



PACIFIC
ALUMNI

ASSOCIATION

January 28, 2023

Board Meeting

University of the Pacific

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SCHEDULE

**UNIVERSITY OF THE PACIFIC
PACIFIC ALUMNI ASSOCIATION
January Board Meeting
Saturday, January 28, 2023**

8:30 am	Continental Breakfast/ Social Time (30 min)	
9:00 am	Welcome / Day Overview (15 min)	Julian Toro-Solis PAA President
9:15 am	Committee Meetings (45 min)	
	<ul style="list-style-type: none">• Awards – Leineke Conf Room• Tiger Connection & Clubs – Board Room• Philanthropy – Omega Phi Alpha Library• Selection – Rhizomia Conf Room	
10:00 am	Plenary Session 1 – Student Speakers (60 min)	Marco Gonzalez, Sr. `21, `22 Saul Herrera `23
11:00 am	Break (15 min)	
11:15 am	Plenary Session 2 – Pacific Gives (60 min)	Molly Byrne, Executive AVP, Development Jeanine Simnick, AVP, Annual Giving
12:15 pm	Lunch	
1:00 pm	Call Board Meeting to Order (5 min) Action: Approve November 2022 Board Minutes	Julian Toro-Solis
1:05 pm	President’s Report (10 min)	Julian Toro-Solis
1:15 pm	University Update (10 min)	Scott Biedermann VP for Development & Alumni

- | | | |
|---------|--|---|
| 1:25 pm | ASuop Report
(10 min) | Angel Zhou
ASuop Vice President |
| 1:35 pm | Committee Reports
(30 min)
Awards
Clubs
Governance
Philanthropy
Tiger Connection
Selection | Dave Frederickson
Brad LeDu
Pam Gibbs
Greg Aghazarian/Carol Hirota
Francesca DeMello
LaNor Smith |
| 2:05 pm | General Good & Welfare
(5 min) | All |
| 2:10 pm | Adjourn | |
| 2:15 pm | Group Picture – front of Vereschagin Alumni House | |

Distinguished Alumni Awards Dinner & Ceremony

- | | |
|---------|---|
| 4:45 pm | Awards Committee Members arrive at DeRosa University Center |
| 5:15 pm | Board Members arrive |
| 5:30 pm | Reception begins |
| 6:15 pm | Board Members help usher guests to seats |
| 6:30 pm | Program begins |

MINUTES

**UNIVERSITY OF THE PACIFIC
PACIFIC ALUMNI ASSOCIATION
November Virtual Board Meeting
Saturday, November 12, 2022
Zoom meeting**

Officers: Greg Aghazarian, Amber Darby-Glaenzer, Joshua Foster, Dave Frederickson, Allan Hardcastle, Carol Hirota, LaNor Smith, Leedjia Svec, Julian Toro Solis

Directors: Brian Biedermann, Lorena Campos, Pamela Gibbs, Heidi Gleason-Doyle, Jillian Hall, Barry Harper, Grant Kirkpatrick, Brad LeDu, Caryn Lockhart, Russell Marzette, Fabian Morales, Joe Mulligan, Leah Myers, Karen Nakamura, , Anthony Shafer, Neel Singh,

Absent: Megan Chan, Francesca DeMello, Danny Hansen, Sydnie Reyes, Melody Walker

Ex-Officio: Kelli Page, Alumni Relations Office

PAA Staff: Raquel Parra, Marshea Pratt, Linda Vasquez

Guests:

Call Board Meeting to Order

Julian Toro Solis

Meeting called to order at 11:16 am

Approve August 2022 Board Meeting Minutes

Julian Toro Solis

Moved by Allan Hardcastle to approve the August 2022 Board Meeting Minutes.

Second: Heidi Gleason-Doyle

All in favor: Aye

Opposed: None

Abstentions: One

Motion passed

President's Report

Julian Toro Solis

- December 10th Basketball Game
 - Collaboration with Athletics and Alumni Association
- Regents Meeting
 - Attended Fall Regents Meeting and shared Homecoming information
 - Shout out to LaNor Smith, Karen Nakamura, and Francesca DeMello for helping to secure alumni donations for a study room at the library in honor of their sorority, Alpha Chi Omega. The study room was dedicated during Homecoming.

