

# EASTERN MICHIGAN UNIVERSITY

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ALUMNI ASSOCIATION

## Eastern Michigan University Alumni Association Board of Directors

Date: November 16, 2019

Time: 9:00 a.m.

Place: Student Center, Room 310 – Ypsilanti, Michigan 48197

### Agenda:

1. Call to Order
2. Roll Call
3. Approval of the Agenda
4. University Update
5. Division of Advancement Update – *Bill Shepard, Vice President for Advancement and Executive Director, EMU Foundation*
6. Consent Agenda
  - a. Approval of Minutes – from September 21, 2019
  - 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
  - f. Chapters Committee Report
  - g. Development, Marketing, and Communications Committee Report
7. Old Business
  - a. None
8. New Business
  - a. None
9. Chapter Awards
10. 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, and Scholarship Committee
  - b. Chapters Committee
  - c. Development, Marketing, and Communications Committee
  - d. Governance
11. Our EMU Stories – *This is a time reserved for one or two board directors who have been designated by the president to share briefly how they came to EMU and how the university has positively affected their lives.*
12. Open Discussion and Announcements
13. Adjournment

Eastern Michigan University Alumni Association  
Board of Directors Annual Meeting  
Student Center

**Saturday, September 21, 2019**

Prepared by: Ruth Halsey, B.S., M.B.A, '01,'12, Secretary



## **Meeting Minutes**

**Members present:** Trudy Adler, Howard Booth, Tom Borg, Susan Bos, Tom Charboneau, Molly Duggan (phone), Mary Jane Fallot, Michael Gomez, Ruth Halsey, Alex Landen, Lucas Langdon, Mary Larkin (phone), Michelle Machiele (phone), Desmond Miller (phone), Jenita Moore, Marina Reyna, Gabriela Salagean, Niklaus Schillack, Evan Sweet, Anna Torres, Ebony Walls, Allen Williams, Claudia Young Hunter,

**Members absent:** Tom Borg (unexcused)

**Ex-officio members present:** Jill Hunsberger, Bill Shepard, Mia Milton, Jessica Nietzsche

**Ex-officio members absent:** Austen Smith

**Emeritus member present:** William Malcom, Vicki Reaume, Fred Roberts

**Emeritus member absent:** Bud Schimmelpfenneg (excused)

**Others present:** James Smith, Kevin Kucera

### **1. Call to Order**

Mr. Schillack called the meeting to order at 9:05 am. He welcomed all of the Board members. He asked that all Directors consider the mission of the board over the next year, and in particular, our goal in recruiting new alumni and our ability to tell our stories about our experiences at EMU.

### **2. Roll Call**

Mr. Landen took attendance and confirmed that quorum is met. The results of the roll call can be found at the top of the minutes.

### **3. University Update**

President Smith provided the update for the University. It is listed below.

#### **Studying the Timing of Classes**

President Smith is working with faculty to optimize the timing for classes that are on campus. Online classes fill, but they are looking at the time, location, and the corresponding major for the class. This takes into account the busy schedules for students who work two or three jobs.

**Update on New Student Enrollment and the Future of Enrollment**

Enrollment is off to a good start this year. It is down a bit, but not to where the University budgeted for this year. The University budgeted with the fact in mind that the high school graduation rate in the State of Michigan is not what it was. An increase in high school graduation rates will not happen for another 12 years. The kindergarten class of 2018 was the first class to be larger than the class before them. This means our recruitment efforts cannot remain the same.

The forward scholarships are being used to attract students to EMU. This program attracts students from all around the country. This is also why the University is doing the international work that they do, as birth rates in certain countries EMU visits are much higher than the birth rate in the State of Michigan.

We also know that birth rates are not the same across the State of Michigan. Some areas have higher birth rates and higher high school graduation rates, while other areas of the state struggle with these rates.

They are targeting specific disciplines to attract students. The fastest growing discipline is gaming simulation and animation. The engineering program is also doing very well. EMU is also doing well with the 2 years/2 years program, of 2 years at Community College and 2 years at EMU to obtain a Bachelors Degree.

Kevin Kucera, Vice President for Enrollment Management, is taking various birth rates and high school graduation rates throughout the State of Michigan, the programs that we offer to recruit students, the attraction of students from other countries, and the success of EMU's strategic activities to prepare multiple estimates on anticipated enrollment.

**Strategic Plan Update**

Strategically, the plan for growing student enrollment is broken into three major areas: 1) student success and engagement, retention, and persistence; 2) high performing programs, quality of research, and engaging and serving in our community; and 3) building and infrastructure improvements

***Student Engagement Plan***

Student success and engagement is to increase to continue to increase the 6-year graduation rates. They are up across-the-board, but they have room to grow further. There is a 6-year graduation rate and a 4-year graduation rate benchmark; EMU tends to focus on the 6-year graduation rate as so many of our programs require more than 4 years to complete a degree.

For the retention and persistence plan, they are in year 4 of looking at persistence breaking it down very specifically to know the retention rates across a broad spectrum of demographics and studying what can be done to increase the retention rate. There are several good committees who are studying retention rates.

Engaging students has increased. For example, student voter turnout for 2018 doubled that for 2014. Decki Alexander worked on this. It is unknown if there will be an increase in 2020.

***High Performing Programs and Quality of Research***

EMU just learned that the University has been chosen for a retention of special education project, which is country-wide project. Several universities were selected around the United States, and EMU is the only university in Michigan that was selected. Recruitment of special education teacher is one of the most difficult positions to fill in the State of Michigan. The goal is to prepare more and retain more special education teachers. The Washtenaw ISD is partnering with EMU on this.

