



Truman State University Alumni Association Board of Directors Meeting Minutes from October 19, 2012

Board members attending: Von Abbott, Donna Bailey, Kent Donaldson, Keith Epperson, Jessica Hill, Sharon Husmann, Bonnie Kuebler, Ellen McLain, John Mathis, Ryan Nely, Ann Patterson, Pamela Popp, Denise Smith, Sarah Theriault, Jason Turk, Vid Vidyasagara, Tanner Williams, Mike Wilson

Guests: Crystal Baldwin, Brad Chambers, , Tania Cook, Mark Gambaiana, Robyn Kollar, Kristin Marshall, Deanna Rood

President Mike Wilson called the meeting to order and attendees were introduced. The meeting's agenda and minutes from the April 2012 meeting were both approved.

Chapter Reports

Arizona Alumni Chapter: Vid Vidyasagara reported that the Arizona Chapter is moving in a positive direction with new faces and diverse ages attending the events, which included a Ronza Night, a Cubs-White Sox Spring Training Game, and a Petroglyph Walk. They have also held social hours which were attended by a handful of people, but they were pleased to see new people attending the events. The chapter is also planning an event in Tucson and a Dine-In Movie Experience in Phoenix.

Chicago Alumni Chapter:

Sarah Theriault reported that the chapter had almost reached their membership goal (were at 96 %) and she was optimistic that they would meet the goal before the end of the year. They were working on recruiting new members, and the lesson they had learned was that this was a process that was accomplished one person at a time. The chapter had a nice family event with a Run/Walk, and they have also held social hours. One of their goals this year was to bridge the gap of people living in the suburbs vs. the city, and in their recruitment of leadership, they now have two people who live in the city and they are planning more events in the city. The chapter's biggest and most exciting event was a Bulldog Football Watch Party which helped the chapter connect with an affinity group of Truman football people. The chapter has also planned a wine tasting event. They are trying out more creative ways to increase their membership numbers and increase attendance at events. Two schools in the Great Lakes Valley Conference are close to them, and they are looking forward to planning events that have a connection to the University. Sarah encouraged people to use Facebook to promote when Truman was represented at local college fairs (Admissions provided the chapter with a schedule of college fairs Truman was attending in the Chicago area).

Colorado Alumni Chapter:

Pamela Popp reported that chapter growth was slow, and the chapter was seeking to fill officer positions. They had challenges with the email distribution and were trying to get people to update their contact information. She has been writing lots of hand-written notes. The chapter was planning an event with a visit from University President Troy Paino and was looking for creative ways to spur membership and attendance at events.

Dallas Alumni Chapter:

John Mathis announced that the chapter had met their membership goal. Their dinner with the Truman football coach was well attended, and they have made progress with their social hours. They had planned a baseball outing however the ballgame was rained out. They now have a core group of around 12 people who are actively involved with the chapter.

Iowa Alumni Chapter:

Kent Donaldson reviewed a variety of events the chapter had held to reach out to different groups including an outing to watch Roller Derby, an event at the Iowa State Fair and a Tour of Salisbury House. The chapter is also taking a proactive approach of looking at the University calendar when they sit down to plan events to look for ways to plan their events around University activities. For instance, reviewing the University calendar helped them decide to host a Hospitality Room at the Wrestling Invitational at Simpson College; Truman alumni, friends, coaches, and Truman wrestlers and their parents were invited.

Kansas City Alumni Chapter:

Mike Wilson reported that the chapter's first event of the year was a Coffee Talk with special guest Karen Haber, a member of the Truman Board of Governors. The chapter has been hosting social hours for three years and a few have been successful, but most have had low attendance. Some of their other events included a Mavericks Hockey Game, Accepted-Student Event, Royals/Cardinals Game, Annual Scholarship Golf Tournament, Student Send-off, and a Boulevard Brewery Tour (which they may take a break from next year). The chapter has not had much participation in their Harvesters volunteer event, but they are going to try it one more time. In addition, the School of Business helped organize a Master of Accountancy Anniversary Celebration event in Kansas City, and the board discussed ways the chapters could build events around these types of Truman connections. Denise Smith is sending the Truman athletics schedules to the chapters, and she has been working with the deans at Truman to help

coordinate events that tie in with chapter locations (Psychology Department Reunion in St. Louis, 30th Anniversary Celebrations for the Masters of Accountancy Program in Kansas City and St. Louis, and a Pershing Scholars Reunion in St. Louis). Mike noted that the board had sent a letter to the deans to help build relationships between the Alumni Board and the deans. Denise suggested doing additional follow-up with the deans.

Mid-Atlantic Alumni Chapter:

Kristin Marshall reported that they have been working on strengthening the chapter. Many of their events focused on Truman interns living in the area. They held a Sunset Parade at the Marine Corps War Memorial Social, Movie in the Park and a Jazz in the Garden Social. They had a good showing at their Bulldog Watch Party. The chapter had also planned a Trivia Night, and they were considering a winter event such as an ice skating/tree lighting activity. They are currently working on reinvigorating their leadership board and may add some non-traditional positions.

