

# Truman State University

## Alumni Association Board of Directors

Meeting Minutes for April 9, 2022



The Truman Alumni Board of directors met in person on the campus of Truman State University and on Zoom on Saturday, April 9, 2022.

Jamie called the meeting to order at 8:40 and began with introductions.

Joining via Zoom were Joyce Gentry, Mahlon Barker, Ian Delinger, Beverly Davis and Zach Lepperd. In person attendees were Jamie Matthews, Joshna Karki, Phil Campbell, Alison Mayer, Natalie Gerhart, Michelle Mollick, Lisa Marty, Jeanne Harding and Stacy Tucker-Potter. Also joining was Mandi Wiser from the Office of Advancement.

Phil moved approval of the agenda, Natalie seconded. Motion carried. Minutes for the October 2021 meeting were made available via Google Drive in advance of the meeting. Jeanne moved to approve, Alison seconded. Minutes were approved.

**Chapter updates** were made available in advance via Google Drive. Representatives were given the chance to expand.

**St. Louis** has hosted two events so far this year. TruCare event packing books at a local bookstore packed boxes of banned books. The store was really appreciative. Trivia night on March 31. Planning on bringing back the walking tour, a tour of the Muny and an event at a local winery for a teacher appreciation event.

**Kansas City** has done one event for TruCare benefiting Hearts for Ukraine. Continuing the Choose your Brew pop up social hours. They did this event last year with good success. Two of their locations are owned by Truman alumni. They are doing the Cardinals/Royals game earlier this year - May 4. Instead of going with Sporting KV, they are going to watch a woman's soccer game. Planning to reengage lapsed chapter members. They have a new volunteer who has experience with engaging lapsed members who is planning outreach.

**Omaha** looking at possibly doing a Redbirds vs. Stormchasers event.

**NEMO** has done a few events mostly related to sporting events.

**Arizona** hosted a virtual happy hour and a Phoenix hike, and promoted donating blood for TruCare. Having difficulty identifying the next president of the chapter.

**Mid-Missouri** collected new and used preschool books for the early childhood center in Columbia. Their president is resigning. They believe they found someone who is interested in stepping in.

**Iowa** recently had a leadership team meeting that got them started on planning a summer, in-person event. Will be discussing succession planning. They are appreciative of chapters sharing virtual event opportunities so alumni in their area who are not yest comfortable with in-person events have those options to engage.

**At-Large**, Zach - Truman is playing on the UIndy campus in November. He would like to plan an event in conjunction with that.

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**Student report**, Joshna - Study abroad has started up again and is offering scholarship for programs in Spain. Truman was recently recognized as a top producer of Fulbright scholars. Kirk will be renovated and be a new student success center. Mask mandate ended. LGBTQ resource center opened in Baldwin. The library is working to digitize much of their content and make digital exhibitions available. Study Friends digital platform created by a CS student that allows students to study together virtually.

### Nominating Committee

We have an opening in Mid-Atlantic due to Bernee moving to Alabama. The Nominating Committee, in conjunction with the president of the Mid-Atlantic Chapter is presenting Dustin Carmack, a 2008 graduate, for the position. Coming from committee, the motion doesn't need a second. After discussion, it went to a vote, and the motion was passed.

With Bernee moving to Alabama, the nominating committee motioned she be elected as an at-large representative. The motion passed.

Re-election slate of directors at the end of their term

Philip Campbell, St. Louis Rep (3rd Term)  
Lori Hart, At-Large Rep (3rd Term)  
Mahlon Barker, Iowa Rep (2nd Term)  
Alison Mayer, Kansas City Rep (2nd Term)  
Joshna Karki, Student Rep

The slate of nominees was accepted.

**President's** - Chapters had planning meetings for the new year, and Jamie was able to join a few of those. Good to see the road map that Lisa created being used to help chapters start their new year. Many of the chapters are struggling with succession planning. Alumni Leaders call in January focused on the Strategic Plan. Thank Natalie for her leadership of the strategic plan committee. We had success with another note card initiative with the Office of Admission. Over 70 people participated.

**Secretary** - Stacy's report focused on the opportunity to increase memberships by sharing the load between the office and the chapters.

**Past President** - Natalie as the past president serves as the Foundation Board representative. She explained more of the connection and roles of the two boards. She encouraged the board to connect to the Foundation Board when we have the opportunity on weekends like this when we are all together. She is serving on the Development Committee. They are planning Truman's Day of Giving, Bulldogs are Beautiful on April 21. The board is encouraged to share through social media channels. Truman branded socks are also available to donors who contribute \$60 or more in the month of April. Now that the strategic plan has passed, we all need to keep our focus on the execution of the plan, particularly as it comes to our focus on metrics and diversity, equity and inclusion.