Committee Reports

Awards Committee

Heidi Doyle-Gleason

- 2023 Distinguished Alumni Awards (DAA)
 - Slate approved
 - Virginia Chan `77 and Tony Chan `77 (Medallion of Excellence)
 - Leonard Armato `75 (Professional Service)
 - Cindy Spiro `76, `84 (Public Service)
 - Ted Leland `70, `74 (University Service)
 - Daniel Idzkowski `12 (Young Alumni)
- Goals for Committee
 - Looking for current students who could be paired up with DAA recipients for Friday dinner
 - Increase Homecoming attendance:
 - Personal notes sent or phone calls placed to past Distinguished Alumni Award (DAA) and Faculty Mentor Award (FMA) recipients inviting them to Homecoming
 - Social media and emails send to invite at least 10 people in committee member's networks
 - Pacific Gives: at FMA Brunch or DAA Dinner to get to know the people sitting at table and send them a follow up email or phone call to establish connection
- Update
 - DAA filming of Award recipients was completed this week by alumnus Dean Butler
 - DAA will take place January 28, 2023, following PAA board meeting
 - Friday night will be a small dinner where DAA recipients honor the Pacifican Who Changed My Life
 - Faculty Mentor Awards (FMA) Brunch tomorrow, November 13, begins at 11:00 am with award recipients arriving by 10:30 am
- Discussion
 - Let Kelli if you have not RSVP'd and would like to attend
 - Amber commented she has engineering students to pair up with upcoming DAA recipients

Clubs Committee

Leedjia Svec

- Update
 - Met on September 23, discussed Club efforts to engage alumni
 - Discussed ways to promote Homecoming

- Looking at affinity schools and reunion groups
- Met on October 28
- Looking at successful Club programming from other universities
- LinkedIn article found that talks about what makes an Alumni Association successful
- Reaching out to Club leaders we did not always get the responses we had hoped for, certain people were identified as active, but were not
- Next meeting November 4
- Goals
 - Initiate a plan for Club events that attract far more alumni
 - Visible presence of University VIPs and celebrities will be essential to attract alumni to events
 - Objective is to attract more alumni who overtime will be supportive to the University (this should improve reputation and ranking)

Philanthropy Committee

Fabian Morales

- Update
 - Shout out to Carol and Greg who have been mentoring Fabian
 - Pacific Gives: U + 2 will again be a goal; give yourself and get 2 other alumni give
 - Tap into your local network, begin to grow your “go to list”
 - Brad spoke to Philanthropy Committee and gave pointers on how energetic and great things are coming from the Reno/Lake Tahoe group
 - Re-emphasized what an added value Pacific is
 - Tapping into the VIP guests
 - Personalization that happens when you attend a Pacific alumni event
- Goal
 - Raising money, no amount is too little or too big
 - Having people realize that regardless of the donation amount, it’s about engagement
 - Social capital and engagement are equally important
 - Asking for money, but not asking all the time, how much do we emphasize this?
 - Challenges for Pacific Gives for PAA board members and their recruited ambassadors. Dollar amounts go to the winner’s choice of program/organization at the university.
 - \$1,000.00 for the club with the largest participation
 - \$1,000.00 for the individual with the largest participation
 - \$1,000.00 to youngest alumni to recruit the largest # of participants
- Discussion
 - Greg shows appreciation for Fabian and his generosity for funding these challenges

Tiger Connection Committee

Lorena Campos

- Update
 - At each board meeting taking a picture and sharing
 - Encourage 3 take-aways
 - Share on social media what goes on during a board meeting
 - Re-engage/join LinkedIn
 - Post to the group for followers
 - Commit to every meeting or leading up to the meeting

- Not a lot of engagement in the alumni group; need to help boost this
 - Working on engaging past PAA board members
 - List of over 300 past board members
 - Split contact list within the committee
 - Beginning to reach out
 - Homecoming
 - Task was to phone past PAA board members
 - Personally invite them to Homecoming
 - 19 registered
 - Homecoming 2023 is a PAA reunion year and 150th Anniversary of the PAA
 - Appoint a chair and plan in Q1
 - Invite past PAA Board members to an event
 - Example the 12/10 basketball game and reception
 - Regional/Affinity Alumni
 - Connect a local club with a future board meeting event
 - Reinvigorate engagement
 - Invite local club leaders or members to a dinner (April 2023)
 - Organize Pacific Alumni in the workplace
 - Develop a template or packet to encourage others to create a community in their cluster
 - Pacific Gives to be discussed at next meeting
- Discussion
 - Josh asks if AR staff can post the group picture taken during the meeting so that PAA Board members can share on their social media

