UNCG Alumni Association
Executive Committee

Minutes — July 12, 2016

Present: Mary Napier, Dudley Bokoski, Annette Holesh, Elisha Gutloff, Kevin Barham, Jennifer Morris, Mary Landers
Absent: Lida Coleman, Aubrey Ravenel

Meeting convened at 12 noon.

Affinity Groups Funding — Dudley – Engagement Committee recap on the following issues:

- How to handle funding requests (funding model, request form, etc.)
- Naming of constituent groups

Proposals:

(1) Beginning 2017-18, have a line item in our budget from which all affinity group funding would come.
(2) Affinity groups complete an application that details the purpose of their request, including information about the group’s investment in the event.
(3) Funding would be in the form of a direct grant. The Alumni Association would not require any percentage back from events.
(4) Eliminate references to “sanctioned societies” in all documents in favor of “Alumni affinity groups”
(5) “Entitlements” word change to “Branding” for Alumni Association co-sponsored events

In addition, there would be no historical expectation for funding from year to year, meaning if a group received funding this year, there is no guarantee for funding the next year. We would encourage groups to apply early for funding.

Requests for funding would be considered and granted on a case-by-case basis as long as funds are available.

Especially for events involving the Chancellor, we would need very specific information about how the money will be spent.

We need flexibility to allow for other alumni groups to be involved.

Political Science, Greek, Aubrey Lee Brooks, and Residential Hall Societies are no longer in operation.

Funding requests would be considered by the Alumni Engagement committee, not by Finance.
**Homecoming Update** – Annette

New Homecoming Committee consists of 10 people with an initial meeting upcoming.

Events are planned from Wednesday, October 19 – Sunday, October 23

***Alumni of Distinction Awards Dinner – Thursday, October 20****

Homecoming will be “bigger” than last year. Jessie’s Girls will be our band. There will possibly be updates to the parade route to foster better participation.

Homecoming is an “all hands on deck” event – we really need all of our board members present to assist in various areas. There will be a sign-up sheet for our participation.

**Meeting Schedule** for the Executive Committee is currently every second Tuesday of the month at noon. We may change to another day of the week to meet the needs of committee members.

Funds Transfer – Mary Landers – We have $6,600 in our operating fund.

Committee Goals, Hopes, and Dreams – Mary Napier

Communication (Elisha)

- Create streamlined efforts for user-friendly social media outreach
- Goal for our Board of Directors to have more participation in our social media engagement
- Create one-on-one relationships

Alumni Engagement (Jennifer)

- Major Focus: Remember the purpose of events – While socialization is important, events need to have sub stance – highlight what is going on at UNCG. Creating “kits” for quarterly network events can help facilitate conversation
- Alumni Networks have a plan book / guide to provide consistency
- Find new ways to engage alumni
- Desire to have a drive for updating contact information (Homecoming booth with “prize” incentive raffle?)
- UNCG magazine appeal for alumni to update their information
- Connect alumni with students and student groups and volunteer opportunities (e.g. MLK Day of Service)
- Potential to ask if alumni would be willing to receive a call from a senior who is majoring in their field of study; partnership with Career Services
• Consider ways to educate alumni about “perks” – access to Jackson Library, Kaplan Wellness Center, perhaps have area restaurant partnerships
  -- Could Alumni Perks be displayed on an easel at our Homecoming tent?
• Consider a “Fun Night Out” for a Spartan Athletics game

**Important:** Board members should be engaging in their area network events. This is a great opportunity to have conversations with alumni about the types of events and programming they would like to see.

Nominations & Awards (Mary Napier)

• How can the Alumni Association make a significant impact on campus?
• Discussion of creating a student scholarship vs. faculty grant
• Building a scholarship endowment takes time
• A faculty grant would help make a true difference for the university and help address Chancellor Gilliam’s priority for investing in our faculty. Such a grant would allow faculty to apply for needed equipment, etc.
• Possibility of alumni mentors – Mary Landers has had dialogue with Brett Carter, Dean of Students

**Policies & Procedures Review** – Mary Napier

Alumni Engagement needs to be added as a committee
Changes to Policies & Procedures must be approved by the Board
Necessary changes will be presented during New Business at the Board meeting
Secretary will function as “Gatekeeper” to make sure necessary changes are officially made to proper documents such as Policies & Procedure, By-Laws, etc.

**Board Meeting Feedback**

Mary is seeking input about our board meetings.
Time should be provided during scheduled board meetings for committees to meet (rather than prior to the 9:00 start).
Desire to teach board members how to read the financial reports more effectively, in order to facilitate better use of our meeting time.

Mary wants input from the entire board, so that meeting agendas can best reflect needs and expectations.

*What positive effect would our more active participation have on the entire success of our programs and events? Let’s think about the easy efforts we can make that could have a strong impact!*

We look forward to a great year ahead!

Meeting adjourned at 1:40 p.m.