



**THURSDAY, NOVEMBER 19, 2020 | 6-7:30 p.m.**

**BOARD OF DIRECTORS MEETING**

<https://cpp.zoom.us/j/81540049869>

**Meeting ID: 815 4004 9869**

**I. Call to Order**

**Mauss**

- Called to order at 7:05 PM.

**II. Roll Call**

**Bess**

- Board Members Present: Walt Allen, Renita Bess, Dean Bui, Lydia Chen Shah, Carl Crawford, Jill Escoto, Corey Gaither, Helene Galang, Phil Marquez, Tom Mauss, Jesus Navidad, John Poli, Ana Ramirez, Yvonne Rentmeester, Matthew Sanford, Tiffany Smith, Hansini Vitharanage
- Board Members Absent: Brenda Diederichs, Nick Felter, Bill Liang, Heather Shanahan
- Alumni Staff Present: Andrea DeCoudres, Laura Kuntz, Melissa Riordan
- Alumni Staff Absent: None
- Other Present: Dan Montplaisir (VP of Advancement), Lucy Yu (ASI Student Rep)

**III. Approval of Agenda**

**Mauss**

- One minor update, it is important to stay on schedule, but it is also important that all board members feel comfortable to be able to share thoughts, and ideas. I am adding Public Comments to the agenda. If during the meeting you have an idea or item that you would like to share, please wait until the end of the meeting and I will do a call for public comments. This is optional but I would like it reflected on the agenda for the minutes.
- Thank you for approving the agenda via survey monkey; agenda passes 20-0-0.

**IV. Approval of the May 2020 Minutes**

**Mauss**

- We have one minor update to the minutes. Please note staff has added John Poli's name to Item X. Alumni and External Relations Report, Section A, Bullet 6 - regarding alumni board members who assisted with calling future Broncos. This is a minor edit and does not require a separate motion.
- Since there were no other changes submitted, minutes pass 20-0-0.

**V. University President's Representative Report**

**Montplaisir**

- Suggestion to have the Pride Center come and present to the Alumni Board at a future board meeting.
- 20 million dollars decrease to Cal Poly Pomona budget. Lots of expenses came with going remote. CARE program and reserves to help offset some of those costs.
- In Advancement, we had open positions that are now on hold so we can help with the budget decreases to help with impacts and avoid layoffs in Advancement.
- Went up 6% in enrollment for fall which helps with some additional revenue.
- New Chancellor for the CSU – Dr Joseph Castro. Dr Castro is California raised and has experience as an effective university President. He will begin January 2021.
- The university will continue primarily remote and online for Spring 2021.

- University Gathering for everyone with President Coley and ASI President, Lucy Yu. Just as important, especially for freshman who never had the opportunity to go to campus. It is a very different dynamic and we want opportunities for students still to engage with the university.
- We are almost completed with the Rose Float Lab. Final touches on the lab are currently taking place. There won't be a Rose Parade, but Cal Poly Pomona will be featured in a special on New Year's Day.
- Farm Store and Brew Works are still operating within county guidelines.
- Money's Best 2020 – Best Colleges with the most impact for your dollar - #15 and ahead of schools like UCLA and Berkley.
- Laptops for Incoming Students – more than 400 CPP students didn't have reliable access to a computer. Those students received funding to help with these costs. There have also been laptop donations or vouchers to help offset those costs at the Bookstore. Also have helped with Hot Spots for students who had WiFi needs in their homes.

## VI. ASI President Update

Yu

- Mobile Food Pantry – This started three weeks ago and it has been doing very well. Students can sign up via a link. Currently booked a week out. We are passing out everything from food to personal protection.
- ASI B.O.D. Fee Relief – 2.2 million going back to Basic Need Program. Looking at fee relief options since students aren't on campus. Every year fees are typically around \$1,000. \$2.2 million found extra that won't be used this year. Deciding to give it back to different basic needs on campus – grants of \$500 to students, \$1000 grants, donating to Clothes Closet, giving laptops/hot spots, and to undocumented students. Currently in the processes of implementing this as it was just voted on three weeks ago.
- Leslie David Baker (Stanley from the Office) joined an ASI event to talk about The Office, being a black man in Hollywood, etc. Students are wanting more celebrity events in the future.
- We are discussing different grading options for fall and spring semester.
- Latte's with Lucy have been taking place of Pizza with the Presidents virtually this fall.

