

# Truman State University Alumni Board

## Meeting Minutes for Friday, October 3, 2008



President Jim Cherrington called the meeting to order at 7:40 a.m. The agenda to the meeting was distributed via e-mail. Hearing no corrections to the agenda, it was approved.

### Introductions:

Jim Cherrington – President, Mid-Missouri representative  
Jessica Hill – Vice president, At large member  
Jeannette Harris – St. Louis representative  
Mike Wilson – Kansas City representative  
John Gadbois – At large representative  
Von Abbott - Northeast Missouri representative  
Stacy Tucker-Potter – Coordinator, Alumni Relations  
Eric Short – Arizona representative  
Erin Lesczynski – Mid-Atlantic representative  
Dave Peppard – Northeast Missouri representative  
Stacey Sifton – St. Louis representative  
Kent Donaldson – Iowa representative  
Sue Alexander – Colorado representative  
Janys Zimmerman – At large representative  
Gus Simmons – At large representative  
Karen Spencer – At large representative  
Denise Smith – Secretary to the Board, Director of Alumni Relations

Denise introduced the alumni staff and student worker Pam Stanley. Denise thanked Pam for all of her hard work on the Alumni Leadership Conference booklet and Homecoming events.

Minutes from the April Board meeting were sent out to the group and were included in the Board packets. The minutes were approved by the Board.

### Officer Reports:

♦ President Jim Cherrington thanked everyone who attended the Retreat. He reported that it was a good Retreat and requested comments from the Board. Jeannette Harris thought it went well. Janys Zimmerman asked about the flooding; the Retreat was not affected by the flooding. Des Moines was a very good location. At the last meeting, new committees had been reorganized due to expired terms and people leaving the Board, and the new listings were provided in the Board packets. The Executive Committee requested any questions or comments.

♦ Jessica Hill welcomed new Board members Janys Zimmerman and Sue Alexander. The Executive

Committee planned to meet with them at some point during the day to orient them to the Board. Jessica reminded all Board members that the end of the year was approaching and encouraged Board members to make a contribution to the University if they had not already made a gift. She also encouraged members to join Facebook as a great way to get to know other Board members. Mike suggested that the Board start a group for the Alumni Board that is permission-based.

Interim University President Darrell Krueger and Mark Wasinger from the Board of Governors will be guests for part of the meeting.

♦ Secretary Denise Smith mentioned Homecoming activities and announced that Karen Spencer will be discussing some of the new events during Homecoming. They would like to have a Board member present at each of the events. Homecoming tickets were available for pick-up or purchase in the Alumni Center located in the Student Union Building (lower level).

### **Committee Reports:**

#### **♦ Chapter Development – Chair Eric Short**

The committee had met via conference call to schedule the keynote speaker for the Alumni Leadership Conference. They also prepared for the breakout sessions for the Alumni Leadership Conference and arranged for the door prizes. Eric thanked the committee for their preparation and hard work.

#### **♦ 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 last year. The Alumni Board was the only Board to have 100% giving, and he noted that they would like to continue that tradition. 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.

#### **♦ Nominating Committee – Jessica Hill**

Jessica stated that they were excited to have a full Board and noted that all committees were also full. She discussed creating a past president position on the Board. The way the terms usually worked, the president's last term was their last year on the Board, which did not allow for much mentoring and guidance of the new president. It was suggested that the best approach would be to create an ex-officio position of past president. Before discussion commenced, guests arrived.

Jim Cherrington welcomed the guests and introduced Governor Mark Wasinger. Wasinger then introduced Dr. Darrell Krueger and his wife Nancy. Dr. Krueger will begin as interim president on October 15. Dr. Krueger expressed his gratitude at coming home to Truman. He began as Dean of Instruction under President McClain and worked under him for 16 years. Jim Cherrington thanked Dr. Krueger, Nancy Krueger and Governor Wasinger for the opportunity to get acquainted and invited them to future Board meetings.

The Board resumed discussion on the past president position. At the Retreat, the Board had discussed whether or not the position should be a one-year or two-year term. Jeannette spoke of the importance of this position for continuity sake and questioned whether or not the new president needed two years of mentoring. Dave shared his perspective that the incoming president already received some time with the previous president. It was noted that a past president would allow historical perspective. Eric asked if the position would be a resource for the current president or for the whole Board. It would be for both. It would also be a non-voting position. Eric suggested this position could help with a succession plan since past experience is helpful in developing leadership. Jessica also shared that this position could be another representative to the BOG meetings. Mike motioned that they create a position for up to a two-year term. Von seconded. The Board passed the resolution.

Jim announced upcoming openings on the Alumni Board of directors: third terms ending in June 2009: Jim Cherrington, Jeannette Harris, and Karen Spencer. Chapter representatives were encouraged to review their leadership teams for potential candidates and to also look for people who could serve in the at-large position, keeping in mind diversity. Nominations for vice president were to be submitted by Nov. 1, 2008, with a vote on the slate of candidates to be held in April.

#### ♦ Programs and Awards – Karen Spencer

Karen announced the committee will table special recognitions until later so that they can recognize the chapters when there are more members present from the respective chapters at the Alumni Leadership Conference. Karen proposed Tulsa for the location as they presented this at the last Retreat, and there wasn't much opposition. As for the date, they typically try to have it before the end of June. June 20<sup>th</sup> and June 27<sup>th</sup> were the two options. Karen recommended June 20<sup>th</sup>, but noted that they would also need to check on the facilities in Tulsa. Denise suggested researching the date, location, flights, etc., and asked everyone to check their calendars. Dave Peppard noted that Father's Day is June 21<sup>st</sup>. Karen also noted that school is still in session in the upper northwest earlier in June. The Board was asked to check their availability for the weekends of June 13<sup>th</sup>, 20<sup>th</sup>, and 27<sup>th</sup>.

