

**Truman State University**  
**Alumni Association Board of Directors**

Meeting Agenda for April 13, 2019; 8:30 a.m. - 3 p.m.



- I. Call to order and welcome – Hope calls meeting to order at 8:36 a.m.
- II. Introduction of attendees
- III. Approval of agenda – Phil moves to approve agenda and Don seconds; approved
- IV. Approval of minutes from October 2018 meeting – Justis moves and Bernee seconds; approved
- V. Approval of consents between October 2018 and April 2019 meetings – Stacy sent out electronic ballot to move Colorado chapter from chapter to a club; Don motions and Jamie seconds; approved
- VI. Chapter and Club reports (each Chapter/Club representative)
  - A. Arizona (Jamie) – Talked about scaling back on events but there were a lot of fan favorites so still doing a lot of events; Bird Watching in January, Brunch in early February (best attended with 40 people, great event), 3 TruCare events (2 in Sri Lanka and 1 at the Ronald McDonald House – big impact event), Indoor Skydiving last week; all Phoenix based now but looking at other locations; upcoming events – Brewery tour, football game; pulse of the chapter is to reach out to new members and keep increasing attendance; people want to recruit students from Arizona and help with admissions from Arizona
  - B. Dallas (John) – Interesting space; John doesn't want to be on leadership but is willing to be supportive; wants to get people together because there's success when that happens; last event was the wine tasting; conversations about Dallas in the future....
  - C. Iowa (Jean) – It's been a busy year and they still have been planning so many events because they all have ones they like; January was a letter-writing event to potential students (6 people came together for lunch and wrote letters), February did Trivia Event and was really popular; March did TruCare event; April will be palonza and game event; Tulip event in April as well; Cemetery tour and beer in May; events in the summer; Bulldogs vs. Bulldogs game this September and that will be a huge event this year and have already started planning that; communication is great (likes the update emails and receiving

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information that way); need some succession planning coming up; number of students dropping from Iowa

- D. Kansas City (Hope) – Creeping into the concept of scaling back and actually implementing that (winter helps scales back); Service event and social event at the end of the year in the fall (informal and was small, but some new younger alumni there so focused on recruitment aspect); February – event with Communication department (connected with students, communication alumni invited, etc.; business cards passed and a lot of people were there and it was a great event); TruCare event in March (Harvesters has meant a lot to them); Executive board is looking to step down so the focus is on recruitment and finding new alumni; in a good spot now but want to keep that going
- E. Mid-Atlantic (Justis) – relatively quiet at the end of the year; January had Temple Lights event on New Years Day that had low attendance; February had social event to focus on recruitment (there were young alumni there); March had TruCare event at the DC Food Kitchen (had trouble with RSVPs in that more people showed up than the spots available but organization was able to accommodate); upcoming events – Picnic on the National Mall; Royals are coming to play the Nationals so going to do an event with that; Intern event this summer that will be organized when Stacy comes to town; started doing hand-written thank you's for people that joined the chapter; dropped membership a lot last year; used to subsidize events a lot and now can't do that as much because of the low membership numbers so there's been issues in that regard; started bi-monthly conference calls which has been great for planning events and sending events to Advancement Office; chapter leadership is worried because numbers are dropping and engagement seems to decrease (used to be a large donation area in terms of donations) so chapter is worried
- F. Mid-Missouri – fixing phone so will come back so Tania can do it later; connected with local students by sending out care packages to students during finals week; sent out letters to admitted students as well; Axe Throwing event; TruCare event was cancelled due to low attendance; going to have a tour in the upcoming

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future; couldn't do capital event this year and that was something that they always rely on this year as a big event with a lot of connections

- G. Northeast Missouri (Don) – Annual banquet happened in the fall after taking a year off from the previous banquet and the banquet was right before the Lyceum event so it helped drive attendance there; Big problem with no-shows in the NEMO area so Don makes an effort to send email from the President to remind people that they sent an RSVP; had almost 100% attendance at this event because of sending the reminder email from Don; Basketball event in January; TruCare event was packing buddy packs; Longest Drive Tournament is coming up this spring and will be a fundraising event for the scholarship
- H. Omaha (Natalie) – Nobody RSVP's for events and people just show up; TruCare event at Habitat for Humanity because an alumni works there (9 people came); the area responds well to social media but not email communications; a lot of people want to plan events because they see other chapter areas (like Iowa) and want to do events like that; Have people that want to do things but communicating with them is a problem
- I. St. Louis (Carol & Phil) – Want to focus on making unique events because there's so many options in the St. Louis area; Executive board in St. Louis has had a big problems because there are members that are stepping down and they are trying to find replacements; Stacy is working on a strategic way to find people and get people in the area more engaged; November event at Brewery and had a lot of younger alumni at that event and had educational element with tour of the venue (new leader recruited at this event who will be the new secretary); Started having an event every month; Admitted Student event in January; Reception event with Advancement Office in conjunction with the Foundation Board retreat; TruCare event in March with Open Door Sanctuary (Director of Development is a Truman alumna) and connected with new bulldogs in a new experience (11 RSVP's); Words on Wood event in April and supports the elevating the arts and sciences aspect and will provide appetizers (social gathering); May 16 there will be a business reception in St. Louis so want to join

