

# Truman State University

## Alumni Association Board of Directors



April 12, 2018 Retreat and April 13, 2019 Meeting • Official Minutes

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The Truman State University Alumni Board of Directors met for a retreat on Friday, April 13, 2018, on the University campus in Kirksville, Mo. The meeting was called to order shortly after 8:15 a.m. by Alumni Board President Hope Harms.

The Alumni Board members attending the meeting were, Hope Harms, Natalie Gerhart, Keith Epperson, Meadow Heiman, John Millemon, Brett Combs, Don Bindner, Justis Tuia, Brooks Miller, Ann Patterson, Donna Bailey, Tania Cook, Lizz Esfeld, Jason Turk, Jean Kaul, Jamie Matthews, and Stacy Tucker-Potter. Also attending were Jordan Smith, Sue Thomas and Micah Krueger.

### **Friday:**

President Hope Harms welcomed everyone and introductions were made.

University President Sue Thomas provided a University update. Funding is uncertain given recent changes in the capitol. The University is focusing on taking control of its own destiny. Part of the plan to accomplish that is to offer new programs. Truman will offer an interdisciplinary biochemistry degree, an online data science certificate and a master's in mental health counseling that will be offered through a partnership with ATSU. The University is addressing institutional aid in an effort to trim our scholarship awards without hurting recruitment efforts. A new VP of Student Affairs has started, as well as a new Registrar and an executive director of International Education. The VP for Advancement search is in process, and a July 1 start date is realistic. Thanks to Jason Turk for serving on the search. Truman has become a Jed campus, a program that does a 360 review of mental health. Missouri Hall cafeteria will undergo renovation this summer. The Final Blowout will be held on April 28 and will have a 150 theme with fireworks and a time capsule.

Natalie Gerhart led a discussion on chapter honor points. She provided a background on honor points and why they were initially created. Jean Kaul talked about the survey that was completed at Homecoming to assess honor points and chapter of the year as well as the President's call. There is a variety of feedback across the board from chapters who want points and chapters that don't, but funding has a big impact. There is a concern for clubs and how they receive funding. There is a move towards a system that is less of a burden on all sides – a system where you meet certain requirements with a baseline and then still receive funding. There was talk about a "Funds Allotment Council" type of approach where chapters and clubs apply for funding. The funding will

be based on past events but also forecasted events. What happens with Chapter of the Year? They want to honor people that are doing a lot of hard work and really unique things. They suggest a nomination period and then a committee decides who deserves the honor.

Time was dedicated for committees to be able to work together and brainstorm deeper level planning on questions central to the Strategic Plan. The questions for Committee Time: What does it mean to be a chapter? How can we better meet the needs of alumni everywhere, with or without a chapter structure? What awards are we missing to celebrate our alumni volunteers for their hard work? In what ways can we engage alumni around the globe? What campus partners are we currently not working with/serving that would be mutually beneficial? What ways can students network with the alumni – all alumni, not just the affinity groups.

Dave Lusk presented about the Career' Center initiative called TruStar. TruStar is designed to help students market their liberal arts education and Truman experience in the job market. There are great opportunities for alumni to be a part of the process through initiatives such as mock interviews, mentoring, assisting with career fairs, etc.

Stacy-Tucker Potter provided the Board with a University update. She informed the group that the campaign was getting close to its goal and that the chapter areas had almost all met their regional goals. Although she has fundraising responsibilities in addition to alumni relations, this doesn't change the way this position works with the Alumni Board and chapters. The logic behind putting alumni relations and annual fund together is to allow more streamlined communications and to engage alumni and friends across many channels seamlessly.

Jordan Smith presented on the idea of an Alumni Leader Training and Volunteer Management program. A survey will be emailed out next week and the training will begin Summer 2018.

