

# Truman State University

## National Alumni Association Board of Directors

October 12, 2018 Meeting • Official Minutes

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The Truman State University National Alumni Association Board of Directors met for a meeting on Friday, October 12, 2018, 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 Hope Harms, Natalie Gerhart, Keith Epperson, Meadow Heiman, John Millemon, John Nash, Bernee Long, Carol Michaelis-Keller, Brett Combs, Don Bindner, Justis Tuia, Lori Hart, Tania Cook, Jean Kaul, Jamie Matthews and Stacy Tucker-Potter. Also attending were Jordan Smith, Sue Thomas and Micah Krueger.

President Hope Harms welcomed everyone and introductions were made.

Agenda was approved.

Minutes were approved.

### **Chapter and Club Reports**

**Arizona Alumni Chapter:** Jamie Matthews reported that the Arizona Chapter is strengthening networks among different generations of Bulldogs. Jamie hosted her first event at the Biosphere. Working on an event for a Breast Cancer work in Tucson for a former Board member.

**Chicago Alumni Chapter:** Lizz Esfeld reported for the Chapter. Every event is well attended and there are new people that come. People are willing to come to events but the Chapter is having trouble figuring out the people to plan the events. Hosted a recent event at brewery owned by a Truman alumnus. In the future, an emphasis on coming up with ideas and redistributing the responsibility will be helpful. In a big place of transition right now as the Chapter president and vice president are both on the way out. Attendance at events is good though.

**Dallas Alumni Chapter:** John Millemon reported the Chapter had a wine tasting event in May. Student Send-Off planned for August was cancelled.

**Iowa Alumni Chapter:** Jean Kaul reported the Chapter focuses most on strengthening networks and cool events for Truman. They had a beer tasting up in Ames, Iowa with a big mixture of folks and drew in some more folks. Had a garden event over the summer. Trying to do some more

strengthening networks and events unique to Truman by doing Tulip bulb planting in the fall and then the Victorian Stroll.

**Kansas City Alumni Chapter:** Hope Harms reported the Chapter has had success with highlighting specific alumni within events. They want to pair a person with the event or initiative because that works well. The Chapter has had good social and professional events such as the entrepreneurial panel event. They hosted a planetarium event that was family-oriented, and over 70 people attended. Athletic events supporting the current Truman teams haven't been as successful in this area.

**Mid-Atlantic Alumni Chapter:** Justis Tuia reported that the Chapter had a full calendar for the summer, but a lot of events were cancelled because of the weather. The Chapter hosted an intern event and worked with current students. They had a baseball event and will be hosting a domestic violence conversation coming up in a few weeks with a local nonprofit.

**Mid-Missouri Alumni Chapter:** Tania Cook reported about Mid-Missouri Spirit Day Event, new alumni event, and other museum tours.

**Northeast Missouri Alumni Chapter:** Don Bindner reported that their honor points are down this year. Tried to support Sesquicentennial events where they could. They just had volleyball event with a dinner for team and their families. The Chapter has a few routine events that they repeat each year. A change to their event schedule was to move away from a golf tournament to a longest drive tournament. The event brought in a significant amount in donation without as much work as the traditional tournament.

**Omaha Alumni Club:** Natalie Gerhart reported that the Omaha Club is still in the strengthening networks zone. They had a Storm Chasers event that was very popular.

**St. Louis Alumni Chapter:** Phil Campbell and Carol Keller-Michaelis reported for the Chapter. The Chapter aims to have monthly event and consistency. In January, they had a networking event in conjunction with the Foundation Board being in St Louis. February's event was a chocolate tour with tasting. March was TruCare. In April, they hosted an Apollo 11 event at the Science Center. One particularly unique event was the Muny tour held in conjunction with the 100th anniversary celebration. St. Louis also hosts an architectural event of Souldard led by an alum. They cancelled the sporting event that was planned with the tailgate for this fall. Upcoming events include an opportunity to interact with students who have an exhibit in St. Louis as well as a brewery tour.

**Wichita Alumni Club:** Lori Hart reports on efforts to broaden the scope of the Club and rebrand it. They are working to identify alumni in the area and have developed a survey to send out to people to find their interests.

## **Committee Reports**

**Nominating Committee:** Hope Harms welcomed new members and reported there is an At-Large member position open. Hope encouraged people to be thinking about the officer positions and leadership of the Board.

**Executive Committee:** President Hope Harms thanked everyone for coming for Homecoming. Asked people what would make the banquet and coming back to Kirksville high-impact for everyone.