EMU is starting a community writing project under the leadership of Ann Blakeslee, who runs EMU's Writing Center. People from the community who want to improve their writing skills or do technical writing will be able to engage with us. Partners include the Ypsilanti District Library and 826Michigan, a not-for profit writing center.

***Strategic Building and Infrastructure Improvements***

The University is now making strategic choices about which building and infrastructure improvements would be most helpful to the forward growth of the institution.

19% of students take 1 or more online classes to semester. What happens if this increases to 38% or 53%? What happens to brick and mortar?

As this number becomes larger, do we have a "take down" strategy that goes along with our "build-up" strategy? There are some buildings that are very worn-down and inefficient, so the question is why do we keep these buildings?

Every meeting of senior leadership we have the discussion of "how do we balance"? How do we balance in-state enrollment with out-of-state enrollment and international enrollment?

These are difficult discussions, but it is important that we view all perspectives of the future, but we know if we don't invest this time now the university will not be as strong as it could be decades in the future.

**Update on Health Care Center**

On November 1st EMU will open the healthcare center. The building is nearly complete and this will be a big milestone for EMU, IHA, and St. Joes to have a faculty, staff, student, and community health center on a College campus. This is relatively rare, and is unique to use EMU's Physician Assistant students, EMU's nursing students, and making it a laboratory to give service that could not be provided at the Snow Health Center.

IHA and St. Joe accept nearly every health care insurance option available, and this expands the availability of health services for students.

**Budget Update**

The last 2 years has been painful. The second wave of volunteer retirement of faculty and staff was brought by the unions to leadership. The unions told EMU leadership what they wanted, and worked to develop a retirement incentive program that would integrate with their desires and EMU's needs.

The University is looking to turnaround the University and stop taking from reserves and rather to take a tough stance on spending.

Some ask “why would you unload parking?”

Sale of parking provided \$55 million dollars which were able to be put into reserves. Due to the sale of parking, the University is no longer on the financial watch list with the Higher Learning Commission. We are not yet where we want to be, but we are above the red line. This causes the entire university to get better due to being able to manage our financials better. At the same time that we were cutting expenses and selling parking, we were investing in infrastructure for our student body and our growth.

### **Question & Answer Section**

Question 1: Ms. Moore asked did we do well with the higher education budget with the State of Michigan; did they take some mercy on us and give us more funds?

Answer 1: No, we did not. There are two budgets up for consideration, the State Senate budget, which would be positive, but the State House budget would be only a 0.7% or 0.8% increase, which would not meet the cost of living increases. If we want to make Michigan what we believe it should be, we have to have educated citizens. We cannot do this by continuing to raise tuition rates as it removes opportunities for students to ‘break through the glass ceiling’. We are hoping the State of Michigan will ‘take mercy’ on us and will at least give us the cost of living increase. By scrimping and saving over the past year, we have improved our savings.

Question 2: Mr. Gomez asked, you said enrollment was down; how does EMU’s enrollment compare to other universities in the State of Michigan?

Answer 2: We look a lot like Central Michigan University, we look a little like Western Michigan University; we do not look like Michigan State University or University of Michigan.

The two big power-houses can admit whoever they want whenever they want. Despite MSU’s problems over the past two years, MSU committed to not having lower enrollment so students that would have been wait-listed in years past were now admitted.

Central has a story that is just like Eastern’s story. Western has a bit of a more competitive edge, due to their closeness to Chicago. Some of the suburbs are close to Central. Outside of Michigan, Bowling Green State University is very similar to Eastern Michigan University. However, all of the Midwest states are struggling with the demographics of 18 year olds. We in the 12 year current where we are going from about 120,000 high school seniors graduating to around 90,000 high school seniors graduating. This is creating a challenging demographic and we are all battling for the same dwindling pool of students.

One of the plans is to expand the footprint of EMU. EMU is known well within the State of Michigan and in the State of Ohio, but if you expand outside of Michigan and Ohio EMU is less well known. The goal is to expand the footprint to Illinois, Indiana, Pennsylvania, and other nearby Midwest states.

#### **4. Enrollment Update**

Kevin Kucera, Vice President for Enrollment Management, provided an enrollment update and expanded upon the presentation from President Smith. Slides related to this presentation are attached.

Three segments of students we recruit: 1) High school graduates 18 years old, directly out of high school; 2) Transfer Students

#### **Decrease in the Freshman Class Population**

Five years ago the size of the freshman class was ~2,700, but over the past several years this has decreased to ~2,200 students. This is due to a variety of reasons, but one could be pricing. Freshmen are very sensitive to pricing and you must prove value for pricing. We are holding welcomes for visiting students to share with them the quality of our programs. We want students to see when they visit campus our beautiful physical facilities and the quality of our faculty and our programs.

#### **Transfer Students**

Transfer students come from one of three ways: community college transfer students, four-year University transfer students, and non-traditional students.

Community college arrangement, where they are finishing their 2 year associates degree and then looking for the right University to finish their bachelor's degree. EMU has a Community College Relations Office and visiting Community Colleges and establishing articulation agreements, to allow students to seamlessly transition from community college to EMU. These are often called 2+2 agreements or 3+1 agreements. However, Community Colleges are experiencing the same demographic issues that EMU is experiencing. Community Colleges have experienced approximately a 25% decline in enrollment. When community college enrollments are down it makes it more difficult for us to attract transfer students.

