



ALUMNI ASSOCIATION

BOARD OF DIRECTORS

QUARTERLY BOARD MEETING MINUTES

Date: October 24, 2020

Time: 9:00 a.m.

Location: Zoom Meeting Recording

Prepared by: Marina Reyna, B.A. 1999, Secretary

Meeting Minutes

Members present: Trudy Adler, Howard Booth, Tom Borg, Susan Bos, Eddie Davis, Keneth Dodson, Mary Jane Falot, Lucas Landon, Mary Larkin, Desmond Miller, Jenita Moore, Marina Reyna, Gabriela Salagean, Nikalus Schillack, Evan Sweet, Douglas Wallace, Ebony Walls

Members absent: N/A

Ex-officio members present: President James Smith, Jill Huntsberger, Mia Milton, Tray McGuire, Jessica Nietrzeba

Ex-officio members absent: N/A

Emeritus members present: Bud Schimmelpfeneg

Emeritus members absent: William Malcom, Vicki Reaume (excused), Frederick Roberts

1. Call to Order

Mr. Schillack called the meeting to order at 9:00 am. He welcomed all meeting attendees. Ms. Moore confirmed the quorum.

2. Roll Call

Ms. Reyna took attendance and confirmed that quorum was met. The results of the roll call can be found at the top of the minutes.

3. Approval of Agenda

Mr. Booth made a motion to approve the agenda; it was seconded by Mr. Dobson. The motion passed unanimously.



4. University Update

President Smith provided the following updates while providing a prideful acknowledgement to board, faculty, staff and students during this stressful pandemic. Took a very science and strategic approach to the

COVID-19 Response

- Eastern Michigan University introduces “[EMU Single Room Guarantee](#)” for fall semester -- a single room in an on-campus residence hall for every student who requests one.
- Up to date [COVID-19 Responses](#).

[Football](#)

- 6 games. No open games. Only family. No fans due to health ordinance. This is a MAC requirement.

[Virtual commencement](#)

- December was virtual but will try for a live commencement in April 2021.

Women's Soccer

- Moved to the spring due to the national champion contest.

Enrollments

- Adjusted a 7 or 8% enrollment drop; adjusted budgets accordingly.

[Rec IM](#)

- Remodel 16. 2million. Post covid - alumni board meeting in future.

Still Hall

- Will re-open for January 2021.

[Waste Water Treatments](#)

- Eastern Michigan University to conduct wastewater testing for presence of COVID-19 virus markers in campus residences
- Results help track spread or reduction of virus, facilitate quicker healthcare response.

5. Division for Advancement Update

Ms. Huntsberger provided an overview of the EMU Foundation. It is listed below.

- The new plan, *nextgen*, will provide a “true north” for the EMUF Board of Trustees and for the staff of the Advancement Division by establishing strategic goals with accompanying objectives and tasks. A number of Strategic Planning work groups have been hard at work developing their plan for accomplishing this new plan. Below is an overview of our vision, strategic goals, and timeline..
- In the process of drafting a Diversity, Equity and Inclusion Statement that will integrate into our strategic planning
- 9 strategic work groups with the staff to develop a 3 year strategic plan to integration into the boards strategic plan:
 - Focus Work Group - Jill Hunts
 - Campaign Work Group



- Campus Engagement Work Group
- Donor & Alumni Engagement Initiatives Work Group
- Communications Work Group
- Technology Initiatives Work Group
- Stewardship Work Group
- Policies Work Group

Strategic Goals

Through executing the EMUF 2021-2024 Strategic Plan we will...

1. Leverage donor passion and philanthropy to reach the \$100 million comprehensive campaign goal, providing private support for Eastern Michigan University priorities including student success initiatives and programs of distinction.
2. Create meaningful engagement opportunities that advance the University's level of interaction with alumni, donors, corporations, foundations, and current and emeritus EMU employees resulting in both higher participation rates and increased giving among all stakeholder groups.
3. Create an organizational culture in which the Foundation Board and Foundation Staff aspire to be the volunteer organization and employer of choice for a diverse, passionate, and talented group of individuals.

Ms. Milton provided an overview of the Division of Advancement Report. It is listed below.

EMU Homecoming 2020: The Remix - September 29 - October 4

- Homecoming was met with a major challenge this year due to the pandemic. Alumni was appointed to lead the homecoming process and structure a new system for the development and implementation of programming. We were fortunate to have four Advancement staff assist in this year's Homecoming planning and strategy.