## VII. Officer Reports

### A. Internal Vice President

Crawford

- The Executive Committee will meet in January. We will begin reviewing our strategic document. With events being such a large component of what we do, we will keep those in the document for the time being but will look start proposing some goals and key performance indicators around: volunteerism, mentoring and metrics.

### B. External Vice President

Ramirez

- **PowerPoint presentation was provided.**
- We are excited to present the work that has been done for this fall with our chapters, which have been very active with a total of 13 events in various formats - workshops, presentations, mixers, forums and panels.
- At the beginning of the semester we held a chapter roundtable and encouraged chapters to combine resources by collaborating in events. These workshops were available to the campus community, staff/faculty, students and alumni.
- ASI Alumni Chapter
  - Does not consist of an alumni board but work very closely with staff from ASI to put these events together. Their event was "ASI's Ask An Expert panel" with 35 student participants and a panel of 10 alumni Thank you to the many alumni board members who participated in this even and answered questions from alumni and students.

- Although Andrea and ASI staff do a great job at creating ASI event there is still a need to fill up this alumni board. If you have anyone in mind, all suggestions can be sent to Andrea, and look forward to filling this e-board potentially by January.
- Black Alumni and Friends Chapter
  - Hosted several events this semester, while maintaining and engaging a book club discussing three books thus far. They plan to continue to review books in Spring semester.
  - The first being “Practicing Self Care During Trying Times” which provided stress reduction techniques from a licensed psychologist. Next was two education workshops delivered by Dr. Elgrie Hurd who focused on bridging the gap during the pandemic and student center learning- which included special guests from The African American Museum of Beginnings. Followed by our very own Walt Allen cohosting “Entering Politics” event with Mayor Tyrone Hampton from Pasadena which talked about the speaker’s journeys into politics and how to get involved in local politics. Last, was this past Tuesday, where the chapter held a Black Health Forum which featured doctors discussing early detection, prevention and management for health conditions affecting the Black community.
- Business Alumni Chapter
  - Held two highly attended events (35-50 students).
    - This was the fourth year offering the LinkedIn 2.0 Workshop which featured a scripted presentation by our CBA Alumni board along with a Q&A session about using LinkedIn for branding, job search and networking.
    - The second event held was a Career Mentoring Chat, which provided alumni and students an opportunity to ask questions related to career, industry, hiring, interviewing and transitioning through careers.
- Collins Alumni Society hosting monthly workshops on various topics including home ownership, mixology, barbecue butchery, floristry and also a hospitality innovation series that invites alumni to come back and speak to students.
- Latino Professional Alumni Chapter
  - Branded their virtual events as “Talk-O Tuesdays” and has worked closely with the Cesar Chavez Center for Higher Education on many of their events.
  - Their first event was “I AM First mixer” which was a casual event that allowed people to open up about their experiences as first-generation students.
  - After, was “Celebrating LatinX Achievements” which took the place of the Hilda Solis Scholarship Awards ceremony. In this event we recognized four student scholarship winners and also celebrated LatinX Heritage month by highlighting alumni-Louis Dominguez from Jet Propulsion laboratory and Bertha Benavides, principal at a orange county charter school.
  - Next was a workshop called “what do we call ourselves” that discussed evolving Latinx terms within their community. This was held in conjunction with the Cesar Chavez center and hosted by a faculty member on campus.
  - Then Finally, a bipartisan voting workshop was held to answer logistical polling, voting and ballot questions.
- Urban and Regional Planning Chapter
  - They collaborated with the Career Center and developed a three-part career development series for students and alumni. Topics included – discovering your planning passion, planning resume and portfolio, and exploring your planning possibilities.
- Rose Float Alumni Chapter
  - Adjusting to the new COVID ways, they have been assisting the campus with virtual opportunities for the Rose Float community by hosting various float skill building sessions and recently holding a virtual scavenger hunt. They also hosted a build your own rose float home edition workshop.
  - The chapter is also currently recruiting for executive board members and planning their end of the year virtual banquet for February.