Selection Committee

LaNor Smith

- New Board Member Selection Committee for FY2023-24
 - Immediate Past President LaNor Smith, President Julian Toro Solis, President-Elect Allan Hardcastle, plus two at-large who will be Pamela Gibbs and Anthony Shafer.
 - LaNor will reach out to each board member individually to confirm their commitment, along with those whose term will end in June 2023, to see if interested in continuing their role on the board
 - An estimate of new board members for FY23-24 will be 2-4 members
 - If more nominations are needed, LaNor to reach out to current members for suggestions
- Goal
 - To have a rich and diverse PAA Board
- Discussion
 - Julian comments if you have questions about the selection process, reach out to LaNor, Julian, or Kelli.

Good and Welfare

- Josh Foster and Kyle Kennedy will be speaking to an Economics Capstone class, invited by the Econ faculty this upcoming Monday. They will be speaking on different career paths and

participate in a Q&A panel with current Econ Capstone students. This is the 3rd year they have participated in this event.

- Governance Committee and Admissions Committee upcoming. No report at this time.
- Julian reminds everyone of FMA event (tomorrow) and December 10 tailgate and men's basketball game vs Fresno State.

Adjourn Meeting

Julian Toro Solis

Fabian called for a motion to adjourn the November 2022 Board Meeting.

Second: LaNor Smith

All in favor: Aye

Opposed: None

Abstentions: None

Motion passed

Meeting Adjourned at 12:02 pm

SUMMARY

UNIVERSITY OF THE PACIFIC PACIFIC ALUMNI ASSOCIATION

Awards Committee

Tuesday, December 6, 2022

5:00 – 6:00 PM PT

ZOOM

Attending: *Leah Myers, Dave Frederickson, Heidi Gleason-Doyle, Neel Singh*

Distinguished Alumni Awards

- Host matching:
 - Tony and Virginia Chan: Brian Biedermann and Leah Myers
 - Leah will email details to Brian
 - Chans will not be present on Friday night, so no student is necessary
 - Chans will come to Saturday night event from reception at President's House
 - Leonard Armato: Alan Hardcastle
 - Ted Leland: Dave Frederickson
 - Daniel Idzkowski: Heidi Gleason-Doyle
 - Cindy Spiro: Sydnie Reyes and Neel Singh
 - Neel will text details to Sydnie
- Student involvement in Friday night dinner:
 - Current students will be invited to sit at awardee tables (Fri night). Maximum of one student per awardee. Committee members will work with faculty/coaches to choose outgoing and “up and coming” students in majors related to the awardee’s field/area of interest.
 - Please give student names and emails to Janice no later than January 13. (Earlier, if possible.)
- Committee to arrive at:
 - Friday: 5:30pm – Vereschagin Alumni House (business attire)
 - Saturday: 4:30pm – DeRosa University Center (semi-formal attire)
- Review hosting instructions
- Any questions?

Questions/Comments/Other Business

- **Future award ceremonies**
 - Tiger Award / Faith Davies All-University Leadership Awards (05-12-2023) – Neel Singh will serve as awards committee rep

SUMMARY

PACIFIC ALUMNI ASSOCIATION
Clubs Committee Meeting with Alumni Volunteers
January 12, 2023
5:00 PM PST/8:00 EST
via Zoom

Present: Brad LeDu (PAA Board/Reno), Leedjia Svec (PAA Board/DC), Jillian Hall (PAA Board/Sac), Jennifer Baker (Sac/Pacific Forensics), Jody Bell (NYC), Steve Foote (DC), Anson Gock (Delaware/DC area), Martin Gonzales (Bay Area/LGBTQ+), Allison Jones, Gill Realon (SoCal), Kerry Tuma (SoCal)

PAA Staff: Marshea Pratt

Background Info and Purpose for tonight's meeting

Brad shared the steps the PAA Clubs Committee has taken that led to tonight's meeting.

