



The Truman Alumni Association Board of Directors met on Saturday, April 1, 2023. Joining in person were Jeanne Harding, Mahlon Barker, Lori Hart, Natalie Gerhart, Joyce Gentry, Michelle Mollick and [Stacy Tucker-Potter](#). Joining via zoom were Zach Lepperd, Beverly Davis, Lisa Marty, Ian Delinger, Dustin Carmack and Phillip Campbell. Also joining was [Mandi Wiser](#) from the Office of Advancement. President Jamie Matthews called the meeting to order at 8:40 a.m.

Zach moved to approve the agenda and Jeanne seconded. Motion approved.
Alison motioned to approve the October meeting minutes. Joyce seconded. Motion approved.

Chapter and At-Large Reports **[Reports submitted in advance](#)**

Arizona exploring new angles to try to engage people individually. They did a TruCare service event with Truman parents.

Kansas City The chapter has hosted a VR event in February. There was a smaller turnout than expected, but they were able to include communication students who were in town for a conference. They are gearing up for their normal sporting events as well as coordinating an event at the Nelson Atkins. They are trying to replace their treasurer.

Northeast Missouri The chapter hosted an event in conjunction with Men's and Women's Basketball. This morning there are members doing a service event at the YMCA. The chapter has also taken the lead on putting up the purple flags that are up around town.

Mid-Missouri The leadership recently met and they did a TruCare event at the Food Bank. They are in the initial stages of planning a student send off.

Omaha Had a recent basketball game that drew some younger alumni. The Redbirds are coming in late April and would like to do an event in conjunction with that game.

South Central Kansas working to do outreach to students from the area in the hopes of engaging them for a summer event.

Iowa struggling with reengaging and leadership transition.

St. Louis The Chapter sponsored a rec league team in St. Louis to help alumni connect with one another. They are planning an event at a dog park. They hosted the Bulldog Break with Sam Murphey that was well received. Rod and Kathy Cooper are hosting an event in the area that the Chapter is supporting. They recently hosted a TruCare event that brought in alumni as well as parents of students.



Mid-Atlantic Over the summer, the chapter hosted their intern event, and Dustin has been working with one of the interns to help him find opportunities in the area.

Zach - Indianapolis looking for connections in the area on LinkedIn. He hosted an event in the past that drew a few people out that he would like to reconnect with.

Mahlon asked if there is a way to know who is interning in areas close to our alumni base. Stacy will follow up with the Career Center as well as Sal Costa to find out how to get more information about where students are doing internships. Phil was interested in learning more about how alumni are being used in the academic programs and having that reported annually.

Nominating Committee

Jamie's last term is up. No replacement has been identified for Arizona. Joshna graduated in December. Advancement has been working on identifying a replacement.

The Nominating Committee presented the following slate for re-election

1. Zach Lepperd, At-Large Rep (3rd Term)
2. Bernée Long, At-Large Rep (3rd Term)
3. Lisa Marty, St. Louis Rep (3rd Term)
4. Beverly Davis, At-Large Rep (2nd Term)
5. Fr. Ian Dellinger, At-Large Rep (2nd Term)
6. Joyce Gentry, Mid-MO Rep (2nd Term)
7. Jeanne Harding, NEMO Rep (2nd Term)
8. Michelle Mollick, NEMO Rep (2nd Term)

The slate was approved by acclamation.

President's Report Working on specific outreach for younger alumni. Jamie and Lori are working together on strategic plan mapping, including adding this to the event submission form



so we can track how we are progressing toward the planks in the strategic plan and identify opportunities for growth.

Vice President The alignment of our activities to our strategic plan is designed to be a thought process that we want to engrain in our stakeholders. If something doesn't align, are there ways to tweak what we are doing to maximize those programs and events. Has been working with Ian on ways of engaging alumni in at-large alumni.

Secretary [Report in the folder](#). Needs confidentiality and conflict of interest forms from everyone.

Past President One of her roles is to be the representative to the Foundation Board, and she sits in on the Development Committee. We can be useful to help with lead generation as we move into a campaign. They are seeing similar things that we are - number of donors are down but they are bringing in more money. Bulldogs are Beautiful Day is April 21, and we want alumni to promote that.

