

**Truman State University**  
**Alumni Association Board of Directors**  
**April 13, 2013 Meeting • Official Minutes**



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The Truman State University Alumni Board of Directors met on Friday, April 13, 2013, on the University campus in Kirksville, Missouri. The meeting was held in the Alumni Room of the Student Union Building, and the meeting was called to order shortly after 7:30 a.m. by Alumni Board President Ellen McLain.

The Alumni Board members attending the meeting were: Donna Bailey, Don Bindner, Susan Briggs, Kent Donaldson, Keith Epperson, Sharon Husmann, Ashley Kuykendall, John Mathis, Ellen McLain, Ann Patterson, Pamela Popp, Denise Smith, Sarah Theriault, Justis Tuia, Jason Turk, Vid Vidyasagara, Tanner Williams, Mike Wilson. Guests included: Crystal Baldwin, Elizabeth Buckley, Mark Chambers, Bailey Cloyd, Mark Gambaiana, Steve Justice, Caitlin Kern, Cindy Moeller, Geraldine Ready and Cindy Spiker.

President Ellen McLain called the meeting to order and welcomed guests. Introductions were made. The agenda for the meeting was approved, and the minutes from the April 2013 meeting were approved.

### **Chapter Reports**

#### **Arizona:**

Vid Vidyasagara announced that they are continuing to run the chapter more like a business, and their number one goal is to hit their membership target. From a communications standpoint, they were working on keeping people more engaged through the chapter's Facebook group. They also hosted some new Flash Mob events.

#### **Chicago Chapter:**

Sarah Theriault reported that they continue to focus on quality events. They hosted an event at Goose Island Brewery, a New Graduate Event, and plan to support Truman athletic events in the area.

#### **Colorado Chapter:**

Pamela Popp announced they also sent out a call for volunteers via email that did result in getting a few new volunteers and they gained a couple of prospects from the LinkedIn post. If you know of anyone interested in getting involved, let her or Denise Smith know.

#### **Dallas:**

John Mathis reported that the Dallas Chapter has a new president. They are meeting later in the month to plan for 2014 and are recruiting other new officers.

#### **Iowa Alumni Chapter:**

Kent Donaldson reported that the Iowa Chapter has had a busy year; their goal is to have an event

every month or at least 10 events throughout the year. They recently hosted an architectural tour in downtown Des Moines and had a great Iowa Cubs event.

#### Kansas City Chapter:

Mike Wilson reported that since the last meeting the Kansas City Chapter will host their annual golf tournament, are also planning a Tailgate when the Bulldogs play at William Jewell in the fall and and Boulevard Brewery Tour in late November, and plans to assist the Salvation Army with bell ringing at three locations across Kansas City.

#### Mid-Atlantic Alumni Chapter:

Justis Tuia reported that they have planned lots of different events in advance. They hosted a couple of summer intern events to give Truman students participating in internships in Washington a chance to get together, plan to host a family Ronza night and an event around a televised football game.

#### Mid-Missouri Chapter:

Ellen McLain reported that the chapter was hosting a variety of events including a Book Club...first guest was Jason Haxton. They hosted a train trip to Hermann, an event at Warm Springs Ranch, along with their annual student send-off.

#### NEMO:

Donna Bailey reported that they have an active board, and the chapter has hosted activities basically on a monthly basis. They also made a bigger push at the NEMO Chapter Student Send-Off since they had found out that parents in the area were interested in joining to get the free admission for Bulldog sporting games.

#### St. Louis:

Jason Turk reported that they are focusing in fewer events. They had their normal large crowd for their Student Send-off and attended a Cards Baseball Game. They hope to host events around the new athletic conference.

### **Nominating Committee**

Don Bindner was elected via email ballot to replace Kati Smith on the Board as the representative for the NEMO Alumni Chapter. Kati Smith was elected to serve on the board as the representative for the Northeast Missouri Chapter in April but her husband was transferred and they moved to Columbia, Mo.

### **Executive Committee**

President Ellen McLain reported that succession planning will continue to be on the Board's list of goals. Other goals that remain in the forefront are the bylaws, partnering with University staff and organizations, strengthening relations with chapters and a proactive approach to travel and awards. She recommended that committees reach out to chapters for things such as Volunteer of the Year and other awards they want to put forth. Legislative advocacy will continue to be a goal; Board members are encouraged to sign up to be a Legislative Advocate via the Alumni Page. For those members outside of Missouri, they were encouraged to ask their families and friends to sign up.

Charles Hunsaker talked about the new Capital Campaign. We are now in the Quiet Phase of "Pursue the Future," our second comprehensive campaign. We have a more conventional start this time, with over 11 million already secured; 10 million is deferred and one million is in cash and pledges. The bulk of the gifts are designated to scholarships (82%).

Sharron Quisenberry is the new Campaign Chair. She and Mark Gambaiana, along with Mark and President Paino will be visiting the top 150 prospects and then the top 1000 prospects and asking them to support Pursue the Future. Athletics is a small part of the 40 million campaign, with 2.5 million designated to build a new press box at Stokes Stadium.

The Programs and Awards Committee has been tasked with reviewing destinations for the 2015-2016-2017 Alumni Travel Program.

Discussion was held in regards to communications about chapter events. Personal emails to targeted individuals have been very effective in reaching out to encourage them to attend events, along with personal phone calls.

