



Truman State University Alumni Board of Directors

Board Meeting Minutes for April 14, 2012

The Truman State University Alumni Board of Directors met on campus on April 14, 2012. The meeting was held in the Alumni Room in the Student Union Building. The meeting was called to order by President Mike Wilson at 8 15 a.m. The agenda and minutes of the previous meeting were approved.

Participating in the meeting were members: Mike Wilson, Ellen McLain, Denise Smith, Jessica Hill, Von Abbott, Sue Alexander, Susan Briggs, Erin Church, Kent Donaldson, Keith Epperson, Sharon Husmann, Sarah Theriault, Tanner Williams and Janys Zimmerman. Guests: Donna Bailey, Jill Graves, Charles Hunsaker, Deanna Rood, Rachel Sterling and Jason Turk.

Committee Report /Student Relations Committee – (taken out of order as listed on agenda)

Sarah Theriault reported on the committee's work with Admissions on Accepted Student Events. Jill Graves, associate director of recruitment, gave a recap of the Accepted Student Events and asked the board for feedback. They are seeking ideas to bring Truman to the territories. For examples, St. Louis had partnered with Boeing to hold an accepted student event on the Boeing campus each year. This year, Admissions expanded events to reach additional areas including Kansas City, Mid-Missouri, Iowa, Minneapolis, Chicago and northeast Missouri. The goal is to make the event a game change for students who have been accepted to Truman and help them make the decision to attend Truman. They are looking for alumni connections similar to the partnership with Boeing for names of companies or employees that would resonate with the students who are considering Truman as well as their parents. Mike Wilson noted that they have been having conversations with the deans at the University to help identify prominent alumni. He also encouraged the alumni chapters to do hands-on recruitment and to work on getting successful alumni to the events through use of personal phone calls and emails so that they can represent the University. Jill suggested that the best time for the events is around February when accepted students are beginning to commit to a school. Ellen McLain noted that if Truman has an event in a chapter area, such as exhibition game, the chapter could coordinate the event to fall on the same date. The Student Relations Committee will focus on connecting with prominent alumni and finding potential locations that would be similar to the event held on the Boeing campus.

Chapter Reports

St. Louis – Jason Turk reported that they plan to pare down the number of events. They are hosting monthly social hours in different parts of the city. Their most important event is their annual golf tournament, and they are working on bringing in more golfers, sponsors and volunteers to increase funding for their chapter scholarship. Several events planned throughout the year including Send-off, Tour of Art Museum, Winetasting and Tour, major and minor league ballgames. Their goal is to have an event each month. He noted that their social hours need some type of hook to encourage people to attend. Sharon Husmann added that they are working on some restructuring and plan to offer high-quality events with a goal of building their base and attracting new members.

Northeast Missouri – Von Abbott reported the chapter is taking time to review what events are successful and are planning different types of events. For their annual Truman basketball event, they are trying something different this year; instead of offering a hospitality room near the basketball court, the chapter has reserved a section in the bleachers for members and will have people delivering complimentary popcorn, hot dogs and soda to members sitting in the reserved section. They have already held an Accepted Student Event and a wine-tasting at Jackson Stables. Their annual golf tournament will take place in July. Also, looking at possible event in the Quincy, Ill., and Hannibal, Mo., areas. Donna Bailey added that they are working on getting alumni to come to campus through events such as Bulldog sporting events, Lyceum, Gold Medal Concert.

Chicago – Sarah Theriault reported that they have been busy building an executive committee and are having quarterly in-person meetings. Their treasurer is Nichole Higgins. Vice president Mary Weingartner is working on alumni/donor relations. Justin Weinrich is working on networking and recruitment, and Ashley (Hanson) Weinrich, their social media chair, is planning to launch a new networking event. Secretary Kate Robinson is leading the way with planning events. Members of their programming committee include Katie Cannon, Baillie Cloyd, and Trey Robinson. Their primary goals are to get their new leadership volunteers engaged and to increase their membership numbers. Sarah also gave a recap of past events including a Recruitment Event and an Accepted Student Event, and listed upcoming events such as Top Golf, 5K Family Fun Run/Breakfast, Happy Hours in the City, Chicago Fire Soccer game, and a Networking Event.

