

**Agenda**  
**UC Davis Retirees' Association**  
**Executive Board Meeting**  
**Monday, June 4, 2007**  
**11:00 a.m.-12:00 p.m., Room 14704 UCDHS Main Hospital**

- 1. Introductions**
- 2. Announcements**
  - a. Steak Bake, Saturday, June 9, 6-10 p.m., Rec Pool Lodge**
  - b. Junior Olympics, UCD ARC Pavilion, June 22-July 1**
- 3. Approval of minutes of the April 2, 2007 Board meeting and the May 7, 2007 General Membership meeting**
- 4. UC Davis Retiree Center update – Doreen Strnad**
- 5. Officer/Committee Reports**
  - a. Nominating Committee – election report – Gary Schultz**
  - b. Treasurer's Report – Carol Kurtz**
  - c. Membership Committee – Aggie Costantini**
  - d. Centennial Planning Committee – Charles Lacy**
  - e. CUCRA Representative – Anne Gray**
- 6. Old Business**
  - a. Scholarships for 2007-08**
- 7. New Business**
  - a. Needed changes in By-laws**
  - b. Committee membership for 2007-08**

**Next Meeting: Monday, Sept 10, 2007, 1:30-3:00 p.m., Rm 182 HR Building**

**UC Davis Retirees' Association  
Executive Board Meeting  
Monday, June 4, 2007  
11:00 – 12:00  
Room 14704 UCDHS Main Hospital**

**Meeting Minutes**

Present: Beverly Brooks, Aggie Costantini, Deanna Falge, Anne Gray, Ted Hillyer, Yvonne Marsh, Norma Rice, Gary Schultz, Doreen Strnad, and Bob Halferty (President)

Guest: Gloria Alvarado, Executive Director, UCDHS, Human Resources

**Introductions**

Bob Halferty welcomed everyone to the meeting, introduced new Board members Ted Hillyer and Yvonne Marsh, and recognized Gloria Alvarado who arranged today's tour of the new instructional building.

Halferty indicated that the first meeting of the new year would be September 10 in Room 182 Human Resources. For the benefit of the new members, he explained that generally the Board meets from 1:30 to 3:00 on the first Monday of the month. He will be e-mailing a meeting schedule along with an updated list of board members and officers.

**Meetings for 2007-2008:**

**Board:** November 5 and December 3 (Mrak Hall)  
January 7, March 3, and April 7 (Room 182 HR)  
June 2 (at UCDHS)

**General:** Fall: Monday, October 22, Rooms A&B of the ARC  
(held jointly with UC Davis Emeriti Association)  
Winter: Monday, February 4, ARC Room B  
Spring: Monday May 5, University Club.  
Meeting times: 2:00 p.m. - 4:00 p.m.

**Announcements**

**Steak Bake:** Tickets still available; 80 tickets sold so far.  
**Junior Olympics:** June 22-July 1- volunteers still needed

**Approval of minutes of the April 2, 2007 Board Meeting**  
Minutes stood approved as read.

**UC Davis Retiree Center update – Doreen Strnad**  
Work continues on master data base.

Budget: Two sub-accounts: one for each Association plus one for the Center itself.

TriO Scholars Mentorship Program: Twelve students were matched with 12 mentors.

Events:

*Picnic Day Open House* was successful in spite of weather.

May 24 "Thank You" Luncheon honoring Advisory Committee was attended by about 20 people.

*Postcard:* response rate: 325 came back (represents 8.7%) for Retirees (up from 3%); 13% for Emeriti.

*New Brochure:* Doreen displayed a draft copy. Board members reviewed and offered comments.

*Meetings:* Suggestions for new ways of increasing meeting attendance is being discussed. Make it more fun; offer different themes; highlight students who have won awards; "beef up" publicity. ARC is isolated. Hold meetings in newer facility followed by tour; i.e. new football stadium.

## **Officer/Committee Reports**

### Nominating Committee – election report – Gary Schultz.

Members at-large approved one-year extension for Bob Halferty and Gary Schultz. Additionally, Yvonne Marsh was approved as second vice president, Norma Rice was re-elected secretary, and three new board members -- Lew Dudman, Don McNary and Ted Hillyer -- were also approved. Retiring from the Board are Howard Frank, Corinne Cooke and Barbara Anderson.