Four year university transfers are more random. We can recruit at community colleges, but we can't really recruit at other four year institutions. Often when we have transfer students from four year institutions they had been in our applicant pool, perhaps didn't have the experience they wanted at the university they attended and return back to EMU.

The fastest growing population of transfer students comes from non-traditional students. They are perhaps students who started college 10 years ago, earned college credits, but never finished their degree. In Oakland, Wayne, and Macomb counties there are approximately 700,000 working adults who do not have a bachelor's degree. Some may have finished an associate's degree, but did not finish a bachelor's degree. The most important factor for these students is flexibility, which is why there has been such a push for online education programs for students. A good amount of the non-traditional students are seeking fully online programs.

**Development of Online Education**

At EMU they allow their faculty to make the decision about whether the content of their course could be effectively delivered fully online. They are the instructors, the experts in their subject matter, and know best whether their content can be delivered successfully online. Four years ago EMU created a fully online RN to BSN nursing program. When EMU started this program they studied their customers – they like accelerated programs (8 week classes), so this program was developed with an entire accelerated academic schedule. The first year, they brought in 40 students per semester. Four years in there are now 160 students per semester.

Another example of a program entirely online is Masters' in Education Leadership. This has led to other education programs transferring entirely to online. There are future courses being studied at this time for transfer to entirely online programs, for example, Masters in Nursing.

We will always have a need for the traditional students and the transfer students, but as the largest growing population, we cannot afford to ignore non-traditional students.

**PowerPoint Presentation Summary**

The next portion of this presentation was presented through the slides provided by Mr. Kucera. Please reference these slides for additional information.

**Expanding Our Recruiting**

Chose states where it is an 8 hour drive time or where there is very easy access to an airport. Also introduced the 4WARD scholarship is a new program being used to recruit students. If you come to EMU, your first year, decline scholarship and pay full tuition, come back as a sophomore, pay room and board as a freshman and sophomore, and then come back as a junior and senior you pay 0 tuition in those two final years. 80 freshmen took this the last year and about ½ of them were out of state. EMU's buys search names and markets this to upper middle class families that would have the ability to make the payments the first 2 years. Mr. Kucera then referenced the slides with the map showing the various states that they are exploring.

**Majors that Could Improve Our Yield**

If you could increase the number of students recruited based on the quality of the program, or the yield rate, this could increase the overall recruitment. EMU identifies programs that have a large number of applicants and ask questions about what they can do to highlight the quality of the program, the faculty, the facilities, and students currently in the program. Our largest major for students when they are coming in is 'undecided'. By reaching out these undecided students we share with them the breadth of the programs available, to help them to choose EMU.

**Improving Our Advertising**

Students who we are seeking to recruit will be emailed by faculty with one of many excellent advertising videos that advertise the program, or a general advertisement about the breadth of programs to target advertising specifically to them. We want these videos so we can insert links in our email messages and in text messages to potential students. These videos showcase in a visual way to potential students.

Example of the video shown during the presentation: <https://vimeo.com/356463293/275d80abb4>

**Alumni Profiles**

EMU is seeking to obtain profiles about our alumni through the EMU Alumni Spotlight. The goal is to receive information about them and stories about them. The goal is to use their stories to connect these alumni to our potential students and current students to inspire them to attend EMU.

Here is the link to the Google Form for the EMU Alumni Spotlight:

<https://docs.google.com/forms/d/e/1FAIpQLSdBJsD2SRzHBc453NL5TTrlgkkrJ6btbEQ59aLVnNKzshKXVA/viewform>

Question 1: Mr. Booth asked how aware are the faculty to how education are changing?

Answer 1: They are very aware, particularly our younger faculty are aware of this, as they have grown up with this. There is a bit of a “changing of the guard” occurring with a shift in the generations who are teaching at this time. When we hire new faculty often we ask how they deliver online training.

Due to time constraints, there was not time for additional questions and answers, but if you would like ask questions, you can reach Mr. Kucera at: [kkucera@emich.edu](mailto:kkucera@emich.edu)

**5. Division Update**

Ms. Hunsberger provided an overview of the Division of Advancement report. It is listed below.

The Division of Advancement exceeded its fundraising goal of \$13M in FY19. \$13.3M was raised from alumni, friends, corporations and foundations.

The Division of Advancement has also completed interviews with over 55 individuals for a feasibility study in preparation for our upcoming comprehensive fundraising campaign. A feasibility study is a critical step in the silent phase of our campaign and includes confidential interviews with key stakeholders, leadership level donors and volunteers. The study helps us with establishing a financial goal and gauging donor interests. We expect to have the full report of the study in November.

**Advancement Communications & Marketing****Advancement Brand**

Our new divisional brand of ‘We are E’ has been rolled out across our marketing channels including website, social media, collateral pieces, appeals & solicitations, proposals, and more. Leveraging this new brand with target audience segments within our alumni and donor populations will strengthen relationships and connectivity with the overall mission of Advancement and EMU. The message of ‘We are E’ is one of community, collaboration and continuity. From students to alumni, faculty and staff, supporters, friends and various other stakeholders - we are one family. We are E.

**Fall Edition of Revisited**

Our 'Revisited' alumni newsletter will hit mail boxes the third week of September. This semi-annual publication focuses on EMU alumni profiles, news, current events, and more. The paper reaches more than 30,000 households in the Washtenaw County area and other targeted alumni and donor groups such as our Heritage Society members.