Vice President Natalie Gerhart reported about different ways that committees can be changed and how changes can be implemented. There is a lot of opportunity to do exciting work in the committees. A good example is the recent change to the Honor Point system. This project has been on the docket for years. Kudos to the committees working together to accomplish that change.

Secretary Stacy Tucker-Potter thanked everyone for their work. She gave a report about alumni membership numbers. She also reported about a potential change to membership structure in the future.

**Chapter Development Committee:** The biggest thing to report is the passage of the new structure of honor points. Moving forward, Chapters will need to align with the “Chapter of Good Standing” concept. Moving forward, there will also be a new process for awarding Chapter of the Year. Chapters will be able to nominate themselves or another Chapter. Chapter Development has also been working with Alumni Leaders Conference to get more people involved with the planning.

**Programs and Awards Committee:** The Committee reported about trying to find more strategic processes for nominations and awards. Additionally, the Committee is interested in expanding TruCare in the number of hours volunteered as well as improving the process for individuals not in Chapter areas. Justis will be reaching out to Chapters to encourage them to schedule their TruCare events. The upcoming travel trip is a Rhine River cruise. Book early to guarantee the best rate.

**Student Relations Committee:** The Committee wants to open opportunities for students to interact with alumni. John Millemon talked about a concept called circle of trust and how that could be implemented in mentoring students. John has been working with Career Center to implement this approach. The Committee is also working to create a calendar of sporting events so alumni groups can support athletic teams on the road.

### **Old Business**

**Colorado Alumni Chapter:** President Harms updated the Board about challenges in Colorado specifically related to recruiting volunteers. There is a pocket of engaged alumni in Colorado, but they are not interested in maintaining the official positions associated with a Chapter. They took an electronic vote of their members proposing the Chapter transition to a Club status. The membership voted in favor of the transition, and the action is before the Board for approval. Justis moved for Colorado to become a Club and Tania seconded. Discussion commenced about the purpose of being a Chapter as well, the effect on the makeup of the National Alumni Board and

what the transition to a Club would mean for the Chapter treasury. The Chapter can host a final event with the money in their treasury. After discussing, the motion passed.

**Bylaws:** Past President Keith Epperson explained the bylaws revision process. Changes are necessary in light of our nonprofit status. Members of the Board have been seeking legal insight from the University.

### **New Business**

**Chapter of the Year:** Now that Chapter of the Year won't be decided by Honor Points, the process of defining the Chapter of the Year will be a collaborative effort. The group discussed revamping and renaming the Chapter of the Year and the Bulldog Forever Volunteer of the Year award. The criteria should be left open to allow future groups to be honored.

**Chapter membership changes:** Stacy talked about Chapter membership period. Membership has historically been based on a calendar year. No matter when you joined, your membership would expire on December 31. She would like to transition to a 12-month membership cycle to be more responsive to individual preferences. This would require ending membership specials like 2 for 1 membership and half price membership.

**University update:** President Thomas gave an update on the University. There are cool projects underway with the graduate certificate in data science as well as a masters in mental health counseling. The masters in mental health counseling is one of the collaborative efforts with A.T. Still University. The T will be making investments in marketing in the near future. We currently do not have a marketing department. We will be hiring a marketing coordinator to centralize our marketing efforts. Additionally, we plan to work with an outside firm to define our marketing approach. One suggestion we have received so far deals with the cupola. This symbol has been central to our brand since the name change, but many schools utilize a similar branding approach. The initial suggestion has been to go develop a more distinctive brand element to stand out from the pack.

### **Next Meeting**

The next meeting will be April 13, 2019 in Kirksville. It will be preceded by a day-long Retreat on April 12, 2019.

The meeting adjourned at 12 p.m.

### **Results of electronic ballot measures between April 14, 2018 and October 11, 2018**

On October 3, 2018, the secretary of the Board sent an electronic ballot to all Alumni Board members with three voting issues:

One: We have a candidate to present for consideration for an open At-Large position. Her name is Bernée Long, and she is a 1981 graduate. As a student, she was a track and field athlete. She is a Gallup-Certified Strengths Coach.

Two: We need to confirm a 2nd term for Brett Combs, our student representative to the Board. Brett has been a great addition to the Board and will be lending his talents to co-emceeding the Homecoming Banquet with Keith Epperson.

Three: Chapter Development has finalized a proposed change to the Chapter Honor Points. The full revision can be viewed online here:

<https://docs.google.com/document/d/1LQEnjRJ45T4GLpIV5TnKvB6J3l-N8KUc1Y7RfC8fk8/edit>.

Many thanks to Jean, her committee and all of the volunteers who weighed in during the process of making these revisions.

Members cast electronic ballots, and all three passed.

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

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Board President	Date	Board Secretary	Date
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