



Notice of Meeting

Eastern Michigan University Alumni Association Board of Directors

Date: September 15, 2018

Time: 9:00am

Place: McKenny Hall - Ypsilanti, Michigan 48197

Agenda:

1. Call to Order
2. Roll Call
3. Division of Advancement Update – Jill Hunsberger, *Associate Vice President of Advancement*
4. Student Body Update – Candice Crutcher & Caity Steur, *Student Body President & Vice President*
5. Consent Agenda
 - a. Approval of Minutes – from April 14, 2018
 - b. Alumni Association's President's Report
 - c. Alumni Association's Treasurer's Report
 - d. Awards, Recognition & Scholarship Committee Report
 - e. Chapters Committee Report
 - f. Development, Marketing & Communications Committee Report
 - g. Governance Committee Report
6. Old Business
 - a. None
7. New Business
 - a. Approval of 2018-2019 Committee Assignments
 - b. Approval of 2018-2019 Budget
 - c. Sign annual Board Code of Ethics & Board Responsibilities and Expectations
8. Open Discussion and Announcements
9. Adjournment

Eastern Michigan University Alumni Association
Board of Directors Meeting
McKenny Hall
Saturday, April 14, 2018



Members present: Tom Borg, Sue Bos, Tom Charboneau, Linda Edwards-Brown, Mary Jane Fallot (late), John Godre, Michael Gomez, Ruth Halsey, Alex Landen, Desmond Miller (late), Nino Monea, Jenita Moore, Matt Mortier, Paul Nucci, Jacqueline Page (late) Gabriela Salagean, Nik Schillack, Evan Sweet, Ebony Walls (late) Allen Williams, Claudia Young

Members absent: Sarah Fall (excused), Lucas Langdon (excused), Kevin McKay (excused)

Ex-officio members present: President Smith, Bill Shepard, Jill Hunsberger,

Ex-officio members absent: Miles Payne

Emeritus member present: Bill Malcolm, Fred Roberts (late),

Emeritus member absent: Vicki Reaume, Bud Schimmelpfenneg

Others present: Members of the wrestling and swimming alumni community

1. Call to Order & Roll Call

Mr. Mortier called the meeting to order at 9:09am. He welcomed all of Board members and guests.

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

2. University Update

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

EMU's Budget: Investing in Our Future

April 2018

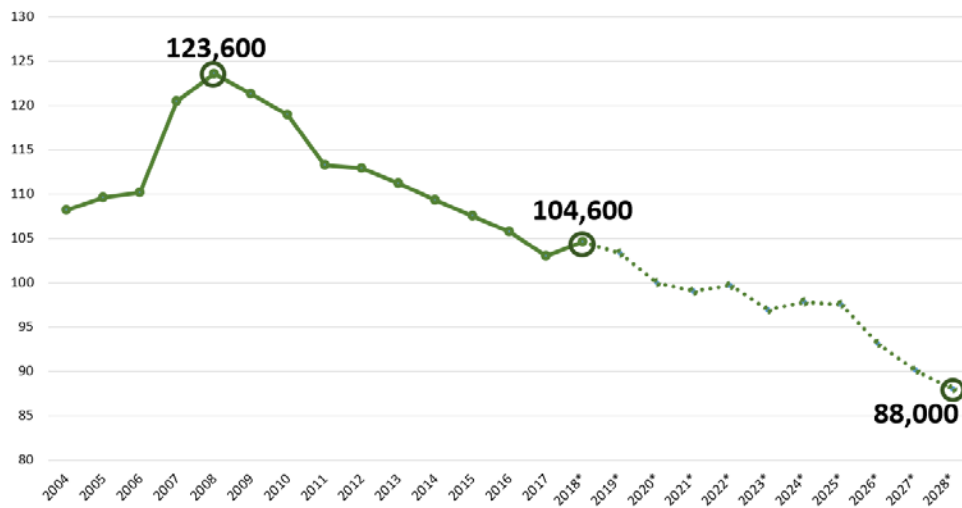
Background

The last several months have been challenging for the EMU community. Higher education institutions – particularly regional public universities – in the United States face significant demographic and financial challenges; those challenges are particularly acute in Michigan, which has experienced a significant decline in both State funding and high school graduates over the last ten years. The decisions we have made to eliminate positions and sports programs were difficult – even heart-wrenching – but, as outlined below, they were carefully developed as part of our plan to position EMU for a strong future.

