



Notice of Meeting

Eastern Michigan University Alumni Association Board of Directors

Date: November 10, 2018

Time: 9:00am

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

Agenda:

1. Call to Order
2. Roll Call
3. University Update - Dr. Jim Smith, *University President*
4. Division of Advancement Update – Jill Hunsberger, *Associate Vice President of Advancement*
5. Recognition of Chapters of Excellence, Volunteer of the Year, Event of the Year
6. Taste of Life Project Presentation - Dr. Margaret Haynes, *EMU Biology professor*
7. Consent Agenda
 - a. Approval of Minutes – from Sept. 15, 2018
 - b. Alumni Association's President's Report
 - c. Alumni Association's Treasurer's Report
 - d. Chapters Committee Report
 - e. Development, Marketing & Communications Committee Report
8. Awards, Recognition & Scholarship Committee Report
9. Governance Committee Report
10. Old Business
 - a. None
11. New Business
 - a. Nominations for 2019-2020 open executive positions:
President-Elect, Treasurer, Parliamentarian (if necessary)
12. Open Discussion and Announcements
13. Adjournment

Eastern Michigan University Alumni Association
Board of Directors Meeting
McKenny Hall
Saturday, September 15, 2018



Members present: Trudy Adler, Tom Borg, Sue Bos, Tom Charboneau, Molly Duggan, Linda Edwards-Brown, Mary Jane Fallot, John Godre, Michael Gomez, Ruth Halsey, Lucas Langdon, Desmond Miller, Jenita Moore, Matt Mortier, Gabriela Salagean, Nik Schillack, Evan Sweet, Claudia Young

Members absent: Alex Landen (excused), Kevin McKay (excused), Anna Torres (excused), Ebony Walls (unexcused), Allen Williams (excused)

Ex-officio members present: Jill Hunsberger, Candice Crutcher, Caity Steur

Ex-officio members absent: President Smith, Bill Shepard

Emeritus member present: Bill Malcolm, Fred Roberts

Emeritus member absent: Vicki Reaume (excused), Bud Schimmelpfenneg (excused)

Others present: Mia Milton, Jessica Nietrzeba, Austen Smith

1. Call to Order

Mr. Mortier called the meeting to order at 9:08am. He welcomed all of the Board members.

2. Roll Call

Ms. Halsey took attendance. The results of the roll call can be found at the top of the minutes. Quorum is met.

3. Division Update

Ms. Hunsberger provided a handout of her report. The report is included.

Overview

The Advancement Division was very productive in FY18. We raised \$13.1M, exceeding our goal of \$12.5M. We increased our alumni donors by 350. We are in the initial phases of planning for a future **comprehensive campaign**, which will be the largest in EMU's history. Campaign priorities and a case statement are currently being developed with campus leadership.

5 Year Strategic Activity Plan

The Advancement Division has also created a **5 Year Strategic Activity Plan** that will cultivate an active and connected base of alumni and prospective donors through a combination of alumni outreach events and activities. In addition to strategic efforts in southeastern Michigan and programmatic areas, **5 key geographies** have been identified outside of Michigan (Arizona, California, Florida, Ohio and Washington DC) as a focus of the overall plan.

The 5 Year Strategic Activity Plan is built on strategy teams assigned to each geography and program initiative. These teams meet regularly to develop their engagement plans and those plans are added to the overall calendar of activities. Board members and volunteers will be integrated into these teams when appropriate.

This plan is a combined effort of all Advancement areas (engagement, annual giving, communications, donor relations, major and planned giving, prospect research and advancement services) to support the execution of engagement and fundraising activities that is key to building an alumni and donor base for EMU.

Student Engagement

The Advancement Division currently employs 12 **student interns**. The work of our interns greatly enhances our overall engagement efforts. A number of those internship positions are funded by and endowment named for a donor who wanted to help students interested in leadership. Our Herron Interns are students interested in pursuing careers in Advancement.

