

Truman State University
Alumni Association Board of Directors
October 10, 2014 Meeting • Official Minutes



The Truman State University Alumni Board of Directors met Saturday, Friday, October 10, 2014, on the University campus in Kirksville, Mo. The meeting was called to order shortly after 7:15 a.m. by Alumni Board President Ellen McLain.

The Alumni Board members attending the meeting were, Donna Bailey, Don Bindner, Keith Epperson, Natalie Gerhart, Hope Harms, Sharon Husmann, Jean Kaul, Ashley Kuykendall, Ellen McLain, Ann Patterson, Denise Smith, Justis Tuia, Jason Turk, Vid Vidyasagara, and Mike Wilson. Caitlin Kern and Callie Templeton were in attendance representing the Alumni Relations Office. Doug Zahnd from the Arizona Alumni Chapter later joined the meeting.

The meeting began with University President Troy Paino giving the update from Jefferson City. He said there was an increase in appropriation (a little more than five percent) but an informal deal was made not to raise in-state tuition. Out-of-state tuition was raised modestly, but overall enrollment remains stable. Truman is down \$4 million in base budget since 2008. President Paino said an area of concern for the University is recruiting students from urban areas.

President Paino announced the ten-year plan for renovating residence halls has been completed. Nearly \$100 million has been invested in residence halls in the past decade. Truman's new branding campaign and redesign is nearly complete but we're still working out the kinks in some areas. The website has been shifted to an external audience, focusing on prospective students and their families.

Truman athletics is entering its second year in the GLVC, with the first year being considered a major success. In the next few years, the University is hoping to renovate Stokes Stadium – specifically the track and press box. He hopes to add a pool to the Student Rec Center. There will also be some focus on Patterson Street to make it more attractive and safer for students, faculty and staff.

Before heading up to the Foundation Board meeting, President Paino introduced the new Vice President for Academic Affairs Dr. Sue Thomas. She briefly spoke about how she hopes to connect alumni to students. Dr. Thomas reported her goal for the Board of Governors meeting later in the day was to show the members what's behind Truman's rankings and accolades.

After President Paino and Dr. Thomas spoke, the Alumni Board of Directors continued on with the preset agenda. President Ellen McLain welcomed everyone and introductions were made. The agenda and minutes were both approved at 8:27 a.m.

Chapter Reports:

Dallas:

Natalie gave the Dallas Alumni Chapter report. Dallas went to the RoughRiders game, which seemed like a successful event. They want to try to host a tailgate if they do this event again as it was hard to mingle while sitting in the stands. They also learned that the RoughRiders play the Springfield Cardinals annually and would like to plan an event around that game in the future to bring in some Missouri ties. Their numbers have been growing and they plan to have more events in the future.

Iowa:

Jean gave the Iowa Alumni Chapter report. Iowa just had their big event of the year at the beginning of September with the Battle of the Bulldogs. Everyone thought it went very well and was a huge success. Alumni came from surrounding states; parents came from as far as Dallas. President Paino and Mrs. Paino also attended. Besides the Battle of the Bulldogs, Iowa has been doing monthly events that have each been successful. They were at 116 percent of their membership goal (as of Oct. 10). Their next event is on November 1 at the World Food Prize Building. They've coordinated with several Truman alumni and Dr. Seipel who are all from the agriculture department. They will be there to lead discussion and answer questions during the tour.

NEMO:

Don gave the NEMO Alumni Chapter report. NEMO was proud to announce they met their membership goal by Homecoming, even after stretching it from the previous year. Their most recent event was at a Truman football game and it benefited the local animal shelter. They reworked the volleyball event from the previous year to make it go more smoothly. Don spoke about what makes the NEMO Chapter a little different than the others since they get to be so actively involved with the University and students. The chapter feels that since they have the ability, they should highlight some of the athletic teams or student programs and they do this through their events. One of the chapter's goals is to cut back on the no-show RSVPs for events. A lot of food was wasted at the Student Send-Off since people RSVP'd but didn't show up. For their next event (NEMO Annual Fall Banquet), Don plans on emailing everyone that has RSVP'd and reminding them of the event, asking them to reply if they can no longer attend.