Changing Demographics

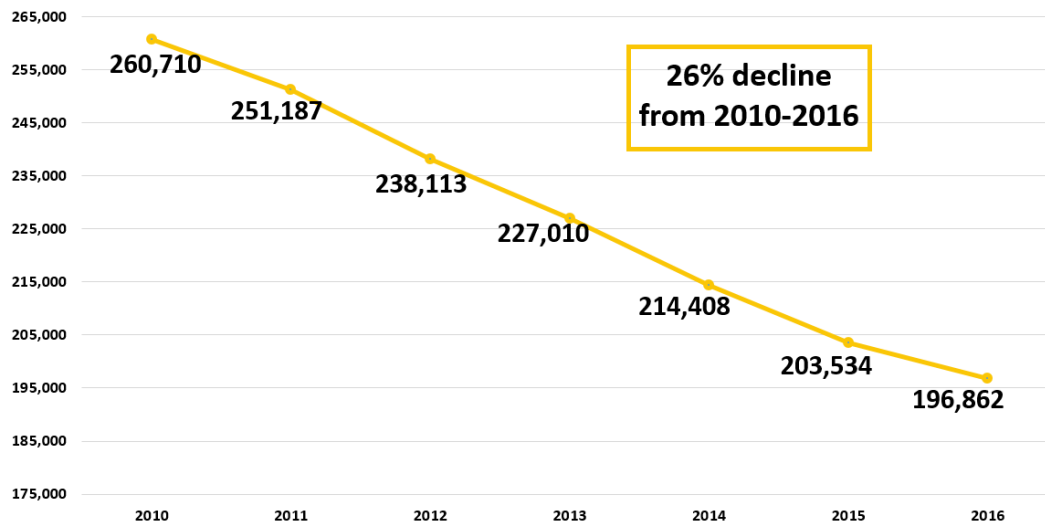
The landscape for higher education has changed dramatically in recent years and will continue to change for the foreseeable future. The number of high school graduates in Michigan has declined by 15.3% over the last ten years and is projected to decline by nearly 16% over the next ten years.

Declining # of Michigan High School Graduates



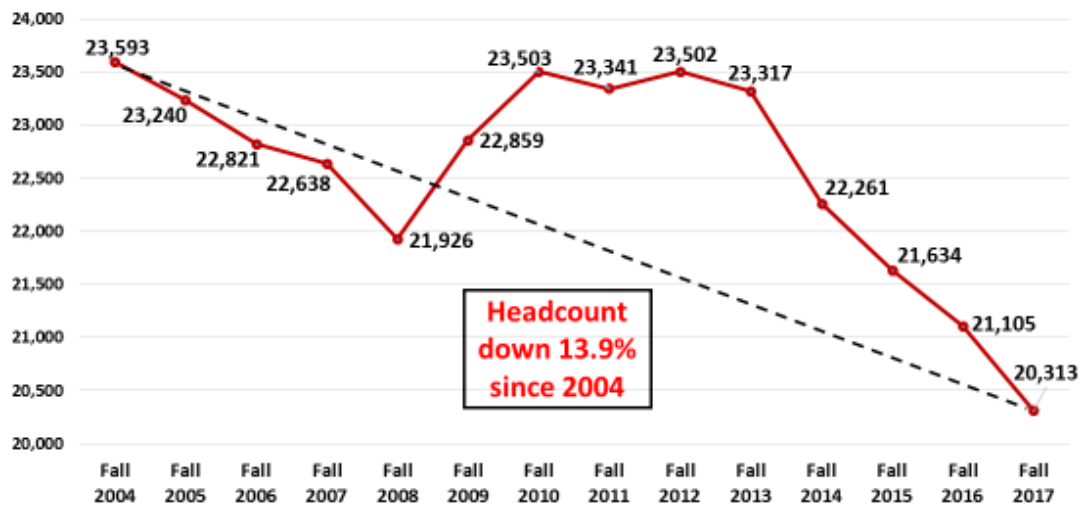
Enrollment has declined dramatically at Michigan community colleges, which are a key source of EMU transfer students.

Declining Community College Enrollment

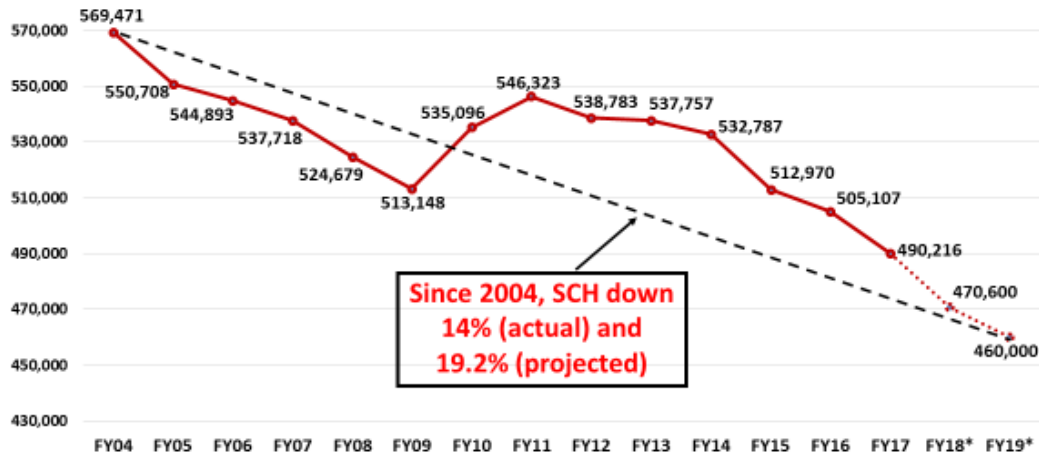


As a result of these changing demographics, enrollment and student credit hours (SCH) – EMU's primary source of revenue – have declined.

