



**PACIFIC**  
**ALUMNI**  

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**ASSOCIATION**

**January 23, 2021**  
**Virtual Board Meeting**

**University of the Pacific**

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# SCHEDULE

**UNIVERSITY OF THE PACIFIC  
PACIFIC ALUMNI ASSOCIATION  
January Board Meeting  
Saturday, January 23, 2021**

**Zoom Virtual Board Meeting**

<https://us02web.zoom.us/j/87351907125?pwd=WFQyQU5NU2tXdm1tai9rRmxhMW5sZz09>

**Or call in:** Dial by your location

- +1 669 900 6833 US (San Jose)
- +1 346 248 7799 US (Houston)
- +1 253 215 8782 US (Tacoma)
- +1 929 205 6099 US (New York)
- +1 301 715 8592 US (Washington D.C)
- +1 312 626 6799 US (Chicago)

Meeting ID: 873 5190 7125

Passcode: 009760

## **A G E N D A**

- 8:30 am                   **Virtual Breakfast / Social Time** (15 min)
- 8:45 am                   **Welcome / Overview of the Day / Introductions** (10-15 min)
- 9:00 am                   **Regent Charles Berolzheimer – Pacific Innovation Fund** (30 min)
- 9:30 am                   **Committee Meetings** (breakout rooms)  
Awards, Governance, Philanthropy, Tiger Connection  
(all other committees met at another time)
- 10:30 am                  **Return to main Zoom call / Break** (5 min)
- 10:35 am                  **Plenary Session** (60 min)  
Dean Nicoleta Bugnariu, School of Health Sciences  
Dean Tim Carroll, Eberhardt School of Business
- 11:35 am                  **Break** (5 min)

11:40 am	<b>Call Board Meeting to Order (5 min)</b> Welcome Guests Action: Approve November 2020 Board Minutes	Erin Mettler
11:45 am	<b>Committee Reports (35 min)</b> <b>Admission</b> <b>Awards</b> <b>Clubs</b> <b>Governance</b> <b>Philanthropy</b> <b>Selection</b> <b>Tiger Connection</b>	Barry Harper Leedjia Svec Carol Hirota Mark Zuffo Joe Mulligan Mary Pietanza Jillian Hall
12:20 pm	<b>ASuop Report (15 min)</b>	Randi Holguin
12:35 pm	<b>President's Report (10 min)</b>	Erin Mettler
12:45 pm	<b>University/Alumni Office Update (10 min)</b>	Kelli Page
12:55 pm	<b>Good and Welfare (5 min)</b>	All
1:00 pm	<b>Adjourn</b>	Erin Mettler

# MINUTES

**UNIVERSITY OF THE PACIFIC  
PACIFIC ALUMNI ASSOCIATION  
November Virtual Board Meeting  
Saturday, November 14, 2020  
Zoom meeting**

*Officers:* Ned Collins, Joshua Foster, Dave Frederickson, Allan Hardcastle, Erin Mettler, Mary Pietanza, Grant Reeder, LaNor Smith, Julian Toro Solis

*Directors:* Greg Aghazarian, Brian Biedermann, Lorena Campos, Amber Darby-Glaenzer, Heidi Gleason-Doyle, Jillian Hall, Shanti Halter, Barry Harper, Carol Hirota, Russell Marzette, Fabian Morales, Joe Mulligan, Leah Myers, Neel Singh, Leedjia Svec, Melody Walker, Mark Zuffo

*Absent:* Nabeel Cajee, Rick Paulsen, Sydnie Reyes, Randi Holguin (ASuop President)

*Ex-Officio:* Kelli Page, Alumni Relations Office

*PAA Staff:* Polly Crabtree, Mandi Dumlao, Shannon Carnes, Chris Ortega, Marshea Pratt, Janice Wagner

*Guests:* Brad LeDu

## **Call Board Meeting to Order**

Erin Mettler

Meeting called to order at 11:28 am

## **Approve August 2020 Board Meeting Minutes**

Erin Mettler

Moved by Dave Frederickson to approve the August 2020 Board Meeting minutes.

