Meeting was called to order at 9:02 AM.

1. CONSENT AGENDA

Approval of the following:
- February 4, 2016 Board Meeting Minutes
- March 2016 Executive Committee Minutes
- January 2017 Executive Committee Minutes

Action:
- Motion by: Annette Holesh
- Seconded by: Lida Coleman
- Motion approved

2. GUEST SPEAKER: Dr. Julia Mendez Smith

Chancellor’s Fellow for Campus Climate

The focus of Dr. Mendez Smith’s role is to examine what makes UNCG healthy and vibrant and to help stakeholders be aware and inclusive of cultural dynamics on campus. She noted the university community has a great deal of interplay between cultural perspectives and academic disciplines. One focus for UNCG will be addressing equity in terms of access and opportunity. Julia shared anecdotes from campus life in the 1940s to illustrate shifts in perspectives. Dr. Mendez Smith also discussed the
rising Latino population on campus. 40% of the student population is identified as “non-white”. Her office conducts workshops to engage the campus community and sponsors speakers for various events. Plans are to have deep conversations in “sustained dialogue” to address concerns and ideas. Students success is tied to relationships. From our subsequent board discussion, important questions to consider for ourselves and future directors are: How does your own experience make you a better board member? How do we contribute to the diverse community of UNCG?

3. DIVERSITY & INCLUSION INITIATIVE FOLLOW-UP  

Elisha Gutloff

The proposal for the Diversity & Inclusion Initiative came about from alumni attitudes survey, particularly that some people were not feeling represented. It is important to think beyond race and gender as we talk about diversity. Next steps will be to create an interest form (end of June) to solicit interests from alumni with a focus on intersectionality - ethnicity, interests in arts, business owner, etc. - how do we connect with multiple aspects of diversity as we seek to engage alumni. We should start with candidates not selected for the board as a resource for gaining input. What events can we plan to reach out to underrepresented alumni? Ultimately, we want a council of 10-12 to serve in this area.

4. COMMITTEE MEETINGS  10:00-11:15

5. PRESIDENT’S REPORT  

Dudley Bokoski

Dudley discussed recent meetings with the Excellence Foundation and Investment Committee and noted the importance of finding new and creative ways to approach fundraising.

We need to do a better job of telling the story of the Alumni Association. People are excited to give, and we need to reach out to strengthen relationships. Our board should serve as facilitators for those conversations.

The 125th Anniversary of UNCG was recognized at the North Carolina General Assembly, with alumni present. Dudley noted lots of positive reactions towards UNCG.

Remember that board members are invited to events. Please be part of fostering relationships with alumni, both on and off campus!

Other notable events have been the Friends of Library Dinner, class ring ceremony, and Commencement. Dudley shared his remarks from Commencement. We need to find ways to convey to students that the alumni are interested in them and we want them to be involved.

The most meaningful activities of the year have centered on getting to know students and the strong interest of people across the campus who are eager to partner with us.
6. EXECUTIVE DIRECTOR’S REPORT

Mary Landers

Mary introduced new staff members. Cliff Vanterpool will be working with alumni relations, boards, and advancement, including work with affinity groups and Career Services, etc. Anna Sutton is the new director for Annual Giving. Alumni Engagement and Annual Giving are now joined as one again, which we believe will be very positive.

Mary shared trends in higher education including issues of cost and access and a focus on career placement.

What can we do to make a difference? There are lots of opportunities where we can lead the way. -focus on career placement: how to interview, etiquette, etc. -- mentoring is important!
75,000 alumni are living in the Greensboro area and the vast majority of alumni stay in North Carolina. What programming can make an impact here?

Mary suggested we need to think differently about our regional networks to help them be more successful. We need more events with family programming. She provided updates on the Vanguard and recent Red Carpet reception for graduates, hosted by the GOLD Council.

7. FINANCIAL REPORT

Lida Coleman

We will use the same audit firm, Duncan-Ashe, next year. We’ve done well to meet our budget this year. Our revenue is $27,000 ahead. Several committees did not spend their full budget at this point. How can we make a real difference with the funds that we have available to use?

Lida expressed her gratitude for the opportunity to serve as Treasurer of the board for the last several years – and we certainly appreciate her hard work.