EMU Student Headcount



EMU Student Credit Hours

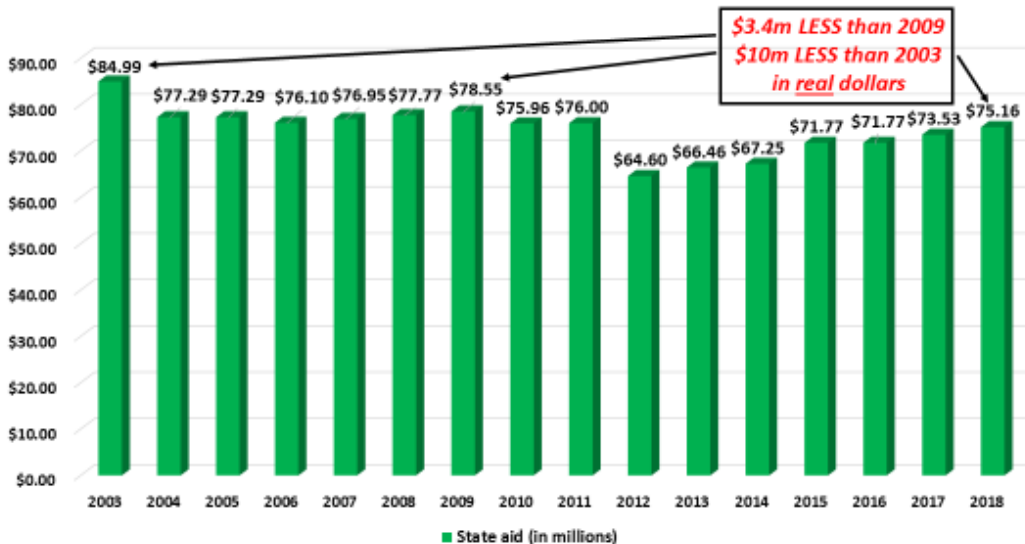


Enrollment has also declined at many of our peer institutions, including WMU, CMU, and FSU. Only GVSU and OU have experienced small recent increases in enrollment.

Declining Federal and State Support

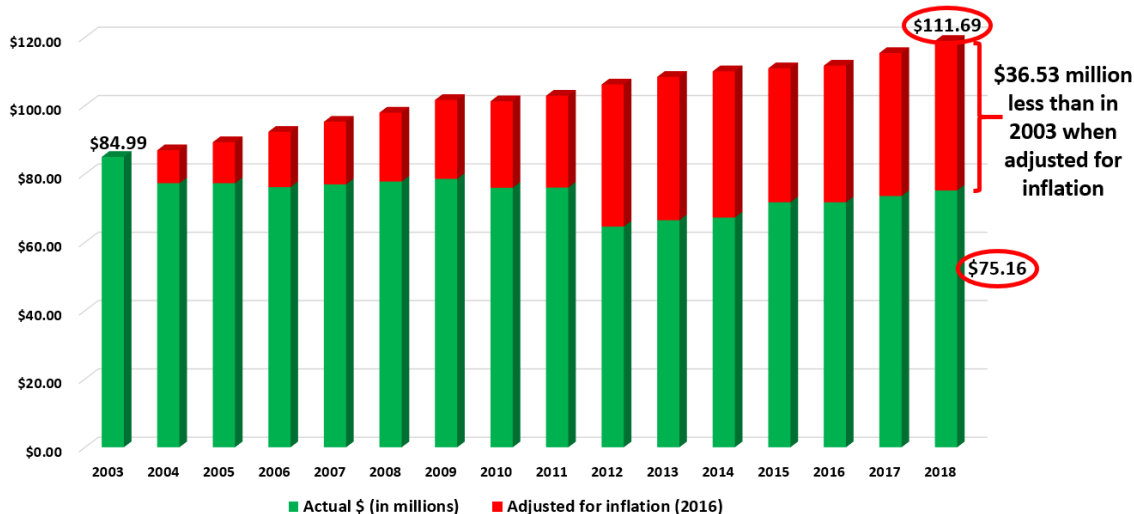
As enrollments have declined at regional public universities, support from the federal and state governments has been stagnant or declined. **EMU receives nearly \$10 million less per year today from the State of Michigan than we received in 2003.** These are actual dollars, before adjusting for inflation.

Declining EMU State Appropriations



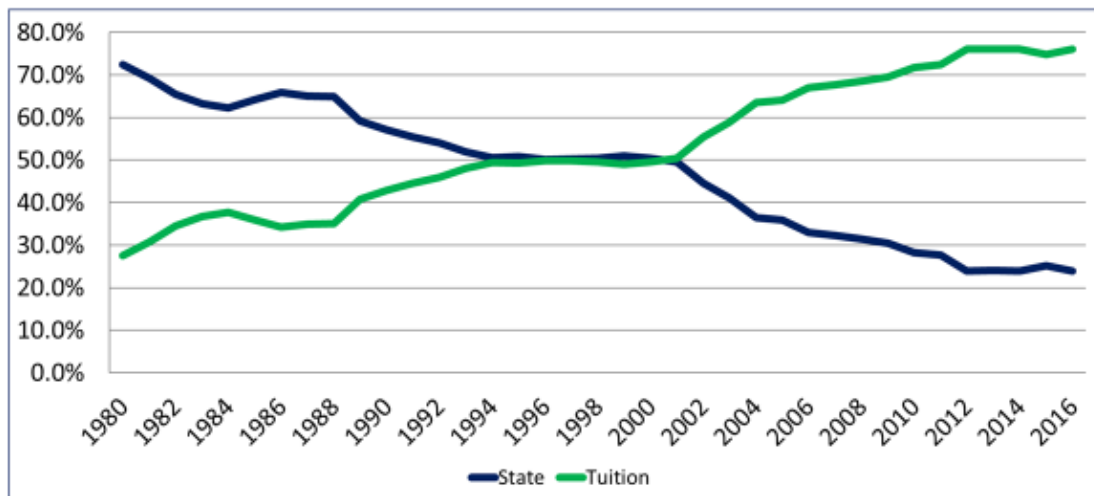
If State funding to EMU had been adjusted based on inflation since 2003 – without any additional increase – EMU would today receive an additional \$36.5 million in funding per year. That is 10x the size of our projected deficit for fiscal year 2018.

