**Meeting Called to Order at: 6:05pm**

<table>
<thead>
<tr>
<th>Attendees</th>
<th>Board</th>
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<tbody>
<tr>
<td></td>
<td>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</td>
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<tr>
<td></td>
<td>Faculty</td>
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<td>Cynthia Flores</td>
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<td>Students</td>
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<td>Kelli Couse, Vaishnavi Ramprasad</td>
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<td>Staff</td>
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<td>Richard LeRoy, Jess Medina, Amanda Carpenter, Lisa Racine, Jennifer Gonzalez</td>
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<td>Community/Public</td>
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<td>N/A</td>
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<td>Absent</td>
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<td>Pete Marcus, Hannah Mize</td>
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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

   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