

# Truman State University

## Alumni Association Board of Directors

October 13, 2017 Meeting • Official Minutes



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The Truman State University Alumni Board of Directors met Friday, October 13, 2017, on the University campus in Kirksville, Mo. The meeting was called to order shortly after 8:30 a.m. by Alumni Board President Hope Harms.

The Alumni Board members attending the meeting were, Donna Bailey, Don Bindner, Tania Cook, Keith Epperson, Natalie Gerhart, Hope Harms, Carol Keller-Michaelis, Brett Combs, Brooks Miller, John Millemon, Pamela Popp (by phone), Denise Smith, Jason Turk and Justis Tuia. Also attending were Jordan Smith and Micah Krueger.

President Hope Harms welcomed everyone and introductions were made. The agenda and minutes were both approved.

### Chapter Reports:

Arizona Alumni Chapter – Jamie Matthews reported that the Arizona Chapter is looking for local partnerships and reaching out to all ages of alumni. The Chapter hosted a few successful events such as hikes, a trivia night, and a day in the mountains.

Chicago Alumni Chapter – Lizz Esfeld reported this year has been slower than normal. The Chapter had a few successful evening events in the Loop. They reported the Truman Connect event was the most successful event. The Chapter has difficulties splitting their attention to alumni in the suburbs and city. The Chapter reported to be at 81% of membership goal.

Colorado Alumni Chapter – The Colorado Alumni Chapter did not have anything to report.

CT-NJ-NY Alumni Club – The Club will has three core volunteers planning upcoming events in New York City in early 2018.

Dallas Alumni Chapter – John Millemon reported about the student send-off event at Grapevine winery which had about 20 people. The Chapter planned a Rangers game but it didn't work out. They plan on having multiple volunteer opportunities at Family Gateway throughout the year. Communication within the Chapter has been challenging.

Iowa Alumni Chapter – Jean Kaul reported the Chapter is working hard to create events with experiences unique to Truman. The Chapter wrote lots of handwritten notes for the June campaign

event, which had a good turnout of 30-40 people, held in downtown Des Moines. They would like to do more professionally-focused events but struggle with a diminishing base of alumni to draw from. The Chapter continues to have at least one event annually that brings in someone from campus. They hosted a historical walking tour in May that was well-received, toured Governor's mansion (through alum connection), annual Iowa Cubs game event was well-attended in August. The Student Send-Off had low attendance this year. The Chapter did wine tour for the second year, which is fun but demands a lot from the Chapter. The Chapter is looking for more core volunteers to join the Chapter board. Overall, the Chapter is doing well with social media and the Chapter wants more people at events.

Kansas City Alumni Chapter – Hope Harms reported the Chapter has focused a lot of attention to social media and publicizing events on the Facebook page. The Chapter uses Google alerts in attempt to discover alumni doing cool things to reach out and send them a note and hopefully connect them to the Chapter. They are excited for the big banquet this celebrating the 150<sup>th</sup>. The Chapter reported moderate success in their new grad event at the brewery with a gift for grads.

Mid-Atlantic Alumni Chapter – Justis Tuia reported organized a Nationals-Cardinals baseball event which drives membership based on pricing, a run at the capitol, palonza event in conjunction with Truman Football game on ESPN3, a July event with interns, and two service events. The Chapter plans to host individuals that visit the city as best as they can. The Chapter has transferred to a social media Facebook page to hopes of increasing online engagement. They want to try to pay two scholarships every year. The Chapter hasn't focused on "elevating the liberal arts and sciences" goals but hopes to moving forward.

Mid-Missouri Alumni Chapter - Tania Cook reported about a few successful events including a tour of the MU Botanical Garden, a tour of Warm Springs Ranch, a winery event in conjunction with the solar eclipse which attracted out-of-state alumni, in addition to the annual New Student Send-Off.

Northeast Missouri Alumni Chapter – Don Bindner and Donna Bailey reported of their successful events from the past year, one of which included the campus tour with Zac Burden. The Chapter hosted a meal for the volleyball team, their parents and alumni. The Chapter is continuing to improve communication through Facebook as well.

Omaha Alumni Club – Natalie Gerhart reported that the Omaha Club is still newly forming and they are focusing on spreading awareness about their club through personal contact and increasing activity on Facebook. The Club hosted two events such as the Country to the Core event and a social event. Club members also wrote personal letters to grads from Omaha.

Springfield Alumni Club – The Club hosted a golf tournament to support the Football program in June and a Student Send-Off in August that was well-attended by new and current students and parents.

St. Louis Alumni Chapter – Carol Keller and Jason Turk reported that the Chapter hosted some great social events such as the Cardinals game and tailgate (Cards game was poorly attended compared to previous years, possibly due to it being a weeknight game), new grad event at an ice cream shop, a bowling event, a walking tour (walking tour got postponed due to protests but will happen again and it's usually well attended), a Muny tour led by an alum garnered a lot of interest and a brewery tour (that could have been better attended). The Chapter hopes reached the new generation of Bulldogs at the Send-Off event in August grew with more than 600 in attendance. The Chapter is working to find an alum who is experience and willing to talk for an event focused on professionals (professionally-gearred events seem to be where the strongest interest is); they have an attorney who gets CEUs and that brings in recent grads who are law students. They hosted a cottage campaign event tied to educators. The Chapter is still looking for more help on the Chapter board. The Chapter reports to be doing well with Facebook but their membership are down by 10 or 15% this year.