Declining EMU State Appropriations: Adjusted for inflation



This dynamic reflects a disturbing but undisputable trend over three decades: **the State of Michigan has shifted the cost of higher education from taxpayers to students.**

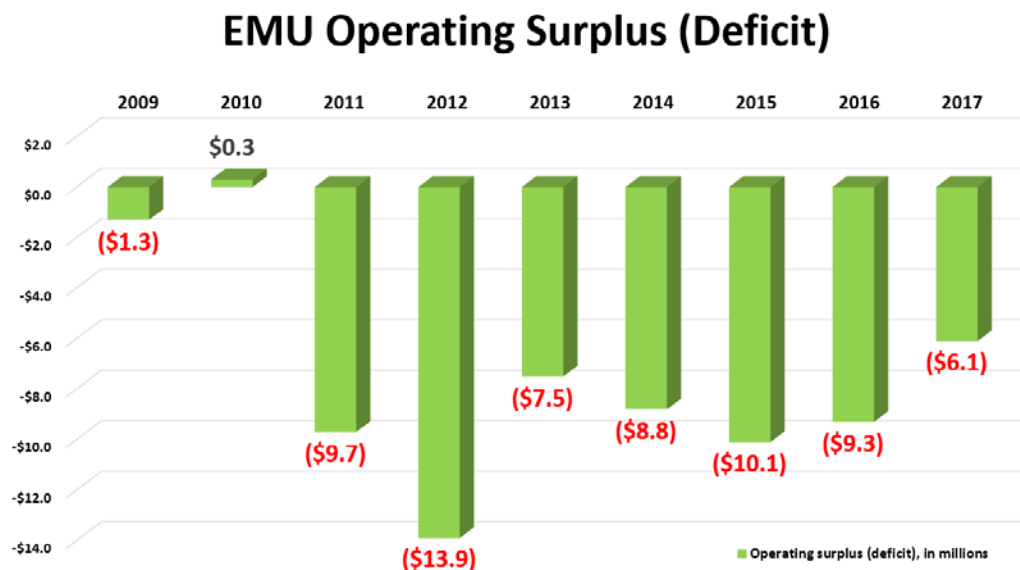
Statewide Shift from State Aid to Student Tuition



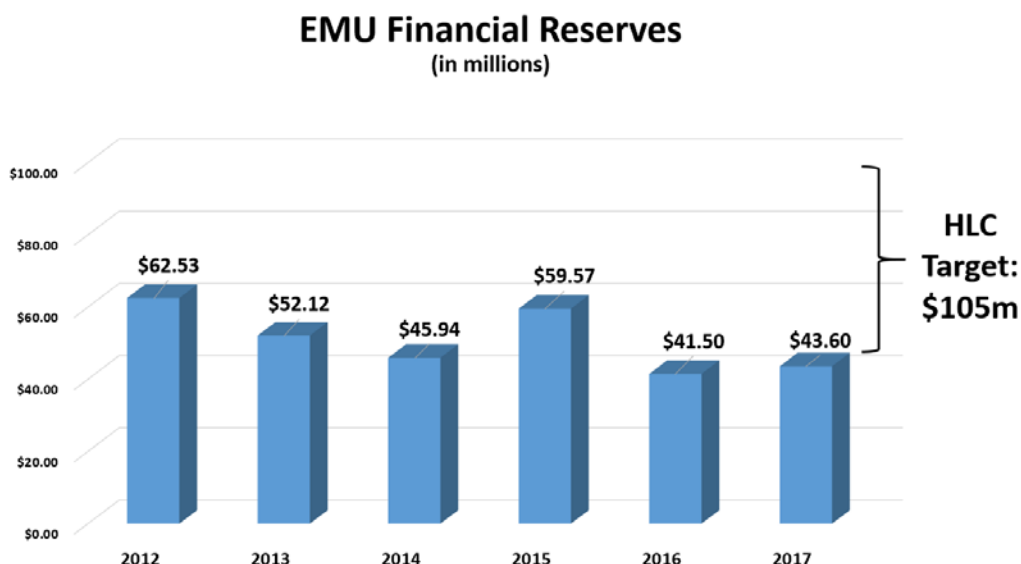
Meanwhile, Pell Grant awards have been nearly stagnant, having increased by less than 0.8% per year between 2011-2017. More than 40% of EMU's undergraduate students receive Pell Grants.

The Financial Situation That Must Be Addressed

Although these demographic and financial trends have been coming for years, not enough was done to adjust the size of the University. Accordingly, EMU has incurred operating deficits in each of the last seven years:



As a result of these recurring deficits, EMU's financial reserves are too low.