- Our Homecoming lineup consisted of programs that would appeal to students, alumni, and the community. We welcomed home seven alumni, former students, and current students to participate as special guests and production assistants. There were a number of successful programs including Goodnight EMU featuring four alumni authors of children's books, Game Time Goodies with alumna Chef Elle Simone with alumnus Keith Jason and the Spirit Box sales. Preliminary numbers as of October 9th are 337 total boxes sold (within 22 states) so far for a total of \$11,795 in revenue with \$4,730 total going to the Student Emergency Fund (this includes the additional dollars). We will be conducting additional communications “push” to sell the remainder of these spirit boxes.
- This year, we received some noteworthy media coverage in collaboration with the Division of Communications. This coverage included coverage on our virtual Homecoming celebration lineup including a Chef Elle Simone cooking demonstration on FOX2 and coverage on WXYZ (interview with Walter Kraft).
- The Steering Committee reconvened this week to present their subcommittee final reports, recap, and evaluate this year's festivities. A summary will be presented to a few members of the Executive Council with recommendations from the Chair.

Alumni Awards

- After much change and deliberation, the annual Alumni Awards ceremony has been officially rescheduled for Saturday, May 15, 2021, at the Student Center Ballroom. The alumni awards recipients selected for the 2020 awards will be honored in 2021 with those honorees.
- All seven individuals that were selected were notified of the changes and were sent a carefully curated gift which included a video book with a personalized video message from President James Smith and branded E glasses in a wooden box.



- Communications featuring a video highlighting the awardees will be scheduled on social media, web, and e-Edge to recognize the 2020 honorees.

Healthcare in the aftermath of COVID-19 (Wayne State Collab.) - 7/30/2020

- Event Summary: Published COVID-19 researchers Renuka 'Ray' Roche (EMU Assistant Professor of Occupational Therapy) and Joseph A. Roche (Wayne State University Assistant Professor of Physical Therapy) debated and discussed health care in the aftermath of COVID-19. They also summarized their research, how the pandemic has revealed cracks in our healthcare system and what they believe to be necessary adjustments moving forward in order to be patient-centered.
- We worked in collaboration with the Division of Communications Media Specialist and was able to garner the following publicity for this event on WEMU, [DBusiness](#), and [Newsbreak](#).
- Highlights include Over 200 RSVPs (44 from out-of-state) for the event with 66 actually attending (8 out-of-state). Of those the majority being alumni closely followed by faculty/staff.

Small Business Saturday

- This new initiative is to create and develop a directory of alumni-owned businesses to both highlight in our communications, but also use as a valuable resource in the future. We've been creating exposure for this initiative through our social media platforms and e-Edge newsletter as a means to gather information and feature small businesses by incorporating #SmallBusinessSaturday.
- Alumni owned businesses can self submit or others can submit for them via our [form](#). So far, we've collected a few hundred alumni-owned businesses and will be working closely with our data team to make sure that we connect these businesses to individual alumni records.



'Refreshed' Foundation and Alumni Websites

- Our Foundation and Alumni websites have been officially updated to complement our existing brand. We've worked closely with Integrated Content and our Communications Manager to review the layout, organization, content, visual aesthetics, etc.
- The Alumni Association Board of Directors information is located on the Alumni website under the 'About Us' section along with office staff and student employment information. Please feel free to browse the website and forward to others.

Lights Before Christmas:

- Due to the COVID-19 pandemic and in conjunction with the current university policies on events and gatherings the holiday celebration at the Toledo Zoo's "Lights Before Christmas" has been canceled. The zoo is open and will be honoring their annual tradition if you would like to still attend on your own.

E-Club Athletic Hall of Fame Induction Ceremony

- The E-Club Letterwinners Alumni Chapter has made the recommendation to postpone the 2020 Induction Class to 2021 and move forward without any 2020 class. The Department of Athletics has accepted the recommendation.
- The individuals of the 2020 class were notified and were very gracious and understanding of the delay.

6. Consent Agenda

Mr. Schillack moved that we accept a consent agenda for the following reports. Kenneth Dobson motion and Marina Reyna seconded.

- a. Approval of Minutes – from June 6, 2020
- b. Alumni Association President Report



- c. Alumni Association President-Elect Report (including Governance Committee)
 - d. Alumni Association Treasurer Report
 - e. Awards, Recognition, and Scholarship Committee Report - Ebony
 - f. Development, Marketing, and Communications Committee Report
 - g. Chapters Committee Report
7. Old Business
Ms. Bos provided an update on Usage of Remaining FY20 Funds.
8. New Business
No new business.
9. Committee Snapshots
Each committee chair provided a brief summary of their activities.
10. Our EMU Stories
Trudy Alder shared briefly how she came to EMU and how the university has positively affected her life.
11. Open Discussion and Announcements
Remaining meetings for the year are:
- Saturday, December 12, 2020 at 9:00 – 11:00am
 - Saturday, February 13, 2021 at 9:00 – 11:00am
 - Saturday, April 10, 2021 at 9:00 – 11:00am
 - Saturday, June 26, 2021 at 9:00 – 11:00am
 - Locations for all meetings are to TBD
12. Adjournment
Mr. Schillack requested a motion to adjourn the meeting. Mr. Bud Schimmelpfenneg moved to adjourn the meeting. Ms. Fallot seconded the motion. The meeting was adjourned at 11:00 a.m.