Mid-Missouri Alumni Chapter:

Ellen McLain reported that the chapter was trying out some new events such as a Tour of the Missouri State Penitentiary. Some of their traditional events included a Family Picnic, Social Hours, Cardinals-Royals Game, Wine Tasting, Care Package Event and a Legislative Reception. One of their social hours is called Bulldogs Helping Bulldogs, and guests bring items to help out a local animal shelter. They also held a Bulldog Watch Party which was well attended, and the chapter was organizing an event around the Truman Basketball Games at Lincoln University in Jefferson City. The chapter is helping members stay connected through the increased use of social media and a newsletter that is emailed to members.

Northeast Missouri Alumni Chapter:

Von Abbott announced that the chapter's most recent golf tournament had been a huge success, and they doubled the number of participants. They have also had several social hours and held an Evening at the University Farm that featured a hayride, hot dogs and S'mores, and presentations by Truman students. They had also planned on having Stargazers at the University Observatory as part of the event at the farm, but it was too cloudy. Von noted that the Evening at the University Farm was a great draw for families, and they had 10 children age 6 and under attending the event. The chapter is excited about Truman joining the Great Lakes Valley Conference, and they are working on events in the Quincy and Hannibal areas. The chapter will have a table at the Taste of the World event taking place downtown during Homecoming. At the chapter's annual banquet in November, they plan to have a live auction in place of the silent auction which they have had in the past. The chapter has also started promoting gift memberships.

St. Louis Alumni Chapter:

Jason Turk reported that one of the chapter's top concerns was not meeting membership goals. However, Olivia Crandall will be serving as vice president of membership, and they plan to be more proactive in their recruitment of new members. They are also working on increasing contact for officers, such as sending cards of congratulations to alumni on behalf of the St. Louis Chapter. The chapter had spent a lot of time planning their latest golf tournament trying to make it a 5-star event, but only half the participants were alumni, and Jason wasn't sure that's where they should be spending their time. The chapter had a massive Student Send-off with 300-400 people attending, and the chapter gave out five \$1,000 scholarships. Some of the other chapter events included a Microbrewery Tour, a Psychology Department Reunion and a Cardinals-Cubs Game. The chapter also hosted an Art Museum Tour that created a lot of interest, and a Wine Tasting event was planned in St. Charles. The chapter was working with Jerry Wollmering, Truman's director of athletics, on activities that could be coordinated around Truman sporting events in the St. Louis area.

Committee Reports

Nominating Committee

At the April 2012 meeting, the Truman Alumni Board of Directors had approved adding a non-voting student representative to the board. The committee recommended Ryan Nely for the position, and the board approved the recommendation. Mike Wilson reminded the group that the annual officer elections would be held at the April 2013 meeting.

Mark Gambaiana, vice president for University Advancement, gave an update on the work of the Advancement Office. After the successful conclusion of the "Bright Minds Bright Futures" \$30 million campaign, they are already thinking about the next campaign. Mark noted that they will be developing the campaign priorities, with scholarships as one of the top priorities. The chapters can help by continuing to build engagement with constituents. Sarah Theriault suggested having the University provide guidelines on ways the chapters can help with the upcoming campaign.

Executive Committee

President's Report

Mike Wilson reported that the audit report was currently in the hands of Brown and Rubin. Once the audit report was finalized, the board's bylaws can be finalized.

Vice President's Report

Ellen McLain thanked all the committees for their hard work and the summer committee calls. She encouraged the committee members to continue working together and to let board officers know if they can be of assistance.

Secretary's Report

Denise Smith pointed out the resources included in the board packets that contained helpful information, such as the *Truman Today* newsletter with the latest news about campus, the Homecoming schedule, membership reports and chapter/club contact information.

Chapter Development Committee

Kent Donaldson provided a summary of the Alumni Leadership Conference held earlier in the day. This year, they had three speakers, Jerry Wollmering, director athletics, who spoke about Truman joining a new conference; Gina Morin, associate vice president for enrollment management, who spoke about trends in student enrollment; and Joan Poor, provost and vice president for academic affairs, who spoke about the University's vision statement and assessment. The conference also featured three panels that each focused on successful chapter practices. Overall, Kent reported that they had received positive feedback, and once they had reviewed the feedback forms, they would have more information to use when planning the next conference.

Kent noted that the committee is working on defining the roles and expectations for specific positions in the chapter structure, and the committee was encouraging chapters to add a new position for a social media chair. The committee had solicited feedback from social media groups within the chapters regarding social media guidelines, but they had not received much information at this time. The committee is also working on updates for the *Alumni Resource Book*.