The **Meet Up Mondays** (MUM) Program has partnered with Career Services to provide a more strategic engagement opportunity. Advancement student interns have been collaborating with the University Advising and Career Center and developed more robust programming for alumni engagement with students at MUM events.

Giving TRUEDay/Faculty & Staff Campaign

This year we are combining our Giving TRUEDay and Faculty/Staff Campaign efforts for a streamlined and focused fundraising effort. **Giving TRUEDay is Tuesday November 27th**. We hope you will make a gift on that day so we can reach our goals. Simple activities can make a BIG difference! Your gift and your engagement transforms the lives of EMU students, alumni and our community.

Advancement Communications

The inaugural alumni newspaper, REVISITED, will drop the week of September 17th. This will be mailed to over 30,000 households in Washtenaw County and emailed to all reachable alumni. Strategic communications planning is underway and we will be looking at all communication and engagement pieces - e-Edge, Revisited newsletter, social media, website, direct mail, events, solicitations etc. - how they all integrate with one another, what are the needs of our alumni and donors and what are our strategic communication goals.

4. Student Body Update

Candice Crutcher - Student Body President, 5th year, Political Science Major

Caity Steur - Vice President, Masters in Communication Graduate Student

Focused on Administration Transparency
Education on Local Transportation
Updating the Preferred Pronoun System.

5. Consent Agenda

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

Approval of Minutes – April 14, 2018 Meeting Minutes
Alumni Association's President's Report
Awards, Recognition & Scholarship Committee Report
Chapters Committee Report
Development, Marketing & Communications Committee Report
Governance Committee Report

Mr. Mortier did not include the Treasurer's report as initially planned because of an edit to report from the meeting packet. Ms. Fallot seconded the motion. The motion to approve the consent agenda passes.

6. Alumni Association Treasurer's Report

Mr. Charbonaeu shared the revision to his report. A handout was presented with the correct information.

7. Old Business

None

8. New Business

A. Approval of 2018-2019 Committee Assignments

Mr. Langdon moved and Mr. Charboneau second that we approve the committee assignments for 2018-2019 year. With no objections, the board unanimously approved the motion.

B. Approval of 2018-2019 Budget

Mr. Miller moved and Ms. Fallot seconded that we approve the 2018-2019 budget. With no objections, the motion was approved.

14. Open Discussion & Announcements

- Informal social event at Sidetrack to follow meeting.
- Saturday, November 10, 2018 at 9:00am

- Quick tailgate before EMU Football game vs. Akron
- Friday, March 8, 2019 at 5:30pm
 - Social event at location TBD
- Saturday, June 1, 2019
 - Family picnic in June. May not be June 1 - date TBD.
- E- Club Athletic Hall of Fame: September 28th
- Homecoming Week: October 22-27

15. Adjournment

Mr. Mortier adjourned the meeting at 9:49am.

University Update included with meeting handouts:

PRESIDENT JAMES SMITH'S REPORT TO EASTERN MICHIGAN UNIVERSITY ALUMNI ASSOCIATION BOARD OF DIRECTORS

September 2018

Enrollment

Fall semester has begun! We are thrilled that this year's incoming class is academically strong:

- The average GPA of incoming first-year students is 3.24, which represents an increase from 3.12 in 2011.
- Average ACT scored have increased to 22.2 from 21.06 in 2011.
- The largest number of incoming first-year students fall into the 3.5-4.0 GPA category.

The entering first-year class also underscores the continuing level of diversity at EMU, with students of color making up 31 percent of the entering class.

Although enrollment numbers will not be final for several weeks, enrollment of first-year students declined from last year, reflecting the continuing demographic challenges facing regional public universities in the Midwest, as well as the hyper-competitive market in which we operate. This will continue to be a challenge to which we all must collectively respond.

Campus Construction

We continue to invest in our beautiful campus! It has been an exciting summer of construction with more to come:

- The renovation of **Strong Hall**, funded primarily with capital outlay dollars from the State of Michigan, is nearly complete. Students and faculty are scheduled to return to the building in January 2019. This exciting \$40 million project – which is on-time and on-budget – will

transform one of our largest classroom and laboratory buildings. We will plan an unveiling ceremony for early next year; I hope you can join us.

