Meeting was called to order at 9:05.

Board members were welcomed by the Chair of the Board, Mary Napier, followed by introductions.

1. CONSENT AGENDA  

Approval of the following:
- May 2016 Board Meeting Minutes
- Approval of electronic voting results for new Board members and officers
- Approval of July 2016 Executive Committee Minutes

Action:
- Motion by: Jackie Copeland
- Seconded by: Tamara Kersey
- Motion approved
2. PRESIDENT’S REPORT

Dudley Bokoski

Dudley recently met with past presidents of the Alumni Association for guidance. People feel like our Alumni Association has important role to play. The key is identifying areas we can be most effective. A common theme we must address is making sure we communicate our purpose and relevance. It is very important to let people know the good things we are doing. We have been considering starting an Alumni Association Scholarship for students. The Association has been looking at our insurance standing to ensure proper compliance for all our events and activities. In searching through Alumni Association records, we realize the dream of building the Alumni House was an ambitious vision and they accomplished it. There are unlimited opportunities for us. What do we want to do and where do we want to go as we represent 110,000+ alumni? We want to be collaborative and use the board to develop and share our vision for the future. We want your creativity and ideas.

3. EXECUTIVE DIRECTOR’S REPORT

Mary Landers

Mary’s Executive Director’s Report was included in the Board Meeting materials. A few notable points include:
Out of 6,189 alumni donors, undergraduate participation rate 6%, overall participation 5.72%.
Our goal for this year is 8,000 donors, with 8% participation. Young alumni giving increased by 90%.
Chancellor Gilliam has discussed "Giant Steps" for the university and we are committed to sharing in the work and communication of his initiatives for the university. We are pleased with the beginning of our virtual Spartan Share series, connecting 500 alumni across the world. Preparations are in place to bring in a new staff member for Mary Swantek’s position.

4. FINANCIAL REPORT

Lida Coleman

Lida discussed key terms and processes to help us understand our approach to our finances. The Alumni Association is Public charity, 501(c)(3) - we are not a private foundation
Our revenue focus is on cash contributions and grants. Information was provided about our annual audit process. We are required to report form 990 to the IRS, focusing on board oversight.
Evelyn Nadler, our bookkeeper comes once a week and has limited responsibilities. Mary Landers has access to funds and Lida reviews everything. There are several checks and balances to our handling of finances. Lida has access to our online Quickbooks accounting. Lida discussed how our Endowments work in disbursing funds to the Association. We have two university accounts. We have one main checking account and another “emergency” account available. Staff credit cards have a $2,500 limit, which is supervised by Mary Landers. It is important to keep in mind that the Alumni Association does not have employees – our Alumni Engagement Staff are employees of UNCG.

5. COLLEGE UPDATES

School of Nursing – Livina Eshiet
The new DNP program is advancing well. Livina shared inspirational information about the School of Nursing’s Distinguished alumni nominations. 2017 is a special year, commemorating the School’s 50 year anniversary. Flu vaccines will be available at Homecoming, compliments of the School of Nursing.
School of Education - Jennifer Smith Hooks
Jennifer provided a handout with a number of important highlights, including new rankings. It was noted that Teacher education programs in state have experienced a 30% drop. We are the only university that has Teaching Fellows program, endowed by Bob and Sarah Jordan. The School of Education has created Self Design/Makerspace studio and has welcomed a new Dean.

Bryan School of Business & Economics – Skylar Mearing
Two fall events are upcoming. Annual golf tournament with proceeds going to Bryan Alumni Endowment for scholarships. Homecoming will include a Bryan Alumni Summit on Friday night with two panels featuring invited Bryan Alumni - Critical Skills and Woman Business Leaders.

