Meeting was called to order at 9:10 AM.

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

1. **CONSENT AGENDA**

   Approval of the following:
   - August 2016 Minutes
   - September 2016 Executive Committee Minutes
   - Electronic Vote for Mrs. Homecoming
   - Electronic Vote for Spartans of Promise 2016

   **Action:**
   - Motion by: Aubrey Ravenel
   - Seconded by: Sarah Shoffner
   - Motion approved

Committee Meeting Breakout 9:30-10:30
2. **PRESIDENT’S REPORT** *Dudley Bokoski*

Dudley reported on attending recent events including New Student Convocation, Chancellor Gilliam’s Installation, the Alumni Awards Dinner, and believes the university and Alumni Association are on a good trajectory. We have 119,000 alumni - everybody on board represents about 3,000 people. It is significant that we raised our hand to help! Giving our treasure is important and sets a strong precedent for others to follow. The more fun we have, the more successful we will be!

3. **EXECUTIVE DIRECTOR’S REPORT** *Mary Landers*

Homecoming corsages were presented to Vanguard members of the Board. We recently welcomed new staff members – Corey Cantaluppi ‘13, is our new Administrative Assistant. Dorian Thompson ‘14 – will work with affinity groups – One goal is to look at affinity groups based on what people have in common now. Our first Legacy event will be held at 2:30 PM today. Interviews are coming soon for our Communications Specialist position. Recently, we gained a new Associate Vice Chancellor for Advancement, Kristine Davidson. Bob Amico/Annual Giving now reports to her. Mary demonstrated her smooth "stroll off" moves!

4. **FINANCIAL REPORT** *Lida Coleman*

We have had to adjust our budgeting due to an error in our Endowment income expectations – needing to adjust for a $14,000 difference. Total assets are up approximately $30,000. Statement of Activity – for the first 3 months, we do not have a lot of expenses, except Homecoming. $63,000 - net operating revenue for the first quarter. The annual audit is finished.

5. **COLLEGE UPDATES**

**School of Nursing** – *Livinia Eshiet*

Flu shots available at SON booth today. Stakeholders luncheon for donors is upcoming. 186 scholarships have been awarded. Faculty are very involved in the planning process for the new STEM instructional building (McIver replacement).

**Spartan Athletics** – *Craig Fink*

Fall season winding down towards championships. We are hosting southern conference championships for soccer. There are 17 games for men's basketball scheduled at the Greensboro Coliseum this winter.

**School of Health and Human Services**

We are excited that Ms. Homecoming - Dean Celia Hooper will be featured in the Homecoming parade.

**School of Education** – *Jennifer Hooks*
UNCG School of Education received a generous $2.3 million from the Haggai Foundation. The School recently gained a new dean and we are very excited for his leadership.

**Bryan School of Business & Economics** - None

**BUFFET LUNCH – 11:40-12:30**

**6. Homecoming!**

We will be ready to take our positions at 3:30 under the Alumni Association tent, and elsewhere on Kaplan Commons.

- The Perks table features a poster of opportunities available to alumni.
- Contact information drive – alumni can enter their information for a chance to win prizes
- Large spinning wheel for prizes
- Friday night’s food truck rodeo was very successful. The winds were too high for the bonfire.
- Spartan 5K Saturday morning on campus

* Donegan Root updated us on some Homecoming numbers:
  26 Homecoming Champions
  All Black Attire Party has 300 pre-registered, expecting 400-500 attendees

**7. COMMITTEE REPORTS**

**Finance Committee** – *Lida Coleman*

We are required in Bylaws to have an independent CPA do audit annually. Good for our credibility. Board oversight is important and the 990 form must be made available to board of directors. Evelyn Nadler is contracted to work with Alumni Association bookkeeping. Invoices/receipts go from Mary Landers to Evelyn, and she writes our checks (does not sign). All items are kept in the alumni office.

This is the third year of a 3-year contract with the auditing firm, Duncan Ashe. Results of the audit were surprising - Investments had an unrealized loss of approximately $140,000, it should be expected that returns will be less in general – we need more and smarter ways to fundraise.

The Finance Committee wants to work with the Executive Committee to do long range planning - where will our money come from? How can we do more independent fundraising? How can the University help?

Form 990 asks what kind of revenue we generate - related to activity, how is the board comprised, etc. Page 15 – We are an organization for the benefit of a university supported by state agency
In order to remain public charity, we have to maintain a certain amount of public support percentage (33%). We have 41.31% public support for this year. If we go below 33.3% public support, the IRS will ask us to present Facts & Circumstances to prove how our work is mission related, etc. Revenue we can claim - gifts, grant, contributions, membership fees – on a rolling five-year average Revenue generated from Homecoming, Reunion, etc. is not included in this formula. Timing is an important consideration for fundraising.

