

EASTERN MICHIGAN UNIVERSITY

ALUMNI ASSOCIATION

Eastern Michigan University Alumni Association Board of Directors

Date: September 21, 2019

Time: 9:00 a.m.

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

Agenda:

1. Call to Order
2. Roll Call
3. Recruitment Presentation – Kevin Kucera, *VP for Enrollment Management*
4. University Update – *President's Office*
5. Division of Advancement Update – *Jill Hunsberger, CFRM, Associate Vice President for Advancement*
6. Consent Agenda
 - 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
7. Old Business
 - a. None
8. New Business
 - a. From Treasurer Report: Vote on proposed budget
9. Visioning and Goals Discussion – Board Directors as Ambassadors
10. Open Discussion and Announcements
11. Adjournment

Meeting Minutes

Members present: Trudy Adler, Sue Bos, Linda Edwards-Brown, Tom Charboneau, Molly Duggan (phone), Mary Jane Fallot, John Godre, Michael Gomez, Ruth Halsey, Alex Landen (phone), Lucas Langdon, Desmond Miller, Jenita Moore, Matt Mortier, Gabriela Salagean, Niklaus Schillack, Evan Sweet, Anna Torres, Ebony Walls (phone), Allen Williams, Claudia Young

Members absent: Tom Borg (unexcused)

Ex-officio members present: Bill Shepard

Ex-officio members absent: Jill Hunsberger

Emeritus member present: Fred Roberts, Bud Schimmelpfenneg

Emeritus member absent: Vicki Reaume (excused), William Malcom (excused)

Others present: Howard Booth, Mia Milton, Jessica Nietrzeba, Marina Reyna, Austen Smith

1. Call to Order

Mr. Mortier called the meeting to order at 9:09 am. He welcomed all of the Board members. Announced that a board packet was missing and encouraged board members to review items on electronic devices, particularly as it came to voting on. Mr. Mortier introduced Marina Rena and Howard Booth, candidates to the Board of Directors, and announced that Michelle Machiele and Mary Larkin were not able to attend due to scheduling conflicts. Mr. Mortier also announced that Dr. Decky Alexander with Engage@EMU was unable to attend and hopefully will attend at the September 2019 meeting.

2. Roll Call

Ms. Moore took attendance. The results of the roll call can be found at the top of the minutes. Ms. Halsey confirmed that quorum is met.

3. University Update

Mr. Greden provided the update for the University. It is listed below.

University Middle East Travels

President Smith was unable to attend the meeting as he had just returned from a travel including: Jordan, Israel, and the Palestinian area. He met with the goal to increase study abroad, grow faculty partnerships, and cooperative agreements for the sharing of students between countries, including high school students. He also traveled to Mackinac Island for a policy conference.

Construction Update

Sill Hall Project: \$40 million dollar construction is underway with Phase I starting now, with the goal to improve Engineering facilities at the University. Goal is that there will a Phase II to this project.

Rec-IM Project: Following a push by students, student government proposed a dedicated student fee to pay for renovations of the Rec-IM and phase I is nearly complete, including the upper levels, floors 3, 4, and 5. Phase II of this project will include a significant overhaul of floors 1 and 2, which will make parts of the facility largely inactive for much of next year. Goal to complete building in 1 to 1-1/2 years.

Student Athlete Sports Medicine Project: Final construction is underway presently. Punch-list items are under way presently and expect an opening to occur in July or August.

Snow Health Centers Project: Snow Health Center is outdated. Two new buildings are being built on the northwest section of campus. One building will be rented by EMU to Integrated Health Associates (IHA), an affiliate of St. Joseph Hospital of Ypsilanti, which will include a health clinic that is open to students as well as the community. The second building will be used by EMU and will house CAPS, which is the Counseling And Psychological Services office and will house the Psychology unit. The Psychology unit is currently housed at 611 West Cross and the Credit Union has purchased this building. In terms of timeline, the IHA clinic will be opened in mid-November 2019. The CAPS and Psychology building to be open in February 2020. After CAPS and the current health clinic has moved out of Snow Health Centers, the building will be demolished. This decision was made following an assessment that it is not worth the investment to repair the building.

Title 9 Sports Lawsuit Update

Several months ago the federal district court in Detroit had issued an order compelling the University to reinstate the women's softball program. EMU had already planned to reinstate the women's tennis program, but were fighting about the women's softball program. EMU filed an appeal to the federal appeals court and the federal appeals court sided with the University. Specifically stating that the law under Title 9 does not require a University to provide specific sports, it only requires that the University comply with gender equity provisions under the law. It is up to the University and the district court to come up with a plan to confirm that gender equity is provided, but the court has no authority to require the University to offer a specific sport. This has changed things for the University and EMU is working with the plaintiffs to develop a long-term plan to ensure compliance.

Board of Regents Meeting

There is a Board of Regents meeting in mid-June where the University will set the tuition for the coming year. EMU is facing challenges, as are other institutions. Top tier (R-1) institutions remain highly competitive and highly selective, while remaining institutions are facing two challenges. Number 1: Demographics – the birth rate is down and individuals outside of the United States are less inclined to come to the U.S. due to issues in Washington, D.C. Number 2: Aide from the federal level has been stagnant. Together, these are contributing to enrollment declines and may other systems are facing challenges. The Board of Regents will be asking specific questions how does EMU five years from now as a smaller institution. It requires difficult choices in the short-term.