**Second:** Mary Pietanza

**All in favor:** Aye

**Opposed:** None

**Abstentions:** One

**Motion passed**

## **Committee Reports**

### Admission Committee:

- Update (as of November 2)
  - 6,181 students enrolled
  - 3,475 are undergraduates
  - 921 new first year students and transfers: about 14% below pre-COVID numbers
  - Retention rate for first years 86-87% which is 2.3% better than the previous year
  - Enrollment at the Pharmacy school, Law school and Dental school exceeded forecasted projections
  - In addition to the new VP for Enrollment Management (Chris Ferguson), four regional recruiters were also added to team
  - Fall admission program started slower due to uncertainty and the redesign of website
- Goals for Committee
  - Increase young alumni making calls to prospective students by 50% to 45 young alumni (defined as 2010-2020)
  - Reach out and contact 100% of all legacy admitted students (spring activities)
  - Touch base with 1,172 admitted students by having 120 callers
- Admission Committee would like to work with the Clubs Committee
  - Leverage their contacts to recruit alumni callers and to find connections to local school districts

### Awards Committee

- 2020 Faculty Mentor Awards
  - Slate approved
    - Simalee Smith-Stubblefield
    - Rajul Patal
    - Gene Pearson
    - Sacha Joseph Mathews
  - Honorees preference is to have an in-person ceremony in November 2021
- 2021 Distinguished Alumni Awards (DAA)
  - Slate approved
    - Donald Smith `52 COP (Medallion of Excellence)
    - Heather Cox `92 COP (Professional Service)
    - Greg Ruppert `92 SIS, `95 LAW (Public Service)
    - Eric Dingler `87 BUS (University Service)
    - Zephania (Smith) Eisenstat `15 EDU (Young Alumni)
  - We will honor at an in-person ceremony in January 2022
- Goals for Committee
  - Looking at past award recipients for possible event speakers
  - Promoting selected award winners
  - Produce a commercial featuring 2020 Faculty Mentor award winners
  - Track alumni and faculty awardees when featured in virtual events offered by other departments
  - Send personal thank you notes to past award winners

### Clubs Committee

- Update
  - Ned Collins was a guest at the November 5<sup>th</sup> meeting and presented on how to involve Alumni in reaching out to admitted students in Spring 2021 and help support Admission related events
  - Encourage Club members and their networks to work with the Office of Admission to give names of high school officials (counselors and teachers) that they know
  - Provide training sessions for Tiger-to Tiger program via Zoom
  - Currently have 12 active regional clubs; 3 active affinity clubs
  - Spring 2021 events will be held virtually, including National Night of Networking on March 11, 2021

### Governance Committee

- Update
  - Focus on PAA handbook- added an addendum with information that was moved from another area in the document
  - Discussed VAH technology refresh project - this project is on hold until at least next semester
  - VAH is being considered for a classroom space in Spring 2021, possibility of covering refresh costs if selected
  - 10-year Anniversary Celebration of VAH may tie in with Homecoming 2021

### Philanthropy Committee

- Update
  - The University's comprehensive fundraising campaign is about \$3M ahead of projections and is on track to finish in June 2022, if not earlier
  - Recently received a major gift for the new School of Health Sciences, upcoming Stagg Football Plaza project and a new Veteran's Center
  - For the Alumni Association's Endowed Scholarship in honor of Kara Brewer, we have only received \$100 this fiscal year toward our Board's annual goal of \$10K. Overall goal is \$50K and we have raised \$13K so far.
  - We are beginning a crowdfunding site, [Go.pacific.edu/karabrewerchallenge](http://Go.pacific.edu/karabrewerchallenge), to help us attain our goal. In addition, an anonymous matching gift for the crowdfunding challenge was made. We will receive a \$100 match for each board member donation, with the match equaling up to \$3K from our anonymous (and generous) donor.
  - VAH Continuing Care Fund has raised \$470 since July, against a goal of \$10K this year. Total raised for this fund is \$19K.

### Selection Committee

- New Board Member selection for FY2021-22
  - As a reminder, the Immediate Past President (Mary Pietanza), with the President (Erin Mettler), President-Elect (LaNor Smith) and two at-large Board members serve as the Committee members. The two at-large members are Amber Darby and Sydnie Reyes.

- In the process of gathering information on nominees, about 26 new nominees and about 40 from previous years
- Board member and officer slate will be presented in January for a Board vote to meet the Bylaw requirements for our Annual Board meeting each April
- Emails will be sent to those who have been nominated, so please confirm with Mary if you have nominated someone that they are still interested in being considered for a board position

### Tiger Connection Committee

- Update
  - Main focus is to increase activity and participation of Board members on social media, specifically Tiger-to-Tiger
  - A guide to posting on Tiger-to-Tiger will be provided, asking each board member to post on the platform one day a month

### **ASuop Report**

Randi Holguin '21 BUS

(not presented at Board meeting; submitted after Board meeting)

