

Truman State University Alumni Board

Draft Meeting Minutes for Saturday, April 4, 2009



President Jim Cherrington called the meeting to order at 8:35 a.m. The agenda to the meeting was distributed via e-mail. The agenda was corrected to read Erin Lesczynski second term and Von Abbott's name corrected in spelling. A motion was made by Jessica Hill to approve the agenda was approved as corrected. Motion was seconded by Erin Lesczynski and carried.

Introductions and comments from chapters:

Jim Cherrington – President, Mid-Missouri representative

Jessica Hill – Vice president, At large member

Deanna Rood – Advancement staff

Von Abbott – Northeast Missouri representative

Jeannette Harris – St. Louis representative: Invited everyone to Cards/Cubs game April 24 and Scholarship Golf Scramble May 16.

Mike Wilson – Kansas City representative: Invited everyone to the Royals/Cards Game June 20 in Kansas City

Sarah Theriault – Chicago representative: The Chicago Chapter has reached endowment level with their chapter scholarship.

Ellen McLain – Mid-Missouri representative-elect: The Mid-Missouri Chapter has a Social scheduled in Columbia April 9.

Sharon Husmann – St. Louis representative-elect, New to the Board—thank you for the warm welcome!

Jany's Zimmerman – At large representative from Toledo, Ohio.

John Mathis – Dallas representative: Dallas is struggling for leadership and volunteers and welcomes any suggestions.

Sue Alexander – Colorado representative: Planning a rafting event!

Gus Simmons – At large representative: Longest trip to Kirksville and shortest night, arrived at 5 a.m. after hours of delays!

Karen Spencer – At large representative: Sad to be nearing the end of her third term.

Dave Peppard – Northeast Missouri representative: The NEMO Chapter is already at 70% of their membership goal! Invited everyone to play in golf tournament on July 10.

Kent Donaldson – Iowa representative: Hosting an alumni Ronza night with Ronzas from Pagliais in Kirksville. They will put together care packages for Iowa freshmen at the event.

Erin Lesczynski – Mid-Atlantic representative: Planning a Wine tasting tour.

Denise Smith – Secretary to the Board, Director of Alumni Relations

Minutes from the October Board meeting were sent out to the group and were included in the Board packets. Mike Wilson made a motion to approve the minutes. Kent Donaldson seconded and motion passed.

Officer Reports:

◆ President Jim Cherrington thanked everyone in attendance. He thought the Alumni Leadership at Homecoming went well...let any of the officers know if you have suggestions for this year. He challenged everyone to continue to get better each year. Jim reported he has been attending the Board of Governors meetings and has been a guest speaker at each Commencement. He also announced the Foundation Board and the Alumni Board will meet in joint session today for a campaign report. Jim also attended the first Presidential Search Committee meeting earlier in the morning and he is pleased to serve as the alumni representative on the committee. The rest of the committee includes all of the members of the Board of Governors, Chuck Woods from the Foundation Board, and Julia Delancey and Jim Guffey from the faculty. The committee is reviewing and developing the job description. Jim will communicate with the Alumni Board at all times and requested all Board members to provide him with comments and feedback. The committee hopes to name a new president in April 2010, with that individual starting on July 1, 2010. Jim also mentioned he has enjoyed visiting many of the chapters and attending their events and has appreciated the opportunity.

◆ Vice President Jessica Hill welcomed everyone to the meeting. She announced the Executive Committee will be evaluating committee assignments and will announce changes following the meeting. Jessica announced that July 1, Von Abbott will move into the vice chair and John Gadbois into the chair position to replace Jeannette Harris on the Student Recruitment Committee. Stacey Sifton is at home ill today and sends her greetings and looks forward to seeing everyone in June at the Alumni Board Retreat.

◆ Secretary Denise Smith reported on the calendar of events and encouraged everyone to visit the Web site calendars for details. Please review all calendars and your Facebook pages to see if all events are listed and accurate. Be sure to copy Denise and Stacy on all event correspondence. The Senior Picnic is May 6 and all of the Board is invited to attend and participate. She also presented a membership report. As of Thursday, April 3, memberships are over 700 which are up about 100 memberships over this same time last year. Thank you to the chapters for their efforts and to Stacy Tucker-Potter for her hard work. Memberships mailed earlier this year which has contributed to more interest, and the chapters have been very active with many events which also spur membership. Denise also encouraged all board members to join a chapter regardless of where they live.

Jim Cherrington commented on the staff efforts and thanked them for their hard work.

Committee Reports:

◆ Executive Committee – Jim Cherrington

The committee had several conference calls, and Jim extended his thanks to the staff for their work. He also thanked Jessica for her work. Jim addressed the issue of the capital campaign, reporting that the Alumni Board had 100% giving a few years ago. The Alumni Board was the only Board to have 100% giving, and he noted that they would like to continue that tradition. He encouraged everyone to make a gift of some type each year. (Denise encouraged each Board member to make a campaign gift and offered to meet with each person individually.) Jim had visited with a past president of the Board of Governors about the relationship between the Alumni Board, the Foundation Board, and the Board of

Governors, and as a result, they were able to coordinate a joint meeting between the three Boards. This will become an annual meeting. Jim had also been representing the Alumni Board at the Board of Governors meetings, which helped open up the lines of communication and increased visibility of the Alumni Board.