#### Vice President

Vice President Keith Epperson thanked the committees for their work and encouraged them to have additional communication and action between now and the next meeting in April. Keith announced he looks forward to getting to know the committees, their members and tasks more in depth. He joined several of the committees on their calls and has offered his business conference line to utilize for calls.

#### Secretary

Secretary Denise Smith provided a chapter membership report. The numbers look great for 2013 and we may set a record year. The new email format seems to be appealing to alumni and more are joining online. Chapters were encouraged earlier to consider membership goals for 2014 and to submit by Dec.1 to Denise if they have not already done so.

Under campus news, on Saturday, there is a reception to honor Dr. Michelle Breault at Barnett Hall. Centennial is undergoing renovation in phases and is currently in a two-year renovation project.

Denise also encouraged alumni groups to update their social media; if dormant more than 90 days, Alumni Relations will remove link from University pages and emails promoting chapter events until it becomes more active.

### **Chapter Development Committee**

The review of the online *Alumni Resource Book* is an ongoing process, and the committee had made some edits to the section on chapter rules and responsibilities. During their committee time, they continued their discussions on the 2013 Alumni Leadership Conference and are considering moving the conference from the morning to the afternoon and having a different type of format for the conference with an emphasis on chapter development.

## **Programs & Awards Committee**

Travel Program: The committee provided an update on the Truman Alumni and Friends Travel Program. The committee was looking into offering a travel program during spring break (weekend of March 10). They are looking into options for coordinating with the TruAdventure travel program offered through the Truman Institute and are also exploring the options for some shorter trips (3 days/4 nights) offered through an independent travel agency. The committee suggested integrating a Truman professor into a trip, or tailoring a trip around a chapter region.

Volunteer of the Year Award: Board members were reminded to start thinking about candidate for the Volunteer of the Year Award and getting the information out to the chapters earlier. The group also discussed types of recognition for the Chapter of the Year that could be made at Homecoming Banquet or at Leadership Conference. It was suggested posting Chapter of the Year in the HUB or another location with lots of traffic such as the Visitors Center.

Truman National Spirit Day: The next National Truman State University Spirit Day is Oct. 4, 2013, (the first Friday in October). Everyone is encouraged to share Spirit Day photos on Facebook and promote chapter events on the chapter Facebook pages.

## **Student Relations Committee**

The committee is focusing on a few key areas to increase engagement with the University. One example is the partnership with the Career Center on initiatives such as the mock interview exercise conducted the day before. They want to work on more initiatives like this that add value to the students' experience at Truman. They also plan to continue mock interviews and possibly get the Foundation Board involved as well. They plan to do more branding and promotion on campus and are interested in working with Polly Matteson in the Career Center to explore new opportunities to get more involved with students. The committee is exploring opportunities that might be available at the Student Conference as a way to get alumni more involved with students. Another option for engaging with students is using the talent on the Alumni Board and the Foundation Board to conduct informational phone interviews that would not only provide an opportunity for the students to enhance their interview skills but would also allow students to explore different career paths. The committee is also working on identifying University events scheduled in chapter areas so activities can be planned around these types of opportunities; they would like to get this engrained in the culture so members of the Truman community will start notifying chapters well in advance when a University person or group is scheduled to be in a chapter area.

## **Foundation Board Report**

Jessica Hill provided highlights from the Foundation Board Meeting that took place earlier in the day. The Foundation is working with Commerce Bank, and the management team is going through the strategic aspects of the ways in which money is invested. To get more support for capital needs, the University would like to see more engagement from alumni who were athletes who would like to give back their alma mater. Thanks in large part to the Parents Project, the Planetarium has been fully funded; donors can still name a seat in the Planetarium with a \$1,000 commitment. A new campaign called "Party with T-Pain" provided an opportunity for Truman's May 2013 graduates to receive an

invitation to a private party with President Troy Paino with a minimum donation of \$20 made to the University; a video was used to promote the campaign.

### **Homecoming**

The board voted to eliminate the Cluster Class Reunion Luncheons (with the exception of the Golden Alumni Reunion Luncheon) at Homecoming.

### **Recognition of Service**

Outgoing Alumni Board members Von Abbott, Erin Church and Jessica Hill received special recognition for their years of service on the board.

### **Renaming Student Relations Committee**

The board discussed renaming the Student Relations Committee, as the name does not capture everything the committee is currently doing; the committee's duties encompass all stakeholders, not just students. The board was challenged to come up with ideas for a new name between now and the next meeting; share ideas with Ellen McLain or Sarah Theriault. Topic was tabled for next meeting.

### **Reconsideration of Stipend Distribution**

The board had a general discussion about increasing the travel stipend/reimbursement available to alumni leaders for travel expenses incurred for Alumni Board meetings and the annual Alumni Leadership Conference. Some chapter areas were finding that the current stipend amount was a deterrent to getting younger alumni more involved. Denise Smith will put together some numbers to present at the next meeting.

### **Next Meeting**

October 18, 2013 -- The Alumni Leadership Conference may be switched from the morning to the afternoon so the Alumni Board Meeting can be held in the morning. A Joint Boards Luncheon will be held at noon.

John Mathis offered a proclamation recognizing Mike Wilson for his service as president of the Alumni Board.