### Treasurer – Aggie Costantini (in absence of Carol Kurtz)

Balance: \$10,190. March 2007: membership 142; life members 315.

### Membership – Aggie Costantini

A letter, signed by Bob Halferty and Costantini, will go out with the new brochure. Additionally, the 154 people whose membership has lapsed will be mailed a letter with the brochure. There is the potential for an additional 200 members.

Costantini believes that more can be done with publicity. Think about ways to increase it. She talked with a representative from Dateline, who indicated that a request could be sent to the paper's editor, requesting that all retirees receive a copy of the publication. Aggie will follow up.

In regards to the brochure, Costantini reported that it was designed by Media Works. Costs to print 1000 copies vary from \$732 for on-campus to Kinko's and Graphics who estimated short of \$500. The committee discussed and evaluated who should print the brochure, resulting in a motion from Gary Schultz and a second by Anne Gray authorizing Costantini to make the final selection. Motion carried.

Status Report 6-4-07

To: Retirees' Association Board

From: Doreen Barcellona Strnad/UC Davis Retiree Center

## PROJECTS

*\*Administrative Assistant III* – Marjorie Ahl! (Western Institute for Food Safety & Security); general office management, accounting, technology ie database, web site, desktop publishing; has experience with volunteers & event planning

### *\*Database(s)*

- 1). Met with Bill Brooks to discuss “capturing” data before it leaves campus; thought our best option would be to work with IET/Payroll system (Linda Durst) to get reports listing the newly retired; however when checking with Dennis Shimek/HR, he declined to share the data with us because people aren't officially “retired” from the university until OOP finalizes all their paperwork
- 2). Use the same database as Development? (AIS – Advanced Information Systems); Jon Parro/SOE Assist Dean, External Relations & Development offered to demonstrate it to Marjorie & me
- 3). Collaboration with the Academic Senate is under consideration
- 4). Marjorie & I will work over the summer to set up DB which will list ALL retirees, from which we can pull reports, mailing lists, etc.

### *\*Budget*

- 1). Two sub-accounts: one for each association plus one for the Center itself
- 2). “Steak Bake” agency account under umbrella of Center
- 2). Marjorie will design RA site over the summer, saving \$2800

### *\*TriO Scholars Mentorship Program :*

- 1). May 24<sup>th</sup>: TriO Scholars end-of-year celebration; rec'd recognition & certificate
- 3). In touch with HR to coordinate campus wide mentorship efforts ie National Mentoring Month in January 2008

### *\*Events:*

- 1). Picnic Day Open House & Parade: went well despite the downpour; signage on car held up well; collaborations were successful (OLLI, Center for Animals in Society, Yolo county DA); Chancellor & his wife attended Open House; will set up special photo section on web site
- 2). Thank you luncheon honoring Advisory Committee et al on May 24<sup>th</sup>. Had about 20 people attend.
- 3). Steak Bake on June 9<sup>th</sup> 2007; “Taste Test” held May 9th; \$45 per person; limit guests to 100 people; have about 78 yes's so far; Mailed 824 invites (association members only); RSVP's due today; cut back on live music to 2 hours due to cost; have CD's playing during cocktail hour & dinner hour; Horwitz & her husband will be attending as our guests but the Chancellor & Provost & their respective spouses cannot attend; also sending invites to Deans & Vice Chancellors; did some follow-up telephone calls & list-

serve reminders to encourage more folks to attend; also highlighted it in "Dateline" several times

*Postcard:*

- 1). Response rate: 8.7% for Retirees (up from 3%); 13% for Emeriti
- 2). Mailed follow up letter to those 65 emeriti who requested add'l info on EA mailed May 17<sup>th</sup> (included handbook, 2007-08 membership form and Spring '07 EmeriTimes)
- 3). RA sent out a follow-up postcard to their 320 respondents, inviting them to attend the General Meeting on May 7; it didn't seem to bring in any additional people to the meeting but it was still worthwhile

*Meetings:*

- 1). Suggestions for new ways of increasing attendance at meetings are being discussed such as: raffle, February meeting have a "Chocolate & Champagne" theme; May meeting have a "Ice Cream Social" theme
- 2). Rooms are reserved for all RA meetings next year; May General meeting will be at the University Club as the ARC ballroom was already booked