Rename College of Technology will be renamed to the College of Engineering and Technology

The College of Technology will be renamed to the College of Engineering and Technology. This is based on a commitment to EMU's new engineering programs including Mechanical Engineering and Computer Electrical Engineering, and coming soon, Civil Engineering. EMU is in the process of accreditation for these programs

New Advertising Plan for EMU

There are many great things occurring at EMU. We don't talk about these enough, particularly in our marketing strategies. EMU is overhauling the marketing strategies to focus on the academic quality of the University. EMU surveyed students extensively, and academic quality matters – they want to confirm that the education will lead to a career. Two new advertisements are available here:

<https://www.emich.edu/communications/videos/index.php>

Question & Answer Section

Question 1: Ms. Fallot stated that when students came to manufacturing day and healthcare day visits to campus, students who came to see the nursing program and some of the other healthcare programs remarked that "I was going to go somewhere else, but now I am going to go here." Getting the students on-campus to physically see what we have is a tremendous boost to

Answer 1: After these visit days to campus, Mr. Greden emailed the Enrollment Office and asked whether they do any of data tracking of the attendees of the local high schools of what students think of Eastern and what are their interests.

Question 2: Mr. Williams stated that the videos seem to be very effective in the recruiting techniques, as they are catchy.

Answer 2: For the current generation, there is proven data that you must grab their attention very quickly in order to make an impact.

Question 3: Mr. Langdon asked the question on whether the marketing strategy changes depending upon the population they are attempting to reach.

Answer 3: For students out of the State of Michigan, name identification for Eastern is still the primary focus. In Michigan, particularly in southeast Michigan, the focus is now on brand development. For out of state students, the focus is more on the financial opportunities that Eastern provides.

The other demographic not touched on is working adults. Just in southeast Michigan there are 700,000 working adults who have some credits but no college degree. The trend is growing where these adults find they need a degree, their employer will pay for it, but they will not quit their job to be able to attend. EMU must consider potential students who cannot come to this campus. This means online education. All of EMU's peer institutions are far ahead of Eastern in providing online education. One of the barriers is some of EMU's faculty who do not want to teach online courses. Eastern has successful and developing online courses, such as the online MBA and online MPA programs, but needs to grow. Example of opportunities that exist include the City of Dearborn that wants to provide continuing

education opportunities for their 1700 employees with a discount from Eastern. EMU is in discussions with the City of Dearborn about this opportunity. A similar program was just launched with General Motors. Every industry is going through a radical disruption and education is needed in order to bring their employees into the next generation of technology.

Question 4: Ms. Salagean asked what is the hesitation from some faculty related to online education?

Answer 4: The reasons vary, but some of it is a generational different. If you are in your 70s, some of those faculty, this is a new and different way of delivering education and it is perceived as not being as good a method for education. The younger faculty tend to accept this. There is also a perception among some of our faculty that an online education is a lower quality education. EMU has an outside firm that markets the online programs for EMU, and they take some of the revenue for the online programs; however, it also means they take all of the risk associated with marketing dollars for these programs. This marketing arrangement is resisted by some of the faculty as it is perceived as outsourcing and they have a philosophical objection to this.

Question 5: Ms. Halsey stated that in the west side of the state, there is a Kalamazoo promise, where students who have attended a local high school all four years and graduate with good grades that they are guaranteed admission to their local colleges, and with some kind of discount arrangement. Is Eastern exploring something similar to this for students in Washtenaw county and the surrounding counties?

Answer 5: The Kalamazoo promise is funded almost entirely by private dollars, specific, a very large philanthropic arrangement with the Stryker family, but there is not a donor like this in Washtenaw County able to make such a commitment. That said, there is a group developing the Ypsi Promise, there just isn't access to this level of capital in this area.

Question 6: Ms. Boss stated that the driver of the perception that an online education is not a quality education may have started with some other online institutions that do not provide high quality education.

Answer 6: The for profit online education system is, indeed low quality. However, some of the not-for-profit Universities now provide online degrees and the quality of their programs is not questioned. The same can be for EMU.

4. Division Update

Mr. Shepherd provided an overview of his report. It is listed below.

Alumni Awards Banquet

The Alumni Awards banquet was very successful this year, with an elevated event and more attendees this year. The event was very well reviewed.

Strategic Engagement Plan

Continuation of the Advancement Division's Strategic Engagement Plan is underway to cultivate an active and connected base of alumni and prospective donors through a combination of alumni outreach events and activities. Areas of focus during the coming months are strategic efforts in southeastern

Michigan with activities being planned in Detroit as well as Homecoming and outreach in Chicago and California.

Engagement Events: *A Few Highlights & Opportunities for Engagement*

June 14th: Accounting and Finance Alumni Golf Scramble

June 20th: Parson's Center Summer Solstice

- Northern Michigan Outreach at Parson's Center

September 11th: Construction Management Golf Outing

September 13-14: Chicago Outreach & EMU vs. Illinois Tailgate in Champagne, IL

October 12 - SAVE THE DATE: HOMECOMING 2019

October 22nd: BECAUSE OF YOU!

- Donor recognition event

Advancement Communications

Advancement Brand

We continue to move forward on the updated brand for EMU Advancement. We now have all updated materials and templates (proposals, email and website banners, thank you cards, letterhead, business cards) in hand. We are currently editing as necessary before rolling out across communications channels and Advancement staff. The new brand has already been incorporated into several pieces including annual giving appeals, digital communications and other alumni and donor touchpoints. This represents an exciting transformational period for the division as for the first time, our departments and staff will be connected through a common, thematic brand identity which will create more resonance within the marketplace of our donors and alumni.

Spring edition of Revisited

Our spring edition of the alumni newspaper, *Revisited*, was distributed in April to over 32,000 alumni and donors in Washtenaw County. Once again, the newsletter was richly packed with alumni stories and information. Our lead story was dedicated to Lt. Col. Charles S. Kettles (MS79) who passed away earlier this year. Other stories included the following:

- Marvin Skipper (BS11) who has found a way to give back to his community despite a heart condition that robbed him of an NBA career.
- Sarah Marsom (MS13) who is infusing historic preservation with a new energy.
- A profile on Kim Jones (BS08, BS09, MA12), president of the EMU Black Alumni Chapter
- Abdul Golden (BBA96) who has started his own company for grooming products specifically formulated for African American males.

