



PACIFIC
ALUMNI

ASSOCIATION

January 22, 2022

Virtual Board Meeting

University of the Pacific

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SCHEDULE

**UNIVERSITY OF THE PACIFIC
PACIFIC ALUMNI ASSOCIATION**

November Board Meeting

Saturday, January 22, 2022

Virtual Meeting

Join Zoom Meeting

<https://pacific.zoom.us/j/93290456940?pwd=allGV3MzS3NKT3B5MzdtanRGS0E3dz09>

Meeting ID: 932 9045 6940

Passcode: 346419

One tap mobile

+16699009128,,93290456940#,,,,*346419# US (San Jose)

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+1 346 248 7799 US (Houston)

+1 301 715 8592 US (Washington DC)

+1 646 558 8656 US (New York)

8:15 am	Zoom Opens / Social Time (15 min)	
8:30 am	Welcome / Day Overview (15 min)	LaNor Smith
8:45 am	University Update (45 min)	Christopher Callahan University President
9:30 am	Development & Alumni Relations Update (15 min)	Scott Biedermann Vice President, Development & Alumni Relations
9:45 am	ASuop Report (15 min)	Tierra Smithson ASuop Vice President
10:00 am	Break (15 min)	
10:15 am	Plenary Session 1: Talk with Dean for the School of Engineering & Computer Science (30 min)	Elizabeth Orwin Dean

10:45 am	Plenary Session 2: Talk with VP for Student Life (45 min)	Maria Blandizzi Vice President
11:30 am	Lunch Break (30 min)	
12:00 pm	Pacific Gives – How the PAA Board will Participate (30 min)	Molly Byrne / Allan Hardcastle / Kelli Page
12:30 pm	Call Board Meeting to Order (5 min) Action: Approve November Board Minutes	LaNor Smith
12:35 pm	President’s Report (10 min)	LaNor Smith
12:45 pm	Committee Reports (60 min) Admission Awards Clubs Governance Philanthropy Tiger Connection Selection	Brian Biedermann Nabeel Cajee Fabian Morales Lorena Campos Greg Aghazarian Jillian Hall Erin Mettler
1:45 pm	Alumni Relation’s Staff Report (15 min) Staff update/Staffing assignments Upcoming events	Kelli Page
2:00 pm	General Good & Welfare (15 min)	All
2:15 pm	Adjourn	

MINUTES

**UNIVERSITY OF THE PACIFIC
PACIFIC ALUMNI ASSOCIATION
November Board Meeting
Saturday, November 13, 2021
Alex & Jeri Vereschagin Alumni House (and via Zoom)**

Officers: Ned Collins, Joshua Foster, Dave Frederickson, Allan Hardcastle, Carol Hirota, Erin Mettler, LaNor Smith, Leedjia Svec, Julian Toro-Solis

Directors: Greg Aghazarian, Brian Biedermann, Lorena Campos, Megan Chan, Pam Gibbs, Amber Darby-Glaenzer, Francesca DeMello, Heidi Gleason-Doyle, Jillian Hall, Danny Hansen, Barry Harper, Carol Hirota, Russell Marzette, Fabian Morales, Joe Mulligan, Leah Myers, Karen Nakamura, Sydnie Reyes, Anthony Schafer, Neel Singh

Absent: Nabeel Cajee, Melody Walker

Ex-Officio: Kelli Page, Alumni Relations Office; Scout Cooper-Wilson, ASuop President

PAA Staff: Shannon Carnes, Chris Ortega, Marshea Pratt, Janice Wagner

Guests: Margaret Frederickson

Call Board Meeting to Order

LaNor Smith

Meeting called to order at 2:05 p.m.

Approve November 2020 Board Meeting Minutes

LaNor Smith

Action: Approve August Board Minutes

1st: Allan Hardcastle

2nd: Karen Nakamura

Abstain: Francesca DeMello

Motion carried: Yes

President's Report

LaNor Smith

President Callahan & First Lady's Holiday Party

- Thurs. 12/9, 5-7 p.m., Vereschagin Alumni House - All board members should have received an invitation via email

- Francesca DeMello, Jillian Hall, Dave Frederickson, Brian Biedermann, Neel Singh said they did not receive an invitation – Kelli Page will follow up

