UNCG Alumni Association
Executive Committee

MINUTES – December 6, 2016

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

Absent: Elisha Gutloff

Meeting convened at 12:00 Noon.

University Updates – Mary Landers
A consultant is coming to review Advancement and Alumni fundraising practices. A meeting of the 125th Anniversary committee will be happening next week. The Holiday Open House and Vacc Bell Tower lighting are this evening. We are on the rain plan for luminaries. Amy Snyder has joined the Alumni Relations staff as our new Communications Specialist.

In a meeting with SGA letters, they expressed that students desire more interaction with alumni and want to meet again to find ways to partner with the Alumni Association.

Homecoming Report – Annette Holesh
Homecoming was a great success. Over 2,500 attendees were at Kaplan Commons with 1,900 meals served. Approximately 1,500 t-shirts were distributed. 100 people attended the GOLD Spartan Hop on Friday night. There was some concern about logistics, and Chancellor Gilliam is interested in finding ways to incorporate student interest in the Saturday Homecoming activities. There has been some discussion about bringing Sleeping Booty back as the band for 2017. Jennifer asked for us to consider ways to encourage out-of-state alumni to return to campus for Homecoming: prizes, shuttle, travel arrangements (block of hotel rooms), etc.

Diversity & Inclusion Initiative – Mary Napier
The Chancellor’s Office has a similar initiative on Equity and Diversity. Elisha and Mary Napier will meet with the coordinator for the Chancellor’s initiative to share ideas and inform one another.
Financial Report – Lida Coleman
Cash on hand stands at $295,000. No expense line items appear to be over budget at this point. Net revenue is $31,000. Calls to the Vanguard members were not made this year, which has had a notable effect on our fundraising. Lida will continue to look at the Investment Fund.

Board Meeting Attendance – Mary Napier
Mary informed us of a member who has missed two board meetings. She will reach out to the individual to address concerns. Remember, board members must attend three of the four annual board meetings, either in person or by calling in. Failure to attend board meetings is subject to dismissal from the board.

American National Bank – Mary Napier
With this bank we have a checking account with $117,000. Currently, $17,500 is from the Mary Ward estate. This is our money to use for programming. We discussed needing an overarching strategy for how to use our assets in productive and responsible ways.

Affinity Group Funding Concerns – Mary Napier
We discussed some confusion over the guidelines for affinity group funding requests. Going forward, we need clarity over requiring requests from affinity groups we already recognize, such as those staff have ongoing relationships with: LGBT, Greek, Neo-Black Society, etc. There is $5,000 budgeted this year for affinity groups. Alumni Engagement Committee will consider requests from other “outside” groups. In the 2017 budget, funds will be allocated for any and all affinity groups, from which funding requests will be considered. There will be no distinction between different types of groups at that point. Our goal is to encourage and cultivate relationships with alumni and alumni groups. We will continue to discuss what these relationships should look like and our expectations for the partnership.

Fundraising for the UNCG Alumni Association – Michelle Schneider
The big questions we need to answer are: WHAT? HOW? and WHY?
Michelle shared data from 2005-2015 about fundraising trends with the Association. 2010-2015 did not yield strong support. While we are trying to engage more people with fewer dollars, we need to make smart choices in how to reach alumni and encourage donations. Success comes from focusing energy on relationships, not stand-alone events. For instance, we invest in people coming to Homecoming, but are lacking in our sustained engagement after the “big event” is over.
Likewise, one-off fundraising does not work effectively. We need a strong campaign. It takes about seven years to see significant benefits in a fundraising program.

We should consider a task force to look at our funding model and make a plan going forward. Our long term goal is to more effectively grow our own resources.

**Committee Updates**

**Alumni Engagement – Jennifer Morris**
Contact information from Homecoming is being compared with records in Banner. The effort to partner with the MLK Day of Service was unsuccessful. Alumni Networks need to rethink what works for them – not all have the same success with the same events. There is interest in pursuing more cost-neutral events through the regional networks, such as book clubs and movie clubs. In what ways can we better serve the university versus only serving alumni (e.g. working with an Admissions event)? There is some concern among our Vanguard members that regional networks do not offer enough engagement in their interests.

**Legislative – Aubrey Ravenel**
The committee is finalizing the survey that will be sent to alumni within the next few weeks. This survey will be sent to alumni and the members of the Spartan Legislative Network, with the purpose of gathering ideas for the committee’s next steps in planning.

**Awards & Nominations – Mary Napier**
The committee met last Sunday 12/4/16 and discussed pending vacancies on the board or next year. There are few seats to fill, as many expiring terms have allowed for current directors to continue for another term. This year, we received over 40 board nominations. We are interested in engaging these nominees’ leadership interest in other ways, since many of them were self-nominated. We will meet in January to continue our discussion of candidates for officer positions.