Go to emich.edu/alumni/revisited to read the whole edition!

License plate marketing

At our last Development, Marketing and Communications committee meeting, the committee discussed moving forward with a multichannel, targeted marketing plan to promote license plate sales. Currently, we are in the process of creating a full-color print ad for the fall edition of Eastern Magazine. The placement is free. Going forward there are wide variety of options available to us that cover paid, owned, earned and shared media. Some of the promotional vehicles we've discussed include the following:

- Paid social media advertising including Facebook
- Targeted email campaigns
- Social media photo contests
- Marketing materials around campus offices including the parking office
- Audience segmentation

Programming***EMU Day In Lansing***

On Tuesday, March 19, we were fortunate to have a total of 12 alumni volunteers for the program (3 Alumni Association Board members, 2 Chapter leaders and 1 Foundation Board Trustee). Along with Alumni Board Members, Matt Mortier, Tom Charboneau and Mary Jane Fallot, we had Foundation Board Trustee, Don Reichart, Kim Jones Black Alumni Association President and Howard Booth E-Club Letterwinners President present.

Commencement

We had a total of 8 Alumni Association Board member volunteers assist with commencement on April 29. Duties included: undergraduate robing room, graduate robing room, hallway director, and pin distribution. As we move forward in the future, we are trying to implement new ways to engage our graduates as they cross over into alumni status.

Quicken Event (Wayne County Outreach)

Over 100 alumni registered for the event with 80 alumni attending where they had lunch and opportunity to hear updates on the university from President Smith and mingle with the Advancement team. We are in the process of following up with these alums for further programming.

New HESA Intern

We welcome Patrick Finn our new HESA intern in our office. He is currently working on a number of projects such as the Chapter Leadership Summit, Homecoming Sponsorships and Donation solicitations, and Alumni Association membership.

Annual Giving***Spotlight on the EMU Fund***

The EMU Fund is a collective powerhouse, comprised of donations from our alumni, friends, and families who are passionate about making a difference. These annual unrestricted gifts sustain every part of the EMU experience including students' well-being, instruction, research, and innovation. The EMU Fund also supports classrooms and labs, tutoring, the arts, and the beautiful campus we call home.

The beauty of the EMU Fund lies in its extraordinary flexibility: it enables us to address the most pressing needs of the university and seize new opportunities as they arise. Each year, the EMU Fund ensures that we fulfill our promise to provide the best educational experience as a public institution.

To learn about the areas of designation within the EMU Fund or to make your gift go to Crowdfund EMU at donate.emich.edu.

You can also make a difference by sharing the giving link through email or social media to encourage your family and friends to support the students at EMU.

Eagle Call Center

During the Fall and Spring Semesters, 45 enthusiastic EMU students worked hard making phone calls to alumni and friends of the university. Their calls assisted us in updating our records, informing alumni about current events and, asking for financial support. In two six-week sessions that included training time, the students secured 1,879 gifts totaling \$141,741. Of those 419 were immediate credit card gifts totaling \$33,761. We are proud of the Call Center Students and are grateful to them for their role in engaging alumni and supporting their fellow students through the Foundation's fundraising efforts.

Between May 28-31 the Call Center will test a new texting campaign option to a limited number of alumni to increase the fulfillment of outstanding pledges before June 30.

Crowdfund EMU

Since its inception in the Fall of 2018, Crowdfund EMU has been a valuable tool used by academic departments, athletics, and student groups to raise funds for special projects (similar to GOFUNDME). To date, we have raised \$201,813 from 1,196 donors over 49 projects. To see the 11 projects underway now, visit donate.emich.edu. Easy links are available to share, Tweet or email projects to others. Crowdfunding is just one more way we are expanding our outreach with new technology through omni-channel networks to further build awareness of the work of the EMU Foundation. Watch for future projects from the Veteran's Center, Historic Preservation, and the Honors College just to name a few!

Faculty and Staff Campaign

To date, 540 Faculty and Staff have contributed cash and pledges of \$386,892 through this year's Faculty and Staff Campaign.

Emeritus Faculty and Staff

To date, 338 Emeritus Faculty and Staff have contributed cash, pledges and planned gifts of \$561,031.

The Fiscal Year End is Almost Here!

This fiscal year thousands of alumni, friends, faculty and staff and students have made gifts to EMU. Some individuals make a single gift while others find multiple interests to fulfill their giving passions throughout the year. We are immensely grateful for each gift and the impact it has on students. If you haven't had a chance to make your annual gift or would like to see what's new in crowdfunding, we encourage you to give before June 30 at emich.edu/give or Crowdfund EMU at donate.emich.edu

Giving True Day

#GIVINGTRUEDAY will take place on Tuesday, December 3. Mark your calendar and be counted on our largest single day of giving!

**All donor counts and dollar amounts provided in this report are subject to review, audit and final reporting by the Chief Financial Officer of the EMU Foundation after the completion of the fiscal year.*

Question and Answer Section

Question 1: Ms. Halsey asked what are the biggest hurdles the Foundation is facing now, aside from getting big donors.

Answer 1: The largest hurdle is the number of staff dollars available to engage and solicit alumni donors, particularly in the public phase of the campaign.

Question 2: Mr. Schillack asked what some ways the Alumni Board can help to find potential givers or meeting when the foundation office meets with givers?