**Fuel**

Our new Fuel email newsletter is nearly ready to go! This newsletter is powered by students and specifically crafted for current EMU students and young alumni. In partnership with EMU Division of Communications and the Fuel group, we have developed a content and outreach plan that will engage our young alumni which is a key constituency for Annual Giving cultivation. This is produced in addition to the e-Edge which is circulated to over 90,000 alumni monthly.

**License plate marketing**

We continue to actively market sales of the E-license plate through regular marketing channels such as social media, website and our monthly e-Edge newsletter. We will have our first ad placement in the upcoming fall edition of Eastern Magazine. With the continued promotion of the license plate, we hope to grow sales and continue to build awareness for the alumni office.

**Programs****Michigan Chronicle Men of Excellence Awards Ceremony**

The Michigan Chronicle Men of Excellence Awards, in its 13<sup>th</sup> year, recognizes local African-American men who inspire others through their vision, leadership, exceptional achievements, and participation in community service. They are men who exemplify extraordinary stature, poise and integrity who continue to break the mold and affect change in their professions and community.

The Alumni Office hosted Regent Alex Simpson to attend the event to congratulate three alumni receiving the recognition: Derrick Faulk, Principal of Nova Discipline Academy in Oak Park School District; Dr. Willie White II, Principal of Frederick Douglass Academy for Young Men in Detroit Public Schools; and David Turner, EMU Vice President for Human Resources.

**Alumni Association Benefits Evaluation**

The Office is currently evaluating our Alumni Association benefits offerings and structure for Alumni Association members and entertaining new potential partnerships that will garner excitement and a refreshed program.

- Liberty Mutual--Guaranteed contract has expired. The new proposal did not carry the previous contract incentives, therefore has been discontinued
- Collette Travel, Huledet, Kroger, etc.--program analytics are being requested to better understand areas to leverage and how to increase perceived value to the customer base
- Quicken Loan--This new collaboration has yet to be developed into a more formal partnership. There is interest from EMU and Quicken to continue this relationship.

**Alumni Recommendations Requests**

Internal departments and programs continue to reach out to the Alumni Office for recommendations of alumni to participate in their initiatives. Some of these recommendations fall into the following.

- Enrollment Strategies--creation of alumni pipelines (alum T.C. Cameron), The Black Friday Scholarship Bootcamp (panelists and featured speakers), The Michigan Hispanic Collaborative Association (mentor recruitment), Brotherhood Sisterhood Initiative, and Explore Eastern volunteer opportunities
- Media Outlets--(Eastern Magazine class notes and featured stories, young alumni videos, social media, and launch of Fuel Magazine featuring alumni features, and WXYZ's--In Your Neighborhood Ypsilanti featuring Nicole Brown)

**Brotherhood Sisterhood (EMU Black Faculty & Staff Night)**

BrotherHOOD & SisterHOOD participated in their first-ever Extended Orientation! 42 young men and women of color moved in two weeks prior to the beginning of the Fall semester to participate in a wide variety of activities and workshops to prepare them for the year ahead. One of these workshops included an EMU Black Faculty & Staff Night to engage with students in small groups and share our journeys and experiences as professionals, as former students and alumni.

**MLK Planning Committee**

Planning for the 2020 Martin Luther King, Jr. celebration has begun. Once again alumni will be participating in the celebration along with a possible partnership with Alpha Phi Alpha Fraternity, Incorporated Theta Zeta Lambda (Alumni) Chapter.

**Annual Giving****Annual Giving/Crowdfunding**

Our fall Annual Giving campaign for 2019 is officially underway! We have already appealed to donors who gave last year in an attempt to renew their annual gift for FY20. We will continue to utilize a highly segmented, multichannel integrated plan in order to improve retention within our annual giving populations. The fall season and calendar year end will focus heavily on retention, while we turn toward cultivation of young alumni, non-donors in the spring.

We have several exciting projects coming online for crowdfunding. We are partnering with Communications, Media and Theatre Arts (CMTA) to support their campaign to raise \$200,000 for replacement of seats in Quirk and Sponberg Theaters. We are also refreshing our College of Business Student Organization project which will be matched up to \$10,000 by one of our COB donors. The crowdfunding platform continues to grow our donor base through awareness and acquisition, while at the same time representing a high-ROI vehicle for fundraising.

**#GIVINGTRUEDAY 2019**

**Save the Date for #GivingTuesday 2019 on Tuesday, December 3rd.** This year, we hope to continue to build on the momentum from the previous years with increased donors. New to this year will be directed efforts to increase the day's visibility on-campus and with our student body. More to come!

The annual donor recognition event **Because of You** will take place on **Tuesday, October 22nd**. This year, we have partnered with the School of Communications, Media and Theatre Arts to showcase excerpts of Cabaret to kick-off our evening of thanking our premier donors.

## **Engagement Activities**

### EMU vs. Illinois Tailgate

- Nearly 100 alumni and friends attended a tailgate in Champagne, Illinois to watch the Eagles defeat the Fighting Illini

### Yiddish Glory

- Over 130 participated in a Center for Jewish Studies performance/lecture bringing life to long lost Yiddish songs from World War II

### Dr. Ted Ligibel Retirement Event - September 21

- Long-time Historic Preservation Program Director and Professor will be retiring. Over 200 HP alumni and friends will come together in celebration and raise funds for the Preservation Program

### Senior Seminar Program

- Monthly series of "Life After College Sessions for students of Senior status ongoing

### Faculty and Staff Alumni Happy Hour

- Join us at Corner Brewery on October 11th from 4-6pm for our Faculty and Staff Alumni Happy Hour! We would love to "kick-off" Homecoming weekend alongside you and create memories by reminiscing on our fondest times as students. Let us celebrate together on how we now create a home away from home for the students we serve daily! Complimentary appetizers will be available throughout the entire event and raffle prizes for those who register and attend. RSVP to Celia Murkowski at [cmurkows@emich.edu](mailto:cmurkows@emich.edu) by Monday, October 7th!"