Speaking Engagements

- LaNor was part of the platform party at Convocation in August and Commencement (2020, 2021 Classes) & President Callahan's Investiture in October

- LaNor was the MC at the Induction Luncheon for the 50th class reunion

Plenary Speakers for January Board meeting

- Several university leaders (i.e. President Callahan, Vice President for Student Life Maria Blandizzi, Dr. Elizabeth Orwin – Dean of the School of Engineering & Computer Science, Regent Leticia Robles)
- Executive Committee will work with Kelli to work out a schedule, including have a Regent attend the Board meeting or similar gathering each Board weekend going forward

Regent's Report

Julian Toro Solis

- Julian attended the President Callahan's Investiture

Regents Meeting

- In October, it was reported that 93% of students and employees are vaccinated
- Request for exemptions have been minimal
- Vice-President for Diversity, Equity and Inclusion, Dr. Mary Wardell-Ghirarduzzi '89 shared a presentation on DEI efforts (e.g. Mario Fuentes '02 '11 was recently hired as the inaugural Director of Enrollment Access and Inclusion)

Enrollment

- Lower enrollment did impact some of the budget for the year (lower by \$2.3M), but overall operating budget had positive margin
- Enrollment Management staff is operating with 7 full-time recruiters, Vice President Chris Ferguson would like to increase that to 15
- Lots of students admitted for fall deferred to the spring

Development

- Vice President Scott Biedermann discussed the collaboration between the School of Health Sciences and Abbott Laboratories

Athletics

- Athletics Director Janet Lucas is working with President Callahan to increase attendance at all athletic events by 50%

Facilities

- Exploring a proposal to turn one of the sorority houses (Tri-Delta) into a bed and breakfast, also exploring new use for vacant property across from campus

ASuop

- Scout Cooper-Wilson '22 discussed reinvigorating campus life (e.g. maybe change Tri-Delta house into something else to improve student life as whole)

Marketing/Communications

- A weekly e-newsletter from President Callahan is now being sent out weekly to 64,000 people (alumni, donors, VIPs, community members) with a 36% open rate in an effort to reinvigorate social media engagement
 - Pacific Review is being updated into a "magazine" showcasing programs, students, faculty and staff from all three campuses' schools/colleges
- Discussion: None

Committee Reports

Admission

Brian Biedermann

- Will be meeting with Jeff Levine, Dean of Admission, to get guidance on committee's work for spring
- Working on increasing alumni participation in admission calling, especially among board members
- 2021 Admission calling resulted in a 10-11% yield (students who confirmed and attended Pacific for Fall 2021)

Discussion:

- How are caller lists divided? Tailored by callers' majors or geographic area
- Allan would like to see referrals for alumni callers coming from faculty
- Ned said last year the committee made a lot of good efforts, hopes for more board engagement this year

Awards

Allan Hardcastle

- Extending assistance to other board committees to help leverage past award recipients (e.g. speakers at events)
- President Callahan has tasked alumni with helping to raise the "value" of a Pacific diploma

Examples:

- Encouraging alumni to wear Pacific gear
- Encourage friends and family with college-eligible kids to apply to Pacific
- Talk up the Pacific experience, reasons to give to Pacific
- There were 85 DAA nominees this year and 5 were selected
- Faculty Mentor Awards brunch is tomorrow, recipients are Sacha Joseph-Mathews, Raj Patel '01 '06, Gene Pearson and Simalee Smith-Stubblefield '83 (Emerita Faculty)

Clubs

Fabian Morales

- Reviewed the committee's Action Plan objectives in relation to the "Go. Get. Give." initiative
- Discussed navigating local and university COVID-19 protocols and event planning process
- Next meeting will be prior to the Dr. MLK, Jr. holiday

Discussion:

- Francesca asked how many clubs we have and Allan asked how many were active (18 alumni clubs, 9 have been active during pandemic)
- Marshea explained two types of clubs: Regional clubs (based on geography) and Affinity clubs (based on shared interest/identity)
- Pam said she's a part of newest club, Pacific Forensics, and they are actively recruiting new members
- Kelli shared that President Callahan is going "on the road" and clubs will help host events as far as the DC/NYC area, more details coming soon
- President Callahan went to an alumni event in Reno on 7/31 that was well attended
- Dave offered to help with Presidential events as he did for President Emeritus