Answer 2: Mr. Shepherd stated that statistically there are 5,700 individuals who have donated to the University. 53% of these individuals are alumni. As EMU has 165,000 alumni, the biggest thing the alumni board can do is to help engage the other 160,000 alumni. If you take that statistic and flip it, that also means that 47% of the donations are from parents, friends, faculty, staff, corporations, etc. The alumni board can help by foundation by extending their network and trying to reach those who are passionate about EMU, but might not be alumni. Every one of the foundation board members

Question 3: Mr. Schillack also asked what are the hardest doors to open, such as specific schools or colleges that are difficult to reach?

Answer 3: Rather than the foundation asking for help that the alumni board may or may not be interested in, it would be good for the alumni board to determine what we are passionate about and then ask the foundation to link us with the things we're passionate about.

5. Consent Agenda

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

- a. Approval of Minutes – from March 8, 2019
- b. Alumni Association's President's Report
- c. Alumni Association's Treasurer's Report
- d. Awards, Recognition & Scholarship Report
- e. Chapters Committee Report
- f. Development, Marketing & Communications Committee Report

Mr. Langdon moved that we accept the consent agenda. Minutes will reflect correction to bylaw description. Mr. Miller seconded the motion. The motion to approve the consent agenda passes.

6. New Business

Vote on Bylaw Changes

Mr. Schillack explained the changes since the last Board of Directors meeting. The Bylaws were revised to retain the role of emeritus in the bylaws and to retain the parliamentarian. Mr. Schillack read the summary of the bylaw changes.

Mr. Miller made a motion to permit the voting of the bylaw changes in a single vote by declaration. This motion was seconded by Ms. Adler. This was agreed to unanimously. A vote then occurred and the bylaw changes were unanimously approved. Below is a summary of the changes to the bylaws and the final revised bylaws are attached.

- ***Change 1: Member/Director Terminology***
Rationale: Through many years of writing and rewriting of the bylaws, the terms “member/s” and director/s” have in some cases become interchangeable and in other cases have meant distinct things. These changes clarify that a “member” refers to an active member of the alumni association, and that a “director” refers to an EMU Alumni Association Board Director.
- ***Change 2: Amendment Process Clarifications***
Rationale: Due to the confusion as described in “Proposed Change 1,” the writing of the amendment process clause in the bylaws has become more nebulous than it should be. Therefore, these changes will clarify who votes of proposed amendments and how they take effect.
- ***Change 3: Number of Board Directors***
Rationale: Due to the election of board officers, director resignations, removal of board directors, and the filling of empty board director seats, the number of board directors who are appointed each year has become lopsided, so much so that in a future year, close to half of the seats will be up for appointment and/or reappointment. Furthermore, there has been a tendency to fill empty seats immediately. These proposed changes increase the number of board director positions, but do not require that they all be filled at the next available moment. This will allow for flexibility in the appointment of new people as well as increase the time available to find the most qualified persons to support the board with the skills and life experience most beneficial to its mission.
- ***Change 4: Elimination of Past President Position***
Rationale: Effectively, the board has only had a Past President intermittently for nearly six years due to a series of resignations, and with the exception of one bylaw matter that has already been resolved, the presidential succession has run smoothly. The one exception was when both the Past President and then the President resigned, leaving a succession question, since the Past President assumes the duties of the President in the latter’s vacancy. A recent bylaw amendment allowed for the assumption of the President Elect to the Presidency when there are neither a President nor Past President. On the flipside, under the current system, a previous person wound up serving on the board for fourteen straight years due to the current succession plan. Both the current President and President Elect, the two people who will be most immediately affected by this matter, are in support of the change.

- ***Change 5: President-Elect Member Role on Governance Committee***
Rationale: Removing the President-Elect from the automatic role of chairing the governance committee allows for another committee member to assume a leadership position.

- ***Change 6: Contracts and Funds (formerly Gifts)***
Rationale: Much of the wording in this section is outdated, as the association no longer has a checking account. The current President Elect and Chair of the Governance Committee oversaw the elimination of the last external account when in the role of Treasurer. It was determined then, and is being codified now, that association funds should be held within the EMU Foundation. Furthermore, unequivocally, all gift solicitation should and must be done in coordination with the EMU Foundation and Office of Advancement so as to strengthen the mutual work we share.

- ***Change 7: Grammatical Precision***
Rationale: These proposed changes represent the fine institution from which we graduated.

Approval of the Proposed Slate of Candidates

Mr. Schillack described the backgrounds of each of the candidates nominated by the governance committee for appointment on the board of directors, including the following candidates:

- Lucas Langdon (second term)
- Gabriela Salagean (second term)
- Howard Booth (first term)
- Mary Larkin (first term)
- Michelle Machiele (first term)
- Marina Reyna (first term)

Discussion was opened regarding the vote for the slate of recommended candidates.

Ms. Fallot asked whether there is a breakdown of all the schools and colleges represented on the board of directors.

Mr. Schillack stated that yes, there is a breakdown. As part of the selection process, a breakdown was prepared that analyzes the background of all of the current members of the board, including college. Ms. Fallot inquired if there was an equitable balance on the board for representation in the colleges.

Mr. Schillack indicated that there was not, for example, after Ms. Edwards-Brown leaves the board there will no longer be a representative from the College of Technology (soon to be the College of Engineering and Technology).

Ms. Fallot stated that this data would be useful for the governance committee to focus on more keenly in the coming elections to ensure that the holes in representation are filled.

Ms. Nietrzeba stated that this is the reason that the board transitioned to appointing new directors to the board of directors, rather than electing them, as it allows the board to ensure broader representation. This

is only the second time this new model has been used. In reviewing the applicants for the board, many factors including ethnicity, background, career, and membership in various organizations, are considered.

Ms. Schillack agreed that Ms. Nietrzeba had done significant work on identifying the backgrounds of each of our current directors on the board of directors and the candidates that were considered for the board of directors. He also stated that the Governance Committee recommended a rubric be developed in the coming year for use in the selection of candidates that would then be recommended to the broader board of directors.