The Higher Learning Commission (HLC), our primary accrediting agency, has directed the University to submit a financial recovery plan in December 2018 that includes a detailed update and roadmap for operating a balanced budget and growing our reserves.

We Are Not Alone

EMU is not alone in facing these challenges. Regional public universities throughout Michigan, the Midwest, and the nation face similar – and often worse – financial challenges.

- **Central Michigan University** faced a \$10 million deficit in the middle of FY2017 and faced additional financial challenges for FY18.
- **Wright State University** in Ohio slashed \$30 million from its budget in June 2017 and announced this month that departments across the University must cut another \$10 million this fiscal year.
- The **University of Akron** has cut more than \$40 million in expenses in the last three years.
- **Eastern Kentucky University** announced this month it was eliminating more than 150 positions, eliminating two sports programs, closing a regional campus, and suspending several academic programs to close a “daunting” \$25 million budget deficit.
- 9 of the 14 institutions in the **Pennsylvania** state university system have experienced double-digit declines in enrollment since 2009. The system faced a \$70+ million deficit last year – despite cutting \$325 million over the last decade – and is considering closing campuses.
- The **Illinois** public university system has experienced significant enrollment declines (11% over five years) that was coupled with a state budget crisis. Western Illinois University, which is half the size of EMU, recently laid off 100 employees and another 59 employees took an early retirement.
- Two universities in the **University of Wisconsin** system have eliminated dozens of academic programs to reflect declining enrollments.

The Future

Although these challenges are serious and are not isolated to EMU, we will nonetheless overcome them. EMU has a rich and proud history upon which to build, and our future is bright, but we must take action now to thrive in a rapidly-evolving technological, demographic, and financial landscape.

In recent months and years, we have launched new high-demand academic programs and announced plans to enhance facilities. (It is important to remember that EMU is the second-oldest public university in Michigan, and our facilities often show their age). In the coming months and years, we will continue those efforts and launch new initiatives to position EMU for the next chapter in our history.

- In the last 18 months, we have launched **new academic programs** in mechanical engineering, electrical and computer engineering, data science & analytics, teaching English to speakers of other languages, finance (master's degree), religious studies, and information technology. These programs are designed to meet the demands of both employers and prospective students.
- A **new health center** is being built on the northwest section of campus in partnership with St. Joseph Mercy Health System and Integrated Healthcare Associates. The center will serve students, employees, and the community with state-of-the-art care, enhanced technology, and expanded hours.
- The **Rec/IM** will undergo a significant renovation and expansion, thanks in large part to a dedicated student fee advocated by Student Government. A state-of-the-art Rec/IM is important to recruiting and retaining students.
- The **Student Center** has undergone significant renovations with the addition of new food venues and renovation of the food court. An Amazon store – the first of its kind on a college campus in Michigan – opened next to the Bookstore.
- We will update our **Strategic Plan** to identify specific institutional initiatives to, among other goals, improve retention, highlight and invest in high-demand academic programs, and expand experiential learning opportunities for students. This collaborative process will begin this fall.
- We will continue to develop and launch **online academic programs** to meet the skyrocketing demand for such programs from “Millennial Generation” students and non-traditional students who balance work, school, and family. Providing flexible learning opportunities must be a core component of our mission as an

institution of opportunity.

- We are committed to expanding **international enrollment and programs**. Our #YouAreWelcomeHere campaign won national acclaim, and we are launching a global engagement center to coordinate international opportunities and partnerships for students and faculty.
- We intend to launch our next **comprehensive fundraising campaign** in the coming months to lay the foundation for future decades of supporting students and faculty.

These initiatives are exciting and vital to our future. They also require resources. We must make difficult decisions now to ensure that the University has the resources available to invest in our future. Those steps include:

- We recently eliminated 60 staff and administrative positions, 16 of which were occupied and 34 of which were vacant. No instructional positions were eliminated. Prior to that action, we eliminated dozens of other positions through a voluntary early retirement program. Since January 2016, we have eliminated 10% of all staff and administrative positions.
- EMU eliminated four sports programs to reduce spending and align EMU with our peers in the Mid-American Conference (MAC) division; EMU previously offered 21 sports – the most of any MAC school. This was a difficult decision, but great care was taken to mitigate the impact, such as offering all impacted student-athletes their academic scholarship for as long as they remain at EMU and meet academic eligibility requirements. Contrary to what has been claimed in some media stories, the expenses for these sports programs exceed the revenues generated by these programs. Universities across the country are taking similar steps.
- EMU's partnership with Chartwells to manage Dining Services yielded positive financial returns and resulted in new capital and technology improvements. A recent survey of students showed that satisfaction improved in nearly every category since Chartwells began managing Dining Services.
- A new partnership for EMU's Parking Operations, announced in May 2017 and approved in December 2017, will result in a substantial one-time payment that will be deposited into EMU's reserves and support borrowing for important facility improvements. The partnership agreement includes new technology and capital investments, and limits parking rate increases to amounts that are smaller than increases imposed by EMU over the last six years.

Conclusion

I am committed to ensuring that EMU remains a vibrant academic institution and community anchor for decades to come. Change is always difficult, but we must adapt to evolving trends including how students learn and how higher education is perceived and funded. Although we are not alone in facing these challenges, that cannot be an excuse for failing to address those challenges. Inaction is not an option. We have a bright future and I ask for your continued support as we develop and communicate that future to EMU's numerous stakeholders.