ALUMNI ASSOCIATION

DIVISION OF ADVANCEMENT REPORT

**Alumni Association Board of Director
2020-2021 Committee Assignments**

Governance

Chair- Trudy Adler

Mary Larkin

Marina Reyna

Kenneth Dobson

Jenita Moore

Awards, Recognition & Scholarship

Chair - Ebony Walls

Evan Sweet

Desmond Miller

Tom Borg

Chapters

Chair – Mary Jane Fallot

Howard Booth

Douglas Wallace

Edward Davis II

Development, Marketing & Communications

Chair – Gabriela Salagean

Tom Borg

Lucas Langdon

Edward Davis II

2020 – 2021 Alumni Association Board of Directors

Remaining Meeting Dates

- Saturday, December 12, 2020 at 9:00 – 11:00am
- Saturday, February 13, 2021 at 9:00 – 11:00am
- Saturday, April 10, 2021 at 9:00 – 11:00am
- Saturday, June 26, 2021 at 9:00 – 11:00am
- Locations for all meetings are to TBD



ALUMNI ASSOCIATION

BOARD OF DIRECTORS

QUARTERLY BOARD MEETING

Date: June 6, 2020

Time: 9:00 a.m.

Place: Online by Zoom (*Due to Pandemic Precautions*)

Agenda:

1. Call to Order
2. Roll Call
3. Approval of the Agenda
4. University Update
5. Division for Advancement Update
6. Consent Agenda
 - a. Approval of Minutes – from March 6, 2020
 - b. Alumni Association President Report
 - c. Alumni Association President-Elect Report (including Governance Committee)
 - d. Alumni Association Treasurer Report
 - e. Awards, Recognition, & Scholarship Committee Report
 - f. Chapters Committee Report
 - g. Development, Marketing, & Communications Committee Report
7. Old Business
 - a. None
8. New Business
 - a. Presentation of Proposed FY21 Budget
9. Committee Snapshots – *These are five-minute presentations by each committee chair or designee with the goal of maintaining an informed and updated alumni board.*
 - a. Awards, Recognition, & Scholarship Committee
 - b. Chapters Committee
 - c. Development, Marketing, & Communications Committee
 - d. Governance
10. Open Discussion and Announcements
11. Adjournment

**ALUMNI ASSOCIATION****BOARD OF DIRECTORS****PRESIDENT'S REPORT****Stories of Future Alumni**

We have talked quite a bit about our own Eastern Michigan University (EMU) stories, the EMU stories of others, and the importance of sharing these stories. A timely step now is to learn about the experiences of current students as they traverse the pandemic predicament. Some of them will be part of the vast community of EMU alumni within just months, while others will join years from now. They all have something for us to learn. Therefore, I invite you as a leader of the Eastern Michigan University Alumni Association (EMUAA) to connect and then reconnect with a current student to listen to the person's EMU story and how it continues to evolve. It will help you, the EMUAA, and the Office for Alumni Relations be better prepared to keep this person and countless others engaged with EMU after graduation.

Talk to a Student

Most of us know an EMU student. It could be a close friend, a family member, a person down the street, or someone who is part of a service organization or faith community where we belong. If you don't think you know a student, the EMU Office for Alumni Relations can certainly give pointers for where to look in your life to find one. Once you've identified a student with whom you are comfortable speaking, contact the person. Without making assumptions based on your own EMU story, ask questions like the following:

- What are classes like?
- How does your current living arrangement affect how you attend classes?
- How have you met new people?
- How have you stayed connected with friends?
- What does an activity planned by a student organization currently look like?
- In what ways have you been able to have fun despite the understandable precautions?
- How often does the pandemic come up in class conversations?
- What do you currently need that is difficult to obtain (whether it be tangible or intangible)?



EASTERN MICHIGAN UNIVERSITY

ALUMNI

Stay Connected

Students (i.e., future alumni) are riding a roller coaster of change. That's why it is important not only to ask questions, but it's also important to ask again. In April, if the student has not yet graduated, these questions might be answered differently. That's all part of the trajectory of an EMU story. Once the student graduates, invite the person to get connected with chapters and other facets of the EMUAA. The student's unique experience will provide a beneficial dimension to what is already an incredible community of alumni.

Go EMU!