Ms. Edwards-Brown stated that Don Lopnow may be a good fit for identifying candidates from College of Technology, because he was the Dean of the College of Technology.

Ms. Adler stated that nomination of candidates for the board of directors needs to be something that all of the directors on the board of directors participate. She also stated that the feedback from the board directors on the process that should be used is vital. She also stated that the goal is to have metrics that support the choices provided by the Governance Committee for the selected candidates recommended to the board of directors and she and Mr. Schillack would be working on this closely in the coming year.

Mr. Charboneau made a motion to open the floor for voting vote in the recommended slate of candidates in a single vote by declaration. This motion was seconded by Mr. Williams. The election was unanimously approved.

Each of the candidates was elected with terms starting July 1, 2019, each with a three-year term.

Officer Elections

Election of new officers took place, including the positions of President-Elect, Secretary, Treasurer, and Parliamentarian. The elections took place by paper ballot. The elected officers were confirmed as follows:

- | | |
|-----------------------------------|-------------|
| • President-Elect (2-year term) | Trudy Adler |
| • Secretary (partial 1-year term) | Ruth Halsey |
| • Treasurer (2-year term) | Sue Bos |
| • Parliamentarian (2-year term) | Alex Landen |

The ballots were tallied and the vote was unanimous for each of these candidates.

7. Open Discussion & Announcements

Recognition of Outgoing Directors

Mr. Shepherd recognized the outgoing Directors on the Board of Directors. He stated that the Directors on the Board of Directors represent the top 70 volunteers for the University. Individuals honored include:

- Linda Edwards-Brown
- John Godre
- Matt Mortier

Mr. Mortier was also honored with a glass gavel recognizing his time as President of the Alumni Board.

General Announcements

Ms. Duggan noted the informal watch party on September 7th for EMU vs. Kentucky. Ms. Duggan now lives in Tennessee and would like to invite anyone who would like to meet her in Kentucky and watch the game live. Ms. Adler is also planning to travel to Kentucky to watch this game, and is also planning to go to the game, so the Board of Directors meeting on September 7th may be rescheduled.

Board of Director Meeting Dates for 2019-2020

The four meetings dates for 2019-2020 are listed in the back of the board packet for the June 2019 board meeting and include:

- Saturday, September 7, 2019 at 9:00am - Informal social gathering following meeting to watch EMU Football vs. Kentucky - location TBD
- Saturday, November 16, 2019 at 9:00am
- Friday, March 6, 2020 at 5:30pm - Annual social event at Sidetrack following meeting
- Saturday, June 6, 2020 - Annual meeting

Budget

Mr. Mortier noted that a draft budget was included with the board packet. This was provided to the Executive Committee, and will be finalized at the first meeting in the 2019-2020 session of the Board of Directors. One item pointed out was funding was included to be provided to the Women in Philanthropy. It is a three-year commitment to become a formal voting member of their board, with \$1,000 per year. All of the funding brought in is distributed back out in the form of grants. The Board of Directors would nominate a Director to serve on the Board for Women Philanthropy.

Committee Membership

Committee structures will change in the coming year, due to our new Directors. Watch for an email to share the committees on which you are most interested in serving.

8. Adjournment

Mr. Mortier adjourned the meeting at 10:36 am.



**EASTERN MICHIGAN UNIVERSITY ALUMNI ASSOCIATION
PRESIDENT REPORT
SEPTEMBER 21, 2019**

Directors Are Ambassadors

We are ambassadors of Eastern Michigan University (EMU) and the Eastern Michigan University Alumni Association (EMUAA). As ambassadors, we represent the mission, vision, and values of the university in such a way that people better understand EMU and the EMUAA, are positively drawn to them, and wish to partner with them in making a positive difference for people. For this reason, we will learn how to be more effective in this role over the course of my presidency. This process involves knowing our own EMU and EMUAA stories, then learning other people's university and association stories, being equipped to tell those stories, and finally becoming activated in sharing them. We will use our discussion time during today's meeting for the first stage.

Knowing Our Stories

The following questions help us explore our own stories and remember aspects that are buried deep in our memories, but are treasures to rediscover and share:

Life as a Student:

- How did you first hear about EMU?
- Why did you choose to attend EMU?
- What kept you at EMU?
- What did graduation (or multiple graduations) feel like for you?
- How would your life be different had you not attended EMU?
- How did EMU uniquely affect you as a student?

Life in the Association:

- How did you first learn about the EMUAA?
- In what ways did you serve with the EMUAA before joining the board?
- What intrigued you most about serving on the board?
- Who invited you to consider joining the board?
- What was your first board meeting like?
- How did you feel when you were appointed (or elected under the past system) to the board?
- What are you excited to learn through service on the board?
- What are you excited to share through service on the board?

We will build on these stories over the next few meetings as we share and learn how EMU and the EMUAA has made a positive difference in all of our lives and the lives of people we have yet to meet.

GO EMU!

Respectfully submitted,

Niklaus C. Schillack, '98
President

**EASTERN MICHIGAN UNIVERSITY ALUMNI ASSOCIATION
GOVERNANCE COMMITTEE REPORT
WRITTEN ON SEPTEMBER 10, 2019**

Chairperson/Vice-Chairperson:

Trudy R. Adler (Chair)

Committee Members:

Ruth Halsey, Mary Larkin, Alex Landen, Marina Reyna, Jill Hunsberger (office liaison)

Committee Meeting(s):

Thursday August 22nd and Tuesday September 10th

Committee Updates:

The committee will be meeting after general Board meetings and several times via conference call in between to discuss and finalize a more formal process for Board member selection. At the August 22nd meeting we began development of a timeline to help us formulate and develop this process over the next few months. We are documenting the steps we want to take, when we want to take them and how we are going to determine who is in the final slate of candidates. To begin, we reviewed the history of selection (both successes and challenges) application documents and the rubrics the Alumni Association are using to make decisions about scholarships and alumni awards. We are building the foundation first so that the Alumni Office can move forward with the call for applicants. This will be a very fluid process this year so that we can build a process that is quantifiable and as transparent as possible.