## **6. Consent Agenda**

Mr. Mortier moved that we accept a consent agenda for the following reports:

- a. Approval of Minutes – from June 1, 2019
- b. Alumni Association President Report
- c. Alumni Association President-Elect Report (including Governance Committee)
- d. Alumni Association Treasurer Report
- e. Awards, Recognition, and Scholarship Report
- f. Chapters Committee Report
- g. Development, Marketing, and Communications Committee Report

Mr. Charboneau moved that we accept the consent agenda. Ms. Fallot seconded the motion. The motion to approve the consent agenda passes.

## **7. Old Business**

No old business.

## **8. New Business**

### **Voting on New 2019-2020 Budget**

Ms. Bos explained the budget presented to the board on page 16 of the September 21, 2019 board packet. She explained that the budget is consistent with the budget presented in June 2019. No changes have occurred since that time.

There were no questions and there was no discussion about the budget.

Mr. Booth moved to accept the budget as presented. Mr. Sweet seconded the motion. The motion to approve the 2019-2020 budget as presented on page 16 of the September 21, 2019 board packet was approved.

## **9. Vision and Goals Discussion**

The following section was presented by Mr. Schillack in preparation for break-out of the board directors into groups to discuss their experiences at EMU.

We need to improve in telling our stories about our experiences at EMU. We are all ambassadors of the school's mission. Think back to the time when you were a student.

- What was your experience when you learned you were admitted to EMU?
- How would your life had been different if you had not been attended EMU?
- What are you excited to learn through service on EMU's Alumni Board of Directors?
- How did you first learn about the Alumni Association?
- What would help you to be a better ambassador?
- We need venues and opportunities to share our stories, but to be successful we need to be able to quickly convey our story. What is your elevator pitch?

Groups broke into tables to discuss their elevator pitches.

## **10. Open Discussion and Announcements**

Remaining meetings of the year are:

- Saturday, November 16, 2019 - 9:00 a.m.
- Friday, March 6, 2020 - **5:30 p.m.**
- Saturday, June 6, 2020 (Annual Meeting) - 9:00 a.m.

## **11. Adjournment**

Mr. Schillack requested a motion to adjourn the meeting. Ms. Moore moved to adjourn the meeting. Mr. Williams seconded the motion. The meeting was adjourned at 10:43 am.



**EASTERN MICHIGAN UNIVERSITY ALUMNI ASSOCIATION  
PRESIDENT REPORT  
November 16, 2019**

**Finding Our Affinities**

As ambassadors of Eastern Michigan University (EMU) and the Eastern Michigan University Alumni Association (EMUAA), we tell our EMU stories more effectively and passionately when we find our affinities. For one reason or another, each of us will have some part of the university community that resonates with us in a way that brings us extra joy, excitement, and interest. Personally, I find a great personal connection with the Honors College, and I also find the history of the school to be incredibly invigorating to learn. This is why helping with things such as Presidential Scholarship interviews, and attending the recent event about Mark Jefferson at the Treaty of Versailles, not only are interesting to me, but I find myself talking almost ad nauseam about them long after the events.

One thing that will build the strength of our ambassadorship of EMU, the EMUAA, and the mission of both is to take deep dives into our affinities as well as converse with our fellow board trustees about them. That is why I would like us to invite to our board meetings, over the remaining almost two years that I will serve you as President, those people who teach us more about what stirs up our passion for the university. We can all benefit by hearing from experts who can empower us to share EMU stories more effectively with those fellow alums who we could better reconnect with the EMU community.

During September's board meeting, we set aside time to explore and share our EMU stories with one another on the board, including discussing our areas of resonance with the university. Now, we'd like to run with some of the interests we're sharing. Consider the following parts of the campus community. Is there something or someone in each area about which or from whom you would like to learn more:

- College
- Program
- Art
- Sport
- Campus organization
- Professor
- Staff/Administrator
- Special event
- Building

If something or someone interests you in one of those areas, please take a few moments and send an email to me ([niklaus.schillack@gmail.com](mailto:niklaus.schillack@gmail.com)) and Jill Hunsberger ([jhunsberg1@emich.edu](mailto:jhunsberg1@emich.edu)) with your idea. This could potentially lead to a speaker at a board meeting who can help build our ability to tell a great success story about EMU and thereby encourage people to get reconnected.

GO EMU!

Respectfully submitted,

Niklaus C. Schillack, '98  
President



**Eastern Michigan University Alumni Association**  
234 McKenny Hall, Ypsilanti, Michigan 48197

### GOVERNANCE COMMITTEE REPORT

#### COMMITTEE NAME & PURPOSE:

Chairperson:	Trudy R. Adler	
Members:	Ruther Halsey, Alex Langdon, Mary Larkin, Marina Reyna, Jill Hunsberger and Mia Milton	
Members Absent:	N/A	
Committee Meeting Dates:	September 21 and October 29, 2019	Next Committee Date: After meeting on November 16th

#### Action Item(s):

N/A

#### Activity since Last Report

Our committee has had a number of meetings to develop a plan for vetting applicants that is as transparent as possible. The committee discussion will remain closed; however the following are the dates, questions and categories we will use when selecting the slate for our new board members.