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**President Thomas** reported on Greek Week. The philanthropy was the YMCA, and they raised over \$19,000. Part of the money will go to craft packages that will be used for summer camps. When last we talked, the governor was recommending a 5.4% increase to the core appropriation. That would put us at 2001 levels in terms of real dollars. Inflation being over 7% means that we aren't keeping pace with inflation. That number is holding. Part of that recommendation was money from MoExcels funding, and that is holding as well. Senator Blunt is retiring and will be around for one more round of appropriations. President Thomas is approaching him for appropriations related to the \$10.5 million needed for Kirk renovations. She doesn't anticipate full funding at the federal level. Private donations will be solicited. The Foundation Board reports that alumni are excited about the project. MOSERS retirement plan, run by the state, and the MOSERS board dictates how much must be paid in. The University pays in 23% of salary. All other state agencies get increases in their budget when MOSERS increases the requirements. We do not. Paul Wagner, a Truman alum, in COPHE, introduced an increase to address this discrepancy, which would amount to around \$800,000 in MOSERS relief. Freshman enrollment is currently up for the next year. It's hard to tell at this juncture because this class is late enrolling, but we are running up to 4% up from where we were last year. If a student comes here for an admitted student event, we have an 80-90% yield on those students. Our enrollment this past year was level, mostly due to increases in online. Freshman enrollment was down. We are a top producer of Fulbrights. We had seven applicants and 3 of them got placed, going to Germany, Spain, Andora, and three were named as alternates. The Board is approving the final phase of construction on Greenwood. We began this in 2015. We received \$4.6 million from the state, \$1.1 million from Sunderland foundation and \$3.2 million in federal appropriations. Fall 2023 is the estimated completion date for construction, pending supply chain issues. Pershing renovations still haven't been completed due to supply chain issues. We expect that project will be completed in the next few weeks. We have a director in mind for the Greenwood Center. He has a PhD in ADA. He recently sold a company that started autism centers. He has the experience and the academic credentials and is coming from Boston. He has a no compete after selling his company. He is looking to get out of Boston and is really excited about doing this in a university setting to provide this type of experience for students. We don't have a signed contract yet, but she wanted to inform the board since it will happen in between meetings. The Greenwood Center is a part of the Allied Health ecosystem which will include a virtual anatomy lab. We just learned we got a \$100,000 grant from the Hearst Foundation for an innovation center. Janet Gooch is leaving and starting a new position July 1. An interim provost will be named. There are a lot of new projects under Academic Affairs including a reorganization and an interdisciplinary initiative. We need to be moving forward on all of these. Because of the timing, it was too late to start a search for a new Provost, so we will start a national search at the beginning of the fall semester. Natalie asked what a 4% increase put us in at. We had in the ballpark of 658 last year. Our goal 725 to 750. Tyana thinks we should be able to get in that range.

### **Committee Reports**

**Chapter & Club Development** Upcoming leaders call will focus on a content drop, guest speaker on social media and involving new members. The Bulldog Forever Forum will be October 2.

**Programs & Awards** implemented a new liaison model that gives members ownership of project areas so they can move initiatives forward. We are partnering with Advancement on 2

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new recognition programs: Echo 25 and Alumni Fellows. We are working on an event assessment tool. Michelle has been working on TruCare and helping develop new standard operating procedures and marketing strategies. The efforts for TruCare this year seems to have been effective. Annual book club is coming up. Looking to plan ahead for Spirit Day. We want to ensure we have good nominations for the Alumni Fellows and Echo 25. We hope alumni leaders will use their reach to advance these efforts.

**Student & University Relations** would like to steward the volunteers who have volunteered to write notes to admitted students. A list of volunteers who have participated is in Google Drive. If you are interested in writing notes to the volunteers, this is a way of using your new stationary. Please

### Old Business

Strategic Plan was approved by electronic ballot in December

No updates to the shortage of officers in Chicago and Dallas. We will be doing last round of communications to previously involved people in the region but anticipate beginning the process of transitioning these chapters to club status

### New Business

- Admissions has requested that chapters pivot away from send offs and put that energy into engaging accepted students by printing yard signs welcoming new students. After discussion, Natalie motioned that we focus our efforts away from send offs and toward yard signs and Jeanne seconded. The motion passed. Stacy will work with Tyana on moving that forward and invited anyone who is interested in participating in the planning process to be in touch. Lisa indicated she would be interested.
- Board Retreat will be a joint effort between the Foundation Board, the Board of Governors and the Alumni Board. It is planned for January or February 2023 at a location away from campus. The Foundation Board retreat has had consultants come speak
- Alumni Fellows and Echo 25. Phil highlighted the award process and encouraged people to promote and nominate alumni they know.
- Event Survey - Beverly has been working on a universal survey that can be sent to all event organizers. They are focusing on diversity, equity and inclusion. There is a draft of the survey in Google Drive under the retreat documents. The survey is designed to mirror the event submission form. This might be good to feature on the upcoming leaders call. Programs & Awards will meet again in May, so please forward any comments their way by the end of April.

Our next meeting in person will be Homecoming, October 7. Pandemic taught us the summer check in was a good way of keeping projects going. We will meet via Zoom on Saturday, June 25 from 9-12.

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Foundation Update Dr. Hughes reported that the goal was to get a date selected for the joint board meeting soon. The two locations we are considering are Arizona and New Orleans. The proposed calendar is Friday, Saturday. We are starting the Echo 25 and Alumni Fellows recognition programs. Slate will be implemented July 1, and we are looking into purchasing an alumni app. To raise more money, we need to get alumni and the schools more engaged. We want to get 2-3 objectives from each school, athletics and the library to increase the number of opportunities we can sell. An annual report will come out in January that will replace the Truman Review in the communication cycle. We are completing an economic impact report and taking a deeper dive on alumni outcomes data. It will help with career services, recruitment and telling our stories to legislators. We are working to align our fundraising efforts with the schools. The Alumni Board's role in upcoming campaigns is engagement. The relationship is more important than the dollars. We never want to get those roles reversed. Our goal is to find a consultant who will balance between the roles of the boards. We also want to do a feasibility study to determine what our capacity is for an upcoming capital campaign. We are about three and a half years away from a campaign.

Natalie motioned we adjourn, Lisa seconded. Meeting adjourned at 11:41.