◆ Chapter Development – Vice Chair Erin Lesczynski

Erin announced each chapter area had been mapped by Stacy and each chapter representative had a copy of the maps of their area in their packets. There will be more details provided on the maps at the summer Retreat. If you have questions, contact Denise or Stacy. Erin also asked Board members to submit suggestions for the fall Alumni Leadership conference. The theme for Homecoming is “Homecoming 2009, the Adventure Continues...”

◆ Nominating Committee – Jessica Hill

Jessica announced the slate for re-election of board members was in the packet. Jim Cherrington asked for a motion to accept the slate: Von Abbott, second term; Jessica Hill third term; Erin Lesczynski, second term; Gus Simmons, second term; and Sarah Theriault, first term—Sarah was previously appointed to fill the last few weeks of Nicole Higgins term. Dave Peppard moved the slate be elected. Sue Alexander seconded, motion carried. Cherrington then asked for a motion to accept the slate for new board members: Sharon Husmann, St. Louis; Ellen McLain, Mid-Missouri; Don Witte, at large. Jeannette Harris moved to accept the slate, and Von Abbott seconded. Motion carried. Cherrington then announced the officer’s slate: Jessica Hill, president; Kent Donaldson, vice president; Mike Wilson, vice president. Each candidate was given the floor to speak briefly about his/her desire to serve as an officer. Wilson and Donaldson then left the room for discussion of the vice president position and both candidates. The election of the VP followed and votes were tallied by Deanna Rood, Advancement staff. The results will be announced at the end of the meeting.

Jessica Hill talked about her desire to serve as president of the Alumni Board of Directors. She also announced she was very pleased that Cherrington would remain on the Board for another year or two as a non-voting member in the role of past president. The Board passed a resolution to add the position in October.

Jim Cherrington noted we did not vote to accept the slate of Jessica Hill for president. Mike Wilson seconded and the motion passed.

◆ Programs and Awards – Karen Spencer

Karen announced the presentation of special resolutions to outgoing board members. President Jim Cherrington presented awards to Jeannette Harris, Karen Spencer and Sarah Theriault (accepting for Nicole Higgins) and Jessica Hill presented awards to Jim Cherrington.

Karen went on to announce the details of a previous Retreat survey and the location selection of Tulsa on June 12-14, 2009. Jessica Hill will work with the Programs and Awards Committee to plan events. Denise Smith announced the site for the Retreat has been selected, the Double Tree Hotel in downtown Tulsa. Hill announced there will be an alumni event on Saturday, June 13 for the Board and area alumni. They will attend an outdoor production of *Oklahoma!*, which includes a chuck wagon meal and seating at the performance. Karen asked anyone with topics for discussion to e-mail her.

The Board then went into recess to join the Foundation Board in their meeting for a joint Board presentation on the campaign.

Mark thanked the Alumni Board for joining the meeting. He said that we are 55% of the way toward our goal. In the last three months, \$625,000 has been brought in, despite the fact that the first part of the calendar year is typically slow. He reviewed the graph of total support for “Bright Minds Bright Futures” campaign and said that it is clear that our main priority, scholarships, is resonating with donors, as a total of \$8.9 million has been raised for scholarships of the \$16.5 million raised to date. The “Investing in Students” initiative will help enable those with the greatest financial need to continue their education at Truman during these rough economic times. The deferred gift portion of the campaign, first led by Jamie Hansen and now Brad Chambers, has been strong and shows that Truman will have consistent support down the road. Chuck Foudree, campaign chair has done an incredible job. Internally, things have been very labor intensive, as witnessed by the depth and array of new funds that have been created. There have been 82 new funds created since July 1, 2006, primarily scholarships. Progress has occurred despite persistent headwinds in the economy. A total of 14,526 gifts have been made since the start of the campaign with an average of \$501,378 in monthly gift production. Despite its small size, the staff in Advancement is a strength.

Recent commitments include \$100,000 from Ritecare Valley of Columbia to create an endowment to support the Speech and Hearing Clinic at Truman, a \$25,000 Charitable Gift Annuity created by Donald Belford, a new commitment of \$15,000 from Boeing for scholarships and support, a gift of \$6,700 from Preferred Family to purchase new cheerleading uniforms, a \$5,000 gift for the creation of the State Farm SIFE (Students in Free Enterprise) fund and ongoing support for the Investing in Students fund, a vision of Dr. Krueger that has attracted more than \$110,000 in gifts.

Challenges at this time include the potential for a prolonged economic slump and the effect on cash totals, unrealized losses in the endowment and the small number of boots in the field. At this time, cash totals are a bit behind schedule. The \$20 million cash goal was a stretch goal, and at least two “biggies” are needed if we are to reach where we need to be. Causes for optimism include the strength of our case for support, the consistent discovery of new and qualified prospects and the fact that there is ample room to run.