- a) Reviewed current club structure and list of club steering committee members
- b) Reached out to key members of existing clubs (not all are active at this time)
- c) Looked at our "competitors" alumni association websites and social media platforms
- d) Created an "action plan" that included gathering a core group of "all star" volunteers to help us move forward with "relaunching" clubs with a new approach to events that will draw more Tigers to attend

The committee concluded that a good "next step" would be to convene a meeting of key volunteers to partner with

key volunteers to brainstorm ways to:

- a) Discuss concrete ways to increase alumni engagement and "wave the flag" for Pacific more broadly
- b) Identify "signature" events to focus on in target cities
- c) Identify ways the PAA Board can help/support clubs in their efforts

Expectations

Leedjia shared slides that provided an overview of President Callahan's expectations and goals related to alumni engagement, etc.

Upcoming events in Target Areas (*exact date not yet confirmed)

Marshea shared the current events on calendar for the targeted areas.

- a. **Bay Area (CA)** – 1/9 Virtual Career AMA (South Bay), 2/23 Pacific Men's Basketball Game (Moraga), 3/18 Day of Play (Outdoor Rec event), *April – LGBTQ+ Small group dinner (East Bay/SF)
- b. **Reno (NV)** – 6/1 All Alumni Reception w/President Callahan
- c. **Orange County (CA)** – *first week of April (Reception with President Callahan)
- d. **Sacramento** – 3/24 Sacramento Kings Game, 4/13 Skate Night, 5/25 Happy Hour, Brew Boat
- e. **Stockton** – 1/21 Pacific Men's Basketball Game, 3/18 Stockton Kings Game

f. **Wash DC/MD/VA area** – *last week of March – Reception with President Callahan (Alexandria), *Small group dinner, 6/12 – McGeorge Supreme Court Swearing-In

Identifying “signature events” and who will help make them happen

After some discussion, the following events were singled out as “focal points” to really drive up alumni attendance and overall engagement.

NYC – President’s event in March with Eberhardt School of Business students will be the focus. Also, looking at other opportunities to connect with other current students when they come to the area (i.e. Conservatory students coming to Broadway).

Bay Area – Focus on career-related event, show how PAA can help alumni looking for work (i.e. advice about updating resumes, networking, etc.)

Reno – Event on June 1 at the home of Mike Kattelman – work has already started to get VIPs in the room for the event

SoCal (Orange County) – Engage with Pacific Athletics whenever a team is in the area (i.e. attend games, do a pre-game meetup, etc.) – PAF is a partner on the upcoming Pacific Men’s Basketball event @ LMU and pre-game reception in Marina del Ray

Sacramento – 3/24 Sacramento Kings Game – perhaps reach out to McGeorge and invite their alumni to participate, put an emphasis on the pre-game meetup at the Bank (especially for non-basketball fans who may just want to come and network/hang out).

Stockton – 1/21 Pacific Men’s Basketball v. Gonzaga game and Pre-game reception – promotion is well underway and over 100 alumni are expected to attend. Pacific Athletic Foundation (PAF) is a partner on this event.

Wash DC – March 23 or March 24 President’s visit (Marshea will confirm President’s availability by end of January 2023), engage McGeorge DC alumni club too

Additional Ideas

- Support alumni who are performing in shows/concerts in the area (perhaps a pre or post show meet-up as well)
- On the PAA website, put more details about where alumni are from and their activities (i.e. Greek Affiliations, clubs they were a part of in undergrad, etc.) – may draw more people to attend events if they can “see” possible shared interests
- Have a central place on the PAA website where alumni can see where “away” games are being played, especially in areas where there are alumni clubs established/emerging
- Continue to think of “out of the box” ideas for gatherings – unique ways that alumni can connect
- Offer programming that alumni will think to themselves “I need this” – Career services, networking and how to leverage your network for job search/breaking into new career fields, building wealth, navigating evolving job market, career pivots, tapping into the Pacific network, etc.
- Provide clubs with analytics from previous events (i.e. what worked, what didn’t, past attendance at events, etc.)
- Offer a variety of events, not just cookie cutter of same events in different cities – consider watch parties for games that are televised (regardless of where the game is actually taking place), encourage casual meet-ups among alumni that don’t necessarily require an RSVP on the PAA website, do events that have a “combo” of things to offer – social and professional for example

