Board Meeting

February 6, 2016

Virginia Dare Room, Alumni House

Directors in attendance

Jeff Collins, Dudley Bokoski, Lida Coleman, Celia Dickerson, Annette Holesh, Mary Napier, Neal Dixon, Sarah Shoffner, Jana Wagenseller, Nancy Stallings, Jennifer Morris, Tamara Kersey, Agnes Price, Whitney Hill, Aubrey Ravanel, Gail Austin, Kevin Barham, Jackie Copeland, Eric Durham, Elisha Gutloff, Stacy Vogel, Michelle Schneider,

Ex officio in attendance

Mary Landers, Executive Director, Ann Burke, Lavinia Eshiet, Mike Roach, Joanne Safrit, Moreland Smith, John Comer, Dan Castaldo, Crystal Josey

Absent: Justin Outling, Tia Wiggins, Maureen Vandiver, Catherine Langley, Sherita Gatling

Collins called the meeting to order at 9 AM.

Each member introduced themselves.

Order of Business

Consent agenda

Minutes of October 2015 meeting
Executive Committee meeting
Electronic balloting: Melanie Bullock

M: Annette Holesh S: Aubrey Ravenel Approved

President’s report (attached) Mary Napier

Executive Director’s Report (attached) Mary Landers

Mary welcomed new staff members, Crystal Josey and Bob Amico. Her written report is attached. She noted the following items.

a) For alumni engagement she lists the top affinity groups for the AA to cultivate. To that end, Dudley Bokoski reported on the AA policy for funding group gatherings.

Dudley, Celia, and Crystal met electronically to review the current policy. Charged with an examination of the AA policy on funding affinity/affiliate groups for homecoming events, the committee put out for discussion the details of the policy and the
potential for generating greater exposure for the AA to get credit. The committee will review the directors’ comments about fairness and accountability for this monetary connection.

b) The university’s 125th anniversary will be noted in 2016.

Founders Day Oct. 5
Installation of Chancellor Gilliam October 7

Committee reports

Lavinia Eshiet reported for the School of Nursing. The state bond referendum scheduled for March voting will request $105,000,000 to build a new building for nursing. The university has purchased an $85,000 imaging simulation table for state of the art visualization of the human body.

Mike Roach, athletics, noted the high ranking of the soccer, volleyball, cross country, and basketball teams, both male and female. Basketball games are broadcast on ESPN3.

At this point, the board adjourned to tour the current building, specifically, the simulation room for hands-on training.

Committee reports continued

Ann Burke, HHS, noted that the Health and Human Services department was established by combining HES and HHP. It is the 2nd largest unit on campus, has 5 locations, 10 departments and programs with 2953 undergraduates and 473 graduate students.

The department will host a Distinguished Alumni award event April 16.

Mark Graves, for Michelle Dye, reported for the Bryan School.

Annette Holesh reported for the Alumni House committee.

- Repairs have been made in the ceiling for water damage. Painting still needed. University Facilities department made the repairs.
- Tables have been moved from dining room to library and a more accessible to the dining room.
- An oval table has been verified by Brenda Meadows Cooper, former Alumni Association secretary, as being original to the AH. It will be moved to the Pecky Cypress Room.
- The chancellor and provost each have asked that the sound system in the Virginia Dare room be upgraded. John will bring in the associate vice-chancellor for physical plant to determine what is needed.
- The committee recommends purchase of 150 new chairs from vendor K1, maker of current chairs. Cost is $46,000.
- John Comer met with Miriam Barkley to discuss developing a docent program and brochure for the AH.
The board adjourned to tour the current building, specifically, the simulation room for hands-on training.

The board adjourned for lunch.

Jana Wagenseller, for Jeff Collins, reconvened the meeting at 12:55 pm.

Committee reports, continued

Lida Coleman, for Finance reported. She noted we incur high costs in October for the funding of homecoming. Revenue varies from quarter to quarter. Neal Dixon, for the committee, requested that all committees make their budget requests before the May meeting. Committees are to make line item requests within the request.

Sarah Shoffner, for Resource Development stated that her committee has been writing thank you notes to alumni donors to the university.

Aubrey Ravenel, for Legislative Advocacy noted the forum for the November Greensboro area elections had been held and thinly attended. The committee is looking at ways to partner with the university and other groups for advocacy.

Elisha Gutloff reported for Communication. The committee is looking for mobile apps, found Alumnify to be in beta phase and not feasible at present. The committee is looking for ways to use social media platform to promote alumni support. Activity on LinkedIn, Facebook, Twitter, is up.

Jeff Collins noted that advertising on the online broadcast of the Coaches’ Show gets positive feedback.

Dudley Bokoski reported for Alumni Engagement. He noted that Rugby Alumni and All-Black Attire are the most active alumni clubs, having a history of asking our board for funding for homecoming events. The policy has been one of reimbursement for expenses, with 50% of any profit going to the AA. The board wishes to promote more affinity/affiliated groups taking advantage of this current. While there is potential for an increase of participation, board members want this to be affordable to the board, fair to the groups while requiring transparency on the part of the group requesting funds.

Sarah Katherine Coley and Bob Amico, for Development, reported on the Believe in the G, asking alumni to donate within the 48-hour Giving Challenge, slated for February 16-17, 2016. The fund drive features units to be doubled and matched within the time frame. Collins and Landers encouraged board members to donate.

Among other social outreaches, the development team asked for couples who met at UNCG to tell their stories as “Sweethearts”. 
Old business

Julia Jackson-Newsome, Senior Advisor for Strategic Initiatives to Chancellor Gilliam, presented an overview of the 2016 NC Bond vote scheduled for March 15. The campus is allotted $105,000,000 for a new nursing building. It will replace McIver Building, a 1960’s era building that is unusable due to safety issues.

The Commerce credit card has not generated income as expected. The previous card, with Bank of America, had generated $24,000 a year to our budget. That card has been discontinued, hence we have designated Commerce as a card to promote in alliance with the AA.

The Alumni House committee requested a motion to purchase 150 chairs from K1 for the Alumni House Virginia Dare room. A chair was on display. These will fit the current chair storage dollies, be stackable and will replace the 20-year-old chairs now in use.

M: Nancy Stallings S: Jackie Copeland Approved

New business

Jeff Collins reported that the Mary Ward estate will probably deliver $21,000 to the AA. On behalf of the board, Jeff retained an attorney for $1200. He will represent the AA in the contesting of the Ward will. Depending on that outcome, another $17,000 may be coming to the AA.

Jeff reported that the Greensboro affiliate of Cars and Coffee will use the Weatherspoon parking lot on the 3rd Saturday each month for showcasing vintage cars. The April Cars and Coffee, will coincide with the 50th reunion of the class of 1966 and feature 1966 model cars lined on College Ave. The chancellor’s office was enthusiastic about allowing this use of the campus.

Jeff Collins adjourned the meeting at 2:40 pm.

Respectfully submitted, Celia Dickerson, Secretary