The Colorado Alumni Chapter currently does not have officers willing to continue, which leads to the question, what is the protocol for moving a Chapter from a Chapter to a Club? How the board moves forward on this question will set precedent. Jason communicated that there are key, centrally located areas where it makes sense to keep chapters going, but the distant areas might lend themselves to a club structure. There is money in the chapter treasury that need to be taken into consideration. Donna shared the observation that there should be requirements to become a chapter and there should also be something in writing to determine how to move down to a club. Jason recommended emailing all current members and giving them the chance to vote and agree to move the treasury

## **Saturday**

The Truman State University Alumni Board of Directors met Friday, April 13, 2018, on the University campus in Kirksville, Mo. The meeting was called to order shortly after 8:38a.m. by Alumni Board President Hope Harms who facilitated introductions.

The Alumni Board members attending the meeting were, Hope Harms, Natalie Gerhart, Meadow Heiman, John Millemon, Brett Combs, Don Bindner, Justis Tuia, Brooks Miller, Ann Patterson, Donna Bailey, Tania Cook, Lizz Esfeld, Jason Turk, Jean Kaul, Jamie Matthews, and Stacy Tucker-Potter. Pamela Popp joined by phone. Also attending was Jordan Smith.

Lizz moved to approve the agenda and Don seconded. The agenda was approved.

Justis moved to approve the minutes and Lizz seconded. The minutes were approved.

#### Chapter Reports:

Arizona Alumni Chapter – Jamie Matthews reported that the Arizona Chapter is strengthening networks among different generation of Bulldogs. The Chapter started off the year with their Brunch event where there were many age ranges present. The Board appreciated the support of the Office of Advancement during their Board meeting at a restaurant. They had a Ronza event in February and TruCare event at the Ronald McDonald House. The Chapter has a hike planned today, a service event in May, a road trip in the summer, and an event in Tucson that Jamie will host. Jamie hopes that new events will bring new members into leadership and tapping into new areas.

Chicago Alumni Chapter – Lizz Esfeld reported there has not been a lot of activity since Homecoming. They had a decently attended TruCare event in March. They have an upcoming event at the winery next weekend. The Chapter plans to have monthly happy hour starting soon to build up a community over the summer. The Business School event will be in the fall and that is their best event. The Chapter has struggled with leadership recently, and they need help succession planning. The Chapter needs new blood in leadership and cultivating younger people so they can revitalize.

Colorado Alumni Chapter – Pamela Popp reported for the Colorado Alumni Chapter and said they have had strong leadership but the leadership is tired. She reported that the Chapter is at a crossroads and wants to shift to a Club status. She wants to take a new approach on connecting alumni through outgoing communication and events with other Rocky Mountain states.

Dallas Alumni Chapter – John Millemon reported the Chapter is in an interesting place. John set up a service event at Family Gateway, a homeless shelter, but he was the only one who attended. He wishes that other volunteers would attend events with him and that he knew how to better plan events in the area. The Chapter had a wine tasting event and had good conversations. They plan to have a wine tasting event in May as well as a Send Off over the summer.

Iowa Alumni Chapter – Jean Kaul reported the Chapter is on course for membership. The Chapter has a steady member of volunteers for the Board, but is looking for new blood. They need to identify new people for the Board. For communication and events, they do them regularly and well. The Chapter hosted some trivia events in the winter, a military museum tour, and then a TruCare event where they baked cookies. The Chapter is having a Ronza event next weekend, a Prairie

Wilderness event in May, and an I Cubs game and tailgate in June, as well as the Send-Off in July. There aren't as many students from Iowa attending Truman anymore.

Kansas City Alumni Chapter – Hope Harms reported the Chapter has had success with local sporting events, including sporting events and then the upcoming Royals vs. Cardinals game this summer. The President, Angela, leads the board with great leadership. The Chapter leadership is strong but still wants to find new leadership and finding ways for alumni to engage in the board without planning an event. The Scholarship Committee is a great way for people to spend time serving Truman without actually planning an event, so they are trying that this year. Trivia nights have been very successful for the Chapter in terms of diversifying. The Chapter has had unique experiences such as the Truman 150 banquet in the fall. The Chapter is learning how to not put as much burden on the Office of Advancement. In terms of liberal arts and sciences, they added a cultural events chair to their board so they are having a pop-up event for a Truman alumna that sings in a chorus as well as a Planetarium event.