6. FINANCIAL REPORTS 101 Lida Coleman
Lida declared a successful fiscal year last year. Our Financial Position snapshot information was provided. Affinity income from business commissions was $31,000. Our revenue is unknown and we project a deficit of about $38,000. Our access to Endowment funds fluctuate from year to year, depending on performance, usually allowing us to use 3-4% each year. Each committee has a budget which helps us anticipate expenses throughout the year. There is no contingency fund budgeted for this year. We can transfer unbudgeted cash to our accounts as necessary. Jan Zink is a strong partner with the Alumni Association. The Office of Development budget has been cut, so there are no guarantees in the amount of support available.

Stacy Vogel raised the question of the cost for board meetings and materials, which is typically around $1,500. The retreat has a few added expenses, such as our binders. It was suggested we look into Docusign and other methods to provide materials online and become “paperless”, with the exception of providing board members a binder with hard copies of key documents when they join the board. A few extra paper copies of materials will be kept at the Alumni House for reference.

Kevin Bottomley raised the question of how we track the amount of money we influence alumni to give to university, even if the money does not go to Alumni Association. Mary Landers’ answer was that this information is captured through data on our alumni participation numbers.

Stacy Vogel made a personal appeal for all board members to give to the Alumni Association. She noted that if we are going to move our efforts forward, we need to be a giving board. Gail Austin noted that from the Awards & Nominations committee, our conversations with potential board members include an expectation to contribute monetarily to the Association at some level. While we ask for board members and alumni to give at a level that is feasible for the individual, we want to implement a Stewardship Plan. The big question is what would such a Stewardship Plan look like? Michelle Schneider suggested we delay our giving pledges until some analysis can be done. Michelle volunteered to lead this effort.

Dudley Bokoski noted that changes to our Association website has made it easier to donate. However, while our giving has increased, our budget has remained the same. He discussed envisioning the possibilities that if our giving doubled, we could radically change the amount of programs we offer. It is important to start thinking and talking seriously about how to purposefully increase revenue and how we brand every event that we touch. He suggested an ad hoc committee that would consider developing a strategy for revenue generation. Dudley volunteered to help Michelle analyze our giving trends.
7. SOCIAL MEDIA 101

Elisha shared a handout of helpful hints for social media. Our goal this year is to encourage board members to engage in social media for the Alumni Association: Facebook, Twitter, Instagram, LinkedIn.

Mark Graves currently manages the Facebook site. Members of the Communications Committee has access for updating.

Twitter @uncgalumni
Twitter is more “real time” engagement, opening the door to more conversation
Hashtags we employ:
#uncgalumni #uncgAlways #uncgArchives #UNCGRDU #letsgoG #UNCGGold #DSBA

Instagram allows sharing photos and 60 second videos. Photos can be edited with various artistic filters.

LinkedIn is for professional networking. Under Education, participants are asked to list UNCG, Alumni Association. Searches can help discover UNCG alumni. It was noted that we need to change the UNCG logo on LinkedIn as it is currently too small and illegible.

Creating a Snapchat account is currently in the works. There will be more information to come.

8. “HOW CAN WE MAKE A DIFFERENCE?”

How can we "Provide support to UNCG and its Alumni" most effectively?

Discussion Highlights

COMMUNICATION - get information on everyone’s radar more effectively, so people know what is available. Too many people seem to notice events after they have happened. Some people seem to know about some of the events; more consistency is needing in this area.

SERVICE – It was suggested we have a signature event related to service that encourages involvement - possibly on many levels to engage as many alumni as possible – some people are better suited for logistics, planning, hands-on labor, etc. We need to recognize these areas and find ways for people to participate and lead as they are gifted.
* service project that raises the visibility of the Alumni Association
* yearly service activity for the board to promote team building

