

Truman State University

Alumni Association Board of Directors

April 11, 2015 Meeting Official Minutes



The Truman State University Alumni Board of Directors met Saturday, April 11, 2015, on the University campus in Kirksville, Mo. The meeting was called to order shortly after 1 p.m. by Alumni Board Vice President Keith Epperson.

The Alumni Board members attending the meeting were, Donna Bailey, Don Bindner, Keith Epperson, Natalie Gerhart, Sharon Husmann, Jean Kaul, Ann Patterson, Pamela Popp, Geraldine Ready, Denise Smith, Vid Vidyasagara, and Mike Wilson. Also attending and representing Mid-Missouri was Tania Cook. Truman student Callie Templeton also attended representing the Alumni Relations Office.

Vice President Keith Epperson welcomed everyone and introductions were made. The agenda and minutes were both approved.

Chapter Reports:

Chapter reports were given earlier in the morning at the Alumni Board retreat so the Board moved directly into discussion of the revised Chapter Honor Points.

Don Bindner mentioned the NEMO Alumni Chapter was happy with it. One suggestion they had was to award points for recruiting additional volunteers to attend other chapter events. Sometimes people come and attend from other chapters. Encourage “crossing” between chapters to attend events.

Donna Bailey said that the new system was specific, new, and the NEMO Board is working to make sure everything is done to get points and to report carefully. It takes time to know the system.

Mike Wilson from the Kansas City Chapter said that it is a more structured system and better for measuring events.

Vid Vidyasagara from the Arizona Chapter commented on the criteria for the points; it was very clear and consistent and should drive better participation/accountability for the officers.

Alumni Director Denise Smith mentioned that it will help with getting data, sending out emails, and a lot of time management; the sooner details are received, the sooner the event will get on the calendar.

Nominating Committee:

Vice President Keith Epperson encouraged Board members to contact the Executive Committee if they were interested in moving into another committee or moving into a committee leadership role.

The Nominating Committee presented nominations of new Alumni Board Members:

- Greg Jochems, Student Representative
- Ellen McLain, Liaison from the Alumni Board to the Foundation Board
- Tania Cook, Mid-Missouri Alumni Chapter Representative
- Tom Peterson, Chicago Alumni Chapter Representative
- Carol Keller, St. Louis Alumni Chapter Representative
- Chelle King, At Large Representative (from Miami, Florida)

All nominations were approved and elected.

Election of executive officers followed election of new Board members. Keith Epperson was elected President, and Hope Harms Vice President. Next on the agenda was the re-election of Alumni Board members Don Bindner and Justis Tuia. Both were re-elected to serve an additional two-year terms.

Executive Committee:

Keith Epperson expressed his appreciation for all the committees have accomplished and how much he has enjoyed sitting in on the various conference calls.

Denise Smith expressed her appreciation to Keith for the donation of free conference lines from Keith via his company. She also thanked Epperson for filling in for President Ellen McLain, who was unable to attend due to illness. Smith presented the current membership report and encouraged chapters to continue to submit memberships in a timely manner. Overall, the Association is ahead of last year's numbers, and she projected a record year. There was not an update on the bylaws; still waiting to hear from Rubin Brown. Smith updated the group on some campus renovations, including redoing the brick Mall over the summer.

Chapter Development Committee

Donna Bailey reported they are working on scheduling the Alumni Leaders Conference and are waiting to hear about campaign training and working together to produce a successful joint conference. They encouraged each chapter to plan to report a successful event to share with other chapters. They also hope to include break-out sessions about succession planning in chapters, how to build relationships with the University—re: the campaign, the Career Center, Admissions, and athletic events. They encouraged a positive structure for events to highlight the closure of events—how to follow up with notes, recognize that each event closes with something to lead into the next event, and opportunities to follow up with a phone call or email.