- Our new **Dining** partnership continues to be a success. The renovated Student Center Food Court is a big hit with students, and a total makeover of “The Eateries” is nearly complete with new food venues, state-of-the-art technology, and gathering space for students. These investments in facilities and quality are paying off: student satisfaction is up according to our comprehensive student survey conducted in late-2017.
- The **Rec/IM** will undergo upgrades in January, followed by a larger renovation beginning in May 2019. This \$16+ million project will renovate 70,000+ square feet of space and is funded in large part by a dedicated student fee that was advocated by Student Government.
- **Sill Hall** will begin a major \$40 million renovation this academic year to upgrade facilities and prepare for the addition of our new mechanical engineering and electrical & computer engineering programs. Over 90,000 square feet of space will be renovated and approximately 16,000 square feet of space will be added.

Earlier this week we unveiled a key addition to our virtual reality lab inside Sill Hall. This innovative state-of-the-art facility was funded with the generous support of Ford Motor Company Fund.

- Construction has begun on the new **Sports Medicine** facility located next to Rynearson. When completed next year, this facility will serve as an important part of our student health program.
- In further support of student health, the new **Health Center** will break ground in the coming months; road construction to support the Center is underway. Located on the northwest side of campus, the Center will house an outpatient clinic for the EMU and surrounding communities, as well as new space for EMU’s Counseling & Psychological Services (which will move from Snow) and our Psychology Clinic (which will move from 611 W. Cross). The Center is an excellent partnership between EMU, Integrated Healthcare Associates, and St. Joseph Mercy Health.

These investments help us continue our Mission to prepare students for the careers of the future and help recruit and retain high-caliber faculty.

Awards

- For the 16th consecutive year, EMU ranked among the “Best in the Midwest” according to *The Princeton Review*.
- *College Choice* ranked EMU’s Master’s in Clinical Research Administration program #4 in the nation – the only Michigan university included in the rankings.
- James Berry, professor of educational leadership, received a “Living Legend” award from the International Council of Professors of Educational Leadership.

- The Society for Human Resource Management (SHRM) named EMU's student chapter an "Outstanding Student Chapter" – one of only twelve chapters in the country selected for this honor.

New Hires

Several outstanding individuals have joined Eastern in senior leadership roles:

- Dana Heller joined EMU this summer as Dean of the College of Arts and Sciences (CAS). Dana comes from Old Dominion University where she had served as chair of the English Department and interim Dean of the College of Arts & Letters, as well as Director of the Humanities Institute & Graduate Programs. Dana is an energetic individual and we are thrilled to have her at EMU.
- Ken Lord joined EMU this summer as Dean of the College of Business (COB). Ken's background is in marketing, and he previously served as Dean of the College of Business at California State University-Northridge. In his short time on campus, Ken has already demonstrated his passion for fundraising!

State of the University Address

I will host the first annual State of the University address on Monday, September 17, at 4:00 p.m. in the Student Center Auditorium. I plan to provide an overview of EMU's recent successes, our coming challenges, and a roadmap for the next year and our long-term future. I hope to make this event an annual tradition. Please join us if you are available (the speech will also be recorded and available for subsequent viewing).

As a final note, please see the attached news release about a wonderful STEM science program we hosted over the summer for Detroit area high-school girls. This program illustrates EMU's expanding community engagement efforts in southeast Michigan.

It has been a busy summer and we look forward to a wonderful fall. As always, thank you for your continued support of EMU!

Sincerely,

James M. Smith, Ph.D.
President



Eastern Michigan University Alumni Association

PRESIDENT'S REPORT

Greetings directors -

It is good to be back with you all at another meeting this Fall. It has been a pleasure to see many of you at programs and events throughout the last couple months and, particularly, at Homecoming a couple weekends ago. As I have done in past reports, I want to provide some comments on topics I feel to be important to the Board.