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in on there; May event will be a downtown architectural walking tour; Cardinals vs. Cubs event planned for a Sunday this year; going to have a bulldog brunch, Send-Off, St. Louis Pride event as well in the upcoming future

J. Wichita (Lori) – TruCare volunteer event and they sent out packages to students; Want to plan 3 events for the year (spring, summer and fall)

K. Discussion about Chapters/Clubs

- i. Bernee – gave thoughts about being an At-Large alumni and it's about making your own connections; she believes in the idea of connecting people with what is important to them
- ii. Phil – suggested to have a way for people to opt-in for finding information for certain areas
- iii. Keith – how do you get people to feel more comfortable and engaged without a cold call? Those people that aren't sitting around the room?
- iv. Keith – “connect with a bulldog challenge” where you reach out to a new alumni (phone, text, social media, etc.); maybe tag onto Spirit Days
- v. Jamie – “Like” other alumni chapter Facebook pages; small ways to do things that they are talking about
- vi. Phil – want to connect with current students more by things like a personal touch (ex: sending a finals care package)
- vii. Brett – right after graduation, getting in touch with a club is helpful in being a resource but not necessarily asking for money; more of using it as a networking opportunity
- viii. Phil – we use the default language as “chapter” but maybe it's more “community” or “connection”

L. Strategic Plan progress - October 2018 to April 2019

M. Outlook for fiscal year 2020

VII. At Large report

VIII. Student report (Combs) – Update different than last year because of governor change; Dobson closed; lower enrollment; wants to make his report introspective; showing students there's an alumni presence on campus before they graduate is so

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- important because people don't know about it (need to have community here before having community elsewhere); as an new alumni you are looking forward so it's important to reinvigorate them in their new communities; important to share about what current Truman students are doing but not a lot of people know about them; a lot of anxiety about Truman and the opportunity to grow, but there's a lot of changes and will be a lot of adaptations and it's important for alumni to be involved in the conversation
- A. Natalie says -- There's a lot of alumni that want to talk to students but not a lot of students want to talk to alumni, so what do you do? Brett says that shifting conversation from alumni board reaching out to just sharing about alumni and the cool things people are doing; junior and senior year is important for networking opportunities; using a different word instead of alumni board; maybe useful to use affinity group lens (greek life has it built into the structure)
  - B. Bernee says there should be rebranding who we are
  - C. Adam says it would be helpful to have list of alumni at other Universities so there's a connection to that University
- IX. Foundation Board report (Jim Cherrington & Charles Hunsaker)
- A. Jim is going to be the new representative to the board for the next two years
  - B. Finalized a memorandum of understanding between the Foundation board and the University; there wasn't a formal document until this morning
  - C. Approved budget; 55 million dollars in Endowment fund; donations are down a little bit but we also just finished a campaign (he thinks it's a trend and shouldn't be worried)
    - i. New fund "Advancement Fund" will start in 2020 – new annual fee structure for donations so there will be administrative fee to help the Advancement Office
    - ii. Alumni section in the budget – increase of receptions budget for \$11,000; most of it will be used to support events in other non-chapter areas
- X. Committee reports
- A. Nominating Committee (Harms)

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- i. Status updates
    - Chicago – Lizz is moving to Oregon so she is resigning; struggling to find someone to fill that position
    - Dallas – John is also stepping down; struggling to find someone to fill that position
    - Mid-Atlantic – Justis is finishing his 3<sup>rd</sup> and final term; position remains open; potentially have Bernee fill that role
    - St. Louis – Carol is finishing up her term; interest person to potentially fill that position but need to find replacement for the chapter board first
  - ii. Nominees for election
    - Northeast Missouri – Susan Scheurer
      - a. Don nominates Susan to join the board, Bernee seconds, motion passes
    - At Large – Hillary Shoun Prendergast
      - a. Phil nominates Hillary to join the board, Carol seconds, motion passes
    - Student – Adam Childers-Arnold
      - a. Carol nominates Adam to join the board, Justis seconds, motion passes
  - iii. Nominees for re-election
    - Mid-Missouri Chapter – Tania Cook, third term
    - At Large – Meadow Heiman, second term
    - Arizona Chapter – Jamie Matthews, second term
    - Phil moves to accept all 3 for re-election as a slate, Bernee seconds, motion carries
  - iv. Nominees for Executive Committee
    - President – Natalie Gerhart
      - a. Bernee nominates Natalie for the President, nobody seconds, motion passes