#### Deadlines/Benchmarks

October 1 <sup>st</sup>	Finalize questions for the application to be a Board Member
November 1 <sup>st</sup>	Begin promotion/call for Board applicants
January 31 <sup>st</sup>	Hard deadline for applications
February 1 <sup>st</sup> - February 14 <sup>th</sup>	Vetting completed for interviews Decide who will complete interviews (assign interviewees to committee members)? Introductory emails go out Schedule interviews (using google sheets developed by the alumni office to communicate)
February 21 <sup>st</sup>	Interviews scheduled and in progress
March 6 <sup>th</sup>	At general Board meeting, presenting list of candidates being vetted
March 13 <sup>th</sup>	Interviews completed
<b>March TBD</b>	<b>Meet in person to finalize slate</b>
March 27 <sup>th</sup>	Slate selected
April 1 <sup>st</sup>	Final slate presented to the board

June 6<sup>th</sup>

Board meeting with vote on the slate

### **Interview Questions/introduction**

- Introduction of self
- Question #1: What do you think the purpose of the board is?
- Individual presentations of the Board from interviewer including requirements, time commitment, etc.
- Question #2: What steps would you take to represent the Board, if appointed?
- Question #3: How did you hear about the Alumni Board and what prompted you to submit your application to serve?
- Question #4: What skills and strengths do you bring to the opportunity?
- Question #5: What are some events, places and other locations you are comfortable with promoting and representing the board?
- Probe more in the interview process regarding why they want to serve on the board
- Question #6: Can you tell me about prior experiences serving as a leader or your involvement with service to EMU? Why did you serve, what did you do and what did you get out of it?
- Review with the candidates the process post interview:

### **Potential rubric categories to be completed on a 5 point scale**

- ❖ Demonstrated ability to be available
- ❖ Participation in EMU/History of leadership
- ❖ Leadership potential
- ❖ Network potential (professionally, where can they help us reach)
- ❖ Potential to be an ambassador
- ❖ Personality/Charisma/Approachability/Ability to Collaborate
- ❖ Enthusiasm for EMU
- ❖ Professionalism
- ❖ Separate category for individual raters' thoughts

After the Board Meeting on the 19<sup>th</sup> our committee will be meeting to practice delivering the interview questions. Whenever possible, interviews will be completed in person. If you have any questions or suggestions please let myself or one of the committee members know.

**Respectfully Submitted,**

**Trudy R. Adler**

**President-Elect**

**November 16, 2019**



Eastern Michigan University Alumni Association  
234 McKenny Hall, Ypsilanti, Michigan 48197

**TREASURER'S REPORT**

**COMMITTEE NAME & PURPOSE: TREASURER**

TREASURER:  
Susan E. Bos. M.B.A.  
'89

**Activity since Last Report:**

October 27, 2019 financial statements, endowment funds, and detailed expenses

**Action Items:**

None

**Simplified Financial Position:**

- a. EMU Alumni Association Account (R12003) = **\$ 77,438** as of 10/27/19
- b. Scholarship Endowment (Market Value at 10/27/19) = **\$495,620**
- c. Programs Endowment (Market Value at 10/27/19) = **\$51,446**
- d. Albert J. Sabourin Alumni Volunteer Endowment= **\$25,612** Market Value 10/27/19
- e. License Plates
  - EMU Alumni Association FY20Q1 Revenue = **\$8,450** received 8/23/19
  - EMU Alumni Association FY20 YTD Revenue = **\$8,450** 7/1/19-10/27/19

**Detailed Financial Information:**

**Alumni Legacy Endowed Scholarship**

Market Value as of 7/1/2019= \$491,136  
Donations & Transfers 7/1/19 - 10/27/19 = \$583  
Expenditures 7/1/19 – 10/27/19 = \$0 (\$8,743 awarded but not yet billed to EMU Foundation)  
Investment Gain / (Loss) 7/1/19 – 10/27/19 = \$4,901 gain  
  
Market Value at 10/27/19 = **\$495,620**

Spending budget available for FY20 = **\$18,735**

**Alumni Association Programs Endowment Fund:**

Market Value as of 7/1/2019= \$50,937  
Donations & Transfers 7/1/19 – 10/27/19 = \$0  
Expenditures 7/1/19 – 10/27/19 = \$0  
  
Investment Gain / (Loss) 7/1/19-10/27/19 = \$509 gain  
  
Market Value at 10/27/19 = **\$51,446**

Spending budget available for FY20 = **\$1,211**

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**Albert J. Sabourin Alumni Volunteer Endowment:**

Market Value as of 7/1/2019 = \$25,358  
Donations & Transfers 7/1/19 – 10/27/19 = \$0  
Expenditures 7/1/19- 10/27/19 = (\$0)  
  
Investment Gain / (Loss) 7/1/19 – 10/27/19 = \$254 gain

Market Value at 10/27/19 = **\$25,612** Spending budget available for FY20 = \$1,012