- Also, in place of the traditional Tournament of Roses parade this year, there will be a two-hour special edition program that will air on Channel \_\_\_\_, and Cal Poly's Rose Float program will be featured! Tune in on New Year's Day.
- Towards the beginning of the semester we met with the Office of student life and coordinators of the cultural centers to discuss collaboration opportunities and make sure to bridge our efforts to these centers. As part of the meeting we found out that OSL had conducted a survey with students.
- So now planning for Spring semester. December 1, we have a second chapter roundtable planned where we will review Fall semester and talk about planning for Spring. We hope to see some additional collaboration among the chapters. Some of the ideas from the chapters so far for Spring is additional health forums, entrepreneurship panels, fireside chats, financial planning workshop, mock/interview resume and interviewing workshops and more!

### C. Vice President of Finance

Chen Shah

- **PowerPoint presentation was provided.**
- The Alumni Staff oversees the budget and funds are held in the Cal Poly Pomona Philanthropic Foundation. Samantha Chow, who works in the Office of Alumni and External Relations, reconciles all accounts monthly.
- The 2 main areas I am going to focus on today are: The Alumni Association Operating Budget and Scholarship.
  - Operating Budget is what we approve each May. It is where membership and affinity money goes. Affinity money included royalties from health insurance which we offer to members and Liberty Mutual.
- The Alumni Association has a scholarship program which is kept separate from operating. We have 6 endowment accounts which fund 8 awards annually. Funds are raised 3 ways:
  - Giving Day- donations
  - Annually 10% of all membership funds go to scholarship
  - Interest Income earnings
- Expenses are the items that come up throughout the year. Services such as legal, mail house, taxes, and gift fees. In a normal year, we would have a retreat catering and room rentals for meetings.
- Program and Earnings Distribution represent funding to our chapters through our grant program and University Projects such as the mentoring portal or a sponsorship towards Tasting and Auction. In June we move funds to our trust which per our bylaws was set up to support lifetime membership and/or mentoring portal.
- Endowment Earnings
  - We are anticipating \$18,000 in January- This should be reflected in the February report
  - In March we anticipate \$25,000 from our USI Medical and Liberty Mutual contracts- This will be reflected in the May report
- I want to provide an update on membership:
  - With the lack of events, we are seeing a decline in membership
  - No sports events mean alumni don't have an incentive to become a member so they to get first priority
  - We usually do a merch giveaway with membership during summer but with no baseball events- that was unable to take place
  - October is when we do our members only event at the pumpkin patch, so we get memberships at that time for access to that event.
  - In the spring- we will do a new grad campaign with a license plate frame or padfolio and that should generate some new income.
- With membership down- freeze on spending.
  - Proposed ending balance as of June 2021- \$492,000
  - Current Balance as of October 31, 2020- \$459,039
  - Our expenses usually hit at the start of the year and our income hits later in the spring.

- Also- please keep in mind.... When we are talking about investment earnings. We have \$450,000 locked in a quasi-endowment which would be earning of \$18,000 annually
- There is nothing to vote on at this time. You all were sent a one-page budget sheet from Melissa this week.
- Scholarships
  - \$35,500 spread over 14 awards in 2020. Over the years, our goal has been to increase the amounts. With tuition at \$3,719 per semester, we are moving towards ensuring that we are covering 50- 80% of the fees for a semester so this is the year we are moving Alice Bost Johnstone from \$1,500- \$2,000
  - The amount of funds available to earn investment income on scholarship is: \$494,673
  - Please keep in mind- scholarships are funded by Giving Day donations, 10% of memberships go to scholarships, and investment income earnings.
  - Alumnus and benefactor, Colonel Jim Jones passed away in 2009. Upon the death of his partner earlier this year, a Planned Gift came to fruition in August 2020 for \$145,000. Estimated Investment Income is \$5,800 annually for scholarship. Colonel Jones founded the Alice Bost Johnstone Award, and it is named after the kind woman who rented him a room after he left the Airforce and began taking classes at the Voorhis campus.