Board Engagement

I love the new committee structures and the opportunities to engage in new and better ways throughout the year. But because there are more opportunities, all of us directors are being asked to engage more than we have been used to in the past few years. I wanted to take a moment to encourage you to be active in your committees. Our committees is where we will accomplish most of our work and we can only be successful if you're fully engaged. If you feel like you need something more within your committee to be as engaged as you can be, I encourage you to connect with your committee chair directly - or connect with me.

Our Continued Changes

We continue to look at the ways our board is organized and the opportunities to makes things simpler. This week, you will learn about new suggested bylaw changes and I hope you will take the time to understand the rationale behind the suggestions. In each of the recommendations, the Governance Committee's focus has been to streamline our board functions with one ultimate goal - to create a more efficient organization so that we can put all our energy into to our actual work of engaging alumni. As we have done in the past years, we will give you time to digest the information and we will vote on these changes at our final meeting in June 2019. In the meantime, please do not hesitate to ask questions.

Open positions

At the end of this term, we will be looking for our next group of Executive Committee members to fill open positions. This year, we will elect our next President-Elect, Treasurer, and Parliamentarian (if necessary with bylaw changes). I want to encourage anyone interested in these roles to consider sharing their intention as early as you feel ready. If you have questions about any particular role, consult the New Member & Orientation Manual for the job description. In addition, I know that each person in that role would be happy to discuss those same responsibilities and duties. I am very excited to engage with our next leaders!

Respectfully submitted,

Matthew P. Mortier

Matt Mortier, '09 & '12



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

Treasurer's Report
November 10, 2018
Thomas R. Charboneau, Jr., B.B.A., '76

The following report includes five (5) major things:

1. Simplified Financial Position Overview
2. Detailed Scholarship Endowment Information
3. Detailed Program Endowment Information
4. Detailed License Plate Information
5. Budget Information

1. Simplified Financial Position Overview

- a. EMU Alumni Association Account (R12003) = **\$ 74,737.57** as of September 7, 2018
- b. Scholarship Endowment (Estimated at 7/1/2018) = **\$491,091.00**
- c. Programs Endowment (Estimate at 7/1/2018) = **\$36,686.00**
- d. License Plates
 - i. EMU Alumni Association FY18 Q3 Revenue = **\$7,600.00**
 - ii. EMU Alumni Association FY18 YTD Revenue = **\$22,455.00**
 - iii. EMU Alumni Association FY18 Q3 Units = 671 → **64 new and 607 renewals**
 - iv. EMU Alumni Association FY18 YTD Units = 2004 → **177 new and 1827 renewals**
 - v. Revenue Since Inception = **\$520,975.00**

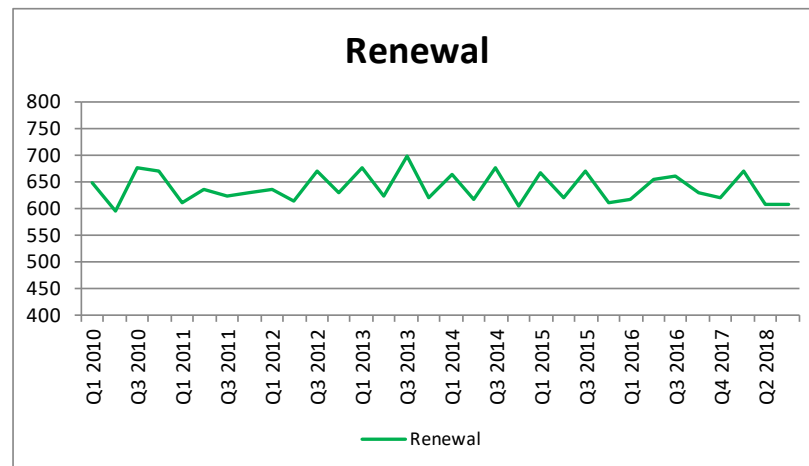
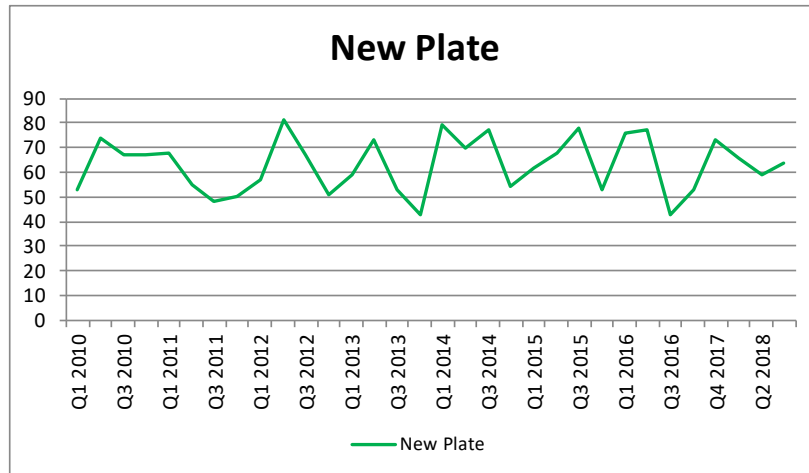
2. Detailed Scholarship Endowment Information