Mid-Atlantic Alumni Chapter – Justis Tuia reported that the Chapter gave a fund to the Denise Smith memorial fund instead of the Chapter scholarship fund, but plans to contribute to the scholarship fund before the fall. In terms of strengthening networks, the Chapter had a Palonza event that was a well-attended event. The Chapter has had five events this year so far, one of which was cancelled because of weather. The Chapter had an event on Capitol Hill as well as a brunch in New York where several attendees from the CT-NJ-NY Club came, a dinner at Pi Pizzeria, and a TruCare event with Free Minds that works with youth. The Chapter plans to do a few new events such as a Duck Tour, a group fitness yoga event, an intern event, and a Nationals vs. Cardinals game. In terms of communication, the Chapter uses Facebook to post about events and they also wrote thank-you events as a board.

Mid-Missouri Alumni Chapter - Tania Cook reported about supporting communication and using social media to post about events and supporting alumni in the area. She reported about Truman Day at the Capitol. They were able to serve the students through making final care packages. Strengthening networks through their Living Windows event. Upcoming event is MU archaeology event.

Northeast Missouri Alumni Chapter – Don Bindner and Donna Bailey reported that the events are the same from year to year. The most unique event from last year was a campus tour with Zac Burden. The Chapter helped with the Pizza Party event for graduating students, attended a Truman basketball game in January, and hosted a Lyceum reception, as well as TruCare events. The Chapter hopes to do more service events over the summer and a golf fundraiser that includes a longest drive competition. The Chapter isn't getting as many points as usual.

Omaha Alumni Club – Natalie Gerhart reported that the Omaha Club is still in the strengthening networks zone. She reported they had a TruCare event at Habitat for Humanity ReStore, which was

very successful. They had more people attend than they thought, and they had lunch after where they really got to strengthen relationships. Things are going okay for the Club overall.

Springfield Alumni Club – The Club plans to host their annual golf tournament to gain resources for the football team.

St. Louis Alumni Chapter – Jason Turk reported that the Chapter is tracking low on membership so far. They have 6 – 8 volunteers usually at board meetings, which is great. The Chapter is doing great with communication on the Facebook page. Since Homecoming they have had a Central West End walking tour, Trivia Night where they bought appetizers and there were Truman tables, and they supported the Truman Wind Symphony orchestra concert when they came to St. Louis. The Chapter helped with the Networking event in conjunction with the Foundation Board retreat. The Chapter also went to a sporting game, toured a Chocolate Factory in St. Louis, and TruCare event at Habitat for Humanity Re-Store which had a very bad turnout. The Chapter is going to an exhibit at the Science Center next weekend. The Chapter is not doing a Cardinals game again this year, but plans to do the Send-Off.

Wichita Alumni Club – Ann Patterson reported the Club had an event at Ann’s house to build a core group to split up leadership for planning events.

Nominating Committee:

Hope Harms reported there are four terms opening on the Alumni Board. The Board is not looking at the opening for the Colorado Chapter yet.

A slate of new candidates was presented: John Nash, NEMO; Phil Campbell, St. Louis; Lori Hart , At-Large.

Donna Bailey moved to accept the slate of candidates. Don Bindner seconded the motion. The motion passed.

Chelle has stepped down from the Alumni Board. The Board is looking for another At-Large Board representative, keeping diversity in mind when looking for candidates.