*Center Web Site:*

- 1). Added "Steak Bake" to moving banner on home page
  - 2). Added "From Concept to Reality" history of Center to reports section
  - 3). Added link to campus map on Center home page
  - 4). Both of us attended web marketing class where we gathered additional ideas & suggestions for keeping our site(s) exciting & engaging
- Example: news feed, Google Analytics (demographic info on users of site)

*Misc.*

- 1). UCDHS – begin office hours June 26<sup>th</sup>; need to develop outreach plan specific to med center retirees; try to meet with Bob Chason for his insights & suggestions
- 2). UC Davis seal is now approved to be part of our wordmark (Jan Conroy-UC)
- 3). Updated RA brochure: \$575 for design; \$655 for printing @ Repro/1000 copies; designed to be placed into envelope, not as self-mailer

*Future Projects:*

- 1). Freshman Seminar Series
- 2). Incorporate data of the recently retired into outreach plan/database
- 3). "Return to Work" program
- 4). Web site upgrades inc. home page links – where else can we be on the web? (trying to get on UCD home page); photo galleries, more interactive
- 5). EmeriCorp (Jim Grieshop/Human & Community Development)
- 6). Mentorship program – partnering across campus
- 7). Development skills, language, networking etc. (signature event @ med center and/or Mondavi?); attending morning workshop on May 31st
- 8). Wine Festival/October Fest
- 9). October system-wide Joint CUCEA/CUCRA meeting on 10/25
- 10). AROHE board: plans for east coast national meeting for October 2008
- 11). Centennial plans
- 12). Summer Abroad for Seniors (1-2 classes for 2008?)
- 13). OLLI & Center for Healthy Aging: mini medical school, Feb/March 2008

## CENTENNIAL GOALS

1. Raise the overall profile and stature of UC Davis, increase visibility solidifying confidence and pride in advance of the comprehensive campaign.
2. Increase engagement and reinforce campus connections for all UC Davis constituents: alumni, donors, academic peers, opinion leaders, residents of the local communities and region, students, faculty and staff.
3. Establish institutional priorities for the next century and convey a renewed identity for UC Davis.
4. Recognize and celebrate a century of achievement in everything from research findings to prominent alumni, and articulate the results of public and private investment in UC Davis.

## THE FOUNDING VALUES

Every element of the Centennial program will highlight three major attributes of UC Davis. These attributes are extensions of the founding values:

**SERVICE TO SOCIETY:** UC Davis infuses the 'land grant mission' of service to society in all that it does. We'll briefly tell the story of the land grant founding.

*and*

**MULTIDISCIPLINARY SOLUTIONS:** The world demands solutions that cut across boundaries to create social, economic, and environmental health. UC Davis is built on a foundation of multidisciplinary collaboration, and strongly positioned to contribute solutions to the multidimensional challenges that we face in the future.

*Lead to today's UC Davis . . .*

**POSITIVE IMPACT FROM OUR CAMPUS COMMUNITY TO THE GLOBAL COMMUNITY:** UC Davis has a positive impact at all scales of community, from our campus community to the global community, including regional, state, and national levels in between. These include the contributions of our faculty, staff, students, and alumni.

## CENTENNIAL IDENTITY

The objective of the Centennial Visual Identity Program, using our existing logo and brand equity as its foundation, is twofold. The first is to create visibility, excitement, and identity for the Centennial year and for UC Davis. The second objective is to create a unifying visual framework for UC Davis Centennial Year communications, within which schools, colleges, and other units can personalize their identities and messages. Centennial Identity will succeed if it supports schools, colleges, units and the overall university achieve strategic goals.

**THE CENTENNIAL LOGO:** Centennial provides the UC Davis-wide framework with a bold "100" stencil. We will work with schools, colleges and units to reinforce their own identities using images behind the "100" that capture their personality. Together we paint a picture of cohesiveness and lively diversity.

**CENTENNIAL BANNERS** will mark thoroughfares in the City of Davis and the City of Sacramento as well as on our campuses in Davis and Sacramento. Major destinations on the Davis campus, the Sacramento campus, in the host communities, and other strategic locations will be marked with banners that will sport the Centennial logo, raising visibility for UC Davis and the Centennial.