Scholarship Endowment Balance at 7/1/2017 - (MARKET VALUE - DATA REPORTED BY L. WILBANKS)	\$491,091
Donations & Transfers 7/1/18 - 10/25/18 = \$196	\$196
Expenditures 7/1/18 - 10/25/18 = (\$0)	\$0
Estimated Investment Gain / Loss 7/1/18 - 9/30/18	\$6,384
Estimated Market Value at 10/25/18	\$497,671.00
FY 19 Available Spending Budget	\$17,965.00
Scholarships Awarded FYTD	\$1,089.00

3. Detailed Program Endowment Information

Programs Endowment Balance at 7/1/2017 - (MARKET VALUE - DATA REPORTED BY L. WILBANKS)	\$38,686.00
Donations & Transfers 7/1/18 - 10/25/18	\$0
Expenditures 7/1/18 - 10/25/18	\$0
Estimated Investment Gain / Loss 7/1/18 - 9/30/18	\$503.00
Estimated Market Value 10/25/18	\$39,189.00
Spending Budget Available For FY 19	\$ 888.00

Period	Renewal	New Plate
Q1 2010	647	53
Q2 2010	593	74
Q3 2010	674	67
Q4 2010	670	67
Q1 2011	609	68
Q2 2011	636	55
Q3 2011	623	48
Q4 2011	628	50
Q1 2012	636	57
Q2 2012	614	81
Q3 2012	668	67
Q4 2012	630	51
Q1 2013	675	59
Q2 2013	621	73
Q3 2013	698	53
Q4 2013	619	43
Q1 2014	664	79
Q2 2014	617	70
Q3 2014	675	77
Q4 2014	603	54
Q1 2015	665	62
Q2 2015	620	68
Q3 2015	670	78
Q4 2015	610	53
Q1 2016	617	76
Q2 2016	654	77
Q3 2016	661	43
Q4 2017	630	53
Q1 2018	668	66
Q2 2018	608	59
Q3 2018	607	64