Committee Updates

Chapter & Club Development Hosted the Bulldog Break with Sam Murphey. The goal was to find an event the Board could plan and organize and a Chapter could sponsor. Quarterly leaders call. Bulldog Forever Forum will be Sunday, October 15. In these meetings, they plan to guide reflection using the previous honor point system as a best practices to think about the progress chapters are making each year. Hoping that will help as we gear up for award nominations.



[Programs and Awards](#) creating collaborations with other committees. The awards components are annual falling into Homecoming. Created standard operating procedures for the signature events so they don't have to recreate the wheel. Alison reported they have selected an author for the book club. He has been great to work with, and Alison is reviewing the books to see which will be the best fit. The structure that has worked has been to host a summer book club with questions online and a wrap up Q&A.

Student & University Relations working to proceed with mentoring students through the Center for Diversity Equity and Inclusion in conjunction with the Career Center and the new CDI director, Vanessa Alexander. SUR will also play a role in selecting the

Jamie noted that the elections for president and vice president were not part of the agenda.

Phil motioned to add president and vice president elections to the agenda. Mahlon seconded.

The motion passed.

Jamie noted that there have been no nominations for president and opened the floor for nominations. Mahlon nominated Lori Hart for president. Ian Seconded. Lori accepted the nomination. Hearing no additional nominations from the floor, Jeanne moved to close nominations. Michelle seconded. Lori has one year of her full terms remaining. If approved as president, she will need to be approved to serve an additional year to finish out her term.



Mahlon moved we close discussion and go to a vote. Ian seconded. Motion passed. Lori was elected as president.

There have been no nomination for vice president. Jamie opened the floor for nominations. Michelle nominated Jeanne Harding. Jeanne is happy to serve but is interested in seeing if there are other people who are willing to serve.

Dustin nominated himself. Jeanne declined her nomination. Hearing no additional nominations, Zach moved to close nominations, and Llsa seconded. The motion passed. Jeanne moved to close discussion and vote, seconded by Lori and passed. Dustin was approved as the new vice president.

Old Business

Chicago and Dallas Chapters - Stacy shared that she has been in contact with alumni in the area to try to find new leadership. There is an event in Chicago and people who have expressed interest in the roles, and there are people who are looking at their contacts in Dallas to see if we can generate interest there as well.

At-Large Chapter Lori shared that this document is designed to create a formal road map for how new groups can form. This has been shared with the group and gone through committee. Phil asked if this is a recognition of how we do things or if this was a road map to creating an at-large chapter. Lori answered that they didn't want to limit it to just "at-large" but wanted to



give groups that may want to start a chapter of a club to affiliate. Phil asked if there might be concern if people can choose to be a part of multiple groups. The group agreed this may require additional administration but didn't want to hold up the process while we decide how to handle those scenarios. Mahlon shared that this model is particularly exciting for him as someone who has ties to multiple affinity groups. Zach moved we approve the documents presented by Lori. Joyce seconded. Motion passed.

Alumni Survey Jamie thanks the board for the work on the alumni survey. We received an impressive number of responses. We had over 1600 responses, and we will be sharing data from the survey later in the agenda.

New Business

Travel Program alumni have contacted Advancement interested in the alumni travel program. Stacy would like to start an ad hoc committee of people who have gone on the trip before to explore options with the hope of resuming the program in the summer of 2024. Ian asked about weekend trips in the continental US that would be more suitable for people in a variety of demographics.

Summer Zoom Call If you haven't responded to the Doodle poll, please do so. Currently the numbers are looking pretty even. Jamie will report soon.

Resolution of Appreciation

Stacy presented a resolution of Appreciation to outgoing Board member Natalie Gerhart.