Charles Hunsaker reported on the upcoming public phase of the campaign. While there is excitement growing with the staff, there is also an overwhelming concern with how everything will fall into place. Efforts to reestablish connectivity continue, and there is enthusiasm about the surge of new optimism coming from the Alumni Chapters. The public phase of the campaign will be run within the Alumni Chapter framework with kick-offs in each chapter area. The chapters will have a large and strategic role. The “overwhelming” aspect is determining how business as usual will be conducted in addition to planning and administering kick-off events and campaigns. The chapter leadership will be instrumental in screening the alumni groups and in helping to ensure through their sphere of influence that the kick-offs have good attendance. Staff assignments have been made with a liaison in each area and regional chairs are being recruited.

Charles said that it will be important to emphasize stretch commitments, and it is hoped that the chapter members’ leadership can be utilized in evaluating and establishing regional goals. There will be plenty of

work in planning regional kick-off events, and the focus currently is in determining whose attendance is most critical. Personal invitations, including e-mails and phone calls, will be important to success of regional campaigns and the events will set the tone for the public phase of the campaign. Students will be invited to the regional kick-offs to sell the story of Truman like no one else can. The liaison and additional staff will work the areas following each kickoff.

Charles said that there will be opportunities for the members of the regional committees to work the areas through visits over the phone and through e-mail solicitations. It is hoped that all regional chairs will be in place by June 1. There will be a workshop conducted for the alumni leadership at the summer retreat. The public phase will last from spring 2010 through spring 2011, with enough time allotted to conduct visits through every region. For the final 15 months of the campaign, it will not be business as usual. To date, four chairs have been identified, including Gerry Ready in Florida, Cindy Spiker in Iowa, Larry Lunsford in Kansas City and Jeannette Harris as a co-chair in St. Louis. Volunteer committee members will be also recruited in all of the chapter areas. All pledges made by June, 2011 and payable by June, 2016 will be counted.

Discussion ensued regarding the public phase and Chuck Foudree stated that it will be a priority to inform the Boards and campus of progress as it is made. An inventory of skill sets will be conducted of the Foundation Board members, and it is hoped that many will be willing to go out in the field. Ms. Rawlins asked for a “cheat sheet” of tough questions that volunteers may face and of answers that would be appropriate and helpful. Mark suggested that the most valuable approach is for volunteers to share why they give and to “not fake it” but admit when there is something that they don’t know. Time will be invested in training volunteers to help in the field. Joe Bambenek asked about donors in isolated areas, and Mark said that they will be approached as well. Ms. Miller offered her help in Chicago and northeast Missouri.

(The Alumni Board returned to their meeting after the campaign presentation and resumed the agenda.)

◆ Student Recruitment – Von Abbott

Von Abbott announced the committee would like to work more closely with the administration and felt it would be beneficial to change the committee name to the Student Relations Committee. Jeannette Harris moved to do so, Sue Alexander seconded the motion. Motion carried. Harris said the new name will bring focus in line with students.

◆ Foundation Board Report – Jeannette Harris

Jeannette Harris announced she attended the Foundation Board Planning meeting in January in St. Louis as the Alumni Board representative. On Friday night there was a reception at Boeing, and the meeting was on Saturday. There were a lot of good ideas generated at the meeting and Jeannette said she encouraged the administration to consider reinstating the four-year education program.

Old Business:

Comprehensive Campaign

Denise announced campaign information is included in the board packets under tab VI. If you have

suggestions of individuals to serve on the regional campaign committees, please contact her. She plans to meet with each Board member individually to discuss the campaign.

Travel Program

Karen reported on the Alumni Travel Program. Included in the packet is information on various options that she and Denise have researched. Suggestions include Ireland in the fall of 2010 and a train trip or cruise for fall 2009. President Krueger is interested in hosting the fall train trip through the southwest. Mount Vernon Nazarene partnered with Carnival Cruise Lines for a Caribbean Cruise, and Denise will provide Board members with more details on that trip when their alumni director returns her call. She will e-mail the information out to everyone and ask for comments and suggestions. Another option suggested during discussion was an all-inclusive trip to Mexico or warmer climate and an Alaskan cruise. The Board also recommended scheduling trips as far in advance as possible. Denise encourages everyone to review the information and any additional e-mails and provide feedback by the end of April.

Affinity Program

Karen Spencer asked everyone to review the draft policy in the packet and provide Denise with feedback by the end of April.

New Business:

Announcement of New Officers

Jessica Hill is the new President of the Truman Alumni Board of Directors and Mike Wilson is the new Vice President. Congratulations!

Class Reunions

Denise is considering Cluster Reunions for this year to drive up attendance. Due to time constraints, discussion was held and Board members were asked to e-mail suggestions for improving attendance and feedback on Cluster Reunions to Denise by the end of April. She will send out more details and ask for comments.

Homecoming 2009 is October 9-11. Details are in the back of the packet. Please mark your calendars!

Meeting adjourned at 12:15 p.m. The next meeting date is Friday, October 9 at 7:30 a.m. (Time is tentative.) The Board Retreat is scheduled for June 12-14, 2009, in Tulsa, Okla.

Minutes prepared by Denise Smith, Secretary

Date Approved _____

Secretary _____

President _____