The following is a general timeline that we will continue to build as discussion moves forward, and will include periods for application review, vetting, interviews and a presentation of the slate.

September 21 st	Meet at Board meeting
October 1st	finalize questions for the application to be a Board Member
November 1st	begin promotion/call for Board applicants
January 31st	hard deadline for applications
March 6th	At general Board meeting, presenting list of candidates being vetted

At the meeting on September 10th we discussed application questions, interview questions and criteria that we will use to evaluate applicants (i.e. rubrics). The committee discussed a 2-3 step vetting process, which will continue to be reviewed and discussed over the next several months to ensure that it is viable. The procedure and criteria for selection will be shared with the board, however in order to keep things respectfully confidential all details of discussion regarding specific candidates will be closed outside of committee members. The committee discussed making public the rankings and interview content in order to ensure transparency of selection and will continue to discuss doing so as we finalize our procedures.

One item that was discussed and needs to be explored in the future is whether there should be an amount of time that someone should be an Alum before they apply to be on the board (i.e. one year, two years, five years prior to the time of election, submission of application, etc.). The committee will discuss this further once the process for selection becomes more formalized and present a recommendation to the Board for consideration if appropriate.

At the next meeting (after the general board meeting) we will put more formal data capture methods together to evaluate applications and interviews, will finalize interview questions and discuss timeline for the interview and selection stages if time allows.

If you have any questions or suggestions, please any committee member know.

Go Green!

Trudy R. Adler

Action item(s) to be considered at meeting:

Not applicable



Eastern Michigan University Alumni Association
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TREASURER'S REPORT

COMMITTEE NAME & PURPOSE: TREASURER

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

Activity since Last Report:

June 30, 2019 financial statements, endowment funds, and detailed expenses, budget proposal

Action Items:

Budget for 2019-2020 (FY 20) for approval. 7/1/19-6/30/20

Alumni Association Board of Directors

Budget Proposal for 2019-2020

Budget Summary

Alumni Association Account	\$70,000	Beginning balance 7/1/19
Revenue – License Plates	<u>32,000</u>	
Total Revenue Available	\$102, 000	
Expenses	<u>32,000</u>	
Ending Balance	\$ 70,000	Projected ending balance 6/30/20

Expenses

Advancement Activities

Alumni Awards	\$12,000	Consistent with 2018-2019
Teacher Recognition	0	5 years awards purchased in 2019

Alumni Programs

Chapter Grants	7,000	Consistent with previous years
Chapter Plaques	400	Awards to recognize chapters

Scholarship Support

Additional Support	2,000	To meet commitments for scholarships not covered by endowment spending
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Other Support

Commencement	3,000	Pin costs and other support
Women Philanthropy	1,000	Annual membership
Graduation Celebration	2,500	Program support began 2019
Strategic Growth	2,900	Initiatives for new programs, events

Board Expenses

Meeting costs	<u>1,200</u>	
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Total Expenses	\$32,000	
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Eastern Michigan University Alumni Association
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Simplified Financial Position:

- a. EMU Alumni Association Account (R12003) = **\$ 70,665** as of 6/30/19
- b. Scholarship Endowment (Market Value at 6/30/19) = **\$490,136**
- c. Programs Endowment (Market Value at 6/30/19) = **\$50,937**
- d. Albert J. Sabourin Alumni Volunteer Endowment= **\$25,358** Market Value 6/30/19
- e. License Plates
 - EMU Alumni Association FY19 Q4 Revenue = **\$7465** received 6/21/19
 - EMU Alumni Association FY19 YTD Revenue = **\$31,075** 7/1/18-6/20/19

Detailed Financial Information:

Alumni Legacy Endowed Scholarship

Market Value as of 7/1/2018 = \$491,091
 Donations & Transfers 7/1/18 - 6/30/19 = \$6,201
 Expenditures 7/1/18 - 6/30/19 = (\$17,965)
 Investment Gain / (Loss) 7/1/18 - 6/30/19 = \$10,809 gain

Market Value at 6/30/19 = **\$490,136**

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

Alumni Association Programs Endowment Fund:

Market Value as of 7/1/2018 = \$38,686
 Donations & Transfers 7/1/18 - 6/30/19 = \$10,425
 Expenditures 7/1/18 - 6/30/19 = (\$42)
 Investment Gain / (Loss) 7/1/18 - 6/30/19 = \$1,868 gain

Market Value at 6/30/19 = **\$50,937**

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

Albert J. Sabourin Alumni Volunteer Endowment:

Market Value as of 7/1/2018 = \$24,822
 Donations & Transfers 7/1/18 - 6/30/19 = \$0
 Expenditures 7/1/18 - 6/30/19 = (\$0)
 Investment Gain / (Loss) 7/1/18 - 6/30/19 = \$536 gain

Market Value at 6/30/19 = **\$25,358**

Spending budget available for FY20 = **\$1,012**



Eastern Michigan University Alumni Association
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Alumni Association Board of Directors
Budget/Actuals for 2018-2019

	FY19 Actual	FY19 Budget
	<u>as of 06/30/19</u>	<u>FY19 Budget</u>
Alumni Association Account Beginning Balance at 7/1/18	67,155.14	67,155.14
Revenue	31,075.00	32,000.00
Expenses	<u>(27,564.59)</u>	<u>(40,993.00)</u>
Alumni Association Account Ending Balance	<u><u>70,665.55</u></u>	<u><u>58,162.14</u></u>