Respectfully submitted,

Niklaus C. Schillack, '98



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ALUMNI ASSOCIATION

BOARD OF DIRECTORS

PRESIDENT-ELECT / GOVERNANCE COMMITTEE REPORT

ACTION REQUESTED

NONE

SUMMARY

The Committee has put together a timeline and application for vetting candidates. All candidates will be required to submit an application. The next steps include finalizing questions, platforms, and processes for conducting interviews.

FISCAL IMPLICATIONS

NONE

The proposed Board action has been reviewed and is recommended for Board approval.

Trudy Adler
Governance Committee Chair

October 9, 2020
Date



**MINUTES OF THE EMU ALUMNI ASSOCIATION
GOVERNANCE COMMITTEE**

DATES: AUGUST 19, SEPTEMBER 19, OCTOBER 13

Members Present:	August 19, 2020 – Trudy Adler, Kenneth Dobson, Mary Larkin, Jenita Moore, Marina Reyna, September 19, 2020 – Trudy Adler, Kenneth Dobson, Jenita Moore, Marina Reyna
Members Absent:	August 19, 2020 - None September 19, 2020 – Mary Larkin October 13, 2020 (to be held after report written and submitted)
Staff Present:	Mia Milton and Tray McGuire (present at both meetings)

As of the general board meeting, our committee will have met on three occasions (October 13th meeting pending at the time of submission of this report). The committee is documenting in more detail the process of vetting candidates. This will be provided to the Board when completed and will help guide next year’s Governance Committee. The committee has agreed to have an application requirement for every candidate vetted.

The link is now live at

<https://www.emich.edu/alumni/about/board-of-directors/duties-meetings.php>.

Despite not being able to engage our fellow Alumni in person, we are asking that each of our Board Members think of some individuals that have the time, ability, and passion to serve with us and send them a call for service on the Boards behalf and/or leverage your network to inform individuals that might be interested in serving. All applicants will be required to submit an application to be considered, which includes submission of their resume and answering the following questions:



1. Why do you want to serve as a member of the Board of Directors of the EMU Alumni Association?
2. What talents and skills would you bring to the Board?
3. Please describe your involvement in community/professional organizations in which you have participated. If applicable, describe your experiences in leadership roles in these organizations.
4. In what ways can you leverage your network to help further the interests and programming of the Eastern Michigan University Alumni Association for current and future Alumni?

We are finalizing the questions and methodology for the interview process and will include that in our procedure document as well. The committee has also received feedback that incumbent members of the Board should also be vetted when up for re-election. We will discuss this topic as well.

Our committee reviewed possible engagement opportunities that could be available virtually. These include online happy hours, speed “dating” for networking opportunities, and Zoom breakout rooms to provide resources, information, socialization, and support to our constituents. These ideas have been passed along to the Development & Marketing Committee for further discussion and planning.



Board Member Selection Timeline

Target Due Date	Action Item
September 15th	Finalize questions for the application to be a Board Member
October 1st	Board application link opens for submissions
October 24th	Board Meeting
December 12th	Board Meeting
January 31st	Hard deadline for applications
February 1st - February 21 st	<ul style="list-style-type: none">• Emails go out to candidates• Schedule interviews (using google sheets developed by the alumni office to communicate)• Setting and designated interviewers selected for interviews
February 13 th	Board Meeting – present list of candidates being vetted
February 21 st	Interview scheduling and in progress
March 13 th	Interviews completed
March - TBD	Meet to finalize a recommendation
April 10th	Board Social – presentation of recommendation and opening of web site of applicants for board members to review
June 26th	Annual meeting/elections



**ALUMNI ASSOCIATION
BOARD OF DIRECTORS
TREASURER'S REPORT**

ACTION REQUESTED

NONE

SUMMARY

June 30, 2020, financial statements, endowment funds, and detailed expenses.

FISCAL IMPLICATIONS

See summaries below

The proposed Board action has been reviewed and is recommended for Board approval.

Sue Bos_____

Treasurer

9/18/2020

Date



Simplified Financial Position:

- a. EMU Alumni Association Account (R12003) = **\$ 83,097** as of 6/30/20
- b. Scholarship Endowment (Market Value at 6/30/20) = **\$458,915**
- c. Programs Endowment (Market Value at 6/30/20) = **\$49,666**
- d. Albert J. Sabourin Alumni Volunteer Endowment= **\$24,238** Market Value
6/30/20
- e. License Plates
 - EMU Alumni Association FY20Q4 Revenue = **\$7,555** received
5/1/20
 - EMU Alumni Association FY20 YTD Revenue = **\$33,040**
7/1/19-6/30/20

Detailed Financial Information:

Alumni Legacy Endowed Scholarship

Market Value as of 7/1/2019= \$490,136

Donations & Transfers 7/1/19 – 6/30/20 = \$3,571

Expenditures 7/1/19 – 6/30/20 = (\$18,110)

Investment Gain / (Loss) 7/1/19 – 6/30/20 = (\$16,682) loss

Market Value at 6/30/20= **\$458,915**

Spending budget available for FY21 = **\$19,475**



Alumni Association Programs Endowment Fund:

Market Value as of 7/1/2019= \$50,937

Donations & Transfers 7/1/19 – 6/30/20 = \$280

Expenditures 7/1/19 – 6/30/20 = \$0

Investment Gain / (Loss) 7/1/19-6/30/20= (\$1,551) loss

Market Value at 6/30/20 = **\$49,666**

Spending budget available for FY21 = **\$1,545**

Albert J. Sabourin Alumni Volunteer Endowment:

Market Value as of 7/1/2019 = \$25,358

Donations & Transfers 7/1/19 – 6/30/20 = \$0

Expenditures 7/1/19- 6/30/20 = \$252

Investment Gain / (Loss) 7/1/19 – 6/30/20 = (\$868) loss

Market Value at 6/30/20 = **\$24,238** Spending budget available for FY21 = \$1,012



Alumni Association Board of Director Budget/Actual for 2019 - 2020

FY20 Actual

<u>Description</u>	<u>as of 6/30/2020</u>	<u>FY20 Budget</u>
Alumni Association Account Beginning Balance at 7/1/19	70,665.55	70,665.55
Revenue	33,040.00	32,000.00
Expenses	<u>(20,608.48)</u>	<u>(32,000.00)</u>
Alumni Association Account Ending Balance	<u>83,097.07</u>	<u>70,665.55</u>

Revenue Breakdown

<u>Description</u>	<u>FY20 Actual</u>	<u>FY20 Budget</u>	<u>FY Budget Remaining</u>
License Plate Revenue (8450+9010+8025+7555)	33,040.00	32,000.00	-1,040.00



Expense Breakdown			
<u>Description</u>	<u>FY20 Actual</u>	<u>FY20 Budget</u>	<u>FY Budget Remaining</u>
Advancement Activities			
Alumni Awards	9,210.05	12,000.00	2,689.95
Teacher Recognition Awards	0	00	0
Alumni Programs			
Chapter Grants	1,722.93	7,000.00	5,277.07
Chapter Award Plaques	11.20	400.00	388.80
Scholarship Support			
Additional support to meet our Scholarship commitment	15.00	2,000.00	1,985.00
Other Support			
Commencement Activities	4,700.42	3,000.00	-1,700.42
Women in Philanthropy Membership	1,000.00	1,000.00	0
Graduation Celebration Program Support	0	2,500.00	2,500.00
Strategic Initiatives	2,689.00	2,900.00	211.00
Boards			
Board Meetings	1,159.88	1,200.00	40.12
Miscellaneous/wrong acct to be reclassified	<u>0</u>	<u>0</u>	<u>0</u>
Total	<u>20,608.48</u>	<u>32,000.00</u>	<u>11,391.52</u>
Revenue 33,040 less expense 20,608.48 = 12,431.52 transferred to Student Emergency Fund			



Alumni Association Board of Directors Actuals for 2019 - 2020 Detailed Transactions				
<u>Date</u>	<u>Description</u>	<u>Amount</u>	<u>Subtotal</u>	<u>Category</u>
11/20/19	Reimburse EMUF for 2019 Alumni Award	9,310.05	9,310.05	Alumni Awards
04/08/20	Milton - Kroger / Chrisandy Inc.	53.89		Board Meeting
12/31/19	Alumni Board Catering	581.38		Board Meeting
12/31/19	Alumni Board Equip Rental	21.00		Board Meeting
09/30/19	EMS Alumni Board Mtg. Equip 9-21	145.00		Board Meeting
09/30/19	EMS Alumni Board Mtg. Catering 9-21	359.01	1,159.88	Board Meeting
12/19/19	Milton - Baudeville Inc	434.76		Chapter Grant
12/19/19	Milton - Baudeville Inc	122.54		Chapter Grant
10/23/19	Milton - ZAAPPAZ INC.	99.75		Chapter Grant
10/23/19	Milton - OTC BRANDS INC.	110.13		Chapter Grant
10/23/19	Milton - OTC BRANDS INC.	40.05		Chapter Grant
10/23/19	Milton - OTC BRANDS INC.	(0.30)		Chapter Grant
10/23/19	Milton - OTC BRANDS INC.	(6.23)		Chapter Grant
10/23/19	Milton - STAPLES IN.	437.23		Chapter Grant
10/23/19	Milton - PAYPAL	285.00		Chapter Grant
07/19/19	Yatczak, Jayne	200.00	1,722.93	Chapter Grant
04/08/20	Milton - Standard Printing	11.20	11.20	Chapter Awards
12/28/19	EMU Alumni Association	7.00		
08/26/19	EMU Alumni Association	8.00	15.00	Scholarship Support