As always, I remain eager to hear from you, and work with you, as we undertake this endeavor.

Sincerely,

James M. Smith, Ph.D.
President

President Smith addressed questions from board members.

3. Student Body Update

No report

4. Division Update

Presentation by Carole Boom, Director of Annual Giving

The \$18.72 Campaign (named for the year the Alumni Association was founded) officially launched online at [Donate.emich.edu](https://donate.emich.edu)

The purpose of this new Alumni Association fundraising effort is to work with alumni and students to support:

1. Meet Up Mondays - a monthly opportunity for students and alumni to network, share experience and career advice
2. #GIVINGTRUEDAY - the annual day of philanthropy that engages students and alumni in efforts to create their own meaningful EMU legacy
3. Campus activities that build EMU pride and engagement throughout the year like Homecoming

Our goal is to reach a participation rate of 200 donors by May 31, 2018 while raising as many dollars as possible. Individuals can give any amount with a suggested starting gift amount of \$18.72.

How you can help:

1. Make your gift at donate.emich.edu – Your participation matters!
2. Use the social media or email links to share the Campaign with your network of alumni.

Crowdfunding is powered by everyone sharing and reaching out to their networks. We will succeed if we all share! You can visit the site at any time to monitor the real-time progress of the Campaign.

If you haven't received your Ambassador email invitation for the Campaign or have questions about sharing, please contact Carole Booms, director of annual giving, at 734-487-7682 or cbooms@emich.edu.

6. Guest Speaker

Women in Philanthropy- Dr. Linda Pritchard, Emeritus Faculty

Strengthen, Educate, and Give to the EMU Community. The idea is simple: When you make a gift of up to \$1,000 you become a non-voting member. Voting members pledge at least \$1,000 per year and vote on the applications that they fund. All gifts go right back into the Eastern community as grants.

To be considered for as a grant recipient, applicants projects must do the following:

- Enhance learning for EMU faculty, staff, alumni and or students.
- Collaboratively improve the EMU climate
- Foster creativity and innovation as they relate to EMU
- Improve communication among diverse groups within the EMU community

Last year, WIP awarded \$45,000 to 11 projects.

Grant Opportunity:

- Annual competition 2018-19
 - *Workshops: Sept. 26-27, Oct. 1-2*
 - *Mon., Oct. 8 application deadline*
 - Awards Committee vets applications
 - Members vote – **democracy rules!**
 - Clarity, specificity, benefits to EMU & target population
 - Winners announced in November
 - Grant executed Jan. 1-Dec. 31, 2019

Maximum grant of \$5,000

To apply use the following link: www.emich.edu/wip-emu

7. Approval of Minutes – February 17, 2018 and April 29, 2017 Annual Meeting Minutes

Ms. Edwards-Brown motioned to approve the February 17, 2018 and April 29, 2017 annual meeting minutes Ms. Young seconded the motion. Both sets of minutes approved.

8. Alumni Association President's Report

Mr. Mortier thank Directors for their feedback over the last few months and our willingness to have conversations about our overall focus as a board. Mr. Mortier believes that there are opportunities for us

to realign our committees and charge them with exciting projects and initiatives we have been discussing. He also highlighted our tentative budget for 2018-2019 and what the executive committee was looking at as a focus for the new year.

9. Alumni Association President-Elect's Report

Mr. Schillack's President Elect report is combined with his Membership report. He highlighted our annual commitment and that it is due by the end of the fiscal year. If we have some issues making the donation, please let him know.

10. Alumni Association Treasurer's Report

Mr. Charbonneau shared some of the highlights from his report noting that our scholarship endowment is now over \$530,000. He also shared that he needs to reconcile some license plate information and will provide an updated report.

11. Committee Reports

Mr. Schillack presided over the reports of Committee.

A. Awards and Recognition

Mr. Borg shared a few highlights. The Alumni Awards dinner will be held Saturday, May 19, 2018.

Outstanding Young Alumni Award

Nicole Brown BS11, CAS – Communications

Jose Galinato BSN11, CHHS – Nursing

Alumni Achievement Award

Eric Brown BS03, CHHS – Health Administration

Craig Voll, Jr. BS93, COE – Sports Medicine, MS98 COE – Physical Education

Distinguished Alumni Award

PT Muldoon BS85, CAS – English, American Literature, and Language

Sally Young BS72, COE – Family Life Education, HDA15

Mr. Mortier highlighted the board challenge regarding the awards banquet attendance.

B. Chapters Report

Ms. Moore reported on the activity of our chapters and encourage chapters to attend the alumni awards dinner and ask that they place this activity as an item on the yearly calendars. She thanked the committee for all their hard work and dedication to the committee and asked that they please stay on the committee for continuity with chapters as liaisons.

C. Membership

Mr. Schillack highlighted the committee's work and thanked them for their time and service as they continue to transition from an election process to an appointment system for director appointments and re-appointments. He presented our board challenge for filling tables at the Alumni Awards to the Foundation.

The committee has recommended the following six people to serve on the board with their term expiring in 2021:

Trudy Adler
Tom Borg
Molly Duggan
Alex Landen
Jenita Moore
Anna Torres

D. Outreach & Community Service

Mr. Gomez highlighted some of the events that members have participated in since our last meeting such as Meet Up Mondays, IMA Student Chapters, Forensic Alumni Dinner, Internship Fair and Moot Court Alumni Night. He thanked everyone for their participation.

