



Truman State University Alumni Board

Board Meeting Minutes for Saturday, April 9, 2011

President Jessica Hill called the meeting to order.

Present: Jessica Hill, Mike Wilson, Vid Vidyasagara, Kent Donaldson, Keith Epperson, Dave Peppard, Ellen McLain, Sue Alexander, John Mathis, Tanner Williams, Janys Zimmerman, Stacey Sifton, Erin Church, Sharon Husmann, Sarah Theriault, Von Abbott, Jim Cherrington, Denise Smith.

Guests: Stephanie Ahrens-Mills and Deanna Rood.

Eric Olsen was not able to attend but will be at the October meeting.

Mike Wilson motioned the minutes be accepted as presented. Von Abbott seconded, and the motion passed unanimously.

Officer Reports:

♦ **President:** President Hill expressed appreciation of Dr. Paino's visit with the group yesterday during the Retreat to discuss the progress of the University. President Hill also commented on all the hard work that went into making the Strategic Plan and how nicely that seemed to be coming along. She suggested for our next meeting in October that we should invite Dr. Doug Davenport to Alumni Leadership Conference on October 7, 2011, to talk with the board about the University's Strategic Plan.

♦ **Vice President:** Mike Wilson thanked the committees for their work and reminded them of their obligations to meet between board meetings for internal discussions. The committees were encouraged to include Secretary Denise Smith or Vice President Wilson on their calls. Smith also thanked the committees for utilizing cell phones and free minutes.

♦ **Secretary:** Denise Smith encouraged board members to review the *Truman Today* located in their packet for the latest campus news. She requested feedback on the publications to see if board members wanted to continue receiving samples in their packets. The general consensus was to offer samples at Homecoming for Alumni Leadership Conference attendees.

CHAPTER REPORTS

♦ **Arizona:** The Arizona Alumni Chapter has new memberships. They would like to start something new like a Ronza event. Their annual spring banquet was well attended. They hosted a reception with special guest David Nichols, who autographed his book. Each of the events had a different set of people attending. They plan to attend a Diamondbacks game and are planning a wine tour.

♦ **Chicago:** The Chicago Alumni Chapter hosted a membership drive at a sandwich shop owned by a Truman alumnus; attendees received a free sub if they joined the chapter. They also attended a Wolves' game, an event hosted by the chapter each year. The chapter partnered with friends to the north in Wisconsin to organize a Jelly Belly Tour/Brat Stop. Alumna Emily Kelchen helped with contacting

people in Wisconsin. They are working on a kayaking tour for summer (which they did two years ago). Their long-term goal is to focus on adding new membership.

♦ **Colorado:** The Colorado Alumni Chapter hosted a successful dinner reception in the summer of 2010, but had low attendance at their fall Happy Hour. The chapter treasurer resigned in June, and Chapter President Sue Alexander has moved to Missouri so they are looking for new officers. The Alumni Board and other alumni can forward the names of anyone they know in Colorado who may be interested in serving as a volunteer to Denise Smith. Kent Donaldson suggested sending the board members a list of alumni living in Colorado to review for people they know.

♦ **Dallas:** The Dallas Alumni Chapter is excited to have University President Troy Paino who will be speaking at a dinner reception in May. Their chapter scholarship will be awarded at their send-off event. They are planning a baseball game and continuing to work at local college fairs.

♦ **Iowa:** The Iowa Alumni Chapter once again hosted an event around an Iowa Energy game with moderate response. They also hosted a Hospitality Room at Simpson College for wrestlers and their families. Their next event was a Hockey game, and it will be followed by a winetasting event, a care package event, the True Men Concert in Ottumwa, another wine tasting in Cedar Rapids, Burlington Bees Baseball, an Iowa Cubs game and picnic, a student send-off, Meals from the Heartland (chapter supports with a work team), and Art in the Park with Dr. Cole Woodcox at a new art park near downtown Des Moines concluded with a group dinner.

♦ **Kansas City:** The Kansas city Alumni Chapter is coming off one of their most successful years. They set several goals during their early year officers meeting—setting the events calendar and establishing roles and responsibilities for officers and planning checklists and timelines. They are using a team approach for events: each officer was asked to be part of one minor event and one major event. Their first event was snowed out and they had to reschedule and had low attendance. Other events included a Mavericks hockey game and a Harvesters Food Pantry event (low attendance, but plan to continue trying service oriented events), Happy Hours, Royals game with Mid-Missouri Chapter. This year the Chapter will host their Send-off on Sunday instead of Thursday.

♦ **Mid-Atlantic:** The Mid-Atlantic Alumni Chapter had a slow start this year for membership. One of the most important things they are working on is putting together a process for reviewing officers and board members, going through and asking if they still want to serve, finding ways to invigorate them and bring in new people.

♦ **Mid-Missouri:** The Mid-Missouri Alumni Chapter early year Happy Hour was snowed out. In February, they hosted their annual Legislative Reception in Jefferson City. They will host a reception at Missouri Military Academy again in late spring. Their upcoming events include a student send-off and some networking events. They are seeing new names joining the chapter. Chapter President Tania Cook provides great leadership and is a great community leader.