04/08/20	Milton - Foresight Group Inc	4,700.42	4,700.42	Commencement
06/25/20	Transfer to EMU Student Emergency Fund	2,689.00	2,689.00	Strategic Growth
06/25/20	Transfer to Women in Philanthropy	1,000.00	1,000.00	Women Philanthropy
Total Expenses and Transfers		20,608.42	20,608.42	

**Alumni Association Board of Directors
Budget for 2020-2021**

Alumni Association Account begin balance 7/1/20	\$83,097.07	
Transfer of FY20 Surplus to Student Emergency Fund	-\$12,431.52	
Revenue (license plates) - Expected	\$30,000.00	2K Lower than last year 6.25% due to down economy
Anticipated Expenses	\$30,000.00	
Anticipated Ending Balance 6/30/21	\$70,665.55	

Expenses

Advancement Activities

Alumni Awards	\$12,000.00	Consistent with 2019-2020
Teacher Recognition Awards	\$0.00	Awards for 5 years purchased in 2019

Alumni Programs

Chapter Grants	\$6,000.00	Reduced by \$1000 from last yr Less events due to economy
Chapter Award Plaques	\$500.00	Increased by \$100 for plaque costs vs paper

Scholarship Support

Additional support to meet our Scholarship commitments	\$2,000.00	Difference of awarded scholarships not covered by the endowment spending, as 4 yr phased out
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Other Support

Commencement Activities	\$3,000.00	Pin costs and additional support for activities
Graduation Celebration Program Support	\$2,500.00	Consistent with 2019 first year supporting
Strategic Growth Initiatives	\$2,000.00	Reduced by \$900 from FY20 for new programs, events

Board Expenses

Meeting expenses	\$2,000.00	Increase by \$800 due to Advancement office covering less
Total	\$30,000.00	

Consistent from previous years, any remaining money not spent to be transferred into the Program Endowment



**ALUMNI ASSOCIATION
BOARD OF DIRECTORS**

AWARDS & RECOGNITION COMMITTEE REPORT

ACTION REQUESTED

NONE

SUMMARY

Committee has established a timeline for the Alumni Awards, ETEA2 Award, and Legacy scholarship. In addition, The RAS Committee discussed the possibility of forgoing an Alumni Award category during the 2021 ceremony to decrease the program end event time frame. The committee decided to postpone voting on this decision.

FISCAL IMPLICATIONS

NONE

The proposed Board action has been reviewed and is recommended for Board approval.

Ebony Walls_____

Governance Committee Chair

October 20, 2020

Date



AWARDS & RECOGNITION COMMITTEE

DATE: OCTOBER 15, 2020

Members Present:	Ebony Walls- Chair and Tom Borg.
Members Absent:	Desmond Miller (excused) and Evan Sweet (excused).
Staff Present:	Jessica Nietrzeba

10/15/2020 Meeting Minutes

Scholarship Application Changes:

This past summer one of our EMU Legacy Scholarship recipients graduated early and decided to forgo his last installment valued at \$6,025. Jessica N. extended the offer for the scholar to utilize the remaining funds towards an EMU graduate degree, however, the student declined and currently does not desire to attend graduate school at this time.

Therefore, the RAS Committee voted to reallocate the remaining funds to the Fall/Winter 2020-2021 fiscal year. The RAS Committee voted to award the remaining \$6,025 to the next student in line (runner-up in the 2019-2020 scholarship evaluation process) for the 2020- 2021 fiscal year. Before providing the official award Jessica N. will provide the RAS Committee with an update regarding our financials and confirm what is available to award.

Alumni Awards:

The RAS Committee discussed the possibility of forgoing an Alumni Award category during the 2021 ceremony to decrease the program end event time frame. The committee decided to postpone voting on this decision. Instead the committee would



like to wait to review the quality of applicants each category may receive (if any) before proceeding forward.

COVID 19 Event Planning:

- If the government event capacity executive orders remain in place during the 2021 award ceremony dates the RAS Committee will work closely with the ALumni Office and adhere to the University's event guidelines. The RAS Committee discussed the preference of hosting an in-person small gathering or a virtual event if necessary.

ETEA2 2020 & 2021 Updates:

The 2020 awardee Anne Blakely has not received her award nor public recognition to date. Anne was nominated by former Regent Beth Fitzsimmons. The RAS Committee discussed honoring the 2020 ETEA2 Awardee during the 2021 ceremony, in addition to mailing a congratulations gift before the end of year.

