

The Truman National Alumni Board met in via Zoom on April 4, 2020. President Natalie Gerhart called the meeting to order at 9:35 am and began with introductions.

Members in attendance were: Phillip Campbell, Tania Cook, Natalie Gerhart, Hope Harms, Lori Hart, Meadow Heiman, Jean Kaul-Brown, Zach Lepperd, Bernee Long, Jamie Matthews, Hillary Prendergast, John Nash, Susan Scheurer and tacy Tucker-Potter

Guests in attendance:, Mahlon Barker, Joshna Karki, Alison Mayer, Nick Ponche, Paige Shultheiss and Mandi Wiser

Phillip motioned to approve the agenda and Hope seconded. Motion passed.

Berneer motioned to approve the minutes from October, Zach seconded. Motion passed.

Chapter Reports

All reports were submitted to google drive. Natalie gave brief information off each report. As everyone knows, upcoming events across the board have been cancelled.

Arizona recently had brunch that went well.

Colorado has been trying to connect.

Indianapolis, Zach reported that Betas are planning 25th anniversary for the fall.

Iowa is looking into doing care packages for teachers since their teacher appreciation event was cancelled. Also seeing some success with younger alumni. Looking for someone to take over as president.

Kansas City has had several events since October. They are brainstorming virtual events. Thinking of doing parent send off in the fall instead of student send off.

Mid Atlantic was already planning to do zoom meetings before the current situation of distance meetings.

Mid Missouri (missed what she said)

Omaha got there tru care event in. They were planning a baseball game which is now not happening.

Kansas, Ann Patterson hosted an event, they are hoping to connect with more people

St Louis has insights for everyone in their reports. Lots of charts and graphs. They surveyed their population and saw that most of their constituents are looking for social events more than anything and that they are willing to travel across the metro area to attend events.

NEMO- John reported a recent event promoting the new logo. Susan said the reaction they got from local businesses was stunning. They were very pleased. They also reported on their watch party and a Valentine's Day swing social. They are looking to involve more young alumni.

Student update: Adam was not on the meeting, so the student up for confirmation as the student representative, Joshna Karki, presented. Most of students on campus are moving out. Student

government is shifting elections to online. Diversity week and others events are cancelled with efforts to move them online to keep students engaged. International students are fighting this disease away from home which makes it even harder on them which is why the meet the need email that went out was so important. Will be sending out thank you letters to alumni that supported the email of the emergency meet the need for students.

Phillip asked if chapter funds can be used to make a donation and Stacy said this is permissible based on the fact that chapters support other foundation funds with dues money.

Hope asked Joshnna to share more based on her personal experience. Joshnna said she has been very blessed. She is staying with a friend and her family that is taking good care of her. She is learning to embrace the change and take this as a learning experience. There are a lot of international students on campus that are having a very hard time but the university has been helpful and resourceful with meeting their needs.

Foundation report:

The market is having a dramatic negative impact on Truman's endowment which affects Advancement funding. We are also getting hit with budget cuts on the state side. A big priority of the office is to update data infrastructure. Even with budget concerns, our goal is to try to continue to keep our sights on those improvements. We are looking for ways to redirect funds that would have been spent on events on other engagement strategies.

Natalie highlighted that we had a consultant come in about Annual Fund and Alumni Relations. His report should be coming out soon.

Natalie also addressed the directory project and invited continued feedback. Stacy shared that data collection should be done. Communication with the company has not been ideal, and there have been a lot of frustrations based on PCI's technology. Hope says the Kansas City chapter remains hopeful that the directory will improve our access to data that can be used in the chapters to connect with alumni and give back to them and hope to reengage them.

Committee Reports

In October, the Board of Governors approved Alumni Association bylaw changes. One new element of the bylaws addresses chapters not in good standing. Each chapter has to have a full slate of officers. Dallas and Chicago have not have a representative on this board for a year. We do still have alumni in those areas that are active but they can't get leadership. Hope went into details about the bylaws and what the board learned from the process of transitioning the Colorado chapter. If groups do not meet basic criteria for 2 years in a row, then they go into a dissolving process. Discussion commenced about when the clock starts in light of the fact the bylaws went into effect in October of 2019. Phillip suggested that they wait to vote until October of this year. One chapter, Chicago, has a bank account balance above the threshold of \$5,000. The group discussed the need to move their funds.

Nominating committee:

The committee is presenting three new nominees to the board.

Mahlon Barker – Iowa. Mahlon is a 1984 graduate of the university. His brothers and sisters all attended Truman as well. Has always been engaged in educational process. What he thinks he can bring to the board is a sense of perspective and a big picture look to things and doesn't get lost in the weeds. Planning is a strength of his, and he wants to see Truman move forward and keep engaging. His wife Sandy is also a graduate, and one of their sons is as well.

Alison Mayer – Kansas City Alison is a 2005 graduate. She went to graduate school in Florida where she wasn't engaged as an alum. She reconnected through her sorority. She got involved when she returned to the Kansas City Chapter where she has been involved for the past five years. She is a go-getter. She also has lived in different parts of the US and has gone from not being involved to being involved.

Joshna Karki – student representative Joshna knows the value of building relationship and how alumni can be a resource for students' future. She really wants to build relationships and have other students see alumni as a resource.