Lizz moves to amend the agenda and re-elect people for their 2<sup>nd</sup> and 3<sup>rd</sup> terms Don seconded. The motion was approved. Board members up for 2<sup>nd</sup> and 3<sup>rd</sup> terms are: Natalie second term; Lizz for a 2<sup>nd</sup> term; Jean for a 3<sup>rd</sup> term; and Hope for a 3<sup>rd</sup> term. Don moved the candidates be re-elected for their respective terms. Jamie seconded. The motion passed.

Executive Committee:

President Hope Harms thanked everyone for the big work that is happening on the Alumni Board.

Vice-President Natalie Gerhart reported intent for having more purposeful committee meetings between now and Homecoming. She hopes to move the questions into action-items in the upcoming months.

Secretary Stacy Tucker-Potter thanked everyone for their work up until this point in time. She reminded everyone about the garden dedication this afternoon.

#### Chapter Development Committee:

The committee is discussing the social and professional networking aspect of the work the committee does. The committee is unsure about their work moving forward. The committee decided that there needs to be a redefinition of chapter and club in the bylaws. The committee plans to do a lot of work with the awards in the future. The committee plans to restructure the honor points and make big changes in how the funds will be distributed in the future as well as planning the Alumni Leaders Conference. The committee plans to have monthly meetings. The Resource Book is going to be cut out of the bylaws.

#### Programs and Awards Committee:

The committee reported about the different phases of the Truman alumni. The committee talked about how to meet the needs of alumni through changes they face after graduation and where they are located geographically. The Committee talked about ways to improve communication and find ways to establish clubs. There are three ways to improve communication about Truman – Chapters and Clubs, affinity groups, and parents. Each of the Chapters can act as mentors for Clubs. The committee talked about the potential of affinity groups as well and how they tie people to Truman. The next trip will be a Rhine River cruise with 2 companies bidding to provide the trip. The committee will do further research before making the final decision on the bid. The committee reported about TruCare and its success this year. There were 2,000 hours reported overall this year. There is a lot of potential with affinity groups and connecting them to the University.

#### Student Relations Committee:

The student relations reported a lot of change within its members. The committee mentioned the personal connection will be powerful for getting not only alumni but students involved. The mock interviews are started going again and making the most of the two times of the year the Board is back. The committee wants to bring alumni onto campus for a “life after college” event for students and using the Career Center as a place for where the committee should work.

#### Old Business:

Lizz provided an update on the Bylaw update. The Ad-hoc Committee walked through the bylaws yesterday and had a previous committee with Warren Wells and Judy Mullins. There needs to be work done with the legal aspects of the bylaws. The committee worked to bring the bylaws to where the Board is today and to make those meet. The intention is to cut out several aspects of the bylaws to function as the Board functions. They plan to keep the bylaws as the center and functioning component of the Alumni Board, Association, committees, etc.

Brett Combs provided a student update. He talked about how the students have energy and passion for experiences and work. The Communication Department has been great about connecting alumni with the traveling debate team, so there is potential with alumni and student connection in that regard. Student government hosted a Women’s Resource Conference and Alumni Board could have future involvement. There is now an international flag display now in Pickler Memorial Library. There will be increased fees to provide resources for mental health and IT. Greek Life teamed up with Kirksville Kiwanis for the Dolly Parton Library program. Residence Life is doing a fundraiser for Flint, Michigan and they have been putting on Wellness Programs during Greek Week. This year there has been an increase in programming and integration of several groups around campus.

Hope Harms provide Jon Best’s report from the Foundation Board. The Foundation Board is working on ideas for revenue for the University, completing the campaign, and other financial market updates.

New Business:

Hope Harms gave certificates to the board members who termed out of their Alumni Board who were represented in the meeting. The members were Donna Bailey, Ann Patterson, and Jason Turk.

Stacy Tucker-Potter reviewed the activities for the rest of the weekend, and announced the start time for other weekend events.

The next Alumni Board meeting is Friday, October 12, 2018 in Kirksville.  
*(Minutes prepared by Jordan Smith and Stacy Tucker-Potter)*

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Board President	Date	Board Secretary	Date
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