Yours in Service,

EW

EMUAA 2021 Awards Calendar

Alumni Awards Timeline

7.1.20 – Nomination Form Live on emich.edu/alumni

8.3.20 – Nominations Packet Mailed

10.16.20 – Deadline to Submit Nomination

10.19-23.20 – Verification and Validity of Nominations

10.26-11.9.20 – Committee Review of Nominations

11.9.20 – Committee Selection Meeting

11.16-20.20 – Notify Recipients



12.12.20 – Alumni Association Board Meeting Announcement: selections have been made

3.29.21 – Invitations in the Mail

5.15.21 – Alumni Award Ceremony (Recognizing the 2020 and 2021 recipients)

ETEA2 Award Timeline Excellence Teaching Engagement Award

11.1.20 – Nomination Form Live on emich.edu/alumni

11.2.20 – Call for nominations

1.22.21 – Deadline to Submit Nomination

1.25-29.21 – Verify all nomination information

2.1-8.21 – Committee Reviewing Nominations

2.8.21 – Committee Selection Meeting

2.13.21 – Alumni Association Board Meeting Announcement

2.15.21 – Notify recipient

2.15.21 – Notify Provost's Office of Recipient

3.24.21 – Ceremony (Tentatively Week of Excellence, 3pm- 5pm)

Scholarship Application Timeline

12.15.20 – Scholarship Application Opens

3.30.21 – Scholarship Application Closes

3.31.-4.8.21 – Verify all application information (ie. Sponsor, GPA's etc.)

4.9.-26.21 – Committee Review of Applications

4.26.21 – Committee Selection Meeting

5.3.21 – Notify Recipients



ALUMNI ASSOCIATION
BOARD OF DIRECTORS
DEVELOPMENT & MARKETING COMMITTEE REPORT

ACTION REQUESTED

To create a more personalized correspondence experience with our alums, the committee will be reaching out to all Directors requesting a copy of your electronic signature.

SUMMARY

Our goal is to identify opportunities and increase engagement with EMU students and alumni. Connect with alumni through letters of acknowledgement/congratulations etc. Creating subscription style boxes for Alumni Association Memberships similar to the Homecoming Spirit boxes that could also support student programming. Highlight the Alumni Association Board of Directors gift to the Student Emergency Fund including the EMU License plate (e-Edge Newsletter, University website, Eastern Magazine, social media platforms etc.)

FISCAL IMPLICATIONS

NONE

The proposed Board action has been reviewed and is recommended for Board approval.

Gabriela Salagean

DMC Committee Chair

October 17, 2020

Date



**MINUTES OF THE EMU ALUMNI ASSOCIATION
CHAPTERS COMMITTEE**

Members Present:	October 14,2020 Lucas Langdon, Tom Borg, Gabriela Salagean
Members Absent:	Eddie Davis
Staff Present:	Mia Milton

Although we only met once, our committee covered a lot in a short period of time. Most of the meeting was spent engaging in a discussion centered around building relationships with alumni, strengthening current ones and increasing visibility of the Alumni Association. Thank you cards on behalf of the Directors will be sent out next week, to Alumnus who volunteered their time by participating in Homecoming events. To create a more personalized correspondence experience in the future, the committee felt that having electronic signatures of all current Directors would be valuable. We will be reaching to request your electronic signatures in the upcoming weeks.

Our committee talked about the possibility of creating a subscription box, similar to the Homecoming Spirit box which also supported the Student Emergency fund. The idea is to engage Alums and have profits contribute to student programs. Lucas plans on connecting with vendors and secure pricing and we will have more detailed updates in the future.

The committee felt that the E License plate along with the contribution made to the Student Emergency Fund by the Alumni Board of Directors can be highlighted via a press release using various platforms. The DMC committee will remain aligned with the University and continue to engage and support virtual events. Conversations around



EASTERN MICHIGAN UNIVERSITY
ALUMNI

Virtual Happy Hour, Speed Networking Event will be discussed in greater detail at future meetings. Our committee is in the process of selecting dates for the upcoming meeting.



ALUMNI ASSOCIATION

BOARD OF DIRECTORS

CHAPTERS COMMITTEE REPORT

ACTION REQUESTED

The Chapters Committee is asking that each member of the Alumni Board of Directors select a chapter to connect with, just as each has selected a committee to work on.

We hope that by doing this, our current chapters will feel more connected with the Alumni Association Board; and will know that their efforts are valued and supported.

