The University of North Carolina at Greensboro
Alumni Association Board of Directors
Meeting Minutes
August 8, 2015
Moran Commons, Upstairs Food Court

Directors in Attendance
Jeff Collins, Dudley Bokoski, Lida Coleman, Celia Dickerson, Annette Holesh, Mary Napier, Jackie Copeland, Neal Dixon, Sarah Shoffner, Jana Wagenseller, Nancy Stallings, Jennifer Morris, Tamara Kersey, Whitney Hill, Agnes Price, Michelle Schneider, Kevin Barham, Eric Durham, Justin Outling, Aubrey Ravenel, Pam Kontogiorgos, Tia Wiggins, Elisha Gutloff, Gail Austin, Stacy Vogel
Jeff Colbert, past president

Ex Officio in Attendance
Mary Landers, Moreland Smith, Jan Zink, Michele Dye, Jo Safrit

Staff: Sarah Kathryn Coley, Mark Graves, Donegan Root, Mary Swantek, John Comer, Emily Rector, Misha Blount

Directors Absent
Maureen Vandiver, Catherine Langley, Sherita Gatling, Erica Mizelle

Welcome and Introductions
Jeff Collins, chair of Board of Directors, called the meeting to order at 9:10 AM. Collins had each member introduce themselves, giving a summary of their connection to the board.

Collins asked for approval of
-the consent agenda
-elektronic voting for new board members
-amendment to bylaws for position of the Vice Chairman of the board.
All were approved. The position of Vice Chair will be eliminated for the 2016/2017 year.

MSA by Sarah Shoffner, Neal Dixon

President’s report
Mary Napier asked the members read a thank you note from Jan Zink for flowers sent to her.

Executive Director Report
Mary Landers, ED, submitted her written report, highlighting the increase in donor giving. National standing in “best universities” uses percentage of alumni giving as a criterion. We fell off the Princeton Review list for a low percentage for 2014.

Executive Director’s report is attached. She noted
-An alumni study commissioned by the board suggests that career enhancement is a requested service for the board to consider.
-Homecoming 2016 will be October 5. This coincides with the 125th anniversary of the founding of the university. Mary Landers chairs the committee to plan this.
-2016 calendars will be mailed to 12,000 alum.
-The alumni magazine will return for a Nov. 2016 edition

Update on University
Vice Chancellor for Business Affairs, Charlie Maimone, noted expectations and initiatives to meet the university’s funding and budget allocation. Notably, his office must
- absorb a $12 million budget reduction from the state legislature.
- design a budget for 2017-2019.
- assist the Provost in reversing the enrollment decline experienced to date.
- project spending for Fulltime Enrollment (FTE) 2016: 14,515
    2017:14,630

Maimone’s report can be located at
http://alumnistories.uncg.edu/board-materials/aug-7-8-2015/
password: spartan0807

Vice Chancellor for Student Affairs, Cherry Callahan, noted responsibilities and student needs covered by her office. Notably,
80% of this year’s freshmen are housed on campus. There is a total of 5500 beds for campus housing. The new student recreation center on Gateway Ave. will be completed in 2016. Health Services is strained at providing all that is needed for mental health needs. There are 1000 students receiving accessibility services. Student Affairs services are vital to fostering a high graduation rate.

Committee Reports

Financial Report
Chair Lida Coleman presented a summary of the association’s financial report as of June 2015.
Jan Zink, vice chancellor for development, is funding the Alumni Association with $148,000 plus $35,000. Coleman presented the current unadjusted budget and Statement of Activity. Coleman presented the proposed budget for 2015/2016. The report was approved. MSA by Sarah Shoffner, Mary Napier. All three reports are attached.

Alumni House
Annette Holesh, chair, yielded to Moreland Smith who presented findings on the alumni house finances. This committee has been charged with making the AH revenue neutral. The committee proposed designing a new fee schedule for rental of the house to the public to be effective Jan. 1 2016. A new fee schedule will make the AH competitive with EUC in charging appropriately for rental of space, equipment, and personnel to be present during a rental event. Use will still be tied to university affiliation. The committee wants to design a brochure for planners of events to have. Report was approved. MSA by Kevin Barham, Neal Dixon.

Legislative Advocacy
Aubrey Ravenel, chair, presented.
Committee goals include
- restructure of the Legislative Network,
- sponsorship of a candidate forum scheduled for Oct. 29.
The communications committee will assist in posting updates on Twitter, Facebook, LinkedIn.