**Alumni House Committee – Sarah Shoffner**
The new sound system in the Virginia Dare Room is completed and sounds good. The committee is working on a preferred catering list and Alumni House policies to deal with issues going forward. We have acquired a collection of class jackets that will be catalogued. The old chairs have gone to a good use. A committee has been formed as we continue working on a new Alumni House docent program. The grandfather clock may get reworked.

**Spartan Legislative Committee – Aubrey Ravenel**
We are working to make sure our initiatives are in line with university goals and are communicating with the Chancellor’s Government Relations office. An online survey will be conducted to poll what SLN members want to see from this committee.

**Communication Committee – Elisha Gutloff**
Updates on Social Media engagement: 4,200 Facebook, 1,600 Twitter, 3,500 LinkedIn, 2,200 Instagram. There has been an increase in the “open” rate for the E-Newsletter.

Kate Tobey is working on video production ideas regarding branding and marketing for 125th anniversary and partnering with Chancellor’s office to align with events.

Video themes - diversity, Homecoming history, international, transition from WC to UNCG.

**Alumni Engagement Committee – Jennifer Morris**
6 regional networks - Welcome to the City - numbers of up to 390 participants (increase of 40 from last year). We are planning for a future community service event called “Thankful Spartans”.

Los Angeles is ripe for an official network; discussions are being had for possible leadership.

Wilmington and Asheville are future possibilities for networks – we are currently looking for interest, volunteers for leadership. We are looking to conduct a virtual retreat for network leaders to share ideas and resources: What are our expected outcomes? How do we measure that we are succeeding?

We want to find way an effective way to have conversations about fundraising.

Club Soccer group wants to learn how to become an affinity group. Jennifer is exploring a joint Day of Service with the university (MLK Day of Service) All board members are encouraged to attend regional network events!

**Funding Request** - Bryan School requested $5,000 for an event, and was granted $2,000 from the discretionary fund, since there is no specific funding set aside for requests. Question to consider: How much will we set aside for these grants going forward?

**Awards & Nominations Committee – Mary Napier**
We have received the resignation of board member Ashley Raper and the committee will be working on selecting a replacement. The call for nominations for board members will be sent soon via email.

We discussed the question: Why do we not have ex-officio board members representing alumni from College of Arts & Sciences, or School of Visual and Performing Arts. Erica will get in touch with the
College of Arts & Sciences; Elisha will check with School of Visual & Performing Arts to determine if there is any interest.

"Alumni Making a Difference" Ad Hoc Committee - Jason Caldwell
Members: Jason, Gail, Mary, Lida, Sherita, and Erica.
This new committee has had 2 conference calls so far. We are intentional about creating and communicating a clear mission and vision. We want to be very involved to better connect with current students, particularly having deliberate presence at SOAR, sponsoring service projects, etc. We are also interested in finding specific ways to support faculty and staff. Our big question is: How can we become completely engrained in the fabric of the university?

Action: Motion to approve the reports of standing committees.
   Motion by: Gail Austin
   Seconded by: Erica Mizelle
   Motion approved.

OLD BUSINESS

8. Board Pledges
   Mary Napier
Pledge forms were distributed to the board. Jo Safrit shared that she has strategies in mind to help boost our giving engagement, such as setting a budget amount for “total board contribution” and everyone giving what they can to help meet that budgeted amount. Our giving is important!

NEW BUSINESS

9. Say YES!
   Michelle Schneider
This is first year of the “Say YES! To Education” program in Guilford County. We have 377 freshmen at UNCG who are Say YES! Scholars. We are looking for ways to encourage and support these students to be successful in their studies at UNCG. We have their contact information. Possibilities for ideas are hot chocolate events, Spartan Spot at a basketball game, conducting focus groups with these students to discuss what can help them. There is a lot of potential to make a difference. Michelle will be working on a task force of board members to explore ideas.

10. Update on Diversity & Inclusion Initiative
    Elisha Gutloff
Some alumni that represent diverse populations do not feel they are being appropriately represented. Chancellor Gilliam is particularly interested in participation levels of African American alumni. While UNCG has a population of 26% ethnic background, we are looking for ways to help celebrate diversity, promote inclusion, and provide a pipeline of interested persons who may serve our board in the future. Eventually a council will be created to advise our board, produce initiatives, and ultimately help create a diverse network of engaged alumni. The council would report to the Board of Directors on a quarterly basis.

A suggestion was made to see if there are common factors that can allow cooperation between Alumni Engagement, “Alumni Making a Difference”, and the Diversity & Inclusion initiative.

Meeting adjourned at 2:02 PM.