



Truman State University Alumni Board of Directors

Board Meeting Minutes for Friday, October 7, 2011

The Truman Alumni Association Board of Directors met on Friday, Oct. 7, 2011, on the University campus. The meeting was held in the Alumni Room in the Student Union Building, and the session was called to order after 1 p.m. by Mike Wilson, president of the Alumni Board.

Participating in the meeting: Sue Alexander, Susan Briggs, Keith Epperson, Jessica Hill, Sharon Husmann, Bonnie Kuebler (representative from Foundation Board), John Mathis, Ellen McLain, Dave Peppard, Stacey Sifton, Denise Smith, Sarah Theriault, Vid Vidyasagara, Tanner Williams, Mike Wilson, Janys Zimmerman

Guests: Stephanie Ahrens-Mills, Sarah Burkemper, Teresa Bradley, Jim Cherrington, Jill Graves, Jeannette Harris, Steve Justice, Randa Rawlins, Deanna Rood, Cindy Spiker, Justis Tuia, and Angela Worley.

Call to Order

Mike Wilson, president of the Alumni Board, called the meeting to order and the board approved the agenda. Mike Wilson asked the group to review the minutes from the April 9, 2011, board meeting. A motion was made by Ellen McLain to approve the minutes, which was seconded by Sue Alexander; the minutes were approved by a unanimous vote.

Chapter Reports

Colorado

Sue Alexander reported that John Zaegel had stepped down from serving as the chapter's treasurer; Zaegel works for RubinBrown which had recently been hired by Truman State University, and he resigned to avoid a conflict of interest but is considering serving in some other leadership capacity. The chapter had low turn-outs at their social hour and annual banquet. The chapter is currently looking for new officers.

Dallas

John Mathis noted that they were encouraged by the success of some of their most recent events including an event with special guest University President Troy Paino which had several new faces attending and a social hour which also drew several new people. The chapter also continues to participate in local college fairs. Upcoming events included a social hour and a care package activity.

Mid-Missouri

Ellen McLain reported that the chapter had achieved a record number of members; they had three sets of Truman parents who had signed up for membership at their send-off. Other events for the year included a watch party for a televised game and several social hours; a wine tasting and a Care Package Event planned for December. For one of their social hours, they organized a "Bulldogs Helping Bulldogs" service project to collect pet supplies. Ellen McLain commended chapter leaders Jim Cherrington, Keri Tipton, Tania Cook and Stephanie Bell for their work.

Kansas City

Mike Wilson reported that the chapter hosted 10 events to date and will also be offering a Boulevard Brewery Tour and Tasting in November. The chapter continues to try offering different types of events and held their first community service project for Harvesters food pantry, but they continue to struggle with getting people out to events. Their student send-off and the golf tournament were both successful events.

St. Louis

Stacey Sifton reviewed the chapter's events which ranged from a Cardinals/Cubs game, to a River City Rascals event, to their annual send-off. They had a very successful golf tournament and Sharon Husmann, who lives on

the golf course, set up a wine tasting near the sixth hole. The chapter also has a wine tasting planned before the end of the year.

Northeast Missouri

Dave Peppard reported that 2011 had proved to be a productive year for the chapter's fundraising efforts. Their more recent social hour had good attendance and resulted in new memberships. They continue to do well with the golf tournament, and they have planned their annual banquet in November. The chapter is moving into a phase of transitioning leadership.

Arizona

Vid Vidyasagara noted that the chapter continues to face challenges. They started off the year with a Ronza party, and hosted several events throughout the year featuring special guests associated with the University. Former University President and Business Department Head Emeritus Robert Dager was their special guest at the chapter's annual banquet, and the chapter hosted "An Evening with Dr. David Nichols," who presented his book about Truman State University and also signed copies. In addition, the chapter hosted Harsha de Silva, a Truman alumnus who currently serves as a member of Parliament in Sri Lanka. The chapter also held a Trivia Night at an Irish pub.

