

Truman State University

Alumni Association Board of Directors

Meeting Minutes for October 7, 2022



Truman's National Alumni Board held its fall business meeting in person and via Zoom on Friday, October 7, 2022. Joining via Zoom were Beverly Davis and Zach Lepperd.

Members attending in person were Jamie Matthews, Alison Mayer, Michelle Mollick, Ian Delinger, Natalie Gerhart, Lori Hart, Joshna Karki, Jeanne Harding, Joyce Gentry, Mahlon Barker, Dustin Carmack and Stacy Tucker-Potter. Also in attendance was Mandi Wiser, Alumni Relations Coordinator.

President Matthews called the meeting to order at 8:37 a.m. and began with an introduction.

Mahlon motioned to approve the agenda. Phil seconded. Motion carried.

Lori motioned to approve the minutes. Ian seconded. Motion carried.

Chapter reports are on the Google Drive. Chapters had the opportunity to expand on what they had submitted in advance.

Arizona's report is as submitted.

KC did a new event with the KC Women's Soccer.

NEMO assisted in installing purple flags throughout town. They are hosting their annual banquet, which has traditionally been a big draw for older alumni. Many events are campus based, but they are working to expand.

St. Louis' report stands as submitted.

California has been relatively dormant, but changes to the Facebook structure has reinvigorated conversations out there with plans for social hours.

Omaha stands as submitted.

Kansas City planning for TruCare for the Spring. The Little Library is finalized, and they are making a cheat sheet on how to replicate it in other areas.

Mid-Atlantic did a cathedral tour and brunch. Trying to get the Cardinals tradition going again. Had 3-4 interns that did dinner with the Chapter over the summer. If anyone knows students who are looking to intern in the DC area, there

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are a lot more paid positions than there used to be, including options for international students.

Mid-Missouri has a new president, Theresa Roark. They hosted a membership drive event in September. They are meeting at Dogmaster today for Spirit Day. They will do a membership drive event at Madisons in December and will take a trolley around town - it is a business owned by an alum. They have a January event planned as well as TruCare planning.

Iowa the report stands as submitted. The chapter is still working to transition leadership.

Zach's report stands as written.

Beverly doesn't have any updates.

Student Update Joshna included a report [online](#).

[Committee reports](#)

Nominating - still openings in Chicago and Dallas.

Executive Committee -

President's Report - David Clithero will be the Foundation Board representative to the Alumni Board. We have for many years had our past president as a liaison to the Foundation Board and wanted to reciprocate that relationship. With the Joint Board Retreat coming up, this seemed to be a good time. Please make a point to engage him.

Vice President's Report - Working to define roles and parameters if people want to start an alumni chapter or club, and she working to support the committees.

Secretary's report - Please see Stacy if you are interested in being on the focus group for the Alumni survey.

Past President - As the representative to the Foundation Board, she sits on the Development Committee that works on similar things to what we work on, such as leads to donors or people who are interested in connecting to Truman. David has decades of experience and has observed that the system we have is dated, and it is hard to maintain leadership. Questions have been raised about whether

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or not we need to revisit our 501c3 to address some of these challenges. New Orleans will be a good opportunity for us to engage more with the Foundation Board. We have the same mission of moving the University forward - we just go about it in different ways.

Committee Reports

Chapter & Club Development - Nothing to add other than to thank the committee for their hard work on the Bulldog Forever Forum. There will be some post work on checklists and follow up.

Programs & Awards

Phil's primary area of focus is awards. Honors will be announced in the program and have been promoted via social media. Alison facilitated the 3rd annual book club and has developed a rubric. Michelle reported that Spirit Day is today. Information about that in the folder. Ideas for the future are in progress such as creating a tool kit for people to take to their employer. Ian has been working as a liaison between Chapter & Club Development and is looking for opportunities for us to collaborate. He has also been working with Lori and Stacy on issues related to an At-Large Chapter.

The post event survey has been out for a while, and the office is collecting data as well as information about how people might be interested in getting involved. Stacy needs to send the post event information to Iowa.

We recently transitioned from Facebook from groups to having subpages for each chapter/club. The goal of this is to create better community. IT is also more prioritized because we are connected to the main page. Groups will be unpublished October 14. Mandi will put together blurbs to assist people with crafting announcements to help transition members into the new platform. Jamie noted that one of the benefits is that you can see the activity of the other pages more easily.