PAA Board Support for “next steps”

PAA Staff (Marshea) will provide:

- A list of upcoming games for Spring 2023 for all Pacific Athletics teams playing in regional target areas will be distributed to “all-stars” via email
- A follow up call to Jody re: getting info on Pacific alumni currently performing on or off-Broadway
- Schedule club meetings via Zoom (if not already on the calendar) for alumni target areas to continue planning/promotion of upcoming events
- Send out notes and Leedjia’s slides to all who attended tonight’s meeting
- Provide data to SoCal alumni on demographics of alumni in that area (main cities where alumni live, top majors and/or careers they represent, etc.)
- Provide data to DC alumni on alumni in the area who are military veterans and those currently serving

PAA Board will:

- Debrief about today’s meeting, summarize key points and report out at 1/28 PAA Board meeting
- Commit to support the “all stars” and check in with them later this spring via Zoom for progress updates, resource sharing, etc.

Thank you and adjourn

Brad thanked everyone for their time and encourage them to “stick with it”. Building up a club takes time and the PAA Board is in full support of everyone’s efforts.

Meeting adjourned at 6:03 p.m. PST

SUMMARY

UNIVERSITY OF THE PACIFIC PACIFIC ALUMNI ASSOCIATION

Philanthropy Committee Meeting

Wednesday, December 14, 2022

5:30 – 6:30 PM PT

Zoom Meeting

Attendees:

Greg Aghazarian (vp), Fabian Morales (chair), Pam Gibbs, Joe Mulligan, Kelli Page (staff), Jeanine Simnick (Annual Giving staff)

Absent: Carol Hirota, Caryn Lockhart, Karen Nakamura

- | | | |
|---------|--------------------------|-----------------|
| 5:30 PM | Welcome | Fabian Morales |
| 5:35 PM | Pacific Gives Discussion | Jeanine Simnick |
- April 25-26, 2023
 - Overall Goals for day is \$1.5 million
 - 50 matches/challenges
 - 300 Ambassadors with 100 meeting the “U+2” goal
 - Timeline
 - December
 - Ambassador registration link
 - January
 - Homepage of Website / Save the Date
 - Department/College designations confirmed by January 31
 - Roles & responsibilities available
 - February
 - Tool kit for Ambassadors
 - Video production
 - March
 - Matches and challenges finalized
 - Multi-channel campaign begins
 - Kick-off event and trainings
 - April
 - April 1st early participation begins
 - Brainstorming
 - Process to sign up as an Ambassador; have available at January board meeting
 - Add training on “how to optimize social media”

- Continue refining “go to list” for board members
 - \$1000 challenges by Fabian; 3 in total; donate using unique URL; youngest alumni participant; club involvement
 - Ways to donate... include Apple Pay
 - Send out a note about being an Ambassador; talk about ease
- Next Philanthropy Committee Meeting – January 11, 2023; 5:30 pm PT

6:30 PM Adjourn Fabian

SUMMARY

UNIVERSITY OF THE PACIFIC PACIFIC ALUMNI ASSOCIATION

Philanthropy Committee Meeting

Wednesday, January 11, 2023

5:30 – 6:30 PM PT

Zoom Meeting

Attendees:

Greg Aghazarian (vp), Carol Hirota (vp) Fabian Morales (chair), Pam Gibbs, Joe Mulligan, Kelli Page (staff)

Absent: Caryn Lockhart, Karen Nakamura

5:30 PM Welcome Fabian Morales

5:35 PM Pacific Gives Discussion

- April 25-26, 2023
 - What designations can the PAA Board support?
 - VAH Continuing Care fund
 - PAA Endowed Scholarship (in honor of Kara Brewer)
 - Other ideas – Veteran’s House, Pacific Summer H.S. Institute
 - Ask board members to bring their “go to list” with them to January board meeting
 - Students speakers at January board meeting to discuss their path at Pacific; how scholarships help them