ROUNDTABLE IDEAS:
* Free online courses for alumni
* Hot topics / summit discussions - invite alumni, faculty to participate
* Find out what people want from their Alumni Association
* Engagement of students while they are still on campus
* Mobile app
* Alumni provide career assistance for students and other alumni
* Additional career events sponsored by Alumni Association - helping alumni
* Helping kids prepare for college - working closer with teachers who are UNCG alumni
* Gain a better understanding of what the university needs from our Association
* Hiring UNCG alumni - collaborating with businesses who want to reach out (Sherita Gatling has resources and contacts to assist)
* Promote alumni success stories - especially via video
* Alumni partnerships on campus - (i.e. day passes/ full memberships at Kaplan Wellness, Library access? Theatre? any other campus areas where we can forge a relationship to get alumni active on campus?
* Could a portion of membership to such amenities be directed to Alumni Association fund?
* UNCG Legacy events - connecting people with family ties
* personal networking
* encouraging on campus visits - sponsoring tours (actual and virtual) - perhaps have specialized tours that may speak to various class decades' interests?
* tours to highlight new, current successes / innovations at the university (think nursing school technologies, performing arts accolades, science, etc.)
* Training on UNCG history and traditions
* Provide manpower / "hands and feet" for Chancellor's engagement initiatives
* Commitment of board members to attend regional events - show that we are actively representing the ideas of our area alumni to the full board
* Homecoming events that are designed to engage Vanguard alumnae
* Action -- involve people who are not on the board but who want to attend/work events; serve on committees - increasing the touch and activity of alumni on Association and university events
* Partner with other constituent alumni groups to strengthen activities (e.g. Bryan School food drive partnered with Branches of Love event, etc.)

An ad hoc committee will review these ideas and make recommendations.
Volunteers include: Gail Austin, Jason Caldwell, Tamara Kersey, Erica Mizelle, Lida Coleman

**NOON – “Fiesta” Buffet Lunch**

9. **COMMITTEE REPORTS**

**Finance Committee – Lida Coleman**
Lida noted that all points from the Finance Committee had been covered in previous discussions this morning.

**Alumni House Committee – Sarah Shoffner**
There have been discussions with Miriam Barkley about creating a docent program for the Alumni House. University Archives needs to catalog significant items for their records. We need to refine the contract for Alumni House rentals and make contracts for caterers more specific to provide consistency and address insurance expectations. We are thinking about an approved caterer list with clearly set expectations. The new sound system installation project has begun this week.

**Spartan Legislative Committee – Aubrey Ravenel**
The committee engaged in a discussion about future goals for the committee with several good ideas expressed. More information will be forthcoming.

**Communication Committee – Elisha Gutloff**

The committee has discussed ways to have an impact for the Association. Major goals include increasing board participation on social media and partnering with Alumni Engagement. The committee was impressed with the Admissions presentation by Chris Keller – We need to work purposefully to promote our brand. Where can we best have influence?

The committee had a July retreat on campus and met with the University Relations communications specialist, and was guided through social media tips - increase audience growth. We are excited about new board member, Kate Tobey's video expertise.

How can we engage classes from 1980's & 1990's? There is little memorabilia from these decades in University Archives.

Spartan Athletics encouraging engagement with us - more flexible. It would be great to get athletes involved in promoting and participating in our efforts.

Our largest audience on Facebook is women, ages 25-34.

Notable numbers:
Facebook: 4,046 followers / Twitter: 1,569 followers / LinkedIn: 3,357 members / Instagram increase +241 since July, thanks to the dedication and efforts of Tim Wilson.

Let’s keep the likes coming!!

**Alumni Engagement Committee – Jennifer Morris**

We have a brand new slate of members on this committee as we work to continue efforts from last year. A How-To Guide for alumni networks has been created to help network leaders provide consistency and purpose in building their programs. We want substantive program content at network events (UNCG trivia, etc.)

We have 6 Networks, and have experienced double-digit percentage increases of participation at events. Our networks reach about 1,000 people. Homecoming typically engages 5,000. Welcome to the City events are happening throughout August.

We are appreciative to staff and volunteers that make all of these events successful.

The committee wants to have a “Contact Information” Drive at Homecoming to help ensure our records are updated and complete as much as possible.

A discount program is in the works to provide Alumni perks. This is information that needs to be effectively communicated to alumni.