Karen reported on the Alumni Travel Program. Eight people, plus Denise, were headed to Italy on the first travel program sponsored by the Alumni Association. The group discussed offering future trips and considered possible destinations. Karen plans to conduct a poll of the alumni at the Board meeting as well as the Alumni Leadership Conference to determine interest in a trip to China. Denise also suggested alternating between international and domestic trips. The unofficial poll will include the following options: China, a cruise, and domestic options. Karen would like to see the Alumni Association offer a trip every year. Trips tend to be in the spring or fall but not summer since prices are higher during the summer. Jeannette noted that this would preclude people who have children who are in school. Karen noted that travelers are typically retirees. Denise concurred that this is consistent with alumni trips nationwide. Jeannette also inquired about the length of the domestic trips. These vary between 4-10 days. Karen advocated looking for a shorter or middle length trip if they do a domestic program.

Affinity programs – the Programs and Awards Committee will be reviewing affinity programs between now and the April meeting. There are insurance companies that offer discounts, and they recently received an offer from a company that offers tickets to things like concerts. Denise cautioned that they be careful not to step on the toes of alumni who are business people. Jeannette inquired how much this would cost. It would only cost the increased time of adding the information to the membership packets.

In order to do a credit card, they would have to release information about alumni to the company. The Board has taken the position that they would rather not release alumni information to outside companies. Denise requested additional comments on affinity programs so she could review the options.

♦ Student Recruitment – Jeannette Harris

Vice chair Jeannette Harris reported that Chair Nicole Higgins is five weeks away from having another baby and was not able to attend the meeting. The 2008-2009 college fair information was sent out by Jill Graves late in the summer. Nicole was going to be sending this information to the chapters. In Chicago, so far, they only have three alumni who are able to attend these, but there are 14 fairs in that area. Mike Wilson and other chapter representatives voiced concerns about not receiving the college fair information.

Nicole is also going to confirm that we would be able to do endowment certificates for chapters that successfully endow a scholarship. Denise mentioned that there is a problem with hanging anything on the walls of the Alumni Room and it will likely be a year before it is corrected. There was discussion of sending a letter to potential students from alumni in their area to encourage them to attend Truman. Karen suggested having alumni contact students after their first semester. Jeannette clarified that St. Louis had almost 700 students from St. Louis area and only two Board reps. However, the number would be even greater for potential students. For larger areas, they wouldn't have to do hand-written letters.

**Old Business:**

Membership Goals:

Denise Smith announced that chapter membership reports were included in the Board packets. Board members reviewed last year's numbers to set new goals for the upcoming year. They had not met their overall goal for the year, but were running a half-price membership offer to encourage membership. Denise noted that there was new leadership in two of the chapters. Denise encouraged all Board members to join a chapter, including those who are in at-large areas. At-large members can join the chapter of their choice.

Chapter	Current Number	2008 Goal	2009 Goal
Arizona	42	44	45
Chicago	70	95	75
Colorado	25	44	44
Dallas	39	45	45
Iowa	78	95	95
Kansas City	113	120	116
Mid-Atlantic	84	77	78

Mid-Missouri	103	100	105
Northeast Missouri	348	325	350
St. Louis	136	200	200

#### Foundation Update – Charles Hunsaker, Director of Development

Charles extended his appreciation to the Board for their work and reported that 2007-2008 was the Foundation's most successful year to date. Total giving for the year was \$4.87 million as opposed to \$4.8 million the year before. Annual giving was \$923,000 up from \$832,000, major giving was up to \$3.7 from \$605,000. Through a \$2.87 million gift from the Holman family, the Foundation set up three new endowments — one for study abroad, one for a lecture series, and one for graduate students. Charles noted that the Foundation had reached about 41.4% of the goal for the “Bright Minds Bright Futures” campaign. Due to the current financial market, he said that the public announcement for the campaign may be postponed. The Alumni Board will be kept up to date on the campaign status since they will be playing a big role in the strategic regions.

Jeannette asked where the bulk of the investments were, and Charles explained that as a public institution, the investments have a more modest portfolio that keeps them from having a big boom when the economy is good, but it also shelters them from a big loss when things aren't going as well.

#### Strategic Plan

Jim Cherrington requested that everyone take a look at the strategic plan document and announced that they would review it annually. He encouraged Board members to bring any thoughts or concerns regarding the document to the Board at the April meeting.

#### Capital Campaign

Denise Smith informed the Board that they would keep the directors updated as new information comes available. In the meantime, any questions that may arise could be sent to Denise or Charles.

#### Endowment Fund

A report was included in the materials.

**New Business:**

## Homecoming

People who are in the parade will meet at 8 a.m. in Centennial Hall lot. Karen Spencer had a list of Homecoming events, including areas where they would like to increase the Board's visibility. For example, during the parade, they wanted someone to staff the Alumni Center to greet people and to point them in the right direction. Karen suggested that people sign up for a one-hour shift. Two ribbon-cutting ceremonies – Blanton/Nason/Brewer Halls and the Student Union Building – and five reunion luncheons needed to be covered. They also needed volunteers to assist at the mixer and to announce the door prizes. Board members were encouraged to attend as many events as possible.

The next Board meeting will be April 4, 2009.

Jessica reminded everyone to submit their travel expenses. Board members can either receive the reimbursement or sign it back over to the Foundation as a donation.

Jim called for a motion to adjourn. The motion was seconded and carried.