UNCG ALUMNI ASSOCIATION BOARD OF DIRECTORS MEETING
May 16, 2015, Virginia Dare Room, UNCG Alumni House

MINUTES

Attendees: Gail Austin, Kevin Barham, Dudley Bokoski, Jeff Collins, Joy Cook, Jackie Copeland, Neal Dixon, Eric Durham, Michele Dye, Livina Eshiet, Sherita Gaitling, Michael Garrett, Elisha Gutloff, Annette Holesh, Catherine Langley, Alexandra Mackey, Maggie Majors, Erica Mizelle, Mary Napier, Justin Outling, Aubrey Ravenel, Jo Safrit, Sarah Shoffner, Jana Wagenseller, Mary Swantek, Channing Lawson, Mark Graves, Donegan Root, Emily Rector, Mary Landers, Jan Zink, Sarah Kathryn Coley, Cameron Hall

Welcome and Introductions

Meetings of Sub-Committees

 Approval of Consent Agenda:
  Motion to approve Consent Agenda: Sarah Shoffner
  Seconded: Alex Mackey
  Motion carried unanimously

President’s Report: Jeff Collins’ President’s Report delineated activities and events which he attended representing Alumni Association since the previous Board meeting.

Executive Director’s Report: Mary Landers presented the Executive Director’s report. She recognized her staff individual, discussed the Alumni Attitude Survey (which had been distributed to 38,000 alumni), and noted that $40,803 had been raised through 150 donors.

Mark Graves was asked by Mary to discuss the Alumni and Friends Newsletter; he noted that alumni were encouraged to update information with content specific to their school.

Financial Report: Neal Dixon presented the Financial Report. Neal distributed a Statement of Financial position which was discussed. Neal pointed out that an account with American Career Management had been closed out. There was an extensive discussion of association funds (totaling $247,125.26) which were held in non-interest bearing accounts. Dixon’s committee proposed a Stop Gap Budget.

  Motion to approve Stop Gap Budget: Alex Mackey
  Seconded: Catherine Langley
  Motion carried unanimously
Telephone Center Fund Raising Report: The chair recognized Cameron Hall for a report on Telephone Center fund raising. He introduced Lacy Trice, Call Center Manager who provided an overview of the operation.


Gold Council Report: Sarah Coley was recognized by the chair who recognized Taylor Wilson who briefly discussed activities of the Gold Council.

University Investment Fund Report: Michael Garrett, Alumni Association Board Chairman, gave an overview of the University Investment Fund.

Sub-Committee Reports

Finance Committee: Neal Dixon was recognized on behalf of the Finance Committee and by a motion of the committee recommended a $3000 bonus to bookkeeper Evelyn Nadler which was unanimously approved.

Alumni House: Anne Burke presented the Alumni House Committee report. Upcoming projects were discussed including the re-upholstering of event chairs, refurbishing the piano, and staining the front door. She noted that the rental policy and fee structure were being reviewed.

Motion to approve report: Neal Dixon
Seconded: Gail Austin
Motion carried unanimously

Legislative Advocacy: Justin Outling presented the Legislative Advocacy Committee report. He noted that 97 alumni had participated in the legislative reception for members of the General Assembly. Outling asked the board to consider where the committee was going and whether we should be working with other member schools. He asked that the committee be built out at appropriate levels in the new year after the loss of numerous members.

Motion to approve report: Jana Wagenseller
Seconded: Jackie Copeland
Motion carried unanimously

Communications Committee: Elisha Gutloff presented the Communications Committee report. The committee’s representatives met with Athletics to discuss additional advertising in the coming year. We now have over 3,000 followers on Facebook and a UNCG Alumni Association blog will be added to the website. Business cards were distributed at the conclusion of the presentation.
motion to approve report: Annette Holesh  
Seconded: Maggie Jeffers  
Motion carried unanimously  

awards and nominations committee: The chair presented the Awards and Nominations Committee report. New board members recommended for approval were Stacy Vogel, Class of 1984, and Jennifer Morris nominated pending acceptance.

Motion to approve report: Catherine Langley  
Seconded: Alex Mackey  
Motion carried unanimously  

resource development committee: Sarah Shoffner gave the report for the Resource Development Committee. She discussed the mailing of magnets to donors and notes acknowledging donations.

Motion to approve report: Jana Wagenseller  
Seconded: Neal Dixon  
Motion carried unanimously  

spartan recruitment: Jackie Copeland presented the Spartan Recruitment Committee report. He noted the success of three events in North Carolina as well as a Spartan Spot event.

Motion to approve report: Jana Wagenseller  
Seconded: Catherine Langley  
Motion carried unanimously  

alumni engagement committee: Erica Mizelle gave a report of the activities of the Alumni Engagement Committee, presenting a slide presentation of an engagement plan. She stressed the need for consistent communications.

Motion to approve report: Kevin Barham  
Seconded: Elisha Gutloff  
Motion carried unanimously  

chancellor search: Jeff Collins presented an overview of the chancellor search. Jana Wagenseller was recognized to discuss her participation in the committee, and all members were invited to the Friday announcement of the new chancellor.
Old Business

The Chair briefly discussed the creation of a past Alumni Association affinity group. It was felt this would be a way for past members to continue their connection with the association.

   Motion to create an affinity group: Kevin Barham  
   Seconded: Annette Holesh  
   Motion carried unanimously

New Business

The chair discussed the Alumni Awards and the 2015 nominations. On recommendation of the Awards and Nominations Committee the slate of nominees was unanimously approved.

The Chair discussed formalizing the position of Parliamentarian to be filled by the Vice-President. On a motion by the Chair the Board voted unanimously to amend the policies and procedures to reflect this change.

As the Board was under budget on travel and over on meeting expense, there was a recommendation by the Finance Committee to move $2500 out of Travel to Board Expenses.

   Motion to adjust the budget: Neal Dixon  
   Seconded: Catherine Langley  
   Motion carried unanimously

On recommendation of the Finance Committee there was a proposal made to make a $7000 spot allocation to General Administrative Expense.

   Motion to adjust the budget: Jana Wagenseller  
   Seconded: Joy Cook  
   Motion carried unanimously

There was a discussion of moving a portion of Alumni Association funds which are in non-interest bearing accounts to University Investment accounts. Suggestion was made that the Executive Committee be granted discretion in deciding how much to move with a recommendation no more than six months of operating funds be moved.

   Motion to grant the Executive Committee discretion in moving operating funds: Gail Austin  
   Seconded: Jana Wagenseller  
   Motion carried unanimously
There was a question from Justin Outling to the chair regarding the representation of the Board on the committee to discuss the renaming the Aycock Auditorium. The Chair noted the committee had reached no clear recommendation. Outling suggested the Board consider giving clear guidance to its members on such committees in the future.

Closed Session