- **State of the Students**
  - Many students are in the stressful last weeks of the semester where burnout is evident and it is crunch time. As students are getting prepared and planning for final projects and exams, many have been experiencing frustration, stress, and sleepless nights. ASuop is doing their best to provide activities and programming for students to de-stress and relax in between their assignments and study time.
- **ASuop Initiatives**
  - Government
    - Pacific to the Polls
      - ◆ Pacific to the Polls kept us busy in October, and has shown to be a success. There was a great deal of participants over social media, which involved with giveaways, interactive Instagram story challenges, and utilizing our informational resources.
      - ◆ Students were able to enter a raffle for a Keurig coffee maker when they showed us proof of voting on Election Day
    - ASuop Tuition Forum
      - ◆ ASuop hosted their annual Tuition Forum on October 28<sup>th</sup>. The forum had multiple panelists from the President's Cabinet as well as the Chair of the IPC. VP for Business and Finance, Ken Mullen, gave a thorough overview of the tuition dollars and how they are utilized at Pacific. VP for Enrollment Management, Chris Ferguson, aided in this presentation with enrollment efforts. The night was full of questions, concerns, and suggestions from students. It was effective for both sides to hear moving forward as we go deeper into discussion of future tuition rates.



- Arts & Entertainment (A&E)
  - The team hosted our annual virtual Homecoming Concert with a wonderful R&B artist, UMI, for this year's Homecoming@Home. There was a fluctuation between 300 and 350 participants throughout the night. Our most successful Zoom event yet! They also hosted Lip-Sync with a special guest appearance made by actor Bob Saget.
  - A&E hosts a Brickyard Series show every other Thursday. So far we have had musical performances, a comedian, a magician, and a mind reader.
  - They hosted a Virtual Escape Room on October 30<sup>th</sup>. After the Virtual Escape Room event there was a virtual concert hosted by our team via Zoom.
  - A&E hosted a Post Election Relaxation event on the evening of November 5<sup>th</sup>. There was Kahoot! Trivia, Yoga & Meditation with PacRec, an Among Us game room, and a mindfulness activity with Religious and Spiritual Life staff.
  - De-stress Fest Reimagined is coming up on the evening of November 20<sup>th</sup>. All attendees will be entered into a raffle to win an array of prizes. It will be an interactive night with students able to participate in lots of different activities.
- Diversity, Equity, and Inclusion
  - ASuop's D.E.I team has established their foundation for future years. The D.E.I Department will consist of event programming, speaker series, and workshops. We will work closely with the University Committee for Diversity, Equity, and Inclusion. As well as D.E.I centered/non-traditional registered student organizations (RSO's), and equity programs at Pacific.
  - They had a workshop with America's Got Talent winner and Stockton local, Brandon Leakes. He gave a workshop centered on spoken word poetry and how students can express themselves through writing.
- **Student Concerns**
  - Pacific+, with the Office of Student Life, surveyed students in in November and some concerns expressed from students centered on faculty. The two issues that came up were:
    - Zoom Fatigue
      - ◆ "More de-stress events please or presentations on how to manage stress/ time management"
      - ◆ "I know that these virtual events are supposed to help connect people, but they're all information sessions/not interesting or engaging. If there are interesting and engaging events I don't hear about them because there are so many events happening every day I can't keep up with them, so I ignore them."
  - Support from Academic Advisors
    - ◆ "Better support from my Academic Advisors. I do not feel like all my questions have been answered when I email."
  - Communication with Faculty
    - ◆ "Find ways to make it easier for students to talk to professors outside of the classroom."

## **President's Report**

Erin Mettler

### Emails

- Please add PAA to your subject line when sending PAA related emails for organizational purposes

### Meeting with President Callahan

- Erin Mettler and LaNor Smith met with President Callahan in September to discuss the PAA and this year's goals. There are plenty of opportunities to support the University and its trajectory. There will be follow up opportunities with the Offices of Admission and Enrollment Services, the website refresh group, and upcoming virtual events.

## **Regent's Report**

LaNor Smith

### Updates

- In FY21, the University received \$5M in CARES Act funding. Half will go to students and the other half will go to Pacific to reimburse for COVID related costs.
- Website refresh has reduced 40k pages to 4k pages
- The Pharmacy Rotunda building has been approved to move forward with construction phase to be completed March 2021
- The Regents approved the renaming of the Maddox building, which is not currently named for any specific person. Regents Tony and Virginia Chan gave a sizable donation and will decide how they would like the building renamed. The Chan's are the co-chairs for the University's comprehensive fundraising campaign, Leading with Purpose.
- A new Master of Science in Computer Science program will be launched 2021
- PAA President Erin Mettler, President-elect LaNor Smith VP Josh Foster, VP Julian Toro-Solis, and VP Allan Hardcastle were able to meet with Regents Eve Zimmerman and Rick Fleming. They gave an overview of the PAA, which included the structure and committee work that the board does.

## **Alumni Relations Update**

Kelli Page

### Updates

- Will continue to host Leading Voices series next semester; President Emeritus Don DeRosa will be featured in the spring in the Spring, as well as U.S. Congressman Mark Amodei '83 LAW
- Please send any connections for potential speakers to the Alumni Relations team
- A new Zoom alumni event series will begin December 9<sup>th</sup>, and will run thru next summer, featuring the University President Chris Callahan and current Regents. Regent Anne Milne '78 CAL will host the first episode.