3. Budget Information

	FY14 Actual	FY15 Actual	FY16 Actual	FY17 Budget	FY17 Actual	FY18 Budget	FY18 Actual
Revenue							
License Plates (R12003)		\$ 31,945.00	\$ 31,980.00	\$ 32,000.00	\$ 31,545.00	\$ 32,000.00	\$ 23,305.00
Alumni Awards		\$ -	\$ 8,880.00	\$ -	\$ 3,025.00	\$ -	\$ -
Commencement Act. Reimbursement		\$ -	\$ -	\$ -	\$ 1,302.00	\$ -	\$ -
Total Revenue		\$ 31,945.00	\$ 40,860.00	\$ 32,000.00	\$ 35,872.00	\$ 32,000.00	\$ 23,305.00
Advancement Activities							
Alumni Awards	\$ 12,603.33	\$ 6,606.77	\$ 16,552.87	\$ 8,200.00	\$ 9,416.66	\$ 10,000.00	\$ 7,724.95
Excellent Teachers Engaging Alumni	\$ 3,956.24	\$ 3,194.61	\$ -	\$ -	\$ 93.00	\$ 100.00	\$ 93.00
Alumni Programs							
Chapter Grants	\$ 7,500.00	\$ 4,926.64	\$ 5,750.00	\$ 7,000.00	\$ 3,800.00	\$ 7,000.00	\$ 3,050.00
Chapter Awards/Recognition	\$ 750.00	\$ 750.00	\$ 500.00	\$ 500.00	\$ -	\$ 600.00	\$ 412.85
Constituent Relations							
Alumni Association Exec. Board Mtgs.	\$ 347.26	\$ 221.48	\$ 164.96	\$ 250.00	\$ 268.25	\$ -	
Alumni Board Meetings (4)	\$ 1,050.87	\$ 944.88	\$ 706.72	\$ -	\$ 2,611.80	\$ -	\$ -
Alumni Association Scholarship	\$ 7,259.00	\$ 6,603.00	\$ 5,464.00	\$ 3,500.00	\$ 2,268.00	\$ 3,000.00	
Transfer to Scholarship Endowment	\$ -	\$ 8,061.50	\$ 6,135.00	\$ 8,000.00	\$ 7,886.25	\$ 8,000.00	
Transfer to Program Endowment	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	
Commencement Activities (2)	\$ -	\$ -	\$ 540.58	\$ 1,000.00	\$ 1,302.00	\$ 1,300.00	
Miscellaneous Expenses	\$ -	\$ 304.79	\$ -	\$ 350.00	\$ 245.77	\$ -	
Events Representation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	
Strategic Growth Initiatives	\$ -	\$ -	\$ -	\$ 750.00	\$ -	\$ 1,000.00	\$ 250.00
Total Expenses	\$ 33,466.70	\$ 31,613.67	\$ 35,814.13	\$ 29,550.00	\$ 37,891.73	\$ 32,000.00	\$ 11,530.80

* Average annual license plate revenue = \$31,720.00

- Information available as of 10/29/2018



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

AWARDS, RECOGNITION AND SCHOLARSHIP COMMITTEE REPORT

Chairpersons	Trudy R. Adler (Chair), Claudia Young (vice-chair)	
Members:	Sue Bos, Tom Charboneau, Molly Duggan, Bill Malcolm, Fred Roberts, Jessica Nietrzeba (office liaison)	
Members Absent:	N/A	
Committee Meeting Date: N/A	Tuesday October 9 th at 7PM	Next Committee Date: 11/5/2018 at 7PM
Action Item(s): N/A		

Activity since Last Report

The committee has been extremely productive since the last Board Meeting. We have met twice to discuss the process for selection of the Alumni Awards as well as to discuss the Legacy Scholarship.

In terms of the Alumni Awards, the committee has updated the rubrics for each specific Alumni Award category. This effort results in better defined criteria so that each member of the committee is comparing apples to apples. This advanced preparation will assist with making the best decision possible on behalf of the Board, as well as to save time when we sit down to make the final selections. We will be selecting recipients on November 5th in the hopes of announcing those selections at the Board Meeting on November 10th.

The committee also met a second time to review the historical purpose of the Legacy Scholarship and the pros and cons of switching the Scholarship to a one-year award. After a robust discussion and a unanimous decision, it was decided that the Scholarships be switched to one-year awards immediately. The rationale included the following:

- All documentation with the Foundation, including the original starting the scholarship, notates the award as a one-year scholarship.
- Applicants can re-apply every year for the scholarship.
- Having a four-year scholarship is extremely time consuming for the Alumni Office to track as compare to a one-year scholarship. This makes it challenging for them to focus on Alumni programming.