Chicago

Sarah Theriault reported that the Chicago Chapter had had an exciting year. They had to endure some crisis management when the location for their send-off had to be changed at the last minute due to flooding. Their event at Arlington Park had low attendance this year, and they tried experimenting with an event downtown by organizing a brunch at Reza's which had minimal success. They have a Ronza night coming up and are also planning a trivia event. They struggle to keep people connected and are looking for volunteers who may be interested in serving in leadership roles.

Iowa

Angela Worley reported that the chapter had received extremely positive feedback on the Dinner and a Walk in the Park at the Pappajohn Sculpture Park in Des Moines, which featured a tour by Truman Professor Cole Woodcox. The chapter hosted a hospitality room and provided breakfast and lunch for the Truman wrestlers when they were on the road at Grand View University in Des Moines. Other events the chapter hosted included a Buccaneers game, Iowa Energy game and pizza party, wine tasting, Ronza night, I-Cubs game and tailgate, send-off and Meals from the Heartland service project.

Cape Girardeau

Jessica Hill organized the annual send-off event for students from the Cape Girardeau area. They had a much smaller crowd than the previous year but good conversation at the event.

Some send-off events have good attendance while attendance has declined at others, and it was pointed out that the students do not seem to have as many questions as they have had in the past. This might be due to a combination of factors including social media and the new orientations that the University offers during the summer for new students. The board discussed re-evaluating the structure of these send-off events, for example, changing the format to an event held earlier in the year that is directed toward parents and students instead of new students. Mike Wilson suggested surveying those who do not attend to find out why they did not attend, analyze generational changes and look at other information that could help with restructuring alumni events. Board Secretary Denise Smith noted that a survey to students would be difficult to coordinate logistically due to software challenges.

Committee Reports

Nominating Committee

Mike Wilson welcomed Susan Briggs, the newest member to join the Alumni Board. It was also announced that Eric Olson had notified the board that he had submitted his resignation for his at-large position on the Alumni

Board due to work obligations; the board is seeking candidates to fill his at-large spot. In keeping with the objective of having a diverse representation, the board is seeking preferred candidates who live on the West Coast and graduated from 1950 to 1969; candidates should reside in non-chapter areas. Suggestions should be sent to a member of the Nominating Committee.

Sarah Burkemper, president of the Truman State University Foundation Board, had notified the Alumni Board that the Foundation Board had passed their Strategic Plan which included a provision for reciprocal representation between the Foundation Board and the Alumni Board. Bonnie Kuebler was named as the Foundation Board representative to the Alumni Board, and Jessica Hill was named as the Alumni Board representative to the Foundation Board. Mike Wilson noted that the Foundation Board's Strategic Plan aligns with the proposed Alumni Board's Strategic Plan. A student currently serves on the Board of Governors and the Foundation Board and may be a future consideration for the Alumni Board to include the addition of a student representative.

Executive Committee

President

Mike Wilson opened discussion on the Alumni Board's Proposed Strategic Plan, which was designed to guide the board on the areas on which it will focus its time and efforts. The board would like increased interaction with the University, such as the presentation made by Doug Davenport at the Alumni Leadership Conference earlier in the day, to help ensure the board is on track. The board would like some guidance from the University on specific areas where it would be useful for the Alumni Board to provide input. Bonnie Kuebler suggested assigned specific tasks and timelines to help accomplish objectives outlined in the Strategic Plan. The board also discussed a need for finding definitive ways to measure goals to make sure they are directing their time and efforts in the most efficient and effective manner. For the Vision Statement in the Strategic Plan, it was decided that the board will be adding a definition for the "Bulldog Forever" tagline that will connect it to the name changes of the University.

Tanner Williams made a motion to approve the Proposed Strategic Plan. Vid Vidyasagara seconded the motion, and the motion carried by a unanimous vote.

The Alumni Board encouraged members and chapter officers to share the Alumni Board Strategic Plan with alumni chapter members (view the plan at <http://alumni.truman.edu/PDFs/StrategicPlan.pdf>).

