

# Truman State University

## Alumni Association Board of Directors

Homecoming Meeting Minutes: October 9, 2015



### CALL TO ORDER AND WELCOME

Meeting was called to order at 1:11 p.m. by President Keith Epperson.

### INTRODUCTION OF ATTENDEES

Board members in attendance included Donna Bailey, Don Bindner, Tania Cook, Keith Epperson, Natalie Gerhart, Greg Jochems, Jean Kaul, Carol Keller, Chelle King, Ann Patterson, Tom Peterson, Pamela Popp, Geraldine Ready, Denise Smith, Justis Tuia, Jason Turk, Vid Vidyasagara, and Tanner Williams. Guests attending included Kati Abbott (Mid-Missouri Chapter President), Angela Crawford (Kansas City Chapter President), Tyler George (Coordinator of Alumni Relations), Callie Templeton (Alumni Relations Student Intern), and Mary Weingartner (Chicago Chapter President).

### APPROVAL OF AGENDA

The agenda was presented for approval. Pamela Popp motioned to approve, Justis Tuia seconded and the motion passed.

### APPROVAL OF MINUTES FROM APRIL 2015 MEETING

The April minutes amendment should be corrected as follows: Jason Turk was not in attendance. Jean Kaul was in attendance. Tania Cook was in attendance. Tom Peterson was not in attendance. Jason Turk moved to approve with revisions, Tanner Williams seconded and the motion passed.

### CHAPTER REPORTS

Alumni Chapters presented reports on their activities in 2015.

**Kansas City** – Angela Crawford reported the Kansas City Chapter had almost reached their membership goal. Their best event draw has been athletic events.

**Chicago** – Mary Weingartner reported that the Chicago Alumni Chapter's best-attended programs are happy hours and free, informal events. Attendance is also better in the city events vs. suburban events. Weingartner asked for suggestions on how to be successful with more formal events. They are hoping for more consistent attendance in the future.

**Arizona** – The Arizona Alumni Chapter has had major success with membership and they are at 170% of their goal. Vid Vidyasagara noted that they were also successful with doing more state-wide events (as opposed to just Phoenix-area events). Vidyasagara also talked about branding, chapter T-shirts, recruiting, and the Arizona Chapter Scholarship. He emphasized the importance of operating the chapter like a business.

**Mid-Missouri** – Tania Cook shared the Mid-Missouri Alumni Chapter is very active and continues to grow. Their big events tend to be winery tours, social hours, athletic events and spirit days. They have also had success with painting events—they paint Truman landmarks and other historic locations at paint businesses.

**Iowa** – Jean Kaul reported that the Iowa Alumni Chapter had a good year and they really like the new Honor Points System as it challenges them to offer a variety of events. She noted success with some “standby” events that they have every year. Kaul spoke about distinction and how we could be distinct with our alumni events (more networking events, connecting

alumni with current students, etc.). A chapter goal of theirs is to get faculty involved with their chapter events.

**St. Louis** – Jason Turk reported that the St. Louis Alumni Chapter had a good year from a numbers standpoint, as they surpassed their membership goal. They offered a more diverse selection of events. Turk talked about the issue that they are facing of depth of their bench in leadership roles. Turk expressed concern about the cost this year of their New Student Send-Off (it cost over \$2,000 this year and the chapter gets about \$5,000 every year to work with from dues).

**Northeast Missouri** – Don Bindner and Donna Bailey reported the NEMO Alumni Chapter didn't quite make membership goal yet (96%), but plan to do so before the end of 2015. They hosted some new events this year with success. Bindner talked about the success of their "Truman Old & New" event (campus tour with Zac Burden), and the re-branding of their "Future Alumni Welcome" (New Student Send-Off). Bailey mentioned that one of NEMO's main goals is to bring "friends of the University" back to campus and to reconnect them with the University. Also, Bindner mentioned encouraging parents of current students to join the chapter.

**Mid-Atlantic** – Justis Tuia reported that finances for the Mid-Atlantic Alumni Chapter are up, but memberships are down. Doing low-cost events has helped them to keep their finances in a good place. Tuia reported success with these events and optimism about events scheduled for the rest of the year. He mentioned hopes of pushing the Mid-Atlantic Chapter's reach out to Philadelphia or New York and possibly working in tandem with the CT-NJ-NY Club.

**Dallas** – Natalie Gerhart reported on behalf of the Dallas Alumni Chapter. Their new president, Rob Sibbits, is a recent grad and employed by the Dallas Cowboys. Gerhart reported success with events centered around sporting events.

**Colorado** – Pamela Popp expressed enthusiasm about the Colorado Alumni Chapter surpassing their membership goal. The chapter is trying to plan events in different areas of Colorado to try to have a farther reach.

## **COMMITTEE REPORTS**

### **Nominating Committee/Executive Committee**

President Keith Epperson gave the Nominating and President's report. He encouraged chapters and current Board members to continually review their volunteers and membership for prospective volunteers and to cultivate them as well as communicate the timeline for new representatives to the Board.

Epperson also gave the update for Vice President Hope Harms. He specifically mentioned making sure that the University/Board has the correct email address for Board members, officers and other volunteers.