**D. Secretary- General**

**Bess**

- Nothing to report.

**E. Immediate Past President**

**Sanford**

- At the February meeting, we will talk more about recruitment.

**F. President**

**Mauss**

- Thank you to the members who visited the new alumni board member website and viewed the 3 videos that the Alumni staff made. We looked at the possibility of doing a retreat virtually but decided it was best to create some informational videos regarding the alumni board. With so many of us working from home, we thought having something you could watch at your own leisure would be best.
- If you have not had a chance to view the videos or look at the power points, please do. Next year we hope to host a retreat, but we will continue having information available as way to onboard our newest members.
- The Executive Committee will meet in early January ahead of our February meeting. February traditionally starts the planning for the following fiscal year. More to come on what that process will look like

**VIII. Unfinished Business**

- Nothing to report.

**IX. New Business**

**A. CSU Alumni Council Report**

**Poli**

- ***PowerPoint presentation was provided.***
- In 2018, I was nominated by the Alumni Board to represent Cal Poly Pomona on the CSU Alumni Council. The Council plays an active role in helping to shape CSU policy and participating in strategic decision-making. The Council, comprised of alumni directors and representatives from all 23 CSU campuses, utilizes its combined resources to represent and support the interests of the campus alumni associations, alumni and the CSU by: promoting and engaging the CSU and its alumni, advocating for the CSU, and facilitating the professional development of member associations.

- At one time the council would meet twice a year for 2-3 days. Meetings would be at various campuses. Currently, due to Covid-19 we are meeting virtually. For a few hours every other month.
- The Alumni Council designates a representative to 4 distinctive areas – ensuring that an alumni voice is heard: the CSU Board of Trustees, the System Budget Advisory Committee, the California State Student Association, and the Academic Senate of the CSU
- In regard to meetings, with more frequent and shorter meetings over zoom, we still have ample opportunities to collaborate, and share information. August was a 5 hour session filled with updates from the Academic Senate, Cal State Student Association and our alumni trustee. Former CSU Chancellor, Timothy White joined us and we were able to wish him well on his retirement.
- Using the breakout rooms in ZOOM- Small group breakouts led by student leaders, student affairs professionals, and career services professionals to get an insight into the challenges they are facing and how alumni can be part of the solution.
- The October Meeting had one topic and that was alumni metrics. In 2019, CASE launched a new Alumni Engagement Metrics (AEM) survey, enabling institutions to measure alumni engagement across four “modes”: Philanthropic, Volunteer, Experiential, and Communications, with the goal of providing a simple way to capture various types of alumni engagement on an annual basis.
  - We talked about how important this survey is for all Alumni Offices across the 23 CSUs for benchmarking and understanding how engagement is related to development and more meaningful volunteerism.
  - Over the last few months, the Alumni team has entered or coded in the database: RSVP lists, attendee lists, all panelists, volunteers, PFAD, dinner hosts, advisory boards, survey respondents. Uploaded Class Note submissions and coded all alumni featured in CPP publications, websites, electronic communications, etc.
  - That is only a quarter of what is needed on this survey. Email opens, click throughs, address updates, and all correspondence was also uploaded.
  - Cal Poly Pomona is on track to participate in this survey for the 2019-2020.
- The Council continues to evolve and adapt during these unprecedented times. A survey went out to all members. Four key action items identified from the survey results as areas we should be focusing on for the upcoming academic year – advocacy, engagement, communication, and orientation.
- In response to those findings, 2 special committees have been created to assist us with meeting these goals.
  - Advocacy (Which I have volunteered to be part of)
  - Special Committee on Social Engagement
  - These 2 committees are in addition to:
    - Finance & Development - Evaluates investments and affinity partners / reviews annual operating budget / oversees investment account
    - Programs - Puts together topics and contents for Council meetings / creates agenda and invites speakers / reviews event surveys and makes recommendations

## B. Events

Riordan

- **PowerPoint presentation was provided.**
- A lot has changed in the last 8 months. While our process in planning has remained consistent- what used to go into our events certainly is different. Centerpieces and catering have been replaced with reliance on technology and understanding the importance of zoom fatigue. Our new virtual world has been a lifeline for continuing to engage and network with one another.
- Quick Pivot:
  - CREATE- We started off with an alumni survey to assess what was needed- re-deployed some of our colleagues in the events department to support our efforts and become our resident Zoom experts. Andrea and I could not do these events without the additional support.
  - PLAN- More than ever working with other parts of campus to get the word out and identify speakers and facilitators has been crucial as with so many parts of campus trying to do their own events, we are stronger if we can partner.