University Update from President Thomas President Thomas started by saying that the top two questions about enrollment and the budget. The University is changing the ways they address enrollment to ask what the right size is. We are a school for smart kids, but what does smart mean? They are the students who can succeed here. The only schools that are increasing enrollment are Ivys and flagships in a select number of states - which does not include Missouri. Currently our enrollment deposits are up but our housing deposits are down, and we don't know which one is predictive of where we are. In the past they have trended together. Not long ago, where you were on May 1 was indicative of where you'd be come August. Students now are way later, so it's harder to predict. Truman doesn't do as much with adult students. In the past, we didn't do much with transfer students but are now trying to be more intentional about attracting transfer students. We are augmenting our TruMACC program which was designed as a soft denial that allows students to seamlessly transfer from MACC into Truman. Starting this fall, it will be a true soft denial program, and in the fall, the students will pay the same tuition for the classes they take on our campus that they take at MACC. We are also starting a program called TruPlus. A+ is a program that provides a community college education for free to qualifying students. If you are a student who used A+ to do the first 2 years of your education, you can transfer to Truman with a 50% tuition discount. You are not able to combine that with other institutional aid. With the closure of Iowa Wesleyan, President Thomas has reached out to their president. We are doing geofencing to promote the school. We are also reaching out to faculty connections in areas such as music and athletics to help support their displaced



students. The governor has recommended a 7% increase to our core budget for next year. Inflation was over 8%, so while that increase is generous, it doesn't cover increased inflation costs. An alternate model that is being proposed is a 5% increase with 2% reserved for performance funding. One of the markers of how a university is doing financially is the amount of debt they carry. We have very little debt related to renovations of our residence halls. We are actively working to pay down our debt early. Particular financial numbers are a better indicator of potential problems with a college or university than enrollment. Level of debt is a huge indicator of where an institution is. Another is if they take the principal of their endowments. Truman spends at most 4.5% of the fund balance and doesn't touch the principal on endowments. HLC has a composite index that measures financial stability, and any school above a 3 is considered to be in a good position. Truman's is an 8. Truman's Moody rating has remained unchanged. Despite the volatility in our sector, they felt comfortable with our strategies to overcome challenges in our sector. Lori asked if anyone knew the structure of Iowa Wesleyan's alumni association and whether they were involved in trying to keep the institution going. President Thomas reported that it's not uncommon for schools in this situation to do a full court press for support. HLG reached out to raise money to keep the school open in the fall, and she predicts they will merge with Liberty University. Truman is working to address low salaries and concentrating on the lowest salaries first. There is a faculty compensation group that handles salary increases based on rank and discipline. Our goal is to get to 90% of the median salary of similar institutions. We have gotten to 90% with a goal of



going beyond that. In January, we focused on non tenure track positions. The average at most institutions is 40% on tenure track. We are double that here. We weren't doing adjustments to non tenure track and made significant adjustments to that. Faculty senate has approved 7 new programs 4 minors 5 certificates as well as microcredentials. We are on track to open Greenwood the beginning of September. Construction has been going well and is on schedule. We are recruiting service coordinators, BCBA's and clinical director. The governor has recommended \$5.5 million for Kirk. If that funding comes through, we will have the full amount of money for that project. Kirk Gym has a special legacy on our campus. The Kirk renovation includes an event space that pays homage to that special place, including preserving the gym floor. Kirk is slated to be open in January 2025. Mahlon asked how our finances compare to other institutions in the state. Our CFO has contact with other schools in the state, and we are doing well in comparison. Small privates in particular are struggling in the State.

Foundation Report - Dr. Ernie Hughes Over the next two years, our goal is to host small engagement events to expand our circle of influence leading up to a campaign. These aren't primary fundraising events but designed to increase engagement. The next phase is preparation, internal and external.

Foundation Board Update - David Clithero As of February 2023, fundraising numbers are up, but participation is down. Over the last 2 years, we have lost around 800 donors. Daved shared a chart that compares Truman to higher education as a whole. The average is 8% and we are around 4%. We lost about 1.5% over the course of a year. In FY 22, .4% of alumni were



members of an alumni chapter. As members of the Foundation and Alumni Board, we have a lot of work to do. But we can work together to bend the curve. David challenges members of both boards to identify 10 alumni and encourage them to renew their support. If both boards do that, we could increase our numbers by 500. We also need to have discussions about memberships because some institutions count memberships as donations. The Foundation Board has starting looking at alumni who are in positions of influence that we aren't connected to, David shared a few. Neil Salsich ('12) on the Voice Mike Chen ('03) YouTube personality and Anson Long-Seabra ('17) TikTok Sensation.

Michelle motioned to adjourn. Mahlon seconded. The meeting ended at 12:55 p.m.