Mid-Atlantic – Erin Church reported that the chapter is going in a positive direction and has planned a busy schedule of events: two Happy Hours, which are generally their strongest events), dinner at a BBQ joint owned in part by Truman alumnus, trip to the zoo, events for Truman interns, and a National Cardinals game. They plan to take advantage of the historical sites in their area and plan to have an event each month.

Iowa – Kent Donaldson gave a recap of the chapter’s annual planning meeting and listed the chapter’s events: Basketball and Pizza, Accepted Student Event, Wine-tasting, Ronza/Care Package Night, Hospitality Room for Wrestling, Iowa Cubs Game, Send-off and volunteer event with Meals from the Heartland. The chapter has started sending a newsletter has part of their goal to increase chapter communications.

Colorado – Denise Smith reported some individuals have expressed an interest in serving in leadership positions.

Kansas City – Mike Wilson reported that chapter officers held a meeting in December 2011 to discuss focusing on the quality of events versus quantity of events. They have been holding a number of events ranging from happy hours to receptions. One new event is a Coffee Talk; Board of Governors member Karen Haber attended the first Coffee Talk. In May, they planned to hold a chapter business meeting in conjunction with a Happy Hour. Have a unique situation with a sports bar called Chappell’s, which is co-owned by an alumna.

Mid-Missouri – Ellen McLain reported chapter events ranging from event held in conjunction with the Truman basketball games at Lincoln University in Jefferson City to an Accepted Student Event. Their Legislative Reception in Jefferson City was held in a new location, the G2 Gallery, and the event was well-attended. They have a new social chair, Natalie Gerhardt. They are looking for ways to raise money for their chapter scholarship without adding more events, may consider a silent auction. The chapter is trying to reach out to people living outside of Columbia, Mo., through events such as a picnic in Moberly; they are also looking forward to teaming up with other chapters for a Cardinals-Royals game. One of their new events included Sunday Brunch aboard the Columbia Star Dinner Train, and they have planned a Missouri State Penitentiary Tour. Toward the end of the year, they hold a Care-Package Event at Prison Brews. They have been increasing their membership due in large part to strong leadership.

Arizona and Dallas – No reports

Committee Reports

NOMINATING COMMITTEE

The board approved new members: Angela “Ann” Patterson (at-large), Donna Bailey (Northeast Missouri), Jason Turk (St. Louis), and Pamela Popp (Colorado).

The Board confirmed term extensions for: Kent Donaldson, Iowa Alumni Chapter, Third Term; Keith Epperson, At Large, Second Term; John Mathis, Dallas Alumni Chapter, Third Term; Vid Vidyasagara, Arizona Alumni Chapter, Second Term; and Mike Wilson, Kansas City Alumni Chapter, Third Term

The board presented Recognition of Service to: Dave Peppard (not present), Stacey Sifton (not present), Sue Alexander and Janys Zimmerman.

EXECUTIVE COMMITTEE

President:

Mike Wilson gave a recap of ongoing conversations about the Truman State University Budget and Audit and pointed out the reorganization of duties in the Advancement Office staff. The board discussed the group's measures of success (see hand-out for sheet indicating Success Measures). The group also discussed endowments, and Denise Smith provided a report on the status of chapter scholarships. The board would like to provide chapters with guidance on what they can do to help with fundraising and areas on which to focus their efforts.

The board also discussed the 2012 goals of the board which include: continuing to grow alumni chapter memberships, Volunteer of the Year Award, ways to tell the story, work with University staff and boards to strengthen relationships and synchronize ideas and goals, election of new officers, leadership conference/Homecoming, update bylaws, chapter budget reports, and chapter volunteers newsletter.

The Alumni Board Retreat was planned to coincide with Truman's Taste of Truman educational program, and several board members are participating in the Taste of Truman program. The group will plan to start editing the bylaws at the Retreat. Under the topic of Chapter Dynamics as an Effect of Budget, Denise Smith suggested that they needed a model or guidelines for how to handle how money and dues that come to the chapters. For instance, need a standardized sheet to providing consistency in the way the chapters report the information. The board plans to create a "Best Practices" model for implementing the model/guidelines and educating chapter officers.