**CENTENNIAL HISTORY:** We will ask alumni, students, faculty, staff, emeriti, retirees, community members and friends to share their stories and photos via our Web site. A format will be provided to make information gathering and dissemination easier and more logical. The Davis Enterprise has agreed to run a piece each day featuring a fact, discovery or other UC Davis highlight or contribution.

**THE CENTENNIAL VIDEO** will reinforce the 'campus to global' impact of the campus by using a 'Google Earth' type platform. We will spin the globe and zoom in to various locations around the world—local, regional, statewide, national and global—to tell stories of UC Davis positive impact.



**THE CENTENNIAL BOOK:** We will tell a few, visually rich, emblematic stories that emphasize our areas of authentic strength. The book will begin with an image and description of the original multidisciplinary professional—the 1908 farmer. We will expand this theme through history, setting the stage for today's multidisciplinary campus. Together these stories would reinforce our main themes of service, multidisciplinary practice, and positive impact across scales of community. The goal is to create an engaging work that tells the stories of our strengths in their holistic, interdependent ways. Each story should combine elements of our teaching and research with elements of our prized community character. Lively, illustrated explanations of our lore will be included—who was Gunrock? Where's Wyatt?—how did a livestock pavilion become a performing arts venue, what else and where else has it been? We envision a print-on-demand book. We are looking at a Web-based company with no charge incurred until you order a book. You can order one or as many as you would like, with discounts beginning with as few as 25 books.

**CENTENNIAL POSTERS:** The Centennial Poster Project will highlight areas of comprehensive UC Davis strength and reinforce our positive impact from the campus community to the global community. This approach builds upon, and will continue to build upon the work of University Communications, school and college communications and marketing efforts from the Davis and Sacramento campuses. Our current working group of UC Davis Strength Areas includes:

1. Understanding Today's World
2. Advancing Human Health
3. Powering the Future, Protecting the Environment
4. Linking Healthy Economies and Healthy Food
5. Educating the Next Generation
6. Improving Quality of Life

**CENTENNIAL PRODUCTS:** A wide array of products with the Centennial logo, adding wine and strawberries to the current offerings of olive oil, athletic apparel, and bookstore merchandise will heighten visibility for the Centennial and UC Davis. These products also extend the range of the UC Davis identity into the homes of friends, family and campus (and Web site) visitors. Additionally, we have been talking to Athletics and they will be working with us to get decals and patches on appropriate athletic gear and apparel.

## EVENTS

The Centennial allows us to develop celebratory events that demonstrate how far we have come in 100 years and how we will advance in the coming years. In addition to showcasing our premiere annual events we also have the opportunity to work with our community partners to help celebrate UC Davis as a regional, statewide, national and global asset.

### STATE FAIR

**Saturday, August 16 to Monday September 1, 2008**

The opportunity to be an exhibit partner gives UC Davis a unique chance to celebrate our centennial and build awareness among the Fair's nearly 1 million visitors during its 16-day run.

This local, regional, and statewide purposeful outreach effort will highlight the strategic strengths of the campus in a fun and engaging way to a large audience through an interactive "big fun" hands-on experience. The 6000 square foot educational pavilion will



feature UC Davis on the leading edge of innovation in agriculture, health, energy, environment, healthy food, information technology, quality of life improvements, education as well as provide our colleges, schools, departments and units a chance to collaborate on innovative displays for a distinct venue. In addition we will host a preview reception before opening day for campus leadership, state officials, legislators, friends and supporters.

**FALL WELCOME WEEK**

**Saturday, September 20 to Friday, September 26, 2008**

Fall Welcome week officially begins the new school year with student-centered campus and community events including the Aggie Pack Fall Welcome Rally; Downtown Community Block Party; The Buzz is the official student party held on the Quad that features music, live entertainment, casino, carnival inflatable games, food, prizes, and giveaways.

**CONVOCATION**

**Wednesday, September 24, 2008**

The Fall Convocation, marking the official opening of the new academic year, is open to all member of the campus community. The Chancellor's address is the traditional launch of the new academic year and an ideal opportunity to welcome the Centennial class and have some birthday cake!