Programs and Awards Committee

Ann Patterson reported they are planning for the future for the Alumni and Friends Travel Program. They hope to travel domestically then internationally on alternating years. This year, the trip is to Paris and southern France. They have been challenged with marketing the trip due to company representative delays. Patterson asked everyone to tell others about the trip. Suggestions were made for 2016 for an all-inclusive resort similar to a trip that Washburn offered. Committee member Pamela Popp asked the Board for suggestions for locations for future tips. For 2017, a trip through Scotland, Wales, and England was discussed. Patterson also reported the committee was interested in trying to connect more alumni returning for Homecoming and tracking numbers. Many come back, but they do not necessarily stop at the Alumni Center. Organizations earn Homecoming points and the committee suggested adding alumni reporting to the organizational point structure. The committee is also encouraging more nominations for the Bulldog Forever Volunteer of the Year award. Chapters now earn points for submitting nominations.

Patterson and Smith provided a report about National Spirit Day. April online submissions of photos were down but many photos were taken at the SUB photo booth. We did not track as many tweets. St. Louis teachers from two high schools gathered all of their teachers and took a picture with Truman gear and were selected as winners. Suzanne Barnes will deliver mugs to each teacher in the picture. Smith asked if we wanted to continue having Spirit Days twice a year and suggested just having one spirit day per year. She says that it is a lot of work to do it twice a year. Theriault asked what was difficult about it and if it is taking the photos, to try to alleviate that option. She mentioned that chapters like to have a day to associate events with.

Smith also mentioned that even though the April photo booth is with current students, it is really valuable to create awareness of the Alumni Association. Gerhart asked if there was another group that could help with that (like Purple Pride). Vidyasagara suggested taking pictures and hosting the contest in the fall for alumni. Bindner suggested the Spring Spirit Day for connecting with students and taking the pictures in the SUB in April (as in the past).

Denise Smith displayed the Flat Spike FaceBook page and Don Bindner explained the "Spike in Space" video and mentioned possibly having a St. Louis event at the next launch in June.

Student Relations Committee

Mock interviews were hosted yesterday morning with numerous volunteers. Five Alumni Board members helped with the interviews. Eighteen students had registered and 15 showed up. It was a positive turnout and a good experience overall. They plan to continue mock interviews at Homecoming.

Hope Harms reported the committee is touching base every other month. They have a five-for-five concept and are looking toward a podcast instead of a video. The committee brainstormed on gathering names of alumni to help, and they have been making recruiting calls. Keith Epperson has also helped reach out to alumni that have been suggested. Todd Kuhns and his staff are doing most of the work making the podcast. The committee would like to have a larger body of candidates before they start so that he can do several at once. They are asking alumni to share their experience with young alumni and current students about getting into law school, getting into grad school, how to buy a car or house, etc. They could be called “One Bulldog reaching out to another Bulldog.” Mike Wilson suggested a tagline for the podcasts and marketing of them, “Spike Talks”—little TEDTalks.

Tanner Williams asked about bringing back the Homecoming Memorial Service; the ROTC Guard comes down and the Eternal Flame is lit along with remarks from the Senate President. The University is filled with a moment of silence followed by chimes and the lighting of candles.

Foundation Board Report

Mike Wilson reported for the Foundation Board. Operating budget—Alumni Relations budget increased minimally, and it is the first increase in several years. There have been many conversations about the two boards working more closely together. The Foundation Board wants to actively support the Alumni Chapters and the Alumni Board.

New Business

A new Strategic Plan Committee will be reviewing the current Alumni Association Plan and updating for the future. The Committee includes Epperson, Harms, McLain, Gerhart, Vidyasagara and Williams.

Planning for the 2016 Alumni Board Retreat was discussed. Mike Wilson suggested having a meeting in connection with campus events, for example with the spring scrimmage. In the past, the Retreat has been in June. June 2016 would be a tentative time. Tanner Williams thought it would give more time to delve deeper into issues. Donna Bailey thought it might be more convenient to host it in a gateway city like St. Louis or Kansas City but was concerned about committing another weekend and more budget. The advantage of going off campus would be more camaraderie. Pamela Popp suggested combining the retreat with the travel program! The motion to move the retreat off campus was approved.

Keith thanked outgoing Alumni Board members Sharon Husmann, Sarah Theriault, and Mike Wilson for their service on the Board and presented them with plaques and gifts.

The meeting was adjourned at 3:40 p.m.

(Minutes prepared by Tyler George, Denise Smith and Callie Templeton)

Board President

Date

Board Secretary

Date