E. Scholarship

Ms. Young highlighted that a review of the current scholarship criteria was to be discussed and that additional meetings have been planned for a thorough review with the Office of Financial Aid. The committee approved the timeline for the 2018-19 scholarship application process.

F. Ad-Hoc Bylaws

Ms. Halsey highlighted a minor bylaw change that was submitted to the committee. Specifically, the Secretary should prepare Board meeting minutes within thirty (30) days, rather than two (2) weeks. This change was unanimously agreed upon by the Bylaws Committee and was supported by the Executive Committee. The board will vote on the change during the New Business agenda item.

12. Old Business

None

13. New Business

Approval of the bylaws change for meeting minutes

Ms. Halsey gave a full overview of the changes presented in the meeting packet. Mr. Charboneau moved for approval and Mr. Miller second his motion. The change was approved unanimously.

Approval of New Directors

Mr. Schillack moved that the following members be appointed and re-appointed to the board for a three-year term expiring in 2021:

Trudy Adler

Tom Borg

Molly Duggan

Alex Landen

Jenita Moore

Anna Torres

Mr. Williams seconded the motion. The directors were unanimously approved.

Election of Secretary

Ms. Moore is the current candidate for the position. Mr. Charbonaeu moved to close nomination for the position and vote. Mr. Landen seconded the motion. Reading the room, Mr. Mortier used a verbal vote. Ms. Moore was unanimously elected to the position.

14. Open Discussion & Announcements

Earned it shirts are available for board members courtesy of the EMU Marketing office.

Commencement is April 21, 2018 and volunteers are still needed. See Mr. Mortier if you can help.

Last meeting for outgoing member Paul Nucci and he provided parting words for the board. He was presented with a token our appreciation for his six years of service.

15. Adjournment

Mr. Mortier adjourned the meeting at 10:35am.



Eastern Michigan University Alumni Association

PRESIDENT'S REPORT

Greetings directors. Welcome to another year as leaders of our alumni association. As I mentioned in April, I appreciated all feedback over the last several months and your willingness to have conversations about all the possibilities that we should be focusing on as a board. Those conversations were the catalyst for the new structure of our committees and created some of the early goals for each chapter. My hope is that we continue to build upon these ideas, determine our next opportunities and create some action and results this year.

Streamlined Meeting Structure

Shortening our business meetings was a goal of mine last year. You will notice some changes to the agenda and meeting structure this year that I believe will allow us to continue to be more efficient and productive. First, we will use a consent agenda to move through our prepared reports. All items listed under the consent agenda topic will be approved together. Reports with specific action items or items for discussion and voting will not be included. It is ever important to review the meeting packet prior to meeting.

Secondly, as we complete our business in a quicker way, it will allow us to leave time for each committee to meet in-person. There is no structure requirements to this time and committees are free to utilize the time as they wish. My hope is that the face-to-face time while everyone is present allows for even more to be accomplished by each committee and removes the frequency of finding time in evenings for on-campus and phone meetings.

Budget for 2018-2019 Fiscal Year

In New Business, you will find the proposed budget that the Executive Committee approved at our last meeting. As I mentioned in April, much of the line items are the same as previous years. You will see that the commitments for covering the difference in the money awarded for the Legacy continues to decrease every year as the endowment grows and performs well. We hope to continue the practice of moving \$10,000 from our annual budget to the Programs Endowment. This endowment needs to continue to grow to allow the annual spending amount to become useful. This spending money, eventually, will help fund the yearly activities this board participates in. We also propose to use \$10,000 to fund the initiatives and programs that materialize from our committees this year. We anticipate needing money to market license plate purchases, create activities to market current and future events to more alumni, and to try new ways of connecting with current students.

Socializing

Finally, in an effort to continue to create more fun and socialization among the board, the Executive Committee would like to organize opportunities to get to know each other better. After our first meeting on Sept. 15th, we will informally convene at Sidetrack for drinks and/or lunch. On Nov. 10th, we hope to put together a mini-tailgate before the Noon football game vs. Akron. On our Friday, March 8th evening meeting date, we will host a gathering for drinks and snacks locally. As we close out our year in June, we would like to plan a

picnic for all directors and your families. I look forward to these and any other opportunities to have some fun!

Respectfully submitted,

Matthew P. Mortier

Matt Mortier, '09 & '12



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

Treasurer's Report
February 17, 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) = **\$472,634.00**
- c. Programs Endowment (Estimate at 7/1/2018) = **\$36,535.00**
- 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