- Stationary/postcards with PG dates that board members can use to contact their “go to list”
- Give-away at Distinguished Alumni Awards as attendees leave – maybe a card that tells how to honor someone during PG; QR code
- Governance needs to update Handbook with new language, deleting reference to Leading with Purpose campaign since it is complete. Governance recommend new language and bring back to Philanthropy Committee.
- Next Philanthropy Committee Meeting – February 8, 2023; 5:30 pm PT

6:30 PM

Adjourn

Fabian

SUMMARY

PACIFIC ALUMNI ASSOCIATION
Tiger Connection Committee Meeting
January 5, 2023
4:00 PM PST
via Zoom

Present: Grant Kirkpatrick, Russell Marzette, Jr.
PAA Staff: Marshea Pratt

12/10 Pacific v. Fresno State Pre-game reception and Game

Feedback – Great event, good turnout for pre-game reception - plenty of food and drinks, at least 5 PAA Board members attended, Vereschagin Alumni House was a great location, a few new alumni volunteers attended

Game – Great game that was close until the end, next time – find a better way for the group attending to have more interaction with others in attendance (a missed opportunity to let general alumni know that the group was in attendance, etc.)

Next Steps: Encourage alumni to attend the 1/21/2023 Pacific v. Gonzaga Men’s Basketball game and pre-game reception

Interacting with club leaders at April 2023 Board meeting or future mixer – Tabled since Josh was not in this meeting, and he was the person charged with connecting with the Exec. Committee about this idea to engage folks at April 2023 Board meeting.

Organize Pacific Alumni at your workplace – We discussed engaging City of Stockton workers at a location downtown for a possible afterwork mixer (5:15-6:15pm) or “donuts and coffee” before work (maybe 7:30-8:15am) at City Hall or similar venue for Pacific alumni who are also City of Stockton employees.

Next Steps: Marshea will reach out to Grant offline to identify a date/location and how best to do a “call out” for alumni-employees to attend.

Pacific Gives – Grant did some light research in reviewing other alumni association social media platforms. He shared that he thinks PAA is doing similar things as other schools to get alumni engaged. Additional ideas for engagement that were discussed:

- Finding ways to boost school spirit (i.e. promote Pacific Friday – wearing orange and black on that day and posting photos to social media)
- Make social media posts more interactive – ask questions/polls, feature more short video clips from alumni, ask trivia questions...send out free swag as a “reward”
- Find ways to get alumni to attend events with groups of friends or host events that require interaction beyond the typical networking mixer – most alumni don’t attend events “alone” hoping to network with others
- Create more Facebook events to raise more awareness of when events are happening
- Share practical info that alumni can use or interesting story lines that aren’t already

featured in other parts of the PAA or university website

- “Demonstrate” through photos and videos that alumni events are “fun” – it’s hard to explain what a club event is...it is easier to communicate how fun events are through photos/videos

- Engage current ASuop leaders – especially those graduating in 2023...encourage them to continue their engagement as an alumni volunteer and/or attending alumni events

- Do more consistent post-event evaluations to get more feedback on what works/doesn’t work at events

Next Steps: Annual Giving will be speaking to the Board at the January Board meeting. So, we didn’t discuss much about Pacific Gives itself. Marshea already provided the timeline to the committee for when training is going to be available for Pacific Ambassadors, etc. Questions the committee had about “early giving” and how to target specific endowed scholarships directly, etc., will be addressed during the plenary session at the January Board meeting by the Annual Giving team leaders.

Leadership – PAA Board member reunion Oct. 2023 –The final list will be shared in February. This proposed “reunion” may be tabled by Alumni Relations team to pivot to a different type of event.

Next Meeting: A combined committee meeting with the Clubs Committee will be held on the morning of January 28 (Board Saturday). Board members will receive an update on this from Kelli via the distribution of the Board packet.

Pacific Alumni Association Staff Directory 2022-2023

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<p>Alumni Relations Office Bus: (209) 946-2391 Toll Free: (866) 575-7229 Fax: (209) 946-2853 Email: pacificalumni@pacific.edu</p>	<p>Julia Cardona `22 COP Assistant Director of Alumni Engagement Email: jcardona@pacific.edu Assignment: Tiger Connection, Clubs</p>