## **Good and Welfare**

- Erin Mettler asked Brad LeDu for a McGeorge School of Law Alumni Association update. Brad shared the following:
  - Fundraising is happening for students preparing to take any bar examination. The McGeorge Alumni Association Board is looking for ways to raise financial grants to support students in need. This program will start next spring.
  - Justice Anthony Kennedy and Justice James Hardesty '75 LAW will be in the Leading Voices episode on November 18<sup>th</sup>.
- Dave Frederickson invited everyone to the 10<sup>th</sup> Anniversary event for Beyond our Gates
- Josh Foster wanted to reemphasize the Board challenge and the \$3K anonymous matching gift for the Alumni Associations Endowment (in honor of Kara Brewer) \$10K goal this fiscal year.

## **Adjourn Meeting**

Erin Mettler

Erin Mettler called for a motion to adjourn the meeting; moved by Dave Frederickson to adjourn

**Second:** Grant Reeder

**All in favor:** Aye

**Opposed:** None

**Abstentions:** None

**Motion passed**

**Meeting Adjourned at 12:33 pm**

# AGENDA

**UNIVERSITY OF THE PACIFIC  
PACIFIC ALUMNI ASSOCIATION**

**Awards Committee**

Saturday, January 23, 2021

9:30 AM – 10:30 AM PST

ZOOM

**9:30 AM Welcome**

**9:31 AM Distinguished Alumni Awards**

- Update on video progress from Janice

**9:40 AM Follow-up action items from November**

- Leading Voices event speakers
- Virtual event commercials
- 2020 Faculty Mentor Awardee commercial
- Thanksgiving notes to past awardees

**10:20 AM Questions/Comments/Other Business**

**A. Future award ceremonies**

- Tiger Award / Faith Davies All-University Leadership Awards (05-07-2021) – Maybe?
  - Volunteer rep to be on committee, if needed?

**10:30 AM Adjourn**

# AGENDA

**UNIVERSITY OF THE PACIFIC  
PACIFIC ALUMNI ASSOCIATION  
Governance Committee**  
Saturday, January 23, 2021  
9:30-10:30 AM PST  
Zoom

## AGENDA

- |   |                   |
|---|-------------------|
| 1. Welcome                                    | Mark Zuffo, Chair |
| 2. Review PAA Handbook                        | Kelli Page        |
| 3. Vereschagin Alumni House Technology Update | Kelli             |
| 4. New Business / Other                       |                   |

# AGENDA

**UNIVERSITY OF THE PACIFIC  
PACIFIC ALUMNI ASSOCIATION  
Philanthropy Committee**  
Saturday, January 23, 2021  
9:30-10:30 AM PST  
Zoom

<b>9:30 AM</b>	<b>Welcome and Recap of 1/13 Committee Meeting</b>	Joe Mulligan, Chair
<b>9:40 AM</b>	<b>Kara Brewer Crowdfunding Update</b>	Ray Cleverly, Annual Giving
<b>9:50 AM</b>	<b>ThankView Demonstration</b>	Polly Crabtree
<b>9:55 AM</b>	<b>Pacific Gives Ambassadors</b>	Michael Richmond, Annual Giving
	1. Ambassador Tool Kit Overview 2. Ambassador Sign-up Link	
<b>10:10 AM</b>	<b>Philanthropy Calendar</b>	Ray Cleverly Polly Crabtree
<b>10:20 AM</b>	<b>Other Business</b>	All
<b>10:25 AM</b>	<b>Recap Committee Report-Out</b>	Joe Mulligan
<b>10:30 AM</b>	<b>Adjourn</b>	Joe Milligan

# AGENDA

**UNIVERSITY OF THE PACIFIC  
PACIFIC ALUMNI ASSOCIATION**

**Tiger Connection Committee**

Saturday, January 23, 2021

9:30-10:30 AM PST

Zoom

**Welcome and Review Action Plan**

Jillian

Tiger Connection Committee Action Plan:

- 1) Each board member will offer to mentor a current student and/or student group by June 30, 2021.
  - a. Reach out to current student groups
  - b. Participate on Tiger to Tiger
- 2) The Tiger Connection Committee will participate in at least one virtual event per month to connect with fellow Tigers (September, 2020 - May, 2021).
  - a. Attend Events
  - b. Offer Presenters
  - c. Push Invitations
- 3) Tiger Connection committee members will post once a month on social media channel of choice to increase Pacific Alumni Association board presence on social media platforms.
  - a. Post on Facebook
  - b. Post on Instagram
  - c. Post on Twitter
  - d. Post on Tiger to Tiger

**Recap of November Meeting**

Jillian

How is posting on Tiger to Tiger going?