- It is logistically challenging to get information on GPA requirements and also puts the Alumni Office in an uncomfortable position if someone doesn't maintain the requirements to keep the scholarship.
- Having an annual scholarship better meets the current industry standard.

We will next review criteria for the scholarship based on these decisions and also finalize our process for selection of the scholarships. As always, if you have a suggestion or feedback please let one of the committee members know.

Go Green!

Trudy R. Adler

Report written on October 29th



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

CHAPTERS COMMITTEE REPORT

Chairpersons	Allen Williams, Chair	
Members:	Mia Milton, Jenita Moore, Mike Gomez, Anna Torres, Ebony Walls, Kevin McKay	
Members Absent:		
Committee Meeting Date:	9/14/18 & 10/25/18 @ 7pm via Conference Call	Next Committee Date: Targeting End of November
Action Item(s):		

No actions required from the board at this time.

Activity since Last Report

Mia Milton, Camille Floyd, Allen Williams and Jenita Moore held the first Chapter Leadership summit on 9/28/18 in the Alumni Hall (10:00am – 2:00pm). The purpose of the meeting and agenda were outlined in the previous update.

- Of the 18 active Chapters nine Chapters attended the event
- The meeting received positive feedback from the attendees (see document below).
- Programming for next year's event will discussed during a future meeting

Chapters Committee had reviewed all submissions for Chapters of Excellence, Volunteer of the year and Event of the Year. The following Chapters were elected to receive Chapter of Excellence:

- Accounting and Finance
- Atlanta
- Black Alumni
- E-Club Letter Winners
- HESA
- Social Work
- Arm of Honor
- Communication, Media Theater and Art
- Latino Chapter
- MPA
- Occupational Therapy

Volunteer of the Year

- Philip Riggio

Event of the Year

- DOLORES – Latino Chapter

As in years past, several Chapters will be in attendance to accept their recognition awards.

Recent Chapter's activity:

Ebony's report – Ebony has been attending Homecoming events this week:

- Young Alumni Mixer
- Young Alumni Mixer Panel (Eight people accepting questions on panel). Network reception had roughly 100 persons attending.
- Ebony confirmed Rose Jindal from MPA will be attending the November Alumni Board meeting to accept Chapter of Excellence certificate. No meetings are currently established but MPA should see more activity during the winter.
- Las Vegas Chapter – No updates at this time

Mike Gomez:

- Mike had stated E-Club meetings are difficult to attend due to their meetings occurring during the workday. E-Club did have their award ceremony (Jenita Moore attended for the committee).
- E-Club will attend for the November Board meeting to receive their award for Chapter of Excellence.
- Latino Chapter will be in attendance at Homecoming Game as an informal participant.
- Latino Chapter will attend for the November Board meeting to receive their award for Chapter of Excellence.
- Accounting and Finance – Held the Beta Alpha PSI meeting, Casino night on 11/2. Next meeting for Alumni is scheduled for 11/16 at the Livonia Marriott
- Mike will be volunteering at the Alumni tent for Homecoming and attending the game

Allen Williams:

- Construction Management reported back on their Golf Outing results:
 - o Gross \$72,770.00
 - o Net \$45,506
 - o Next Golf Outing scheduled for 9/11/19
- The chapter is researching the best way to Honor Dr. John Reposa. Discussion on changing the name of the Hard Ceremony had been offered
- Mentoring program overview had been submitted to the committee for consideration
- Open discussion surrounded the need for more of a social media presence and how should the Chapter proceed for new programming or opportunities.
- Sill Hall will be undergoing a \$40 million dollar renovation to support College of Technology
- CMTA – No activities to report. I have communicated a few times with Andrea who confirmed their attendance to receive their Chapter of Excellence certificate. When attempting to obtain any Chapter information I do not receive responses.
- Arm of Honor – No current activity to report, A of H will attend to receive their Chapter of Excellence and Volunteer of the Year certificates.