**Eastern Michigan University Alumni Association**  
234 McKenny Hall, Ypsilanti, Michigan 48197

**Alumni Association Board of Directors**  
**Budget/Actuals for 2019-2020**

	<b>FY20 Actual</b>	<b>FY20 Budget</b>
	<b><u>as of 10/27/19</u></b>	
Alumni Association Account Beginning Balance at 7/1/19	70,665.55	70,665.55
Revenue	8,450.00	32,000.00
Expenses	<u>( 1,677.64)</u>	<u>(32,000.00)</u>
Alumni Association Account Ending Balance	<b><u>77,437.91</u></b>	<b><u>70,665.55</u></b>

**Revenue Breakdown**

	<b>FY20 Actual</b>	<b>FY20 Budget</b>	<b>FY20 Budget Remaining</b>
<b>License Plate Revenue</b>	8,450.00	32,000.00	23,550.00

**Expenses Breakdown**

	<b>FY20 Actual</b>	<b>FY20 Budget</b>	<b>FY20 Budget Remaining</b>
<b>Advancement Activities</b>			
Alumni Awards	0	12,000.00	12,000.00
Teacher Recognition Awards	0	0	(0)
<b>Alumni Programs</b>			
Chapter Grants	1,165.63	7,000.00	5,834.37
Chapter Award Plaques	0	400.00	400.00
<b>Scholarship Support</b>			
Additional support to meet our Scholarship commitments	0	2,000.00	2,000.00
<b>Other Support</b>			
Commencement Activities	0	3,000.00	3,000.00
Women in Philanthropy Membership	0	1,000.00	1,000.00
Graduation Celebration Program Support	0	2,500.00	2,500.00
Strategic Initiatives	0	2,900.00	2,900.00
<b>Board</b>			
Board Meetings	504.01	1200.00	695.99
Miscellaneous	<u>8.00</u>	<u>0.00</u>	<u>-8.00</u>
<b>Total</b>	<b><u>1,677.64</u></b>	<b><u>32,000.00</u></b>	<b><u>30,322.36</u></b>



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Continued from previous years, any remaining money not spent will be transferred into the Program Endowment.

Alumni Association Board of Directors  
Budget Proposal for 2019-2020  
Detailed Transactions

<u>Date</u>	<u>Description</u>	<u>Amount</u>	<u>Subtotal</u>	<u>Category</u>
09/30/1	EMS Alumni Board Mtg Equip 9-21	145.00		Board Meeting
09/30/19	EMS Alumni Board Mtg Catering 9-21	359.01	504.01	Board Meeting
07/19/19	Yatczak, Jayne	200.00		Chapter Grant
10/23/19	Milton - ZAAPPAAZ 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 INC.	437.23		Chapter Grant
10/23/19	Milton - PAYPAL	285.00	1,165.63	Chapter Grant
08/26/19	EMU Alumni Association	8.00	8.00	Miscellaneous
Total Expenses and Transfers		1,677.64	1,677.64	

Chairperson Signature & Report Date

*Susan E. Bos 11/1/19*



Eastern Michigan University Alumni Association  
234 McKenny Hall, Ypsilanti, Michigan 48197

## AWARDS, RECOGNITION, AND SCHOLARSHIP COMMITTEE REPORT

### COMMITTEE NAME & PURPOSE:

Chairperson: Claudia Young Hunter

Members: Tom Charboneau, Michelle Machiele, Bud Schimmelpfenneg,  
Anna Torres, Ebony Walls, Jessica Nietrzeba

Members Absent:

Committee Meeting Dates:  
10/2/19 Conference Call; 10/30/19 Conference Call

Next Committee Dates:  
11/12/19 and 11/16/19 after  
Board Meeting

### Activity since Last Report:

Our committee has met virtually and reviewed the various award, recognition, and scholarship programs that we are responsible for during this academic year. A modification was approved by the committee involving the Legacy Scholarship Program. Instead of requiring the scholarship applicants to write an essay of up to 500 words, the committee has approved the submission of a 150 – 300 word essay.

Jessica Nietrzeba provided the nominations for the 2020 Alumni Awards to committee members on October 28th. There are a total of 32 nominees. The breakdown of nominees is as follows:

- Outstanding Young Alumnus/Alumna Award-- 6 Nominees (2 Awards)
- Alumnus/Alumna Achievement Award– 10 Nominees (2 Awards)
- Distinguished Alumnus/Alumna Award– 13 Nominees (2 Awards)
- Dr. John W. Porter Distinguished Service Award– 3 Nominees (1 Award)

Committee members were provided the core evaluation criteria which is used on every nominee for each award, as well as criteria that is award specific (2 additional for each award). Committee members were afforded the opportunity to ask questions concerning the nomination evaluation scoring rubric and ranking process during our October 30<sup>th</sup> conference call. The Alumni Awards selection meeting is scheduled for November 12<sup>th</sup>. The awardees will be announced at the November 16<sup>th</sup> Alumni Association Board of Directors meeting.

### Action Items:

None

Chairperson Signature & Report Date

Claudia Young Hunter

11/16/19



**Eastern Michigan University Alumni Association**  
234 McKenny Hall, Ypsilanti, Michigan 48197

**CHAPTERS COMMITTEE REPORT**

**COMMITTEE NAME & PURPOSE:**

Chairpersons      Allen Williams, Chair

Members:            Jenita Moore, Mike Gomez, Howard Booth (Alumni Office – Mia Milton)

Members Absent:

Committee Meeting Date:      10/19/19	Next Committee Date: November meeting 11/14/19
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**Action Item(s):**

No actions required from the board at this time.

**Activity since Last Report**

Chapters committee has received and approved grants listed below. This committee is allotted \$7,000.00 annually for qualified Chapter programming. Once Chapters provide their receipts to the Alumni Office, our spreadsheet will be reconciled for actual dollars utilized.