Don DeRosa

- Russell asked if Bevy (similar to Eventbrite) is used to aggregate club events/provide community component, offered to share a link for Alumni Relations team to review
- Janice shared Imodules doesn't have a community component

Governance

- No report

Philanthropy

Greg Aghazarian

- President Callahan's goal is for alumni giving to increase to 10% (about 3,500 people)
Pacific Gives
- Asking the board to "Go" and be 100% engaged
 - Everyone give on Pacific Gives day in April
- Asking the board to "Get" friends (3-7 people) to also give, in any amount, on Pacific Gives day (Example: 30 board members each reach out to an average of 5 people – 5% of the total for the year = 150 people giving to Pacific Gives would make a tremendous impact toward the participation goal)
- Asking the board to serve as social media ambassadors for Pacific Gives
- Explore creating matching funds – x number of alumni giving on Pacific Gives Day ("Be a Hero, Add a Zero"), match for first time contributors
- Asking the board to specifically reach out to past PAA board members to get them involved

Discussion:

- Francesca asked for the dates for Pacific Gives (Dates are April 26-27, 2022)
- Kelli said an online toolkit to help promote the event will be available soon

President Callahan and First Lady Jean Callahan made a "surprise" visit during this report. They shared their gratitude to the board for their hard work and support.

Tiger Connection

Jillian Hall

- Meeting last week resulted in more ideas than the committee has bandwidth to work on and will narrow its focus
- Discussion included the purpose of the committee (connecting alumni to students, alumni to alumni, increasing board engagement), "Go, Get, Give" Initiative
- To increase board engagement with students, committee will be reaching out to some student groups, Pacific Alumni Association Endowed Scholarship (in honor of Kara Brewer '69 '72 '76)
- Barry reached out to Eberhardt School of Business – Student Investment Fund students
- Reaching out to Career Services – go through some re-branding to get alumni board and alumni in general to connect with students for career mentoring

- Asking board members to reach out to the school/college each graduated from (i.e. Dean or faculty member you have a connection with) to find out if there is an avenue for the board to get more involved, committee is working on a doc that will go out to keep track of outreach/build in accountability
- Working on developing an alumni engagement pipeline – developing club leaders, reunion volunteers, etc. to become board members
Working with Shannon to identify 2022 reunion group need for reunion committee volunteers
Working on sharing a resource calendar, “how to” tools/script of what to say when doing outreach
- Focus on making direct connection to invite people to engage, not just email or social media post
- Looking at how current students are going to participate in the DAA ceremony, identify some board members who want to be “hosts” for those students (direct engagement)

Discussion:

- Allan asked about Tiger to Tiger status (1,261 users, Tiger to Tiger Basics sessions offered twice a month via Zoom)
- Volunteer Info sessions are also offered twice monthly via Zoom

Selection

Erin Mettler

- Looking for 2 “At Large” members to join the committee
 - Must *not* be eligible/on track for Board President or Vice President
 - Must *not* be up for renewal of three (3) year term
- If interested, contact Erin today or tomorrow, bulk of committee’s work is done between now and January 2022
- In the last 18 months, eleven new people have joined the board
- To nominate someone for the board, send an email with the nomination and include the person’s name, email
 - Reach out to the nominee in *advance* of submitting a nomination and confirm their interest in being nominated

Discussion: None

Alumni Relation’s Staff Report

Kelli Page / Janice Wagner

Homecoming debrief

Breakdown

1,368 alumni

550 parents

3,041 family members of graduates

461 students

117 staff

172 faculty

- Total Registrants including Commencement - 6,675 (2,311 of those were attending Homecoming events specifically – 26% increase than our 2017 event)

- 2,300+ people, doesn’t include Orange and Black Ball (600 registrants)

or Tiger Dash

- 1,000 registrants did not pick up name tags from Registration/Check-In

Top events registered for*

*(not including ASuop Concert, Tigers Got Talent – which amounted to over 800 registrants, but only a couple of hundred attended)

4,600 Commencement

763 Food Truck Frenzy

500 Water Polo game

530 Pacific Prism Concerts (total for both)

1,200 Happy Hours (approximately 600 attended total for both)

\$3,500+ in donations to Pacific given via the registration form

Discussion:

Overall Event (comments, suggestions for improvement/future events)