**How to Connect with Students Discussion**

All

Tiger to Tiger Reach out

Student Club Reach out

Other Ideas

**Other Business**

All

**Adjourn**

Jillian





# SUMMARY

## UNIVERSITY OF THE PACIFIC PACIFIC ALUMNI ASSOCIATION

### Clubs Committee Meeting

January 7, 2021

5:00 PM Pacific Standard Time

Via Zoom

Present: Juan Aguirre, Carmen Borlet, Hans Chun, Jillian Hall, Carol Hirota (Chair), Cynthia Karr, Danna Moreno, Alicia Perry, Sydnie Reyes, Anne Teutsch, Alexander Tu

PAA Staff: Marshea Pratt

Guests: Danny Castillo, Michael Richmond

**Meeting started at 5:02 p.m.**

**Discussion: Pacific Gives 2021**

Danny Castillo, Michael Richmond (Annual Giving)

Date: April 27-28, 2021

- Alumni volunteers are needed to serve as Social Media Ambassadors and encourage others to do the same. A “tool kit” that includes promo materials will be available soon. Anne suggested that instructions be included in the “toolkit” of how to share content via Facebook Groups or similar cohorts to help with event promotion. Danny will incorporate that suggestion.
- As in past years, people will be able to give to any Pacific cause of their choice connected to one or more campuses/programs/initiatives. Match and challenge gifts will be featured on the platform in addition to video content, photos and Donor Heat Map.
- Giving can happen online or by mail. Donors using USPS mail to send in a check should be encouraged to drop it in the mail 1 week prior to the event date if they want it to arrive by April 27-28 timeframe. Mailed donations should include a separate note or note written in "memo" section of check indicating the donation is part of the *Pacific Gives* event. Donations are prohibited via Venmo or PayPal.
- If alumni have suggestions on particular programs that should be highlighted on the Pacific Gives platform and/or have ideas on how to increase promotion of the event are encouraged to contact Danny, dcastillo1@pacific.edu.
- Goals this year focus on participation: 1st time donors and total number of "unique" donors.
- Anne suggested that club leaders try to recruit alumni to give who live/work in states that don't normally participate. This would allow Donor Heat Map to cover more of the US. Danny can send Marshea a list to share with club leaders that names states that typically have no or low participation in Pacific Gives.
- Michael encouraged alumni, when promoting the event, to include comments sharing why they care about Pacific, what compels them to give, etc. in addition to the Pacific Gives URL. This may further inspire others to do the same and/or make a gift.
- Sydnie had several suggestions on how to engage young alumni: a) emphasize in the messaging that every gift matters, regardless of amount b) encourage giving amount be tied to “class year”(i.e. Class of 2014 – give \$20.14) c) incorporate a “giving counter” on the Pacific Gives platform that shows total donations made per “class year” as friendly “competition” showing which classes are giving the most

**Update: Admissions Callers Recruitment**

Marshea Pratt

- Link to sign up to be a caller is “live” [here](#).

- Goal: 120 callers, 1200 students called
- All alumni are welcome to participate, especially recent grads (Class of 2010 or later)
- Training will be provided “live” and “on demand” via recorded video
- Office of Enrollment Management will send each caller a list of students to contact.
- Anne suggested that the registration form be modified to reflect the high school in which alumni have affinity rather than just their personal alma mater. Marshea will relay this suggestion to Polly.

### **Q & A: Action Plan Progress (Qtr 3)**

Carol Hirota

- Club leaders will be provided short “audiograms” to share on social media encouraging alumni to sign up for Tiger to Tiger. There are currently 1,140 users on the platform.
- “On demand” recordings of “how to” videos for alumni to learn how to use the platform will be available this month.
- Micro-Networking events will continue to be made available to alumni via Zoom.

### **2021 National Night of Networking**

Marshea Pratt

Event Date: March 11, 2021. This event will be **100% virtual**.

