic senate!
- vii. *Brenda*- learn as much as possible and be supportive
- viii. *Sandy*- become more engaged, join committees- still feels new to board between covid + baby
- ix. *Roy*- building employer relationship base- up and coming employers in VC to bridge employers and students
- x. *Marcus*- employer and com committee work, & council rep & working to build strong board
- xi. *Jennifer*- learn as much as possible and building relationships to increase alumni engagement
- xii. *Amanda* - implement new strategic plan, leading committee and getting board moving in that direction
- xiii. *Ashley* - committee participation
- xiv. *Mark Garcia*- continue supporting the board, committee (finance)- cal lu adjunct prof
- xv. *Eric* - employer pipeline
- xvi. *Doreen*- embrace being a board member vs staff support person
- xvii. *Alan* - career
- xviii. *Vaishnavi*- student- ("navi")-
- xix. *Lisa*- empowering and informing
- xx. *Ritchie*- alumni voice as a connected and heard voice; source of inspo and philanthropy

5. **Action Items** - *Winkler*

a. Black Alumni Chapter (BAC)

- i. See "A&FA Black Alumni Chapter Constitution" and "BAC Bylaws"
 1. Documents 5.1 and 5.2
- ii. Board voting Y/N on the formation of the first CSUCI Alumni & Friends Association chapter
 1. Alfredo motioned
 2. Eric seconded motion
 3. No discussion. Formation approved

6. **Discussion** - *Winkler*

a. Committee Funding Breakout Rooms - As a committee, what would you want/need funding for?

- i. Communications & Marketing
 1. Funding for a student as an intern to manage social media and increase engagement.

2. At events, create social media pop-ups/decorative backdrops for attendees to take pictures
3. A&FA freebies/swag items
- ii. Membership
 1. Digital memberships/cards
 2. Incentive for community partnerships for alumni discounts
 3. Invest in engagement tracking system/software
- iii. Social Cultural
 1. Hosting low-pressure meet & greet events (includes pricing for event location, food/drinks, raffles items, etc)
 2. Opportunities may be discussed more thoroughly with Georg and staff throughout the year

7. Committee Reports

- a. Executive - *Winkler/Bravo*
 - i. Georg and staff meet weekly to discuss directions for the board
 - ii. Diana Gutierrez is no longer on the Board of Directors
 - iii. Updated Chapter structures and nominations process
 - iv. There will be several open positions on the Board for the 2022-2023 year
 - v. **@Board** - If you have nominees, reach out to Brenda.
- b. Communications & Marketing - *Romero*
 - i. #TellYourStory alumni spotlight
 - ii. Working on reaching out to people through LinkedIn
 - iii. Would like a greater focus on video content (an intern would be helpful for this)
 - iv. **@Board**: record a 30 sec video of what the board is and what we enjoy about being on the Board.
- c. Membership - *Martinez*
 - i. Discussions on where the value of membership lies in comparison to other universities
 - ii. Strategizing ways to engage committee members
 - iii. **@Board** - Be on the lookout for an email from Alfredo
- d. Career & Industry - *Carpenter*
 - i. **Next Meeting: October 5th, 2021**
 - ii. Two Career Fairs this semester:
 1. Wednesday, September 28th, 2021 - Business, Marketing, STEM
 2. Thursday, September 29th, 2021 - Education, Health, Social Sciences
- e. Social & Cultural - *Racine*
 - i. Santa Barbara Alumni Mixer
 1. Location: The Santa Barbara Club (1105 Chapala St, Santa Barbara, CA 93101)
 2. When: Friday, October 22nd from 5:30pm - 7pm
 3. **RSVP Link**
 4. All alumni are welcome, no A&FA membership needed to attend

8. Student Report

- a. Introducing Kelli as one of the new student representatives for the 2021 - 2022 year
 - i. Vaisnavi will be a temporary rep until a permanent one for the year is found

9. Faculty Report - *Flores*

- a. Fall semester hybrid instruction - 75% of classes are in-person

- b. There are 90 student orgs on campus but there is no where to find which faculty members are advisors for these clubs
- c. It might be helpful to bring an advisor to the Board to support students as they transition into alumni

10. Alumni Council Report - *Wurtz*

- a. Other CSUs are planning Homecoming/athletics activities, Board meetings, and large scale events
- b. Also discussing what to do in a post-COVID world
 - i. Many CSU's are adopting a hybrid model for a while. Some are seeing success w/virtual mentoring, webinars, etc.

11. Alumni Staff Report - *Carpenter*

- a. Jennifer Gonzalez, M.S.
 - i. Career Counselor and Alumni Mentorship Coordinator
- b. Virtual Career & Internship Fair (lisa.racine@csuci.edu - sending after meeting)
 - i. Business, Marketing & STEM → Sept 29th 10am-1pm
 - ii. Education/Healthcare/Social Services → Sept 30th 10am-1pm
- c. Post-Grad Outcomes
 - i. Collect post-graduation outcomes data informing our discussion about the value of a CSUCI degree related to career/educational outcomes.
 - ii. Examining graduate outcome trends along with industry hiring projections to inform our discussion about positioning CSUCI as a workforce driver directly impacting regional employment needs.
 - iii. President's Office, Institutional Data
 - iv. 1-Year, 5-Year
 - v. Incentivizing Survey Completion
 - vi. Need accurate Alumni Contact Data
 - vii. Representation from A&FA
- d. Class of 4 Million
 - i. With the graduation of the Class of 2021, the California State University achieved a milestone—four million living alumni.
 - ii. What does it mean to be part of a community that is 4 million strong?
 - iii. One in every 20 Americans with a college degree earned it at the CSU
 - iv. One in 10 employees in California is a CSU graduate

12. University Report – *LeRoy*

- a. Convocation - <https://www.csuci.edu/president/communication.htm>
- b. 15M gift / Philanthropy
 - i. - We're 1 of 4 CSU campuses to receive this gift
- c. President Search
 - i. interim for 9 months, new president around July 2022. A&FA was able to nominate a candidate for the presidential search – Atticus Reyes

13. Open Comments

Meeting adjourned at 7:41pm