

# Truman State University

## Alumni Association Board of Directors

Meeting Minutes for April 10, 2021



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Truman's National Alumni Board held its spring business meeting via Zoom on Saturday, April 10, 2021.

At 8:05 President Natalie Gerhart called the meeting to order. Vice President Jamie Matthews kicked off the meeting with introductions. In attendance were: Natalie Gerhart, Joyce Gentry, Susan Scheurer, Phillip Campbell, Lisa Marty, Zach Lepperd, Tania Took, Jamie Matthews, Alison Mayer, Lori Hart, Hope Harms, Hillary Prendergast, Joshna Karki and Bernee Long. Also in attendance were members of the Advancement staff Stacy Tucker-Potter and Mandi Wiser.

Phil motioned to approve the agenda, Mahlon seconded. Motion passed.

Phill motioned to approve the minutes. Zach seconded. Motion passed.

Chapter and club reports have been submitted mostly online. In the past year, we haven't been encouraging much in the way of planning and promoting events.

Stacy shared that Kansas City is starting back up with programming by hosting choose your brew social hours throughout Kansas City with different board members hosting. They are also hosting a communication panel event with Kathy Nelson, Nathan Vickers and Angel McGee. It is a good example of how the alumni can help leverage their connections to bring in high profile people.

St. Louis recently hosted a virtual cocktail event with Chris LeBeau. The St. Louis Chapter has also been working on a communication plan and the ways they can communicate with their alumni moving forward.

Stacy reported that featuring an alum for an event like the mixology event is a good way to reach that particular alum's friend groups. Arizona is looking to host an event with Ben Rosario who started BigRiver Running in St. Louis but has moved to Arizona and is training distance runners. They are hoping to do a screening of an upcoming film and a Q&A with him.

Mahlon asked for the contact information for the person who did the St. Louis mixology event. Phil brought up that there might be some opportunities to share between chapters what events they are working on to make the most of these events.

Joshna student report vaccinations; international student requirements with COVID, student health center partnership with Complete Family Medicine, new international student advisor, Dr. Saint Rice, nursing grant, best value in colleges distinction. New masters degree Susan reported that they are moving desks back in over the summer in anticipation of new CDC regulations regarding distancing.

### **Committee Reports**

#### **Nominating Committee**

Candidates for Election:

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### At-Large:

Beverly Davis, 1970 from Minneapolis, MN, member of Delta Sigma Theta social sorority, was instrumental in planning the Black Alumni Reunion in 2018

### Mid-Missouri:

Joyce Gentry, Delta Zeta social sorority, nursing graduate

### Northeast Missouri:

Jeanne Harding - has worked at Truman for a long period of time in a variety of roles

Michelle Mollick been the treasurer the past 2 years. Always steps up and volunteers.

Coming from committee, the motion doesn't need a second. The slate of new members passed.

### Candidate for President

Jamie Matthews

Coming from committee, the motion doesn't need a second. Jamie was elected board president.

### President Thomas report

Budget at the federal level, through the end of March, we have spent around \$12 million in federal money. \$3.4 million went directly to students. As they have gone through different rounds of federal aid, the requirements of who was eligible to receive those funds changed. \$3.9 million went to room and board credits. \$2.7 million went to opening costs for things like cleaning, Plexiglas, staffing. \$2 million went to IT investments. The University is working to get reimbursed for everything they can and then use the rest of the money to strategically move the university forward. The IT investment in increased WiFi, new computers, amplifiers is a good example of expenses that save money in the future. In the second round, there is around \$3.4 million that can go to the institution but only if you have drawn down all of the aid that can go to students. This round of disbursements should help with lost revenue.

State money - governor budget which starts July 1 recommended flat core funding after all withholds he had done were replaced. The house recommendation continued to recommend flat core funding. There is a lot of federal money available through Jefferson City. There are two rounds of income tax now. COPHE is making a push at the senate level to get an increase in core funding. Our legislators are working to get full funding for Greenwood. A lot has been accomplished in terms of the exterior of Greenwood. The University has added a pre-music therapy program. The governor had a lot of GEAR money to distribute. He had a competition for proposals of how to spend that money. Universities could request up to \$1 million dollars. Truman put a million dollar proposal together for an online accounting program and expanding nursing. Much of the rating system for these proposals has to do with the number of Pell eligible students. The fall seems to be the bottom of our enrollment trough. Cancellations are down. We have been able to do in person visits in with 20 students enrolled for this fall.

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COVID - we have had testing on campus. It is more challenging because all of our sports teams are on campus and have requirements of testing. Michelle Boyd and athletic trainers have facilitated the testing while being trainers for all of our sports at the same time. Students were hired to do contract tracing. There was a vaccination clinic on campus on Wednesday. Mask mandates will remain in place the remainder of the semester with the hope to loosen some restrictions in the fall. There will be seven in-person commencement ceremonies, and students are allowed to have two guests.

Men's basketball made it to the elite 8 for the first time since 1999. They were one point away from the final four. Women's basketball advanced to the NCAA tournament.

Greek Week raised \$14,000 for RAIL - Rural Advocates for Independent Living

Foundation updates from Charles Hunsaker

The Advancement office has taken hard hits to our operating budget coming from the state going from around \$160,000 to \$30,000 with roughly half of that going to student workers. There has been a move toward areas that can be self-sustaining to do so. The Foundation implemented a fee structure so 5% of all gifts to non endowed funds goes to an admin fee, and a different fee is assessed on endowed funds. Private support is an important part of replacing shrinking state support. Advancement is in the process of acquiring new technologies to more effectively leverage our data and to expand our delivery. Truman Rising - an effort to increase fundraising capacity across the entire campus, involving deans and chairs in the fundraising and engagement process. Dr. Hughes is really big on training and professional development and has invested Foundation resources making sure our office and administrators across campus have training they need to connect with alumni and grant processes. A new Foundation Fund called Future Fund will help prepare for the next campaign. A ballpark guess of the next campaign goal is \$100 million, which is a big jump from our previous campaigns.

### **Nominating Committee Continued**

Three people identified interest in running for Vice President. All had the chance to submit ideas in writing in advance. Each was given the chance to speak individually to discuss their interest.

Phillip Campbell  
Lori Hart  
Zach Lepperd

The board discussed the candidates while they not present. Lori Hart was elected vice president

### **Executive committee report**

Chicago and Dallas are both in inactive status due to not having adequate volunteers as defined by the 501c3 requirements. We're interested in social media policy change. Many chapters are not able to engage as actively on social media as they would like. The University is looking at a change that would allow the university more flexibility to engage through the chapter channels. Mandi reported that the University is advocating moving from groups to making all of the

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chapters a sub-page of the central alumni page. This would make it easier for people to find the content. Mandi plans to work with admins for the current groups to see if this approach best fits them and to ensure there is understanding of what works best for each group. The group discussed social media strategies and the impact on our engagement. Natalie encouraged members to contact Mandi if they have any questions or feedback.

Vice President's report: no additions from her written report

Secretary's report: Giving day will be April 21-22 and feature campaigns in athletics, business, Truman Piano Lab, Truman Food Pantry, Buckner/Jannick-Buckner Research fund. Advancement also welcomes conversation with any chapter leaders about proposed changes to how we communicate with lapsed and nearly lapsed members.

Lisa motioned to adjourn, Mahlon seconded. Meeting ended at 12:40.

*(Minutes prepared by Stacy Tucker-Potter.)*

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Board President	Date	Board Secretary	Date