Additional changes include:

- Engaging alumni on a **new platform** (TBD-not Zoom)
- The new platform will provide a feature that allows alumni to participate in “**speed-networking**” 1:1 with other participants (matching of attendees with each other is an “automated” process by pressing a button that will say something like “ready to network”)
- Prizes will be given away via a “**virtual swag bag**” that will include such things as “promo codes” to receive discounts on products or services, etc.
- Campus partners will help promote the event to students (ASuop, The Pacifican – digital format, Resident Assistants, social media managers in each school/college, etc.)
- A **keynote** “TEDx” style talk will be included in the event

### **Open Discussion/Announcements**

Club Leaders

- Black Alumni Club is very close to reaching the \$15K fundraising goal for the Knowledge is Power Study Room
- CIP Alumni Club subcommittee *Community Involvement* is working on helping the Stockton Shelter for the Homeless in Stockton. *Professional Development* is working on assisting CIP students and recent alumni in acquiring professional attire for job interviews, etc. via purchase voucher. *Philanthropy* is not doing as many activities at this time. Two young alumni, Maria Jose Rios and Mia Arostigui, are serving as Communication Co-Chairs for the club and are doing a great job.
- Marshea shared on behalf of the Reno/Tahoe Alumni Club that there will be a club event on January 26 featuring Dean Rena Fraden, College of Pacific.
- Carol shared that alumni from the Speech Language Pathology program had a gathering via Zoom that was fun and well attended.

### **Adjourn**

Carol Hirota

The meeting ended at 6:16 p.m. PST

# SUMMARY

**UNIVERSITY OF THE PACIFIC  
PACIFIC ALUMNI ASSOCIATION**

**Governance Committee**

Saturday, November 14, 2020

10:45 AM – 11:20 AM PST

Zoom Meeting

**1. Welcome**

Mark Zuffo, Chair

Attended: Mark Zuffo (chair), Julian Toro-Solis (VP), Greg Aghazarian, Amber Darby, Lorena Campos, Kelli Page (staff)

AB: Rick Paulsen, Randi Holguin (ASuop)

**2. Review PAA Handbook**

Discussed PAA Handbook – staff added an addendum to the Handbook with information that was moved from one area of document to another area within the document. Kelli will re-send a copy of the current PAA Handbook to committee members for a final review.

**3. VAH Technology Update**

Due to campus priorities and the possibility the VAH could be used for classroom space in Spring 2021, we are rescheduling our \$60K plus refresh of the technology in the Alumni House; mainly in the Board Room. We will be looking to start this project as soon as we can.

**4. VAH 10-year Anniversary Discussion**

Since we still do not know if we will be able to gather in the summer, specifically August 2021, for the 10-year Anniversary Celebration of VAH the group would like to offer the idea of holding it in conjunction with Homecoming & Family Weekend 2021

# SUMMARY

**UNIVERSITY OF THE PACIFIC  
PACIFIC ALUMNI ASSOCIATION**

**Philanthropy Committee**

Saturday, November 14, 2020

10:45 AM – 11:20 AM PST

Zoom Meeting

Attending: Joe Mulligan (Chair), Josh Foster (VP), Brian Biedermann, Shanti Halter, Fabian Morales, Melody Walker, Polly Crabtree (Staff)

Guests: Ray Cleverly and Michael Richmond from Annual Giving

Absent: Sydnie Reyes

**1. Welcome and Introductions**

Meeting called to order by Chair, Joe Mulligan, at 10:45 AM

**2. November 5 Meeting Recap**

Joe Mulligan recapped the campaign update provided by Scott Biedermann:

- The campaign is \$3.3M ahead of our January 2021 projection. We are still on target to wrap up the campaign in June 2022 (or earlier).
- We have matched \$60M with Powell funds so far. There is \$39M left in the fund to be matched.
- The University has received some significant gifts:
  - With the School of Health Sciences launch on July 1, the University has received a significant gift for the launch. The gift will receive named recognition to be announced soon.
  - The Regent COVID-19 Recovery Campaign received 100 percent participation from the Board of Regents and raised \$1.5M for the reopening of campus (hopefully in January).
  - Regent Norm Allen has initiated the “Lift Every Voice” Scholarship for Black students on campus in support of campus diversity, inclusion, and equity (DEI) efforts.
- Scheduled renovation of the Military/Veterans’ Center on corner of Knoles and Pacific Avenue (where the tutoring center used to be)

- Athletics has a project for the area between the tennis courts and swimming pool funded by football alumni. Area to be named Stagg Plaza.
- The University endowment is at \$455M, triple the value it was 10 years ago. Significant growth resulted from the Powell Match program.

### **3. Action Plan Update: Timeline for Spring Activities**

Progress on PAA fundraising initiatives has been slow with the current COVID situation.

Current updates:

- Kara Brewer Goal = \$10K, Donations since 7/1 = \$100
  - Endowment Market Value: \$140,521.87
  - Amount qualifying for Powell Match: \$13,869
  - 2019-2020 donations: \$4,900
- VAH Continuing Care Fund = \$10K, Donations since 7/1 = \$470
  - Current fund balance: \$19,920
- For both campaigns, start with Pacific Gives and move to crowdfunding campaigns until goals have been met.
- Partner with PAA clubs to push out Pacific Gives and crowdfunding campaigns.