- MARKET- Our Social Media pages used to have photos of events as they were happening or soon after. Now we have had to focus on a lot more pre event content and grouping events together Creating series of events such as career readiness, or our Latino Professional Chapter partnering on 5 event series celebrating Day of the Dead with the Cesar Chavez Center.
- EXECUTE- Staff on hand – to work check in tables or hand out nametags has been replaced with monitoring chats, spotlights and break out rooms and finally
- CODE/THANK YOU – As John referenced in the CSU Alumni Council Report- metrics has become more important.
- As we adapt, over the last several months regional and campus events have been replaced with a larger emphasis on how we can assist and provide resources to our alumni, and soon to be to alumni. And while it has been different – it has also been rewarding. More than ever working with departments, and campus partners has been a priority.
- In addition to the chapter events that Andrea put together we also worked with alumni and the career center on some general alumni events. This has provided us with the opportunity to engage with some new alumni.
  - These are 2 of our multi panel events:
    - Our Ask An Employer event in collaboration with the Career Center in August featured of panel of alumni that do the hiring work for their companies, they answered some of the tough questions about finding a job during pandemic, what to do if you have employment gaps, and how to apply for a job that may be outside of your expertise.
    - Last week we hosted the Big Pivot. The pandemic has forced many people to pivot their career path by starting a new job in a different field, starting a business or finding a new income stream. This workshop featured a panel of alumni who have done just that! Alumni shared tips and tricks for those who may be facing similar struggles.
  - Alumnus and author Eddie Loussararian featured on this slide discussed how to succeed in today's economy and how to plan for your success. Attendees also received a book from the author/presenter.
  - Alumna Cecile Guerra hosted a workshop on Financial Planning specifically targeted toward those graduating soon and recent grads.
  - Tom Mauss and Dean Bui hosted Monday Night with MBA Alumni and
  - Tom Mauss also hosted Retirement Planning Workshop (The Non-Financial Side). This was a conversation about the pitfalls many face shortly after retirement, discovering your life purpose in retirement, bucket list ideas, friendships and social networks, and a few ideas on next steps for you.
- We redesigned our alumni website to have an events page that displays our upcoming virtual workshops with links to register. This page also contains all past workshops which houses recordings for those that were not able to join us live.
- Continuing to work with our campus partners, create meaningful content, and continuing to capture the important data for the database.

### C. Online Mentoring Update

DeCoudres

- ***PowerPoint presentation was provided.***
- Soft launch on April 9. Our first goal was to recruit alumni mentors for the portal so that when we fully launched and invited students there would be mentors available for them to connect. Currently we have 796 active members on the site. As a reminder the system breaks down users into alumni (10 years plus), recent graduates, students (undergrads), graduate students, Faculty/Staff and Supporters. We currently have approx. 501 alumni and 225 students in the network. We also currently have 235 members that have joined communities.
- Alumni (both 10 years out) and recent graduates make up the largest percentage of users with undergraduate students being the third population. We have representation from all 8 colleges with the highest participation rate coming from the College of Business, College of Engineering and CLASS. We have the least amount of participants from the College of Education.