Chapter	Mailing/Event	Amount Requested	Amount Approved
Occupational Therapy	Lyla M. Spelbring Conference	\$500.00	\$500
Accounting & Finance	24th Annual Department of Accounting and Finance Alumni/Student Golf Scramble	\$1,000.00	\$1,000.00
Construction Management	Mentor Program	\$1,000.00	\$1,000.00
McFarland, USA	Movie Screening	\$1,000.00	\$1,000.00

**General Summary:**

Chapters were notified of their award certificates for Chapter of Excellence, Event and Volunteer of the year. As part of the communication, we have invited award winners to appear at the next Board of Directors meeting to receive their certificates.

Volunteer and Events of the Year:

- Black Alumni – Annual Homecoming Weekend- Event of the year

- Latino Chapter – DELORES –Community Engagement Event of the Year
- Construction Management – Mentor program - Program of the Year

#### Volunteer of the year

- Shetina Jones - Winner
- The committee would like to recognize James Todd of the Las Vegas Chapter of his outstanding contributions on behalf of the L.V. Chapter.

#### 2019 Chapters of Excellence:

- Occupational Therapy
- Black Alumni
- Construction Management
- Latino Chapter
- E-Club
- Arm of Honor
- Greater Alumni Chapter
- Accounting and Finance

Working with the Alumni Office, Chapters Committee hosted EMU Chapters for their second annual Chapter Leadership Review on 10/19/19. A total of eleven chapters were able to attend and network with fellow leaders.

#### Highlights:

Along with our agenda, speakers addressed our Chapters on the topics:

- Mary Larkin - Connecting on Campus and community participation
  - TaQuinda Johnson – EMU’s Social Media Strategist on enhancing social media presence
  - Mia Milton - Crowdfunding opportunities through EMU
- Reviewed funding between Women in Philanthropy and EMU’s Grants (potential of \$6,000.00) Mia covered W.I.P and I covered the EMU Grant

A Chapters handbook summarizing Chapters responsibility had been created and distributed for each team to share with their Chapters.

**Survey Results from the Chapter Leadership are included with the attached PDF:**



Chapter Leadership  
Survey Results 2019.pdf

#### **Chapter’s activity:**

On October 5th, Latino Chapter promoted and played the movie McFarland USA . It was attended by approximately 130 people. There were 8 resource tables available for students after the movie to get information on various topics and 3 scholarships were also presented.

Accounting & Finance Chapter- On November 8 they will be hosting the 40th annual alumni gathering at the EMU Student Center.

Chapters Committee's next meeting is established for 11/14/19 at 7:00pm

- Tentative agenda for next meeting:
  - o Discuss changes for 19-20 annual reports, event and volunteer submissions
    - Possible sub-committee to address reporting needs for voting purposes
    - Address web portal (jot form) on required submissions from Chapters
    - Address multiple submission for event and volunteer of the year.
- Follow up on next steps with Alumni office on communicating with this years recognized winners.
  - o Discuss the potential of recognizing multi-year winners including a plan for five consecutive year winners.

**Chairperson Signature & Report Date Allen Williams**



Eastern Michigan University Alumni Association  
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## DEVELOPMENT, MARKETING & COMMUNICATION COMMITTEE REPORT

### COMMITTEE NAME & PURPOSE:

Chairpersons            Gabriela Salagean

#### Members:

Mary Jane Fallot,  
Lucas Langdon  
Tom Borg  
Mia Milton

Members Absent:      Evan Sweet, Desmond Miller

Committee Meeting:  
October 30, 2019

Next Committee Date:  
November 19, 2019

### Action Item(s):

### Activity since Last Report

Our committee is dedicated to having clarity around the areas of focus and creating an action plan that aligns with the desired outcomes. The highlights of conversations are listed below.

#### **Alumni Engagement:**

*Social Media:* Request training for the board using different social media platforms that allows us to share success stories of alumni in our communities and personal networks. The training should also include how to leverage personal social media to connect with alumni. Following our meeting, we reached out to Mia to get clarity on the following questions. What is the social media plan that your office has? How can the board/committee support that? Who posts to what media account? What are some of the talking points used? What strategies are implemented to ensure visibility and increase engagement with people? What Faculty graduated from EMU and how do we highlight these? How would you like us to share the EMU Alumni Spotlight link? Is there a specific target audience?

*Commencement:* Pass out the alumni cards for people to fill out in both robing rooms. Request full participation of the alumni board. Have a couple of large signs that promote the license plate and the benefits of joining the alumni association. Include instructions on how to join the alumni association and add a QR code. Do a fun giveaway with alumni items. Request that Nik speak for one minute to welcome the new graduates as members of the EMU Alumni, and to make sure they join the Alumni Association. Promote the associate on the scoreboard during commencement.

Send out messages/notes to successful EMU alumni in our community (alumni magazine)

#### **Student Engagement:**

Create list of student programming and invite alumni to participate either as guest speakers, mentors etc. Increase Alumni Association presence during orientation and donate backpacks to incoming students.

Increase visibility by sponsoring a student event such as a movie night or having a table with visible props and giveaways at different student events.

**Revenue Generating Activities:**

**License plate marketing** – Our committee is observing the license plate revenue trends each quarter as the alumni magazine continues to advertise the license plate. We are anticipating an increase in revenues each quarter.

**Chairperson Signature & Report Date**

GABRIELA SALAGEAN

November 6, 2019