### **4. Crowdfunding Site for Kara Brewer Matching Gift Challenge**

Ray Cleverly from Annual Giving provided an update on the crowdfunding site created for gifts to the Kara Brewer endowment. An anonymous matching gift challenge has been issued to Pacific Alumni Association board members. Site is located at [go.pacific.edu/KaraBrewerchallenge](http://go.pacific.edu/KaraBrewerchallenge). Details:

- Match up to \$100 gift per board member for a total possible match of \$3,000
- Once Powell Match occurs, this means each \$100 board gift will become a \$400 gift
- Link is ready to accept gifts
- Board members are encouraged to send this link to everyone to reach the \$10K goal for this fiscal year, but only board member gifts are matched.

### **5. Adjournment**

# SUMMARY

## UNIVERSITY OF THE PACIFIC PACIFIC ALUMNI ASSOCIATION

### Philanthropy Committee

Wednesday, January 13, 2021

Zoom Meeting

Attending: Joe Mulligan (Chair), Josh Foster (VP), Fabian Morales, Sydnie Reyes, Melody Walker, Scott Biedermann (Staff), Polly Crabtree (Staff)

Guests: Ray Cleverly and Michael Richmond from Annual Giving

Absent: Brian Biedermann, Shanti Halter

#### 1. **Welcome and Introductions**

Meeting called to order by Chair, Joe Mulligan, at 5:05 PM

#### 2. **Campaign Recap**

Scott Biedermann, Senior Associate Vice President for Development, provided a campaign update:

- The campaign is at \$271M on a goal of \$300M. We are still on target to wrap up the campaign in June 2022 (or earlier).
- Eleven projects to build or renovate facilities have been completed during the campaign so far.
- The Eberhardt School of Business has been ranked Number 1 in the West, and number 10 nationally among business schools based at universities with 7,000 or fewer students by [\*Poets & Quants\*](#), which covers and analyzes business education at US universities.
- A Pacific Learning Innovation Fund gift is also in the works for the Eberhardt School of Business.
- Pacific Gives dates are April 27 and April 28, 2021. Goal is \$450K, 500 donors overall with 200 first-time donors.

#### 3. **Crowdfunding for Kara Brewer: Matching Gift Challenge**

Ray Cleverly from Annual Giving provided an update on the crowdfunding site created for gifts to the Kara Brewer endowment. An anonymous matching gift challenge has been issued to Pacific Alumni Association board members. Site is located at [go.pacific.edu/KaraBrewerchallenge](http://go.pacific.edu/KaraBrewerchallenge). Details:

- Crowdfunding site has raised \$6575 (additional gifts were made to the Alumni Association Endowed Scholarship Fund Named in Honor of Kara Brewer prior to the initiation of the crowdfunding site).

- Of the 30 PAA board members, 20 have made gifts to the Kara Brewer endowment.
- Current goal on the crowdfunding site represents the \$10K annual fundraising goal for the Kara Brewer fund. Timing for the crowdfunding site has been extended to June 30, 2021, the end of the fiscal year.
- Board members are encouraged to send this link to everyone to reach the \$10K goal for this fiscal year, but only board member gifts are matched.

#### 4. **Action Plan Update: Timeline for Spring Activities**

Current updates on PAA supported initiatives:

- Kara Brewer Goal = \$10K, Donations since 7/1 = \$7,725.00 (\$6575 from crowdfunding site)
  - Endowment Market Value (9/30/2020): \$137,071.61 (last reported value was \$140,521.87)
  - Amount qualifying for Powell Match: \$21,494
  - 2019-2020 donations: \$4,900
- VAH Continuing Care Fund goal is \$10K for 2020-2021 fiscal year
  - Donations since 7/1 = \$1,170
  - Current fund balance: \$20,620
- Pacific Learning Innovation Fund is one of the PAA supported initiatives
  - Endowment Market Value (9/30/2020) is \$242,075.43
  - Amount matched = \$109,918.80

#### 5. **PAA Philanthropy Committee Agenda-Setting for 1.23.2021 Meeting**

Proposed agenda items:

- ThankView Demo
- Pacific Gives Ambassador tools and link
- Calendar for Philanthropy/fundraising

#### 6. **Adjournment**

The meeting was adjourned by Joe Mulligan at 6:00 PM. Next meeting of the committee will be from 9:30-10:30 AM during the PAA Board Meeting on 1.23.2021.

# SUMMARY

**UNIVERSITY OF THE PACIFIC  
PACIFIC ALUMNI ASSOCIATION  
Tiger Connection Committee**  
Saturday, November 14, 2020  
10:45 AM – 11:20 AM PST  
Zoom Meeting

## **The PAA Guide to Posting on Tiger to Tiger**

We have adopted Tiger to Tiger as our Alumni/Student social networking platform. It's purpose has many facets - it connects alumni to other alumni, alumni to students, creates mentorship connections, and allows the entire Pacific community to see what's going on in the larger Tiger community. It functions like most social media networks - there is a main page with a "feed" that consists of recent posts made by members.