Arizona:

Vid gave the Arizona Alumni Chapter report. Arizona is still running their chapter like a business in the way that they try to achieve membership goal. They are aiming to complete membership earlier in the year. They created their own newsletter and mailed it out around Homecoming. The newsletter advertised the 2-for-1 membership pricing which will hopefully give them a head start on next year's membership goal. Another goal the chapter had was to be less Phoenix-centered. The chapter started off the year with events when Mike Wilson of the Kansas City Alumni Chapter ran the Rock and Roll Marathon and the chapter had Ronzas after to celebrate. They also hosted their annual banquet during Kirksville Days in Arizona, which was a big success. The chapter took a road trip to Tucson and Flagstaff to help achieve their goal of branching out to other parts of the state. Vid announced this will be his final year as the Arizona Alumni Chapter president, but the chapter has done well in succession planning.

St. Louis:

Jason gave the St. Louis Alumni Chapter report. St. Louis accomplished their membership goal for the first time in a few years. Since April, they've had several events that were successful. They hosted a walking

tour of the South City Brewing complexes led by a Truman alumnus who specializes in architecture. The chapter is going to try to do more cultural events since those seem to be working well for their area. St. Louis also hosted their annual Cardinals vs. Cubs baseball game. Their Student Send-Off has had more than 600 people in attendance, but they will need to find a new venue for next year. They were able to award three \$1,000 scholarships. Senator Sifton came and spoke to the students; there was also a panel of current students that took questions and responded to the crowd. Lisa Buckley took the lead for their volunteer event at Stray Rescue. Volunteers walked and played with the animals for a few hours. The weekend before Homecoming, the chapter hosted a tailgate for the Truman vs. McKendree football game. About 50 people purchased game tickets through the chapter, but even more showed up to the tailgate.

Colorado:

Denise gave the Colorado Alumni Chapter report as Pamela Popp was unable to attend the meeting. Colorado has a completely new officer board. The chapter has had a few events this year, but all of them have been pretty successful. They started the year with a barbecue in a park in Denver. They had a few people stop by that were Truman alumni but didn't get the email invitation. They also hosted a happy hour prior to a Rockies vs. Cards baseball game. Most recently, they toured the Denver Zoo. Each of their events has been well received and the chapter is doing an excellent job working autonomously.

Chicago:

Denise also gave the Chicago Alumni Chapter report as Sarah was unable to attend the meeting. Chicago is now under new leadership having recently named Mary Weingartner as president. They've had a few events this year including one that was coordinated with Admissions at a Kane County Cougars game. Unfortunately, the game was rained out. While the chapter has a full officer list, they need to find more volunteers.

Mid-Missouri:

Ellen gave the Mid-Missouri Alumni Chapter report. They've had several events throughout the year. Their most successful has been the Student Send-Off. Ellen said they usually hover at about 80 or 90 guests, but had around 150 this time. The chapter is now working on succession planning for next year. Kati Abbott will take over as chapter president and Tim Scherrer will become vice president.

Mid-Atlantic:

Justis gave the Mid-Atlantic Alumni Chapter report. They are sitting at 80 percent of goal (as of 10/10/14). They've contributed approximately \$1,000 to the scholarship fund. Last year, the chapter reached the endowment level so they've been able to give out scholarships. Kristin Marshall was accepted to law school so she is stepping down from the executive board. Danny Hague, a recent grad, will take her place. They've had several events so far this year, the most successful being their tour of the Smithsonian National Zoo. They also hosted an alumni panel dinner with the student interns.