♦ **NEMO:** The NEMO Alumni Chapter hosted their annual tailgate/reception for a basketball game. They had a successful wine tasting event with members of the Alumni Board. They have confirmed plans for a golf tournament in July and additional events include a Quincy Gems baseball game and attending a

T-Bones baseball game.

♦ **St. Louis:** The St. Louis Alumni Chapter held elections for officers in the fall in combination with a wine tasting. Jason Turk is their new president and his number one goal is to increase participation and the numbers for the golf tournament. During the golf tournament, Sharon Husmann has offered to host a wine tasting at her house which is just off the golf course, and they will have a dinner and silent auction. The chapter will continue Happy Hours although they are concerned with the numbers, need to re-evaluate if they want to proceed with Happy Hours. They are focusing more on core events: golf tournament, student send-off, and a Cardinals game.

Committee Reports:

♦ Executive Committee

The board discussed an official attendance policy. The Executive Committee presented a proposed policy, and it will be an open-ended document. Discretion will be given for extenuating circumstances. The purpose of the policy is to outline expectations of board members attendance at regular meetings. The board consented to the proposed policy and suggested it be added to literature for prospective board members.

♦ Chapter Development

Chapter Honor Points: The committee motioned for the three-tier system to be changed to a four-tier system, adding the Diamond level. The points would then be redistributed 100-140 Bronze, 145-200 Silver, 205-325 Gold, and 330+ Diamond. The committee submitted changes that need to be made to the new structure including adding a major scholarship fundraiser activity which would include one major campaign event with a maximum of 20 points. The committee also motioned to change the population down to one level so all chapters are competing on the same scale. It was consensus that this policy change would provide more equity for the chapters. This was motioned to be in effect for the start of the calendar year 2012.

Homecoming Alumni Leadership Conference: The Chapter Development committee proposed officer/round tables instead of the normal breakout sessions during the October meeting. They would start with the Strategic Plan and review new procedures like the new timelines through case studies, then go into roundtables. Several members felt this would help newer members internalize the information and provide more familiarity with the board.

♦ Programs and Awards

There are currently 22 signed up for the Alaska trip; it is a wide range of alumni and friends from different demographics. The trip for 2012 will be to Ireland and the board suggested a seven- or 10-day trip. The committee is researching options for 2013. Suggestions include a Caribbean or Mediterranean Cruise, a Wine Tour of Napa Valley, New England/Founding Fathers Tour, Hawaii, Yellowstone, Costa Rica, Germany, South America, Buenos Aires, Paris and Normandy or Australia and New Zealand. About 500 constituents have been coded at their request for mailings on the Alumni Travel Program.

Another discussion item was organizing a group to work with legislators, starting with alumni who participated in the Missouri Government Internship Program. The committee will continue dialog when the University is ready to implement such a program.

◆ **Student Relations**

In the packet, there is a draft for a student send-off which was motioned to becoming a living document. Items that are still missing from the document include: a list of items students would need, materials from Admissions and a guide to Kirksville from the Kirksville Chamber of Commerce. We also still need gift certificates to bookstores from chapters for door prizes. The committee will continue to partner with Admissions on college fairs and accepted-student events.

◆ **Events**

Homecoming activities were discussed and Denise Smith announced some programming changes. Due to limited resources and strain on limited staff, the Office of Advancement has elected to eliminate the Alumni Golf Tournament and the Alumni Mixer previously hosted during Homecoming. Please refer to the website for an updated schedule.

The first Friday in April and the first Friday in October are National Truman Spirit days. Alumni Relations will promote and market both days and will host contests to drive alumni and friends to the Truman Alumni Association Facebook page. Denise Smith encouraged all members to take note of National Spirit Day on October 7, 2011, and suggested outreach to the other two Boards to encourage them to wear purple.

◆ **Old Business**

The Chapter Development Committee presented the revised Chapter Honor System document for a vote of the board. Changes include a fourth tier, points for a major fundraising event and points for maintaining a chapter Facebook page or group. Dave Peppard moved the board accept the revised system to adopt in 2012. Motion was seconded and motion carried.

◆ **New Business**

The board discussed adding a new award to the Homecoming slate, Volunteer of the Year. The premise of this award is to recognize service to the University, chapter or club service, board service, etc. The Programs and Awards Committee will investigate and develop criteria; the name of the award could be Bulldog Forever Volunteer Award. Other suggestions included a Chapter Officer of the Year award and recognizing the Chapter of the Year at the Alumni and Friends Banquet.

Pursuant to the Foundation Board's request for cross-representation with the Alumni Board, the Executive Committee will investigate the Alumni Board bylaws and continue dialog in regards to selection of such representatives.

Meeting was adjourned.

The next Alumni Board of Directors meeting will be Friday, October 7, 2011, during Homecoming weekend.