Jennifer Hooks commented that there are lots of people in the Wilmington area who want to be involved and this would be a good area to gauge potential network growth.

**Awards & Nominations Committee – Mary Napier**

We are looking at board positions and officer positions that will be available. We are discussing the need for a brochure at homecoming that discusses Board of Directors purpose and responsibilities to
hopefully promote interest during the nomination process. Donegan pointed out that we have a “fact sheet” of Alumni information for distribution at Homecoming; perhaps we can tweak it and add info about the board.

**Homecoming Committee – Annette Holesh**
A sign-up sheet for Homecoming participation was circulated to board members. Our goal is to take our message out to other alumni tents and work to educate people about the Alumni Association. Each board member received invitation postcards to send out to friends. The Homecoming Website is being updated with the schedule, registration links, and social media tool kit.

Homecoming Champions opportunity: $125 for regular alumni, $75 for GOLD alumni. The purpose of this program is to help offset expenses while providing quality amenities: name on t-shirt, VIP parking. We had 15 Champions last year and hope to double that this year.

Homecoming Sponsorships can be provided to businesses and allow for tabling opportunities - $1,000 level, $5,000 level.

Invitations to Homecoming will be sent to 50,000 alumni

Donegan’s Facebook Live session about Homecoming 2016 received 500 views.

Preparations are still in the works to host the biggest and best Homecoming experience yet.

**Action to approve all committee reports:**
Motion by: Neal Dixon  
Seconded by: Gail Austin  
Motion approved

**OLD BUSINESS**

**10. AFFINITY FUNDING MODEL**  

*Dudley Bokoski*

Dudley described the current situation and the new proposed model. A new request form will be used going forward. Our goal is to be intentional in branding sponsored events. We are moving over time to an Alumni Association that is an effective "umbrella" of many different alumni groups.

The new proposal would take effect beginning in fiscal year 2017 (July). Affinity groups requesting funding for events would apply using a revised form (provided in board materials). The Alumni Engagement Committee would consider each request. Funds provided would be in the form of a direct grant. The Alumni Association has the expectation to be branded as a sponsor the event on materials, etc.

Note, we are not obligated to spend all the money allocated in the budget for the affinity funding line item. The specific amount available for funding will be determined during the next budget creation process. Language in the proposal is specific to protect ourselves in terms of insurance and liabilities. University rules must be adhered to with events we are asked to sponsor.
There is a need for clear functionality and relationship building in working with various affinity groups to ensure we are truly partnering with each other for mutual benefit and maximum effectiveness.

Stacy Vogel made a motion that we return remaining profits we retained from various groups under the previous funding policy. There was no second to this motion.

Michelle Schneider moved that the new funding model be accepted for implementation and that the Executive Committee study the cost feasibility of retroactively refunding proceeds from previous years to affected groups.

**Action:**
- Motion by: Michelle Schneider
- Seconded by: Stacy Vogel
- **Motion approved**

**11. UPDATE ON THE MARY WARD ESTATE**

Mary Ward made the UNCG Alumni Association a beneficiary in her will. Because of technical matters, we are receiving $17,000. As the estate is being further litigated, there is a possibility for us to receive more in the future. Updates will be forthcoming as they are available.

**NEW BUSINESS**

**12. PROCESS FOR POLICIES AND PROCEDURES**

All changes to our Policies and Procedures must be approved by the Board of Directors. The Secretary will be responsible for tracking all changes and updating documents appropriately for future reference.

References to the Alumni Engagement Committee must be added to Policies and Procedures.

- **Motion approved**

**13. APPROVAL FOR MPA REUNION EVENT**

The MPA program has requested $1,000 to be granted in support of their Reunion event scheduled for October 28, 2016.

Abstaining from vote: Michelle Schneider, Jackie Copeland, Kevin Bottomley, Stacy Vogel.

- **Motion approved**

Meeting adjourned at 2:45 PM.

Submitted by Kevin J. Barham, Secretary