- Good use of the entire campus, flowed well
- People couldn't attend Beer Tasting *and* Orange and Black Ball due to scheduling overlap
- Conservatory of Music students were great – should leverage them more at other events
- Nice to see students volunteering as Homecoming workers
- Tour and presentation in Long Theater were both well done, nice way to present the campus
- Add a brunch for multiple generations of Pacific families to attend

Open Houses

- McGeorge School of Law
 - Well done, Dean spoke with prospective law students directly
 - Location was almost hidden in WPC with minimal signage in front of the building and leading to the room
- School of Engineering and Computer Science
 - Great, got to spend time with faculty, see student projects
- Eberhardt School of Business
 - Student presenters were great, but event was poorly attended
 - Need to improve marketing next year
 - Perhaps add an event with a professor teaching a class or something similar

Giving Component

- Add more obvious opportunities for organic giving, embed it and make it accessible, add a QR code
- Some alumni may see that as a “negative” message when they feel there is pressure to “send a check”
- Monetizing Homecoming could blow the impact
- A donation option was part of Homecoming registration form and printed schedule

Additional Comments

- Great having McGeorge involved in the beer tasting
- Add an event that introduces the new programs at Pacific (e.g. nursing)
- What events will be added on Sunday in 2022? Kelli said it hasn't been decided yet, Sunday events work best if tied to a reunion group that includes programming across all three days
- Dates for Homecoming and Family Weekend 2022 will be shared once confirmed
- Any additional feedback/event suggestions/comments be share with her via email

Alumni Relations Staffing Update

- Currently have 5 members on the team
- Mandi Dumlao, Alumni Operations Manager, resigned in October
- Polly Crabtree, Director, resigned in February
- Teri McKnight, Administrative Assistant II is now working on the Sacramento campus
- 3 open positions now – Administrative Assistant II, Alumni House Operations Manager, and Polly's old position (it will be re-imagined with a new title)

General Good & Welfare

All

Erin expressed happiness that we are back, would like to hear the feedback of those attending via Zoom, staff would appreciate the feedback as well

Adjourn

1st: Julian Toro Solis

2nd: Allan Hardcastle

Motion carried.

Meeting adjourned at 4:07 p.m.

RECORD OF ELECTRONIC VOTING

UNIVERSITY OF THE PACIFIC PACIFIC ALUMNI ASSOCIATION

Electronic vote conducted November 2021

Vote to confirm the addition of Francesca (Muzio) DeMello to the PAA board of directors. Mrs. DeMello will be filling the un-expired term of board member Rick Paulsen. Mrs. DeMello's term will be for 2 ½ years beginning November 13, 2021; expiring June 30, 2024.

Vote (required simple majority to pass):
22 approvals, 0 disapprovals, 0 abstentions

Total # able to vote: 28 members

Francesca DeMello earned her BS in Computer Science at College of the Pacific. For 35 years, she has worked at Lawrence Livermore National Lab as a computer scientist/database architect. She develops custom software for the Environmental Restoration Department. She also recruits and mentors summer interns.

She is a charter member of the Industrial Advisory Council for Pacific's School of Engineering and Computer Science. This advisory council works on the accreditation for the school's computer science degrees, as well as evaluating and proposing feedback for course content to better align with industry needs.

Francesca's hobbies include cake decorating, scrapbooking, photography, travel and music (trumpet and accordion). She lives in Stockton, CA.

Pacific Alumni Association Staff Directory 2021-2022

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<p>Kelli (Williams) Page `87 COP Associate Vice President of Alumni Relations Bus: (209) 946-2987 Cell: (209) 481-0007 Email: kpage@pacific.edu Assignments: Executive, Governance, Selection</p>	<p>Janice Wagner Director of Alumni Relations Bus: (209) 946-2148 Cell: (209) 470-8235 Email: jwagner1@pacific.edu Assignment: Awards, Philanthropy</p>
<p>Chris Ortega `07 COP, `10 EDU Associate Director of Alumni Engagement Bus: (209) 946-3941 Cell: (209) 674-7119 Email: cortega@pacific.edu Assignment: Tiger Connection</p>	<p>Marshea (Jones) Pratt `93 COP Assistant Director of Clubs & Regional Programs Bus: (209) 946-2899 Cell: (209) 479-1369 Email: mpratt@pacific.edu Assignments: Clubs, Tiger Connection, Admission</p>
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