Revenue Breakdown

	FY19 Actual	FY19 Budget	FY19 Budget Remaining
License Plate Revenue	31,075.00	32,000.00	925.00

Expenses Breakdown

	FY19 Actual	FY19 Budget	FY19 Budget Remaining
Advancement Activities			
Alumni Awards	1,802.65	9,000.00	7,197.35
Teacher Recognition Awards	570.00	93.00	(477.00)
Alumni Programs			
Chapter Grants	5,361.37	7,000.00	1,638.63
Chapter Award Plaques	389.63	550.00	160.37
Scholarship Support			
Additional support to meet our Scholarship commitments	2,035.00	2,850.00	815.00
Other Support			
Commencement Activities	0.00	1,500.00	1,500.00
Strategic Growth Initiatives	4,098.31	10,000.00	5,901.69
AA Program Endowment	11,845.00	10,000.00	(1,845.00)
Board Meetings	1,449.63	0.00	(1,449.63)
Miscellaneous	13.00	0.00	(13.00)
Wrong Account (to be moved)	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Total	<u><u>27,564.59</u></u>	<u><u>40,993.00</u></u>	<u><u>13,428.41</u></u>



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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 2018-2019
Detailed Transactions

<u>Date</u>	<u>Description</u>	<u>Amount</u>	<u>Subtotal</u>	<u>Category</u>
07/17/18	EMU Foundation	1,845.00		AA Program Endowment
03/28/19	Trans from Alumni Assoc Board Acct	10,000.00	11,845.00	AA Program Endowment
08/22/18	Nietrzeba-Teleflora LLC	122.65		Alumni Awards
06/21/19	Constant Motion Productions	875.00		Alumni Awards
06/30/19	Reimb for Murkowski April Alum Assoc	805.00	1,802.65	Alumni Awards
09/05/18	Cartwright-Stadium Trophy	31.92		Board Meeting
11/30/18	EMS-Alumni Assoc Mtg Equip	156.00		Board Meeting
11/30/18	EMS-Alumni Assoc Mtg	467.01		Board Meeting
03/28/19	EMS-Alumni Assoc Mtg Equip	21.00		Board Meeting
03/28/19	EMS-Alumni Assoc Mtg	198.43		Board Meeting
06/24/19	EMS-Alumni Assn Meeting	419.27		Board Meeting
06/24/19	EMS-Alumni Assn Meeting Equip	156.00	1,449.63	Board Meeting
12/20/18	Milton-Michael Stores Inc.	312.66		Chapter Award Plaques
12/20/18	Milton-Staples Inc.	34.78		Chapter Award Plaques
12/20/18	Milton-Michael Stores Inc.	24.95		Chapter Award Plaques
12/20/18	Milton-Michael Stores Inc.	17.24	389.63	Chapter Award Plaques
10/31/18	Settlement-HOF	1,069.00		Chapter Grants
11/01/18	Milton-Durham School Service LP	268.74		Chapter Grants
11/01/18	Milton-Staples Inc.	416.63		Chapter Grants
02/14/19	Chapter Grant E Club HOF	1,000.00		Chapter Grants
02/14/19	Chapter Grant OT Alumni Chapter	1,000.00		Chapter Grants
02/14/19	Chapter Grant Accounting & Finance Chapter	1,000.00		Chapter Grants
06/05/19	Milton-Marriott International AD	325.00		Chapter Grants
06/26/19	Milton-Braves Stadium Company	282.00	5,361.37	Chapter Grants
09/05/18	Cartwright-System 2/90 Inc.	13.00	13.00	Miscellaneous
08/27/18	EMU Alumni Association	1,018.00		Scholarship Commitments
12/29/18	EMU Alumni Association	1,017.00	2,035.00	Scholarship Commitments
11/01/18	Milton-The Kroger Co of Michigan	11.97		Strategic Growth
11/01/18	Milton-Jimmy Johns Enterprises	150.45		Strategic Growth
02/28/19	EMS-Alumni Relations Suite	224.63		Strategic Growth
04/30/19	EMS-Senior Celebration	1,872.01		Strategic Growth



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05/31/19	Reimb EMUF for Mortier's May Alumni	1,230.88		Strategic Growth
05/31/19	Reimb EMUF for Mortier's May Alumni	48.37		Strategic Growth
06/30/19	Reimb for Alumni Association Table	560.00	4,098.31	Strategic Growth
03/20/19	Nietrzeba-STADIUM TROPHY INC	570.00	570.00	Teachers Recognition
Total Expenses and Transfers		27,564.59	27,564.59	

Chairperson Signature & Report Date

Susan E. Bos

9/6/19



Eastern Michigan University Alumni Association
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AWARDS, RECOGNITION, AND SCHOLARSHIP COMMITTEE REPORT

COMMITTEE NAME & PURPOSE:

Chairperson: Claudia Young Hunter

Members: Tom Charboneau, Miichelle Machiele, Bud Schimmelpfenneg, Anna Torres,
Ebony Walls

Members Absent:

Committee Meeting Date:

Next Committee Date: TBD

Activity since Last Report:

Alumni Awards Timeline

- 8.5.19 – Nominations Packet Mailed
- 10.18.19 – Deadline to Submit Nomination
- 10.21-25.19 – Verification and Validity of Nominations
- 10.28-11.11.19 – Committee Review of Nominations
- 11.11.19 – Committee Selection Meeting
- 11.16.19 – Alumni Association Board Meeting Announcement: selections have been made
- 11.18-12.6.19 – Notify Recipients
- 3.7.20 – Alumni Association Board Meeting Announcement: recipients confirmed
- 3.9.20 – Invitations in the Mail
- 5.16.20 – Alumni Award Ceremony