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- Vice President
    - a. Jamie self nominates Jamie for Vice President, Bernee moves to approve her nomination, Don seconds, vote passes
  - B. Executive Committee reports
    - i. President (Harms) - working on brining documentation, procedure, and practice into being a 501c3; revisiting the bylaws and making financial practices; making positive impact to shape the success of alumni association moving forward; thanks board for a vocal and flexible board in her time as President; wants the alumni association and alumni board to have more awareness for graduating students
    - ii. Vice President (Gerhart) – keep the committees focused and moving so there’s been a lot of activity in the committees moving forward; there’s been a lot of conference calls so hoping the time in-person will create strong footing moving forward; open to suggestions about committee time and the potential synergies and goals moving forward; making sure things are realistically paced
    - iii. Secretary (Tucker-Potter) – in terms of memberships, seen growth in distance chapter areas (IOW, MMO, ARI, DAL, CHI) but down in key areas (STL, KAN, MAT, NMO); part of the problem is communication lag between Advancement Office and chapter Treasurer (she encourages treasurers to keep timeline in mind); trying to find a way to streamline this process to make this efficient to improve this problem; 12-month membership cycle will help the lag because time doesn’t get cut off; can ask office if you’re unsure if you’re a membership; as alumni board members, you should be making a donation this fiscal year; open to ways to streamline the process because there are breakdowns both ways
    - iv. Past President (Epperson) – shared the TruCare update and membership changes with the Foundation board; Foundation Board seemed happy the board was changing focus of the chapters and structures

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- v. Don moves to recess for lunch and reconvene at 1 p.m., John seconds, motion passes
- C. Chapter and Club Development (Kaul) – Revitalizing the Alumni Leaders Conference (potential with affinity groups, track experience with two different groups); ask people what they need so we can share what they want; University update feeling more real and here are the big points about what going on; need to know what the ask is from the University to know what to do; maybe incorporating StrengthsQuest or meet-and-greet ; changing communication and outreach for the event to utilize someone with a direct relationship with the group to get people there; the agenda for the conference is now updated so the next conference call will be focused on the specific bullet points ; cross collaboration to invite current students that serve as alumni representative; chapter of the future – importance of communities , how do we support those communities? Is it a 3-pronged approach that still includes geographical locations and affinity groups and at-large community? Are there groups that could apply to receive grant funding for their programming? Idea that if there was something to include that would be more worth it for people to purchase (think there's need to be something more than just address and grad year); wants to share minutes so other people can view what is going on
- D. Programs and Awards (Keller-Michaelis) – develop criteria for volunteer of the year and other awards like chapter of the year (aligns better with strategic plan and ask nominators to identify the nominee meets criteria) and involves scoring measure and new selection process (student rep, advancement office, and most recent winner); potential names of Denise Smith Volunteer of the Year and Bulldog Forever Chapter of the Year; created timeline for selection and nomination process; potential to making a blind selection process (need to put all of the information out there so no name is attached); increasing awareness of Alumni Association (used TruCare program to do this); TruCare – needing to really get on the bandwagon to plan their events (needed to have a lot of follow-up); a lot of companies want to affiliate with Truman for discounts and such (the



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committee created guidelines for what would qualify as affiliating); sponsorship criteria to see if it's even worth our while (reviewed what other institutions do and what we need like a return for them and peer review and how it fits with strategic plan); will have all of these things ready for voting during next meeting; Truman Alumni Travel Program – way to stay in touch with alumni, benefit of monetary contributions from people that go on the trip, need to have the next trip planned before this trip happens; probably going to make survey in the future to get information from people who have gone on trips; need to appeal to younger alumni with travel program; maybe incorporating faculty into travel program; bring alumni association to people where they are at (Truman Review can include promotions and can send condolences), identify ways people are connected to the University whenever someone is recognized (ask people how they stay connected), let's get helpful information from what we send to alumni; play a different role in Homecoming where alumni leaders could help support and connect with people that come back (an extra alumni reception during Homecoming?)

- E. Student and University Relations– Don Bindner reported that the biggest thing they have worked on recently is an event featuring Meadow, who is a geneticist. There is a lot of interest. Students want to be able to make connections and knowledge of how to apply for jobs in their field.
- XI. Old Business
- A. Colorado Chapter dissolution and Club transition (Harms) – First time having to do something like this and the idea of transitioning from chapter to club; anything in treasury after the event will go to scholarship fund
  - B. Bylaws Revision (Epperson/Harms) – built a lot of these recent experiences into bylaws; if there is money attached and a treasury, there has to be specific guidelines and procedures put into place; trying to build in more flexibility; have to do this to be compliant with a 501c3 because we are 3 years out of compliance; still in review by people from the University; will be coming before July for a vote

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- C. Membership changes – how are we going to track membership numbers based on changes in the membership timeline; will need to adjust how chapters have recordkeeping for membership; social media task force should be discussed; try to think on a chapter level in that area of what will drive membership
  - XII. New Business
  - XIII. Recess for lunch
  - XIV. Committee work time after lunch
  - XV. Resolutions of Appreciation
    - A. Appreciation to Justis, Carol, Don, Lizz, Keith and Brett
  - XVI. Next meeting – October 19, 2019
  - XVII. Adjourn – Don motions, Bernee seconds, passes