New Business

Joint Board Retreat

The Joint Board Retreat will be January 20-21 in New Orleans. Phil is looking for an opportunity to engage ahead of the Joint Board Retreat. Ian is interested in hosting an alumni event and thinks for future joint board retreats, we could examine the opportunity to host it in a location that gives us the chance to



engage. There are roughly 45 alumni within 50 miles. Lori, Phil, Dustin and Ian will head up an ad hoc committee to explore hosting an event in the area.

[At-Large Chapter Update](#)

There are many people who don't fall in a geographic chapter area that we aren't serving, and we don't have clear guidelines for establishing a chapter or a club. The start of that is examining what is a chapter/club, and what are the established steps for setting up a new entity. Around 40% of our alumni don't live within 60 miles of a chapter. Creating something flexible for these alumni might be a good way to help affinity groups connect to the Alumni Association as well as to mobilize a greater base of alumni volunteers.

Alumni Survey Launch

Stacy shared that one of our goals is to get feedback from as many people as possible on these kinds of shifts and encouraged everyone to distribute cards about the online alumni survey.

Proposed New Awards Distributed by Board

Phil reported that there are three awards distributed by the Alumni Association. All three are tied to service in the past year. He is seeking feedback on creating awards that aren't tied to a specific year. He envisions them being administered by the board, not requiring nominations and not having to be awarded every year. A couple of ideas were emerging leader and emeritus leader. Programs and Awards will continue to discuss options and invited anyone interested to share their thoughts.

Privacy Policy Statement

Stacy shared a Privacy Policy statement that has been developed in cooperation with a few offices on campus including ITS and legal. Questions commenced regarding GDPR and the ability of our CRM to accommodate GDPR requests. Joyce moved approval of the statement. Zach seconded. Motion passed.

Foundation Board Update

David Clithero joined and reported that Admissions is doing recruitment events thanks to donated funds that will bring students to campus. There might be opportunities for the chapters to do similar events. From the Development perspective, donations are relatively flat, but the number of donors is declining.

Lightcast presentation on Alumni Data

The company used publicly available profiles to match Truman alumni and learn their careers as a part of the larger economic impact report. Maria Byler from



Lightcast shared alumni outcomes from a few programs that included the number of graduates from select programs and their career trajectories post graduation.

Advancement Update

Dr. Hughes shared about the Joint Board Retreat in January 2023. We will be joined by academic deans, the library dean and the athletic director. We will be preparing for our next campaign, which is a comprehensive effort that will encompass the efforts of the academic schools. The retreat gives us the chance to get on the same page.

University President Report

Dr. Tyana Lange's position recently changed with an emphasis on student engagement. The goal is to move from a boot camp model to a personal trainer model to help engage the current students. The President and Tyana both regularly meet with Kirksville entities regularly to strategize elevating the University and the Kirksville community. The University used resources available from pandemic funding to advance the University. Working to develop partnerships with the Missouri Chamber and Hawthorn Foundation, which will allow us to represent this part of the state better than it has been in the past. For the 26th year in a row, we are #1 Public University in the Midwest. We are tied for second when they factor in public and private. We are also recognized for innovation, social mobility and best value. We were also #7 in Washington Monthly which recognizes things like social impact. For the first time in a number of years, we are up in new freshmen. We are up in international students as well as up in graduate programs and non-degree seeking students. We are currently down in transfer students, partially because community college enrollment is really low currently. TruMACC program will be a bridge program to bring students who want to go to Truman but aren't ready to be successful and to transfer them into Truman. We will also start a Tru+ program to make Truman the destination for A+ students. We are working with high schools in Kansas City and St. Louis to bring prospective students to campus thanks to donor funding. Hopefully by this time next year, Greenwood will be fully operational. It has the two-pronged purpose of meeting the needs of the Northeast Missouri community as well as the educational needs of our students. Kirk operates in the same way. It is a \$21 million project, with 50% of that coming from the state. We will collocate all of our student success programs and use a collaborative services model to meet student needs. The external portion of the Kirk project is meeting community needs such as workforce development by training students to serve with things like resume review and other similar services.



Joyce motioned we end the meeting. Zach seconded. Meeting adjourned at 12:11 p.m.