**FALL FESTIVAL**

**Thursday, October 9 to Sunday October 12, 2008**

The Fall Festival and Homecoming provide an opportunity for an extended weekend celebration featuring multiple events providing a variety of opportunities for all constituents to reconnect and re-engage. The Fall Festival provides an opportunity to "centennialize" and leverage current annual and ongoing events. Student and community centered events include an expanded Davis Chamber Day on the Quad on Thursday and a new regional event developed in partnership with the City of Davis, Yolo County Visitors Bureau, and local chambers of commerce held on Sunday. For alumni and the general public we will offer an Academic Showcase featuring distinguished campus speakers, and coordinated with University Extension and the alumni association. Friday evening the College of Agricultural and Environmental Sciences will host their annual College Celebration and other schools and colleges may consider hosting events for their respective constituents. Saturday is the football game and that evening there will be a Mondavi Center performance. The weekend also features the opening of the Robert Mondavi Institute for Wine and Food Science, the unveiling of the Centennial Walk and the ground breaking for the City Arts GATEway.

THURSDAY October 9	FRIDAY October 10	SATURDAY October 11	SUNDAY October 12
<p><b>Davis Chamber of Commerce Day on the Quad</b></p> <p>Banners placed throughout the region</p> <p>Yom Kippur</p>	<p><b>UC Davis Foundation Board of Trustees meeting</b></p> <p>Opening of the Robert Mondavi Institute for Wine and Food Science</p> <p>RMI/Foundation lunch</p> <p>Academic Showcase featuring campus speakers</p> <p>4:30-8:30 p.m. College of Agricultural and Environmental Sciences College Celebration</p> <p>School and College events</p> <p>Mondavi Center performance</p>	<p>Academic Showcase featuring campus speakers</p> <p>Centennial Walk unveiling</p> <p><b>Golden Society Brunch</b></p> <p><b>2:00 p.m. Football Homecoming vs Southern Utah</b></p> <p>Mondavi Center performance</p>	<p>Noon-6:00 p.m. Regional Community event that might include: City Arts GATEway events, community birthday cake</p>

**SPRING FESTIVAL EVENTS, 2009**

We will "centennialize" and leverage current annual and ongoing events.

## CENTENNIAL INITIATIVES

The Centennial Initiatives are about the future. These are the 'centennial-sized' steps UC Davis is taking to ensure that the contributions of the past and the present continue into the future.

**THE CENTENNIAL SERVICE PROJECT:** We embrace the land grant mission of service to society in all that we do. The objective of the Centennial Service Project is to capture the extraordinary efforts that our students, faculty, and staff extend every year to make their community a better place. The Centennial Service Project could be a focused effort to rally the campus community behind certain service projects, or it could be a 'bundling' of the vast array of volunteer efforts and good works that the UC Davis community already undertakes. This is the 'Show me, don't just tell me' approach to communicating our dedication to Social Responsibility and Service to Society. Potential partners include: Human Corps, Student Affairs, the Health System, Campus/Community Relations, Government and Community Relations, Office of the Chancellor and Provost, and many others.

**GATEways LAUNCH:** The Arboretum GATEways project (Gardens, Art, and the Environment) is a new vision for a university garden, and a new front door for UC Davis. We hope to have exciting new designs for the first phase of implementation, the City Arts GATEway, to celebrate our connection to the Davis community.

**FUTURE INITIATIVES:** We will closely track the upcoming academic planning exercise to make sure we capture the big new moves the campus is making in all of the strategic strength areas. The opening of the RMI and the founding of the planned School of Public Health are such initiatives. Others might include...energy research initiatives, our commitment to community through West Village, a campus 'moonshot' for sustainability, K-12 initiatives, student-directed initiatives, etc.

CC  
 Peggy  
 Carol  
 Bob H.  
 Norma

Treasurer 6/4/07 5/7/07

Our balance <sup>NAS</sup> 1/18/07 10,212.69  
 Spent 1,586.96 (Cura \$406 + Schol.)  
 Took in 1,565.00  
 Balance April 07 10,190.73

In March 2007 - Membership

2007	142		
2008	7		
Life	<u>315</u>	Total	464

Lapsed 154 (2005, 2006)

So - Potential Renewals 154

+ From Post Cards	<u>300</u>
New Members	454
Showered interest	

Could have approx. 700 (ballpark)  
 of 2008

Peggy C.