Wichita Alumni Club – Ann Patterson reported the Club's desire to host an event for incoming freshmen but there were no freshmen to attend. They want to have an event in late fall and a lunch for current students in December. The Club has a goal to meet quarterly with an event.

Nominating Committee:

Hope - welcomed Jamie Matthews, AZ chapter rep, who was elected to the AB by email ballot in September; term began immediately. Meadow Heiman (resides in Indianapolis) joins the AB as At-Large rep, term began July 1; unable to attend meeting due to illness.

Jamie Matthews is the new Arizona Alumni Chapter Representative.

Meadow Heiman – At Large Representative

Executive Committee:

President Hope Harms announced that the Alumni Board will continue to move toward distributing Alumni Board packets and info digitally.

Vice-President Natalie Gerhart reported that Committee heads quarterly call looking for synergies across committees like Business card exchange. Resume Chapter heads call for leaders to problem solve and mentor. She will be working on revisions to Alumni Board Manual to provide clarity and direction.

Secretary Denise Smith announced that they are looking for social media ambassadors to help with annual fund initiatives. Denise talked about the financial reporting guidelines and a copy is given to the President and Treasurer. The Alumni Association is now a 501(c)(3), which is cleaner for accounting, and the balance needs to stay below \$5000. The Advancement Office needs to facilitate purchases over \$1,000 and needs to look over contractual agreements.

#### Chapter Development Committee:

The committee is working on chapter maintenance with a heavy focus on the strategic plan. The committee is hoping for good discussion and for value-added initiatives in the upcoming year. The committee received feedback last year about the honor points and is currently updating the honor points structure for a document to be approved in April. The committee is making updates to the Resource Manual as well.

#### Programs and Awards Committee:

The committee reported about the Alumni Travel Program. The trip to Scotland was a success and the trip to Iceland is in the works. The Travel program wants to focus on strengthening connections. Promoted next trip to Iceland in summer 2018. The Committee reported that a third to half of our travelers are repeat participants and Truman's program is not a typical alumni travel program with a third of attendees under age 40. The Committee is planning for the next destination. The first TruCare initiative was a huge success, and the committee plans to continue the month of service in 2018. The committee will continue to support the National Truman Spirit Day.

#### Student Relations Committee:

The student relations committee is considering a seminar course and is excited about the possibility to get more involved with the TruStars initiative. The Committee wants to reach out to new University leader as they move forward. They are working through inherent challenge of connecting with students on campus when AB is spread throughout the country. Intent behind Business Card Exchange at ALC is to build inroads for collaboration. The Committee talked with the Career Center about mock interviews and reported the office is busy with staff changes but interested in this partnership.

#### Old Business:

The Strategic Plan was presented and progress is being made. The Chapter representatives play a critical role in spreading the word about the strategic plan to Chapters as they plan events for 2018. The afternoon's Alumni Leaders Conference will focus on strategic plan, and Advancement will try to make the Alumni Leaders Conference packet available digitally for those alumni leaders who couldn't attend.

Jon Best reported about the Foundation Board. The Board has a strong focus of efforts on the campaign and driving new flows into the endowment fund. There are strong returns on investments and can expect lower returns in the near future. The Campaign is about 90% at just over \$36 million. Jon thanked the Alumni Board for building strong relationships, which leads to strong donors.

New Business:

The Alumni Board sent out a communication preference document and returned to Hope Harms so Advancement, the Executive Committee, and committees had better understanding of how and when to communicate with everyone.

Hope asked the Alumni Board to consider participation and effectiveness of Board conference calls will be held between in-person meetings.

Keith Epperson will be leading a review of the Bylaws to ensure they still hold now that the Alumni Association has attained its nonprofit status. Jean, Brooks, Lizz have already committed to assisting on the review committee; open invitation if other AB would like to participate.

Jason Turk reported information about the VPUA search. The search committee formed under President Paino and after the change in University Leadership (Pres and Provost) the committee reconvened. There are six semi-finalists; 3 finalists invited to campus and interviewed by panel of AB reps, FB reps, and University reps – 2 interviews have taken place with one more to come next week. Ultimately decision sits with Pres Thomas.

The Alumni Board agreed that it was an appropriate use of Chapter funds to purchase a brick or paver for the Sesquicentennial Plaza. The NEMO Alumni Chapter has purchased seats in Planetarium with Chapter funds.

The Alumni Board chose to again have 2018 retreat in Kirksville in conjunction with the April business meeting weekend.

Denise Smith reviewed the activities for the rest of the weekend, and announced the start time for the Foundation Reception and Banquet.

The next Alumni Board meeting is Saturday, April 14, 2018 in Kirksville.

*(Minutes prepared by Jordan Smith, Hope Harms, and Stacy Tucker-Potter)*

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