Kansas City:

Hope gave the Kansas City Alumni Chapter report. Kansas City has reached their membership goal. They've had some trouble with leadership this past year; their president got a new job in California so Mike Wilson has stepped into that role for the remainder of the year. The chapter planned a two-part event that was well received. The first part was at the Martin City Brewing Company. Participants were given a tour of the brewery by the co-owner who is also an alumnus. For members that didn't want to

attend the brewery, they followed it up with a coffee/tea house event. The golf tournament had a good turnout again this year and helped contribute to the scholarship. The chapter hosted another Student Send-Off which was successful. They're thinking of trying to give out more than one scholarship annually. The Royals game sold out. They'd like to do this again next year with a tailgate since it was difficult to mingle with new members. Their next event is the annual Boulevard Brewery tour which is always a success. The chapter has had bad experiences with winter events since they always seem to get hit with bad weather; they're trying to stay away from those this year. Hope is also trying to coordinate a volunteer event on Martin Luther King Jr. Day.

Executive Committee:

President:

Ellen gave the president's report. Ellen announced that the National Alumni Board will need a new vice president. She also noted that if anyone knows of anyone that's interested in that position or getting involved in general to speak-up sometime in the near future. Denise, along with the rest of the Board, thanked Keith for all he has done as vice president. Denise also reminded the Board that since the bylaws have changed, a member does not need to be vice president to run for president.

Vice President:

Keith gave the vice president's report. He said the conference calls between presidents and treasurers have been going very well. He hopes they continue as he's very impressed with the level of dedication and involvement they've all shown.

Secretary:

Denise gave the Secretary's report. The Alumni Association is doing phenomenal when it comes to membership numbers. For the first time in many years, we've reached our national membership goal at Homecoming. Membership pricing is 2-for-1, effective immediately and will run through the end of 2015. Denise promoted the Volunteer of the Year Award and asked everyone to start thinking of nominees for next year. She went over the Homecoming honorees and gave a brief background on each. Denise showed samples of this year's alumni apparel, along with where and when to buy them.

Campaign Report:

Denise also gave the campaign report. We're entering our second year of the \$40 million campaign and we're currently sitting at 45.2 percent of our overall goal. The Office of Advancement hired a new staff person in St. Louis, Suzanne Barnes, a Truman alumna. She will be a great asset to the chapter there. The planetarium has been named and the ribbon cutting will take place Saturday, October 11, 2014.

Chapter Development Committee:

Jason gave the Chapter Development Committee report. He encouraged all Alumni Board representatives to relay information back to their respective boards. Vid and Donna have taken charge on the president's and treasurer's conference calls. He previewed the Alumni Leaders Conference for the afternoon. Todd Kuhns is speaking during the conference about social media and how the Alumni Association can benefit from it. He also reported that after looking at poll numbers, no one has really utilized the Alumni Resource Book and they will be looking for ways to update it.

Programs and Awards Committee:

Denise started the Programs and Awards Committee report by announcing the date of the next legislative reception on February 3, 2015. Ann continued by giving an update on the Alumni Travel Program. The Board originally wanted a river cruise through France, but those we're priced a lot higher than expected. The group will be going to France with Globus. The trip will not be during France's high season, so hopefully it won't be as crowded but they will still have nice weather. Caitlin reported on National Spirit Day. The last one was held Friday, October 3. We did some similar promotions as we did for the April National Spirit Day, however, since school did not start until a few weeks prior we didn't get as much student involvement. Student Senate helped staff a table in the SUB. While we received a few dozen more entries than last time, there were approximately 30-40 more original submissions. This means that more people were taking the time to send us their photos instead of us providing them with a photo booth and taking their photo for them.

Student Relations Committee:

Justis gave the Student Relations Committee report. They held mock interviews with the Career Center the day prior. Don reworked his schedule and Hope drove up early so the group could interview nine students. They plan to keep doing the mock interviews coming up in April since it's proven to be successful. The committee is now working on a project called 5-for-5 with the help of Todd Kuhns. These short videos will be on a wide variety of topics such as, financial tips, career advice, etc. The videos will consist of five questions in five minutes, which Todd will then post for students to use.

Old Business

Ellen discussed the Homecoming schedule for the weekend. She announced the need for more volunteers at the tailgate and explained the changes to events for 2014.

New Business

Ellen asked for questions regarding the new Chapter Honor Point structure. The revised point system included in the Board packets was approved at 10:31 a.m.

The Board adjourned for committee meetings at 10:45 a.m.

(Minutes prepared by Caitlin Kern and Denise Smith)