ETEA2 Award Timeline

- 12.2.19 – Nomination Packets Mailed
- 1.24.20 – Deadline to Submit Nomination
- 1.27-31.20 – Verify all nomination information
- 2.3-7.20 – Committee Reviewing Nominations
- 2.10.20 – Committee Selection Meeting
- 2.17.20 – Notify recipient
- 2.17.20 – Notify Provost's Office of Recipient
- 3.7.20 – Alumni Association Board Meeting Announcement: recipient confirmed
- 3.25.20 – Ceremony (Tentatively)

Scholarship Application Timeline

- 12.16.18 – Scholarship Application Opens
- 3.30.20 – Scholarship Application Closes
- 4.6.-10.20 – Verify all application information (ie. Sponsor, GPA's etc.)
- 4.13.-17.20 – Committee Review of Applications
- 4.20.20 – Committee Selection Meeting
- 5.4.20 – Notify Recipients

Action Items:

None

Chairperson Signature & Report Date

Claudia Young Hunter

9/9/19



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, Molly Duggan, Howard Booth
(Alumni Office – Mia Milton)

Members Absent:

Committee Meeting Date: Multiple Meetings 7/31, 8/21 and 8/26

Next Committee Date: Sept. 16

Action Item(s):

No actions required from the board at this time.

Activity since Last Report

We have a strong start toward our 2019/2020 session with a wonderful committee. My hopes for this committee is to use our momentum to implement needed enhancements toward processes, definitions and stronger guidelines for future Chapters committees.

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

Chapter Committee Chair notified all Chapters on their need to submit their annual reports with any suggestions on Volunteer and Events from the previous year’s activity. After continual follow up with Chapters, we had received thirteen of seventeen submissions for annual reports. For the first time we received multiple submissions for event and volunteer of the year.

Annual Chapter reports were distributed to the Committee prior to our meetings for individual review. Chapters committee completed multiple conference calls on the following dates:

- 8/1/19
- 8/21/19
- 8/26/19

Meeting minutes were distributed to the Chapters Committee for their review and records.

General Summary:

7/31/19 -

Chapters 101

- Due to the turnover of members, this meeting is necessary to provide an overview of the committee functions.
- Review documents (Starting a chapter, alumni group requirements, chapter policy, summarization of upcoming due dates for annual reports, outstanding event and volunteer of the year).
- Overview of Grants process and approval process through the committee.

Dates relating to Annual Reports, Outstanding event and volunteer of the year

- Ongoing actions by the chapters committee

8/21/19 -

Committee discussed submission content with the need to understand the volunteer work undertaken by each Chapter.

- Voting occurred for volunteer and event of the year yielding the results:
 - o Receiving multiple submissions for these categories was a first. Due to the variant nature of the submissions, the committee felt the categorization of "event of the year" might not be accurate. The suggestion is to recognize the events but change their designations:
 - Black Alumni – Homecoming - Event of the year
 - Latino Chapter – DELORES - Temporary naming of "Social Event of the Year"
 - Construction Management – Mentor program - Program of the Year
 - o 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.

8/26/19 -

Due to timing constraints of the prior meeting, the committee was unable to complete voting on Chapters of Excellence. This meeting was to complete our review and voting. Results from the discussions, the committee determined from the qualified submissions the recipients of 2019 Chapters of Excellence:

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

Alumni Office will be advised of our summary on voting. Chapter Chair will work with the office to determine communication timelines to the recipients. All winners will be recognized during the November Alumni Board Meeting.

Chapters Summit originally scheduled for 9/14/19 is pushed back to 10/19/19.

Chapter's activity: Pending

- Construction Management will be holding their annual Golf outing on 9/11/19 at Fox Hills. In addition, their Chapter plans to host a Mentor event in November based on their successful roll out of their mentoring program through EMU's Construction Management undergraduate program.
- Arm of Honor held their annual golf outing on 7/27/19. In addition, A of H will be celebrating their 125th reunion at the Holiday Inn Livonia on 9/14/19. Lastly, A of H will be at EMU Homecoming.
- Members from the Alumni Board (Trudy, Molly and Mary Jane) will be meeting with members from the Greater Atlanta Chapter who will be driving up for the EMU v. Kentucky Football game. GO GREEN!
- Occupational Therapy Chapter will be holding their Lyla M. Spielberg Endowment Lecture on 9/21/18.

Chapters Committee's next meeting is established for 9/16/19 at 7:00pm

- Tentative agenda for next meeting:
 - o Allen W. to assign Chapters to committee members and email summary
 - o Discuss best practice approach for introductions to Chapters and their liaisons
 - 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.
- Per Molly's request, provide a blank version of the submission forms.

Chairperson Signature & Report Date Allen Williams



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

DEVELOPMENT, MARKETING & COMMUNICATION COMMITTEE REPORT

COMMITTEE NAME & PURPOSE:

Chairperson
Gabriela Salagean

Members:
Tom Borg
Mary Jane Fallot
Lucas Langdon
Desmond Miller
Evan Sweet

Members Absent:

Committee Meeting
Date: 9/21/2019

Next Committee Date: TBD

Action Item(s):

N/A

Activity since Last Report

Our committee attended the Alumni/Foundation Reunion Event and engaged with past board members. Followed up with handwritten thank you notes to all the guests. Below are areas of focus for the upcoming year.

Alumni Engagement:

-Alumni Award Dinner opportunities for engagement:

- Have pins ready to hand out at check in
- Walk around to each table and engage with guests

-Actively be the ambassadors in our communities, professional and social circles

-Former Board Members events

-Calling or writing thank you cards to volunteers and donors

License Plate Marketing: continue quarterly ad in the Alumni Magazine. Create social media strategy to advertise.

Student Engagement:

-EMU pillowcases during Fast Track

Chairperson Signature & Report Date

Gabriela Salagean

9/5/2019