Vice President

Ellen McLain thanked the board for allowing her to serve in the capacity of vice president. Ellen pointed out that one of the responsibilities of her position was to keep the committees on track, and she appreciates everyone's assistance in helping the board achieve this task.

Secretary

Denise Smith reviewed the "Bright Minds Bright Futures" campaign results which were included in the board packets, and thanked board members for their gifts as well as generous contributions of time and talents everyone dedicated to the University's first comprehensive campaign. The five-year campaign ran from July 1, 2006-June 30, 2011, and contributions of cash, pledges, grants and deferred gifts totaled \$30,638,357 (102.1 percent of the goal). A campaign newsletter will be mailed after Homecoming. The board packet also contained the recent issue of the *Truman Today* campus newsletter which featured the Homecoming 2011 honorees and included several past board members and chapter leaders: Alumnus of the Year Steve Rose, Young Alumni of the Year Corey Then and Lauren DeSantis-Then, Distinguished Service Award Jim Cherrington, and Parade Grand Marshals Ray and Judie Klinginsmith.

Chapter Development Committee

Stacey Sifton provided a summary of the Alumni Leadership Conference which was held in the morning and hoped that attendees had several take-aways from the conference. One of the committee's objectives is to work with the University to create uniform goals and guidelines, such as the "Guidelines for Social Media" and the

roles of chapter officers outlining specific duties and expectations (some officer descriptions are currently found in the *Alumni Resource Book* which could be expanded upon).

Denise Smith reviewed the alumni chapter membership reports included in the board packets and asked chapter representatives to recommend a membership goal for 2012. Arizona, Chicago and Iowa elected to maintain the same goals with 45, 75 and 100, respectively. Kansas City increased from 120 to 125, Mid-Missouri went from 105 to 115, Northeast Missouri went from 360 to 370, and St. Louis will be determined. The Nominating Committee plans to discuss the Colorado Chapter which had a goal of 35 for 2011. John Mathis will discuss the Dallas Chapter with other chapter members and report back to the Chapter Development Committee; the Dallas Chapter's goal for 2011 was 40. Denise Smith will reach out to the Mid-Atlantic Chapter for recommendations for their goal which was 65 for 2011. The board would like reports to help guide them, such as reports on the number of graduates in a geographic region, reports tracking numbers for renewals vs. new members and so they can look for trends. Chapters may be able to reach out to new members or donors from the campaign and cultivate them. It was suggested to look at surveying people to find out why they did not renew their alumni chapter memberships. For 2012, Denise Smith and/or Stephanie Ahrens-Mills would like to attend all chapter planning meetings in person or by phone. Chapters were encouraged to plan an event early on in the year to promote membership.

General consensus is that the board would like to see more alumni engaged with the University. Bonnie Kuebler reported that Foundation Board President Sarah Burkemper encouraged all Foundation Board members to join an alumni chapter. Stephanie Ahrens-Mills will send a list of Foundation Board members contact information to members of the Alumni Board.

Programs and Awards Committee

Denise Smith reported that 13 people participated in the 2011 Alumni Travel Program to Alaska – seven for the land and cruise trip and six for the cruise only. She accompanied them on the cruise portion of the trip and hosted a welcome reception on the second night and a dinner on the last night. For 2012, a trip to Ireland is being promoted. A travel representative was available in the Student Union Building during Homecoming weekend to promote the trip to Ireland. In light of the economic times, Tanner Williams suggested that they might also consider smaller trips such as a weekend at a resort or a golf package as an additional way to support the travel program. The Truman Institute is offering a new travel opportunity led by Truman professors called True Advantage, which is a week-long summer program in Utah and Colorado on June 9-16, 2012.

It was noted that the Foundation Board members had been challenged to attend the Taste of Truman program on campus June 15-17, 2012, and the Alumni Board was challenged to have an equal number of members attend the Taste of Truman. The Advancement staff will be surveying the 500+ people who have requested to be placed on the mail list for the Truman Alumni Travel Program to solicit suggestions for destinations for the 2013 travel program.