The board voted to accept the criteria (with changes/Mike is making edits) for a new student representative position on the board. The student representative will be a non-voting member who is a current Truman student during the fiscal calendar year of the board term. The position was created to provide a student perspective to board discussion and create awareness on campus of alumni involvement and benefits.

Vice President:

The board approved an attendance policy for board members that allows the Executive Committee of the Alumni Board to review members who are absent from two consecutive board meetings, or three cumulative board meetings (does not include the Retreat) in a four-year period. The group discussed the Alumni Board's vision statement and clarification of the term "Bulldog Forever."

Secretary:

Denise Smith presented a report on chapter membership and noted that memberships are ahead of where they were at this same time last year. A new alumni chapter promotional brochure will be included in the packets distributed to Truman graduates. Denise also provided a report on membership trends and gave a campus update.

CHAPTER DEVELOPMENT COMMITTEE

Kent Donaldson reported that the committee is putting together a preliminary agenda for the Alumni Leadership Conference held on campus in conjunction with Homecoming. The agenda will include opening remarks, welcome from President Troy Paino, a block of time devoted to social media, a University speaker, Membership 101 (for those new to group) and Membership 201 (for those with more experience), same panels as last time (depending on the audit), presentation of awards, and lunch. Kent asked anyone who has ideas or feedback to contact a committee member. Mike Wilson suggested having experienced chapter officers serve as presenters for the sessions.

PROGRAMS & AWARDS COMMITTEE

Tanner Williams provided an update on the success of the Alaskan cruise that was offered through the Truman Alumni and Friends Travel Program in 2011. Denise Smith reported that 25 individuals had signed up for the 2012 trip to Ireland. Tanner noted that it had been helpful to have a representative from the Travel Company available to answer questions at Homecoming. The board took an internal survey and Tanner asked the group to send him questions that could be included on a travel survey. The board adopted a new recognition opportunity called the Volunteer of the Year Award, which will focus on the

person's involvement and activities. The committee will make suggested edits to the description of award. Tanner reminded the board that the next Truman State University National Spirit Day is Oct. 5, 2012, and encouraged chapters to use social media to promote the event.

STUDENT RELATIONS COMMITTEE

Sarah Theriault reported that the University Engagement – Dean of Colleges had been selected as one of their priority areas. The committee plans to reach out to faculty leadership through a letter that outlines the community role of the Alumni Board and provides contact information. Mike Wilson thanked Keith Epperson for all his help on document. The committee would like to have feedback at Homecoming to determine their next steps. The Career Center would like to partner with the Alumni Board to provide new ways for alumni to become engaged, such as doing interviews with the Career Center. Sarah indicated that the Chicago Alumni Chapter would like more opportunities for professional networking. Activities like the Nursing Reunion and Psychology Reunion are also providing opportunities for the Alumni Association/Advancement Office to connect with the schools/departments at Truman.

Another priority area is Send-offs vs. Accepted Student Events (discussed earlier in the day). Sarah noted that this will be a transition year for Send-off events as they are working on restructuring these events. There is no longer a need for the Question and Answer format that has been used at the Send-offs because the incoming students get this type of information earlier in the summer at the orientation events offered by Admissions. The committee sees a need to rebrand the Send-off events. The Alumni Office will send a revised agenda and script to chapter leaders for use at Send-offs.

Mike Wilson introduced Charles Hunsaker, who gave an update on the fundraising efforts for the Truman's planetarium. Mike also reported on the Foundation's Retreat which he attended earlier this year. Jessica Hill gave a report on the Foundation Board meeting she attended earlier in the day.

Old Business

Board discussed changing where the Alumni Chapter of the Year is presented. In the past, the award has been presented at the Alumni Leadership Conference. They will take the issue back to committee; may make announcement of the award at the Homecoming Banquet but present award at Alumni Leadership Conference. It was recommended that posters be placed in the SUB at the Alumni Center during Homecoming highlighting the Chapter of the Year. The Honor Chapters will also be announced at the Homecoming Banquet.

New Business

2012 Homecoming theme: World's Fair
Date for Homecoming is Oct. 19-21

Next Alumni Meeting

Oct. 19, 2012
Taste of Truman is June 15-17, 2012
Alumni Board Retreat is June 17-18, 2012

Meeting Adjourned