- I will be in attendance at the Alumni tent and Homecoming game

Jenita Moore:

- EMUBA has a successful homecoming weekend, the theme was Reclaiming our Time, Homecoming 2018:
- Friday, October 26th Alumni Meet and Greet Ann Arbor Regents Hotel 5-6pm, Alumni Day Party same location from 6-11pm
- Saturday, October 27th Annual Back Alumni Tailgate, Game and Afterglow at the Marriott Hotel with the Founding members of the chapter
- Sunday, October 28th, EMUBA Awards Breakfast and Annual Meeting 9am at the Ann Arbor Regents Hotel The honored 4 Eastern Elites
- Atlanta Alumni hosted a Homecoming watch party for those who couldn't come back to Eastern at the Mellow Mushroom Pizza spot located at 2000 Powers Ferry Rd, Marietta, GA 30067. They shared pics on Facebook.

Chairperson Signature & Report Date Allen Williams



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

DMC COMMITTEE REPORT

COMMITTEE NAME & PURPOSE:

Chairpersons	Gabriela Salagean-Chair	Desmond Miller-Vice Chair
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Liaison:

Austen Smith
Carole Booms

Members:

Mary Jane Fallot
Tom Borg
Evan Sweet
Lucas Langdon
Vicky Reaume

Members	Vicky Reaume
Absent:	

Committee

Meeting Date:
9/15/18 &
10/9/2018

Next Committee Date:
11/10/2018

Action Item(s):

Activity since Last Report

Review the goals as it relates to our committee.

Alumni Membership

- o Capture updated alumni contact information
- o Increase membership
- o Member benefits

License Plate Marketing

- o Set goals & develop marketing plan

Fall Crowdfunding Campaign

- o Homecoming

- o Giving TRUEDay

Student Engagement

- o Participation in Meet Up Mondays

We focused on the most pressing and time sensitive matters: License Plate Marketing and the Fall Crowdfunding Campaign

A promotional large E-License for Homecoming sign was created and will also be used year-round at different events.

Carole and Jill met with different departments and staff to bring awareness of the plate and duties of the alumni office.

1. Suggestion regarding License Plate marketing for the future would be to send Birthday Email reminder to current students. This November, Mia and Austen will attend a Yearly Peer Institution Meeting with other colleges where they will inquire about license plate promotion strategies that other Universities use. Specifically, around the message value around the financial commitment. Promote the license plate in the Eastern Magazine advertising with the Alumni portion of the magazine.

2. Crowdfunding initiatives and #GIVINGTRUEDAY: based on the survey results, Annual Giving (unrestricted), Legacy Scholarship, Student Emergency Fund and the REC/IM were the top programs that board members wanted to support.

A fun and interactive campaign would be to partner up with the chapters and do a Chapter Challenge and see who would raise more funds for one specific cause. Our committee will have an in-depth discussion around the programs and the marketing initiatives for the Fall Crowdfunding campaign during our next meeting.

Create a DMC GoogleDoc account to share ideas and review action items.

Reach out to Jessica to ask for the Meet Up Mondays calendar and send out monthly reminders to encourage the board to participate and engage with current students.

Chairperson Signature & Report Date

GABRIELA SALAGEAN

10-29-2018



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

President Elect *and* Governance Committee Report
November 10, 2018
Niklaus C. Schillack, B.B.A., '98

Governance Committee

- Members: Linda Edwards-Brown (Vice Chair), John Godre, Ruth Halsey, Nino Monea, Alex Landen, Niklaus Schillack (Chair as President Elect)
- 4. The Governance Committee met after the last EMUAA Board meeting on Saturday, September 15, 2018. We also held phone meetings on Thursday, October 11 and Monday, October 22, 2018. The committee will meet immediately following the conclusion of the regular meeting of the EMUAA Board of Directors on Saturday, November 10, 2018. Topics will include planning for the next round of new board members as well as continuing to review updates to the bylaws.

Bylaws Updates

- The Governance Committee is in the process of revising and streamlining the bylaws so that they are designed for the future trajectory of the organization.

Signature & Report Date

Niklaus C. Schillack

November 10, 2018