SUMMARY

One of our goals is to engage more with our chapters. One way to do this is to have each director select a chapter to engage with or support in some way. Directors who are already affiliated with a chapter would not need to select an additional chapter; they would continue to engage with their current chapter(s). Directors who are not currently engaging with an existing chapter, would select one to connect with via email, phone, meeting attendance, or activity support. Mary Jane Fallot, Chapters Chair, will follow up with the board members to determine which chapter(s) they choose, and provide contact information for that chapter.

FISCAL IMPLICATIONS

NONE

The proposed Board action has been reviewed and is recommended for Board approval.

Mary Jane Fallot
Governance Committee Chair

October 13, 2020
Date



**MINUTES OF THE EMU ALUMNI ASSOCIATION
CHAPTERS COMMITTEE**

To be held on 10/13/20 at 5 pm via Zoom

Members Present:	Mary Jane Fallot (Chair), Doug Wallace, Howard Booth, Eddie Davis
Members Absent:	XXXX
Staff Present:	Tray McGuire

CHAPTERS LEADERSHIP MONTHLY MEETINGS

Two Chapter Leadership meetings have been held via Zoom (8/31/20 and 9/28/20). These will continue monthly, with Tray McGuire coordinating them. Those present have included Tray, Mia Milton, Mary Jane Fallot (Chapters Chair), and representatives from the following chapters:

- | | |
|---------------------|------------------------------|
| Arm of Honor Alumni | Anthropology Chapter |
| Black Alumni | Brehm Scholars Alumni |
| CMTA Alumni | E Club Letter-winners Alumni |
| HESA | Latino Alumni |
| Social Work Alumni | |

Arm of Honor Alumni

Working on several programs at EMU through their endowment. Annual golf outing was cancelled for this year; will plan for July 2021. Other activities put on hold for now.

Anthropology Chapter

Fundraising for COVID-19 relief grants for Anthropology Dept. students in need. Chapter raised more than \$800 for their first scholarship and will give two additional



grants for Fall. Held a Trivia Night via Zoom & had decent attendance. Holding a Virtual Campfire with cultural & spooky stories being told in October. They are active on social media.

Black Alumni

They are now meeting quarterly, with their Executive Board meeting monthly. Taking nominations for their Executive Board. Several events planned for Homecoming activities. Awarded eight alumni COVID-19 grants. (They are a 501c3 of their own.)

Black Alumni (cont'd.)

Also fundraising for scholarships & expanding the grants (above). Additional merchandise coming soon. Planning a Virtual Career Fair for Black alums to recruit students for jobs. Launching a new section on their website for alums to promote their businesses.

Brehm Scholars Alumni

Currently reactivating their group.

CMTA Alumni

Getting restarted; and hosting a Happy Hour via Zoom to engage with alumni.

E Club Letter-winners Alumni

Involved with fundraising for renovation of the Athletic Hall of Fame in a new location.

HESA

Held a board retreat to set goals for their programming. Adjusting some of their groups to align with member interests & may hold a Happy Hour or Lunch via Zoom to connect with members. Investigating fundraising methods for scholarship funds. Trying



to increase their social media visibility. Hosting virtual events around HESA national conferences.

Latino Alumni

Celebrating Hispanic Heritage Month. Providing 3 scholarships at the end of October. May start an Instagram account to engage more younger alumni.

Social Work Alumni

Chapter has new leadership and is currently developing several new programs, along with existing programs.

ALSO:

All chapters should have current financial reports and FY21 budget reports.

Chapters receive their budget reports four times / yr.: Jan. 15, Apr.15, July 15, and Oct. 15.

General updates were discussed on both leadership calls, including EMU's return to campus plans.

General discussion re: Homecoming, including "Spirit Box" purchases. A portion of the proceeds of each box will go toward the Student Emergency Fund.

Discussion of the Alumni Awards. Nominations for 2021 EMU Alumni Awards are open & nominations are being accepted through Oct. 16, 2020 at 5 pm.

Construction Management Alumni meetings

Mary Jane & Tray have attended two meetings via Zoom over the last two months. Discussion about SCAN (Student Contractor Awareness Night), their scholarship fundraiser online (since they could not hold their annual golf outing), chapter officer elections, activities to engage new members, making the Hard Hat ceremony



virtual this year. Some discussion regarding their by-laws and meeting time changes. Also want to proceed with their mentoring program; and possibly holding their Alumni Summit in Winter term.

Agenda items for upcoming meeting include:

- Introductions
- Goals of the Chapters Committee
 - Building relationships with chapters / alumni
 - Committee members selecting chapters to engage with regularly
 - Ways to increase membership in chapters & start new ones
 - Increase visibility of the Alumni Association; particularly w/ chapters and student organizations (& students on campus in general)
- Update on items previously mentioned
- Help chapters (and overall association) better define who we are and how we can help current and future alumni
- Chapters Summit
- Alumni website
- Additional items