**Website:** <https://tigertotiger.pacific.edu/> - If you don't have an account already, make one today!

### **Find the Tiger to Tiger app:**

Tiger to Tiger on iPhone (download this app and then search for "Univ. of the Pacific")

<https://apps.apple.com/us/app/graduway-community/id1457549791>

For an Android go to the Google Play store:

<https://play.google.com/store/apps/details?id=com.graduway.uopconnect>

If you would like to schedule a **1:1 mentorship appointment on how to use Tiger to Tiger**, please contact Marshea Pratt ([mpratt@pacific.edu](mailto:mpratt@pacific.edu)).

**The Challenge:** You will be assigned a day and, each month on that day, post on Tiger to Tiger. Put it in your calendar, pick a Board Buddy and check in with them each month to hold each other accountable! Please go to the last page in this document to find the day assigned to you.

**Why:** President Callahan has identified social media engagement with current students and alumni as a top University priority. The University has invested in Tiger to Tiger as its proprietary social media network; however, right now, very few people are posting on the Tiger to Tiger feed. This means that when members check the feed, they don't see engagement and don't have a reason to come back and look for new information. We want to create life on Tiger to Tiger and make it an interactive, thriving community that will be a place that both Alumni and students want to visit.



**First Post:** Introduce yourself to current students and other Alumni - What you did at UoP, what field you're working in, tell students how they can reach out to you, "5 fun facts about me," etc.

**Following posts:** If possible, the best posts will help connect current students with job/internship/career opportunities and further develop their professional network.

**Tips for Successful Posts:**

- Pair your post with an image when possible.
- Keep your post short, 1 - 2 sentences max.
- Make sure your first sentence includes a date and time if your post involves an application deadline or event.
- Use action words to grab attention of readers such as, "Hot Off the Press!" "Excited to Share!" "Breaking News!" "Attention Tigers!" "Hey, Pacific Students!"

**Ideas for posts that are contingent upon specific events or opportunities:**

- Job openings for your organization/company
- Departmental offerings (e.g. if you are made aware that your school or department is hosting a virtual event)
- Opportunities/events/trainings hosted by other organizations you are a part of that are open to the wider community
- Upcoming Regional/Affinity club events

**Ideas for posts that can be made at any time:**

- The Pacifican/Mentor who changed my life - share who your mentor is and promote mentorship on the TtT platform
- Describe experiential career opportunities experienced during your time at Pacific
- Highlighting other Alumni successes/awards
- "Tigers in the Wild" - Fun/casual pictures/posts of you hanging out with other alums
- Why did you agree to serve on the board? What's been the best part of the board? (share a photo!)
- "My first job" - talk about your first job after graduating and how it contributed to you being where you are now
- Offer informational interview to students
- Share a Pacific tradition you enjoyed/engaged in
- Working remotely/work hacks/etc.
- What are you working on today?
- What is your favorite app you use to stay organized?

- What was the highlight of your week so far?
- What has been the most unexpected aspect of working remotely?
- If you could learn one new skill this year, what would it be?
- What work from home product is the most important to have during a zoom meeting (ring light, headset, snacks)?
- Fun/random/get to know me posts
- If you could get lunch delivered every day from any restaurant, which one would it be?
- If you had a talk show, who would your first three guests be?
- What's your favorite podcast and why?
- What are ways that you practice self-care during this time?
- What's your favorite coffee or boba drink?
- What is your favorite virtual background on Zoom?
- What problem would you solve if you had a guarantee of success resolving it?
- What song motivates you when the work/school day starts to get slow?

Day of the month	Board Member Assigned to Post	Day of the month	Board Member Assigned to Post
1	Greg Aghazarian	22	Neel Singh
2	Brian Biedermann	23	Mary Pietanza
3	Nabeel Cajee	24	Barry Harper
4	Lorena Campos	25	Grant Reeder
5	Ned Collins	26	Leedjia Svec
6	Amber Darby-Glaenzer	27	Julian Toro Solis
7	Joshua Foster	28	Melody Walker
8	Dave Frederickson	29	Mark Zuffo
9	Heidi Gleason-Doyle	30	Sydney Reyes
10	Jillian Hall		
11	Shanti Halter		
12	Danny Hansen		

13	Allan Hardcastle		
14	Russell Marzette		
15	Carol Hirota		
16	Randi Holguin		
17	Erin Mettler		
18	Fabian Morales		
19	Joe Mulligan		
20	Leah Myers		
21	Rick Paulson		

**Pacific Alumni Association Staff Directory  
2020-2021**

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