Alternatives to the NC General Assembly reception will be explored. There may be a combined reception with NC State alumni.
Report approved. MSA by Jana Wagenseller, Tia Wiggins

**Finance**
Lida Coleman, chair presented.

The committee has prepared 2015/2016 AA budget, with received requests from all committee chairs.

The arrangement for contracted monthly accounting services is working well, with Evelyn Nadler doing all work in Quicken.

Next board meeting, expect a possible review of the audit and review of the quarterly financial results. The AA audit due to the university in October is being prepared with contracted firm, Duncan Ashe, PA. Tax form 990 is due Nov. 15, 2015. IRS expects all non-profit boards to be fully informed on tax reporting. Form 990 will be presented to board members for approval before submission.

Report approved. MSA by Aubrey Ravenel, Elisha Gutloff

**Alumni Engagement**
Dudley Bokoski, chair presented.
The committee plans to
- provide structure and guidance to the various clubs
- improve communications among the committees
- have each committee member focus on different eras of alumni: Women’s College, young alumni, the “lost generations” of the 70’s and 80’s.
- research strategies by comparable institutions for engagement

Report approved. MSA by Nancy Stallings, Jeff Collins

**Communications**
Elisha Gutloff, chair presented.
Mark Graves, staff, described progress on the association website. IM DO Odes is embedded software that drives visitors through the association website. We purchased the software in 2014 after the previous provider ceased business. All major content has been transferred. Want to get more exposure at athletic events. The alumni survey confirms there is serious need to be current on social media. There is an increased presence on Twitter (1282 fans), LinkedIn (3000 followers), Facebook (3200 followers). Committee will update domain names, pay salary to the Classmates editor.
Report was approved. MSA by Annette Holesh, Neal Dixon

**Nominations and Awards**
Jana Wagenseller, chair, presented the committee report.
The committee plans to
- revise the applications for nomination to the board and for awards
- seek a web access site accessible to view documents.
- work on development of guidelines and considerations with questions for candidates.
- consider a brochure for Homecoming; need assistance for producing one.

Committee has a calendar for the year. The awards recognition dinner will be October 15, 2015.
Report was approved. MSA by Sarah Shoffner, Jennifer Morris
Old business
Jeff Collins passed out business cards for the association for directors to use. The cards have been developed by the Communications Committee. Mary Landers will send an electronic survey for evaluation of the weekend’s meetings.

New Business
Pledge forms were distributed and collected for each director for committing to a donation to the association for the fiscal year. Travel forms were distributed. Directors will be able to use reimbursement expenses as a donation to association. Collins asked members to make a 100% commitment in participation before the Board of Trustees completes theirs.

The next board meeting will be October 17, Homecoming weekend.

There was no closed session. The meeting was adjourned at 3:10 PM.

Respectfully submitted,

Celia Dickerson,
Secretary
ALUMNI ASSOCIATION BOARD COMMITTEES

At Large Members indicated by this type
Ex-Officio indicated by this type

Alumni Engagement
Chair Dudley Bokoski
Gail Austin
Jennifer Morris
Justin Outling
Agnes Price
Mike Roach
Tia Wiggins
Staff Donegan Root

Alumni House
Chair Annette Holesh
Ann Burke
Tamera Kersey
Nancy Stallings
Moreland Smith
Staff John Comer

Awards and Nominations
Chair Jeff Collins
Kevin Barham
Jackie Copeland
Sherita Gatling
Jana Wagenseller
Staff Mary Landers

Communications
Chair Elisha Gutloff
Eugenia Brown
Michelle Dye
Eric Durham
Catherine Langley
Stacy Vogel
Tim Wilson
Staff Mark Graves

Executive Committee
Chair Jeff Collins
Dudley Bokoski
Lida Coleman
Celia Dickerson
Elisha Gutloff
Annette Holesh
Mary Landers
Mary Napier
Aubrey Ravenel
Jana Wagenseller
Tia Wiggins
Finance
Chair Lida Coleman
Celia Dickerson
Neal Dixon
Michelle Schneider
Staff Mary Landers

Legislative Advocacy
Chair Aubrey Ravenel
Dean Castaldo
Whitney Hill
Erica Mizelle
Jo Safrit
Staff Mary Swantek

Resource Development
Chair Maureen Vandeven
Pam Kontogiorgos
Sarah Shoffner
Staff TBD

Currently unassigned Livinae Eshinet