8. COLLEGE UPDATES

School of Nursing

School of Nursing 50th anniversary celebration has been a huge success. This year we will have the first graduation from the new DNP program, which is a great milestone for UNCG.

Spartan Athletics – Craig Fink

Student athletes achieved a 3.22 cumulative GPA – the highest ever! 15 of 17 teams achieved overall GPA of 3.0 or higher. Mens Basketball had 25 wins – the most in conference history. Spartan Club hosted the 2nd annual Spiro’s Ball and generated $83,000 in revenue. Spartan Athletics is open to new ways of partnering with the Alumni Association.

School of Health and Human Sciences - Kathy Lester

The HHS Alumni Advisory Board is represented by two people per department. HHS Alumni were very involved in Homecoming this year. Alumni Awards reception in April included showcase and 50th year reunion. Fourteen alumni were presented with awards.
Bryan School of Business & Economics - Zac Engle

Efforts are continuing for better engagement with alumni by working with career services and business partners.

BOARD RECOGNITION LUNCHEON – EUC Auditorium Reception Area

9. PRESENTATION OF ALUMNI ASSOCIATION FUNDING PROPOSAL

Guest Speakers:
Dr. Brett Carter, Associate Vice Chancellor for Student Affairs / Dean of Students
Dr. Dana Dunn, Provost

Dr. Brett Carter – Assisting Students
The philosophy of the Dean of Students Office is to create a culture of care. Students often come to his office in distress for a variety of reasons that would keep them from completing their degree due to financial issues. They are limited in what they can provide to help. 35-40 students a year have difficulty meeting the financial obligation for completing their degree. There is great promise in helping such students be successful.

Provost Dana Dunn – Assisting Faculty
Dr. Dunn discussed the Faculty First Research Program:
University's reputation rests on 1) Success of our students, 2) strength of the faculty - their scholarly work, applications, theoretical research, and arts production. UNCG is a Carnegie Research institution. Faculty have challenges meeting the funding needs of various programs and research they conduct. The Faculty First program provides 20-30 $5,000 summer stipends for a variety of activities. Many faculty use the successful results to apply for larger grants, providing a significant return on investment. The program is in need of expansion, ultimately wanting to build an endowment for its sustainability.

Formal Presentation of the Proposal – Dudley Bokoski and Mary Napier

Rationale: We want to use donations by alumni in way consistent with our desire to help the mission of UNCG and to have a significant impact. We also wish to elevate the profile of the Alumni Association and to show our relevance to the life of the university.
Obligations in Articles of Incorporation and operating agreement with UNCG require us to also support the academic mission of the university.

Proposal: Provide grants to 3rd and 4th year students in good academic standing whose legitimate financial need has come to the attention of the Division of Student Affairs. Student Affairs staff (e.g. Dean of Students, etc.) would identify needs. This initiative is not an alternative to appropriate financial planning by students.

We would also provide additional funding to support faculty through the Faculty First program. Processes already in place for applying and awarding those grants would be continue as they are.

Our Resources: We have $300,000 in cash resources, much of which are idle funds. We propose using a portion of our resources to implement a support fund for students and faculty.
Establishing this fund will not force reduction in alumni programming, nor does it constitute a financial obligation for future boards. Donations to this fund from alumni would help sustain it.

**Considerations:**
Increasing the fund would become a central, signature, and highly visible part of the Alumni Association's activities. We would also involve various university alumni groups in fundraising efforts.

We want to establish this for fiscal year 2017. After our initial investment, we will encourage alumni to donate with a goal of reaching $250,000 by June 30, 2018.

Board members will be involved in establishing processes for promoting and managing the new fund. We believe alumni will be enthusiastic in supporting these efforts.

A proposed committee would consist of at least 6 people, including the Board Chair and Treasurer, 2 university staff, 2 alumni representatives. The committee would recommend the annual payout.

There are no known conflicts with any other current or planned university initiatives.

**Motion** that the UNCG Alumni Association donate a minimum of $75,000 and maximum of $125,000 to UNCG to establish an endowment fund and spending account in conjunction with the 125th anniversary of the university to improve student and faculty retention and encourage alumni giving. This would also authorize the creation of a subcommittee of the Alumni Board, with a member each from the Office of the Provost and Division of Student Affairs, to determine annual spending and allocations from the fund.