Programs and Awards Committee

Tanner Williams reported that the Truman Alumni & Friends Travel Program had organized a trip to Ireland Sept. 27-Oct. 6, 2012. Denise Smith noted that they had 23 participants; the average age was 35-40, and there were six recent graduates in their twenties. As soon as the football program for the Great Lakes Valley Conference has been finalized, the committee will be selecting the destination and date for the next trip.

Tanner also noted that the new Bulldog Forever Volunteer of the Year Award was a great way to recognize alumni, and they would be using the next full cycle to promote the award. He encouraged board members to go back to their chapters and review the criteria for the award. The Bulldog Forever Volunteer of the Year Award is presented during Homecoming at the Alumni and Friends/Hall of Fame Banquet.

The board and chapters have continued the promotion of the two Truman State University National Spirit Days on the first Friday in the months of April and October. Five photos of alumni and friends showing their Bulldog spirit were submitted to the Truman Alumni Facebook page for the Spirit Day on Oct. 5, 2012. Each person who submitted a photo received a business card holder courtesy of the Truman Alumni Association.

Student Relations Committee

Sarah Theriault provided an update on behalf of Susan Briggs who was not able to attend the meeting. Sarah reported that Susan had been working with Polly Matteson, assistant director of the University's Career Center, on projects they can partner with and ways the Career Center can identify alumni leaders who could assist them. They hope to have a template in place in 2014.

Sarah encouraged each chapter to select one area of student relations on which to focus their efforts. Sarah has been in communications with Admissions, and the Chicago Chapter is continuing to focus on working with Truman's Chicago recruiter and attending college fairs. The Chicago Chapter is also connecting recruiters with schools. For example, the Kansas City Chapter and the St. Louis Chapter have worked closely with the Business Dean to collaborate on events in their areas.

Sharon Husmann has also been working with Admissions and is looking at a new structure for the traditional Student Send-off events hosted by the alumni chapters. In the past, the Send-off events have been promoted as a way for incoming students and their parents to get helpful information about the University before the new students arrived on campus in the fall. Thanks to the summer orientation program implemented by the University, incoming Truman students are now able to get this type of information and have their questions answered when they come to campus for the summer orientation. As a result, the committee is looking at repurposing the Send-off event to fill a more pressing need that has been communicated to them through the Admissions Office and that is to help the University retain accepted students who are still making a decision about which school they will attend. The committee will continue working with the Admissions Office and plans to keep this initiative among their top priorities.

The committee is continuing to work on University engagement and views helping with the retention of accepted students as one of the roles of the chapters. They are taking the approach that one size does not fit all, and they plan to develop templates that offer various options for the chapters.

The committee has also been reviewing affinity connections. Keith Epperson has been working with Greek Life which has planned a Greek Life Alumni Reunion during Homecoming 2012, an event they plan to hold every other year. Keith plans to have a table set up at the event to promote alumni chapter memberships. Another new event at Homecoming was a Tailgate sponsored by the Athletics Department during Homecoming, and Jason Turk suggested that they might be able to have an event at the Tailgate. Mike Wilson recommended working through the CSI to coordinate this type of event.

Foundation Board Report

Bonnie Kuebler shared news from the Foundation Board meeting and noted that the Foundation Board had two deans come in to talk about what's going on in their areas. She recommended that the Alumni Board do something similar. The Foundation Board is also working on the membership of the board and gearing up for the next campaign.

Old Business

None

New Business

Denise Smith discussed the Chapter Membership goals noting that Alumni Relations had started promoting Bonus Alumni Chapter Memberships to encourage people to join a chapter and receive chapter benefits for the rest of 2012 and all of 2013. Recommendations were made for the 2013 membership goals, and Denise suggested that board members and chapter representatives take the recommendations back to their chapter leaders. Alumni chapter membership goals will be voted on in April 2013.

[Confirm numbers shown below with chapter reps at April meeting]

Arizona—40
Chicago—75
Colorado—25
Dallas—44
Iowa—85
Kansas City—125
Mid-Atlantic—55
Mid-Missouri—120
Northeast Missouri—395
St. Louis—200

Homecoming

Several departments and organizations are holding receptions during Homecoming 2012, and Mike Wilson suggested that the Alumni Board try to have at least two members at each reception or activity, including the School of Business Reception, Nursing Reception, Greek Life Alumni Reunion, Psychology Department Open House, Blue Key Reception, Cardinal Key Reception, Multicultural Affairs Open House and the Bulldog Tailgate. Mike also encouraged everyone to wear their nametags when attending the events to show the board's participation in Homecoming activities. Donna Bailey also reminded everyone to attend the Taste of the World event being held downtown Kirksville as part of Homecoming; the Northeast Missouri Alumni Chapter was participating in the Taste of the World event. The Alumni Association will have their usual entry in the Homecoming Parade, and this year they will be handing out purple Truman wristbands in place of candy.

Next Alumni Board of Directors meeting scheduled for Saturday, April 13, 2013.

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