

**Truman State University**  
**Alumni Association Board of Directors**  
**October 18, 2013 Meeting • Official Minutes**



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The Truman State University Alumni Board of Directors met on Friday, October, 18, 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, and 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" events. These events are not pre-planned through the University. Instead, they are more spontaneous and usually announced via Facebook.

**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 Chapter:**

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 hosted their annual golf tournament, and held a Tailgate when the Bulldogs played at William Jewell. They are also planning a Boulevard Brewery Tour in late November, and they plan 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 Chapter:**

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 Chapter:**

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 in cash and pledges. The bulk of the gifts are designated to scholarships (82%).

Sharron Quisenbery 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 1,000 prospects, 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 and 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 have 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 Hall 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 their remove link from University pages and emails promoting chapter events until it becomes more active. Chapters were encouraged to share posts from the National Alumni Association page on their own. There should be at least one or two posts a week to generate interest.

**Chapter Development Committee:**

The review of the online *Alumni Resource Book* is an ongoing process, and the committee will be contacting their chapter volunteers for feedback on the online document and what additions/deletions they suggest. The 2013 Alumni Leadership Conference was moved this year to the afternoon start time and feedback has been very positive. The Conference features an emphasis on chapter development and successful events.

Speakers for the afternoon Conference include Athletic Director Jerry Wollmering, Admissions Director Melody Chambers and Vice President for University Advancement Mark Gambaiana.

**Programs and Awards Committee:**

*Travel Program:* The committee provided an update on the Truman Alumni and Friends Travel Program. The 2014 trip is to Costa Rica. A few slots are still open; deadline to register is October 22, 2013. The TruAdventure Program will tour the Grand Canyon in 2014 and will offer a second option trip to tour Zion – Bryce Canyon National Parks.

*Volunteer of the Year Award:* Board members were encouraged to nominate candidates for the Volunteer of the Year Award and to share information with the chapters earlier. An email newsletter will be created by the Alumni Office to encourage nominees. The 2013 Volunteer of the Year Award will be presented at the afternoon Alumni Leadership Conference.

*Truman National Spirit Day:* The next National Truman State University Spirit Day is April 4, 2014 (the first Friday in April). Everyone is encouraged to share Spirit Day photos on Facebook and promote chapter events on the chapter Facebook pages. The Alumni Office will reach out to campus groups to partner and increase awareness of National Spirit Day.

**Student Relations Committee:**

The committee is continuing to focus on key areas to increase engagement with the University. They plan to reach out to the Deans of colleges to continue to partner on joint events. Using the example of partnering with the Career Center for mock interviews in April. They will continue to investigate initiatives like this that add value to the students' experience at Truman. The Taste of Truman summer program has been eliminated due to low participation rates but the Truman Institute is investigating other options such as online badge programs.

The committee announced the Homecoming Tailgate has high numbers for early registration and encouraged everyone to attend and volunteer with wrist bands and cups, at the registration table or at the gates.

**Foundation Board Report:**

Mike Wilson attended most of the Foundation Board meeting at the same time as the Alumni Board meeting. The report presented earlier by Charles Hunsaker covered campaign information and Mark Gambaiana will speak at the afternoon Alumni Leadership Conference to cover additional Foundation news.

**Old Business:**

The Travel Stipend was discussed and evaluated. At this time, it is difficult to increase additional funding. The Board tabled the topic until further evaluation.

**Homecoming:**

Denise Smith reviewed the Homecoming weekend schedule and noted attendance for the Friday evening banquet was up from the previous year, and the number of participants in the Diploma Ceremony had increased from 2012. Response to the Homecoming Tailgate had been very positive, with alumni, football parents and student organizations participating.

**Stamats Presentation:**

Gina Morin, vice president for enrollment management, gave a presentation on the new University brand, "Don't follow. Pursue." Truman State University focuses on degree quality as the University has

been recognized continually for its college experience, an experience that cannot be replicated with online courses. Packets with samples of the new marketing pieces were distributed among Board members.

**Membership Goals:**

2014 Chapter Membership Goals were discussed. Each chapter was requested to consider a stretch goal and to consult with their chapter leadership and submit numbers by Dec. 1 to the Alumni Office.

**Next Meeting:**

April 11, 2014 -- The Alumni Board meeting will be held in conjunction with the Foundation Banquet. The Retreat will be the same weekend, either on Friday afternoon or on Monday morning, depending on the Board member survey. A Joint Boards Luncheon will be held Saturday at noon.