**Motion by:** Kevin Barham  
**Seconded by:** Elisha Gutloff  
**Motion approved**

**Formal title established:** Alumni Association Fund for Students and Faculty

Committee: Kevin Barham, Stacy Vogel, Jo Safrit, Lida Coleman, Rachael Hart, Dudley Bokoski (chair)

### 10. COMMITTEE REPORTS

**Finance Committee** – *Lida Coleman*

**Alumni House Committee** – *Sarah Shoffner*
We are working to update Alumni House information on the website and to provide docent tours online as well. Important information will include sample photos of rooms and furnishings, catering policies, etc.

**Spartan Legislative Committee** – *Aubrey Ravenel*
August 30 event – will include networking, speakers and be held in conjunction with chancellor's office
**Communication Committee – Elisha Gutloff**

Jeff Shafer met the committee regarding marketing and branding. 
Unofficial launch date is June 2 for an updated 125th website and video.
Official kickoff will be August 8 with the State of the Campus address. 
There will be a link to a digital toolkit to help with branding.

**Alumni Engagement Committee – Jennifer Morris**

_A detailed report is available online in board meeting materials._

A budget is needed for funding requests. This year we granted $7,000 in grants. Should there be an individual cap on awards? How can we have more shared experiences between alumni and students? (i.e. freshman common read, social media opportunities, etc.)
We want to celebrate our alumni relationships! If you have lunch with alumni, take a picture and send to Jennifer Morris.

**Awards & Nominations Committee – Mary Napier**

_A detailed report is available online in board meeting materials._

The slate of nominees for the Board of Directors, Board Officers, and Alumni Awards will be presented in closed session for board approval.

**OLD BUSINESS**

11. **ALUMNI MEMBERSHIP BENEFITS**  

_Dudley Bokoski_

Proposed partnership with _Alumni Access –_ Discounts provided via print, mobile app, and online -- use app. We would receive the first 2 months free if approved.
Cost: 3,500 annually with a two year commitment.

Alumni would be required to register on the website in order to access these benefits.

We want to drive people to our website – It helps people know we are doing something for them. If we find a local company that will provide a discount, they can be added to the list.
Communication committee will help set up the "look" we want and blast on social media.

Motion to allocate $3,500 to partner with Alumni Access for alumni benefits management.

_Motion by:_ Kevin Barham
_Seconded by:_ Dean Castaldo
_Motion approved_

12. **UPDATE ON SAY YES!**  

_Dorian Thompson_

Reading Day - Exam-Prep giveaway - 37 students came and received a gift bag with information about resources, tutoring, etc., Tate St coffee, Spring Garden bakery. We are continuing to work with campus partners to provide support for these students.
13. MEMO BOX DELIVERY UPDATE

Jennifer Morris

Please report back to Corey when you complete delivery of your memo boxes. Agnes and Jennifer shared great stories about conversations had with alumni as a result of our memo box outreach. Sarah asked how these types of stories be used to generate interest among alumni?

NEW BUSINESS

14. TASK FORCE TO REVIEW BOARD STRUCTURE

Mary Napier

This task force will work to obtain data regarding our alumni population and use it to think critically and creatively about the composition of our Board of Directors. The work of this group will be approached with a deliberate and thoughtful process, taking many issues, constraints, and possibilities into consideration before a formal recommendation is made for board approval within the next year.

Motion to call a closed session.

Motion by: Aubrey Ravenel
Seconded by: Annette Holesh

The open session of the board adjourned at 3:15 PM.

15. CLOSED SESSION

The following were presented by the Nominations and Awards Committee and approved by the board:

* Officers for the 2017-18 Alumni Association Board of Directors
* New Directors for the 2017-18 Alumni Association Board of Directors
* Slate of recipients for the 2017 Alumni of Distinction Awards: 1 Lifetime Achievement, 1 Alumni Excellence, 2 Distinguished Service, 1 Young Alumni, 6 WC Legacy

Meeting adjourned at 3:39 PM.