With the nomination coming from committee, it doesn't need a motion or a second. Nominations were brought individually for each candidate via Zoom poll. All passed unanimously.

Nominees for reelections:

Lori Hart 2nd term. John Nash 2nd term. Natalie Gerhart 3rd term.

Meadow motioned to approve as a slate and Zach seconded. The vote was conducted via Zoom poll and passed unanimously.

Executive Committee Reports

President's Report – Natalie indicated reports were submitted in writing and provided a summary.

Membership in the association changed with the update to the bylaws. People used to be automatically a member upon graduation. Now, membership is available to all chapter members, and there is also an opt in option. We have been working on developing virtual events and looking at a chapter at large concept. We are currently working on a virtual book club. The first book will be *The Weight of Blood* by a Truman alumna. Working on setting up scholarship ideas since libraries are closed.

Vice President's Report - Jamie Matthews

Spending the majority of her time finding connection points across communities.

Secretary's Report – Stacy Tucker-Potter

Challenges around membership – both tracking in the office and promoting. Reporting on the office side should improve, which will allow for better promotion from the central office. Each chapter should look at their values proposition in an effort to promote membership in their individual areas.

Past President's Report – Hope Harms

We have only one and a half more years in the current strategic plan. We are coming off of TruCare month.

More information is given in written reports.

No Old Business

New business:

Natalie covered slides on communication that would have been part of the retreat. Much of the information was taken from responses to the pre-meeting survey.

Communications is a weakness. This covers communication between the board alumni, between chapters and members, between University as a whole and alumni as a whole, and between members and the board.

The Alumni Association actually covers people that aren't necessarily Truman graduate since chapter members are members. Members have representation to the Alumni Board.

Who do we communicate with? : Committees, local boards, members, Advancement Office, national board, lots of communication that needs to happen that is complicated.

What should we be communicating? : Programs that we are putting on locally and nationally, assistance that we can offer. We need consistent messaging

What is our (the board's) purpose? : Connecting with students; being the voice of alumni; supporting the university, being a spark for alumni; encouraging action of other alumni; supporting chapters.

What do we need to achieve our purpose? : Information, resources, skills; new ideas; resources, like the directory, communication; tools for local chapters; stable advancement staff; time; leadership; teamwork skills

What are our strengths? : Enthusiasm; organization; unique perspective; strategic mindset; fundraising; leadership.

Gallup Strengths: Core strength areas were Executing, Strategic thinking. Relationship building was third, but we have members with top five strengths in all sub categories. Weakest was influencing. We need more influencing type of skills. Specifically activator, command, completion, significance. Bernee shared that this is the least common area for people to have strengths.

Why are we here? : Give back; thankful for the opportunities; nostalgic; formative experience; care about the future; want to see Truman do well; networking; connect with current network and meet others.

Benefits of engaging with the alumni association: professional development; networking; Chapter involvement; connection to Truman by speakers, events, etc; opportunity to give back; impact on university future and specifically ability to impact current students; nostalgia.

Current Communications: how are conveying our purpose and values to people we are trying to engage with. Is it different at different levels in the organization?

Current communications: Landing page of alumni and donors. There is a lot, but does it really speak to the opportunity of individual need? Where can the message be tightened on the website. What value proposition are we making?

Our Strategic Plan: Are these strategies still right? What metrics make sense? Need to determine where we are now and where we want to go. This is a chance to take inventory.

Committee Roles and Communication

Chapter and Club Development—provides resources and guidance to chapter and clubs to help them grow and engage with alumni, the board and university. Key responsibilities: BFF programming, Google Drive resources, presidents call, chapter/club outreach,

Jean- focus as a committee has been trying to be regular in engagement with quarterly president calls. The BFF is an ongoing priority. How do we make homecoming a virtual event if we aren't able to be together? They have been talking about how to improve communication expectations of each other and have checklist of expectations to outline clear expectations. Trying to meet monthly as a team. Will be looking for who on the committee wants to jump in and lead the group.

Student and university relations

Connects alumni with current students and the university through mentorship and activities, Key responsibilities: mentorship, podcasts, supporting the career center, relating to student homecoming. Make sure we know what students needs are so we know how to fulfill them. Looking at mentorship with career center. Unlimited roads we can go down that rely on partnerships on campus.

Programs and awards

Working to prioritize and focus on activities that bring the greatest return. COVID has increased the need to be mindful of our purpose and activities. More information included in their written report.

Individual Call to action: Communicating, individually, chapters, friends, professionals, committees. Virtual engagement.

Moving Forward

Try to utilize our social media channels. We will try to offer virtual events. Be respectful and strike the right balance. Share content to your personal networks.

Future retreat

Was hoping to have summer retreat but that may not happen so it may have to be a virtual retreat. We will be in touch moving forward.

Jean challenged to everyone to report out what we discussed in today's meetings to our chapters and clubs and groups and personal networks.

Resolutions of Appreciation for Outgoing members

Presented to Adam Childers-Arnold and Jean Kaul-Brown.

Next meeting is scheduled for October 23, 2020 during Homecoming.

Berneer motioned to adjourn, Meadow seconded. Motion carried, and the meeting ended at 12:45.