The Programs and Awards Committee will have language and criteria for Volunteer of the Year Award for the Board to approve in April so the award may be made next year at Homecoming.

Denise Smith reminded everyone of the dates for the 2012 Truman National Spirit Days which are the first Friday in the months of April (6th) and October (5th) and encouraged all alumni leaders to promote Truman State University on those days.

Tanner Williams would like to recommend informally that an external individual (a legislative analyst/expert) address the board about legislative advocacy, or, for the University to provide more direction on role they would like for the Alumni Board to play.

Student Relations Committee

Sarah Theriault thanked the board for approving and distributing the Freshman Send-off Guidelines. The committee plans to meet with the Admission Office to make sure they are focused in the areas that Admissions would like for them to target.

Foundation Board Report

Foundation Board member Bonnie Kuebler talked about the campaign and informed the Alumni Board that the University will always be in a campaign. The Foundation Board has recently added the position of student representative. President Paino spoke to the Foundation Board about the increasing corporate connections and the board also heard from the TIAA CREF, the University treasurer, and Kevin Minch speaking about the Truman Institute. The Foundation is discussing adding a fee for gifts and plans to continue the discussion in January, and Foundation Board President Sarah Burkemper challenged the Foundation Board to donate \$25,000 toward the planetarium project. Stokes Stadium and the need to update the Kennels, press box and bleachers were also a point of discussion. Jessica Hill noted that Truman's percentage for alumni giving is 12-13 percent, which is slightly higher than the national average.

Old Business

The new online submission form for chapter events was previewed and a timeline of submission and planning events was discussed. Denise Smith encouraged chapters to plan in advance and utilize the online form to streamline the process and allow for greater accuracy and better marketing of events. A constant theme of the day was quality events.

Mike Wilson revisited discussion about the pluses and minuses of having recognition of Chapter of the Year at the Alumni and Friends/Hall of Fame Banquet versus presenting the award at the Alumni Leadership Conference as it has been done the past few years. He asked everyone to ponder the issue and bring it back up under Old Business in April to make a decision.

New Business

Discussion ensued on the annual Alumni Board Retreat. An offsite retreat for the board may help keep people engaged over the summer but it is difficult to work it in around work schedules and vacations. The board has looked at having a summer retreat every other year or every three years. Another possibility would be to have the retreat the day before or the day after the Taste of Truman so members could show their support for Truman programs by attending the Taste of Truman. Another alternative is to continue to have the retreat on the Friday before the April board meeting. Susan Briggs noted that by having the retreat on campus, they could use campus resources such as the observatory or University farm. The general consensus was to move toward organizing a summer retreat in conjunction with Taste of Truman weekend. Mike Wilson asked board members to email any suggestions pertaining to the Alumni Board Retreat to Ellen McLain, Denise Smith or to him so they can start working on plans.

Mike Wilson began a discussion on the reorganization of the Alumni Board committees. He envisions the committees having more direct contact with people on campus, such as the student body president, as people are not responsive to emails. They are planning to make some shifts in the committees and asked for feedback.

Homecoming

All alumni leaders are invited to march with the Truman Alumni Association in the Homecoming parade. The group meets at 8 a.m. on Saturday morning in the parking lot at the southwest corner of Franklin and Patterson Streets. All board members are encouraged to attend the numerous affinity events, the Piper Lab Ceremony, and the Friday night banquet. Ellen McLain and Mike Wilson will be serving as emcees for the Alumni and Friends/Hall of Fame Banquet.

Discussion followed on considering an email survey to gather feedback regarding the Alumni Leadership Conference and other Homecoming events.

The meeting adjourned and committee meetings immediately followed.

The next Alumni Board Meeting will be April 14, 2012, on the Truman campus.

Minutes prepared by Deanna Rood and Denise Smith.