- Mentoring numbers are increasing on a daily basis and we have seen consistent activity within the site. Our number of connections is slowly increasing and the number of students signing up has been increasing. People are also using the member search feature frequently.
- When we first launched, we started off with five communities; veterans, first generation students, business, entrepreneurship & innovation, African American Student & Alumni and Bronco Comunidad. We continue to partner with our alumni chapters and on campus partners to post relevant content, event flyers, and to engage alumni and students within communities. Additionally, we have added two new private communities in the system. Project Rebound is a private community for alumni and students that are going through the Project Rebound program on campus. For those not familiar with the program, Project Rebound provides formerly incarcerated students with the academic support, financial assistance and on-campus workspace needed to help them successfully navigate college life.
- This Fall our focus has been to promote the mentoring program to students and the campus community. The more Broncos utilizing the program, the stronger the network. I have meet with Career Center staff and counselors to encourage them to let students know about the resource. I have also presented to the campus PR Roundtable which consists of communicators from all colleges to ask that they add this as a resource to their website and assist with promotion on their social media accounts. We have also presented the program to the cultural centers, office of student life and ASI Senate. In addition, I have added it to campus communications and provided a plug for the program during our events. Each of the alumni chapters and campus partners also assist in getting the word out.
- I am also working with MediaVision to put together a promotional video for the mentoring program that we hope to have complete by the end of the month to feature in the next PolyAlumni.
- Working on building out content to create a general Welcome Community that everyone signing up would be a member of as a resource to provide tutorial information on how to use the site, why mentoring is important, and other important general updates that would benefit the entire community.
- Lastly, when we conducted an alumni survey at the beginning of the pandemic one of the workshop topics that many alumni said they would be interested in is “How to be a Mentor” So we are planning to offer this workshop on January 21, 2021. Topics for the workshop will include how to sign up for our mentoring program, why mentoring is important and a panel of mentors that can answer attendees’ questions about mentoring.
- We are also working with the College of Business to provide a community for the CBA Advisory Board Mentoring Program which we hope to launch in the next couple of weeks.

**X. Alumni & External Relations Report**

**Riordan/DeCoudres**

- Alumni Awards Gala - The 60<sup>th</sup> Anniversary of our Distinguished Alumni Awards Program was scheduled to take place on October 10. Due to Covid, we canceled the alumni awards gala and put our videos and program on hold. At this time, we are awaiting a contract from the Pacific Palms to reschedule our alumni awards gala on October 16, 2021. We would like to start recording the videos in April and May virtually and in person if possible.
- Scholarship applications are due in March and awards will be distributed for fall of 2021. In January we will need 3-4 alumni volunteers to read applications. This will be done virtually, and we will provide readers with access to the scholarship portal. I will ask for volunteers in January.
- Last Spring, after the admission date was moved from May 1- June 1, we had several alumni volunteers call incoming students, encouraging them to commit to Cal Poly Pomona. Thanks to the awesome job that our alumni did, admissions is asking for volunteers to call again. We have around 300 transfer students who need a phone call between the 4-6 of January, reminding potential students that orientation is on January 7. The script is extremely short and I should have list by November 30. Once look at the colleges/majors represented, we will determine how many volunteers are needed. If you know that this is something you would like to volunteer for now- please send me a message in the chat and I will add you to the list.
- Strategic Communications is looking for a few stories on alumni who have pivoted during these challenging times. Specifically, this is for a feature on work and society at large shifting increasingly to digital during this



pandemic If you know anyone or you ,yourself would like to be considered for an interview, please send me a message in the chat and I will follow up with you ASAP.

- Professor for a Day is going virtual. The program will take place March 8-12, 2021. Alumni will have the opportunity to join a class via Zoom and talk about their journey after graduation. We will not be holding the luncheon this year, but we will still be thanking our faculty and alumni participants by sending a small gift through the mail. This unique opportunity will allow some of our out of state alumni to participate in the program since they do not physically have to make the trip to campus.
- We Are CPP- We are working on refreshing the We Are CPP site. We are updating the main pages to include some of our recent alumni spotlights from PolyAlumni. We have also collected over 100 additional class notes that we have added to the site. All updates should be made by next week so if you have a chance please checkout the site to learn about some of our amazing alumni. You can access the site by visiting [weare.cpp.edu](http://weare.cpp.edu)

**XI. Public comments**

**Mauss**

- Lydia shared a video for a student's MAIP application. He shared this with Lydia when asking for a letter of recommendation. Would be great to be able to see these videos featured somewhere.

**XI. Adjournment**

**Mauss**

- Meeting adjourned at 7:58 PM.