Denise Smith gave the Secretary's report and noted Arizona's success with membership (170%). The Board applauded Vid and the Arizona Chapter's efforts. Vidyasagara commented on the success and gave recruiting advice. Smith gave an overall membership update. Chapter membership is at an all-time high. She requested 2016 membership goals from each chapter to be submitted by December 1. Smith also included information on auto renewals: They renew on the anniversary date and not January 1 of each year. The University is implementing a new marketplace eventually, so that could change in future years. The campus update was skipped on the agenda since it was given earlier by President Paino.

## **Chapter Development**

Donna Bailey reported that the committee has made an effort to touch base with chapter presidents over the past year, as well as plan the Alumni Leaders Conference. She requested feedback on the revised honor chapter document. The consensus was positive approval of the system and approval of the Excel document. Vid Vidyasagara announced appreciation of follow-up for attendees and points for events being emailed in a timely manner.

## **Programs and Awards Committee**

Ann Patterson promoted the Dominican Republic trip that the Truman Alumni & Friends Travel Program will be taking in February-March, 2016. Denise Smith gave an update on the France trip that was taken in August.

Tyler George and Denise Smith gave an update on Truman Spirit Day. The next National Spirit Day is Friday, April 1, 2016.

## **Student Relations Committee**

Justis Tuia gave an update on mock interviews. Tuia also mentioned working with Todd Kuhns to create alumni podcasts. The committee asked everyone to continue to submit names of alumni to contact to participate. They will be discussing a marketing plan for the podcasts.

Student representative Greg Jochems updated everyone on student activities and Student Senate business. He mentioned wet tailgating at every football game, a new ethics master's program, as well as a new auditing master's program as additions to the School of Business. He also reported new sustainability fees for students (\$5/student/semester), a sexual assault prevention committee, late night dinners in Missouri Hall, changes in meal plans, celebrating 100 years of the Bulldog, etc. Jochems then switched gears to the future in working with matters of documenting student absences (for missing classes when they are representing Truman elsewhere), Christmas on Campus with kids of the community, working with Sodexo on healthier options in the dining hall, adding national flags of all nations represented on campus, etc. In May of 2019 and 2020, Truman will host the GLVC Track and Field Championships.

## **Foundation Board Report**

Gerry Ready gave an update on the Foundation Board. She reported that President Paino provided the Board an update on the campaign very similar to the one that everyone received this morning. Board members were urged to keep in touch and join an alumni chapter and participate in the regional campaigns.

## **OLD BUSINESS**

### **Strategic Plan Committee Update**

Natalie Gerhart noted the importance of getting feedback from other Board members. Vid Vidyasagara suggested, "See where we are, and see where we can take this...maybe we can go for something bigger, and better." Keith Epperson reported that the goal of the committee was to have a draft to present to the Board next year. The Board elected to draft questions for a survey to be sent out by the Alumni Office to help in updating the Strategic Plan

### **Status of Geo-Mapping U.S.-Based Alumni**

Keith Epperson spoke on geo-mapping in an effort to give a better idea of where our alumni are most concentrated. This would help with planning events and he has an intern in his office working on the project.

Ann Patterson suggested a centralized location where alumni members can see what alumni events are coming up nationwide. Denise Smith and Tyler George directed her to

<http://www.truman.edu/alumni-donors/events>, where all alumni events are listed. Board members suggested posting the calendar web address on Facebook more often.

**NEW BUSINESS**

Denise Smith provided information on locations and dates for the 2016 Alumni Board Retreat. After discussion of summer versus spring and combining with the April meeting, a motion was presented. Jason Turk moved the Retreat be held in conjunction with the April Board meeting the weekend of April 9. Pamela Popp seconded; motion carried. The Retreat will be all day on Friday, April 8 and include dinner on Thursday, April 7.

Ann Patterson presented hosting a National Networking Day; it could include social media-based networking and/or a series of live events that connect current students with successful alumni in a lot of different areas. Denise Smith will investigate President Paino doing a promotional video and the committee will investigate further.

The Chapter Development Committee will continue to investigate avenues to engage alumni in non-chapter areas as well as international alumni. The committee reminded chapter board representatives to be sure they are communicating with chapter leaders and supporting chapter events.

Keith Epperson and Denise Smith reminded everyone they are encouraged to ask their chapter volunteers to continually be thinking of succession planning. Every Board member should think of other alumni in all areas and encourage them to get involved and submit names to regional area leaders and Smith.

The use of the Resource Book was discussed along with the need for updates. An updated print document was not deemed necessary.

Denise Smith announced Truman will celebrate its sesquicentennial in 2017. A committee will be formed and more information will be provided at the next Board meeting.

**HOMEcomings ACTIVITIES & PARTICIPATION**

Keith Epperson reminded everyone to be sure they participate where they have volunteered to help during Homecoming, and Denise Smith reviewed the weekend schedule.

**ADJOURN**

Gerry Ready motioned to adjourn, Tanner Williams seconded. Meeting was adjourned at 4:11 p.m. and followed by committee meeting times.

**NEXT MEETING: APRIL 9, 2016**

*(Minutes prepared by Tyler George, and Denise Smith)*

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Board President

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Date

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Board Secretary

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Date