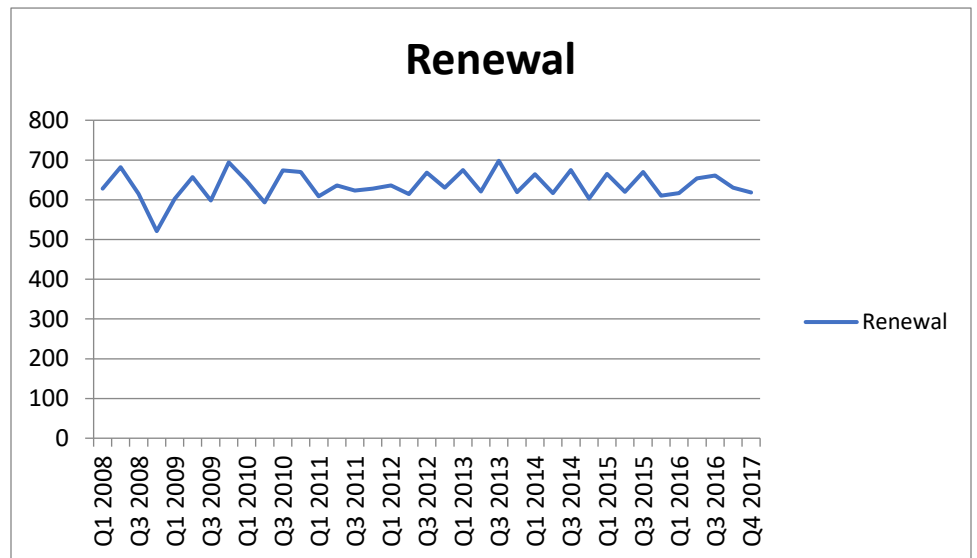
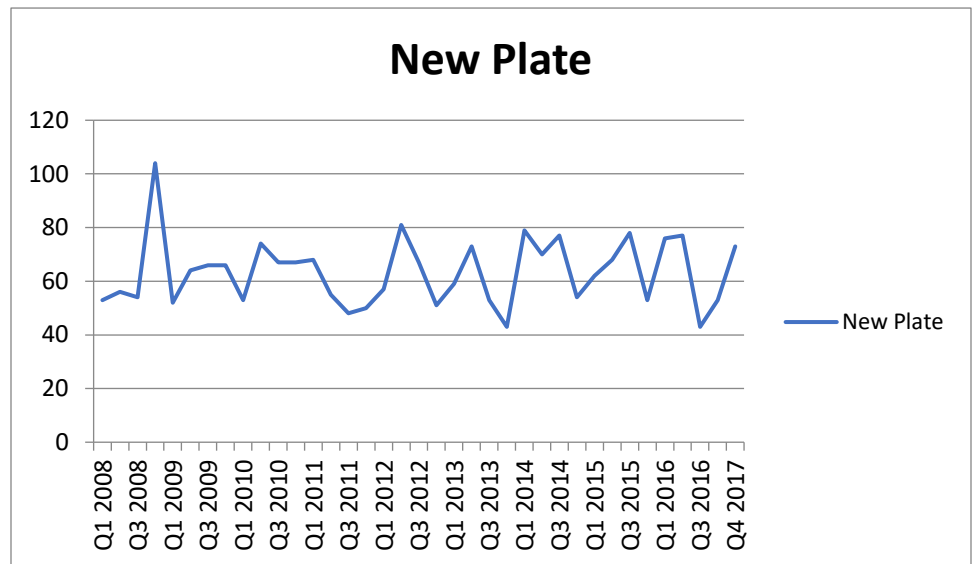
Scholarship Endowment Balance at 7/1/2017 - (MARKET VALUE - DATA REPORTED BY L. WILBANKS)	\$	472,634.00
Donations and Transfers: July 1, 2017 - October 17, 2017	\$	170.00
Expenditures: July 1, 2017 - October 17, 2017	\$	-
Estimated Investment Gain/Loss: July 1, 2017 - August 31, 2017	\$	13,234.00
Estimated Market Value as of October 17, 2017	\$	486,038.00
FY18 Spending Budget (4% of 12 quarter average)	\$	17,661.00
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)	\$	36,535.00
Donations and Transfers: July 1, 2017 - October 17, 2017	\$	-
Expenditures: July 1, 2017 - October 17, 2017	\$	-
Estimated Investment Gain/Loss: July 1, 2017 - August 31, 2017	\$	1,023.00
Estimated Market Value as of October 17, 2017	\$	37,558.00
FY18 Spending Budget	\$	730.00

4. Detailed License Plate Information

Period	Renewal	New Plate
Q1 2008	628	53
Q2 2008	682	56
Q3 2008	615	54
Q4 2008	521	104
Q1 2009	602	52
Q2 2009	657	64
Q3 2009	598	66
Q4 2009	694	66
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
Q3 2017	630	53
Q4 2017	618	73



Starting in Q3 of 2017, the numbers are now reported under the quarters of the EMUAA Fiscal Year rather than that of the State of Michigan, who provides the raw data.

5. 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



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		Next Committee Date: 9/15/2018

Action Item(s): N/A

Activity since Last Report

Activity since the last Board meeting has been limited. The focus of the committee has primarily been on getting the new Chair up to speed in order to strategize how to best use committee meeting time.

In meeting with several stakeholders including Jill, Jessica and Mia, items of discussion that need to be addressed by the committee include:

- Merging the two committees as seamlessly as possible.
- Finding ways of streamlining the application processes for both the Alumni Awards and the Scholarships in a way that takes undue burden of Alumni Relations staff, meets the original criteria of the awards AND meets current industry standards. Industry standards update may also address the challenges that come with a significant increase in applications and the decrease in staffing that has occurred over the years.
- Evaluate the rubrics utilized for the Alumni Awards to evaluate their efficacy and relevance.
- Evaluate the applications requirements for both the Alumni Awards and the Legacy Scholarship.
- Recruit volunteers for Explore Eastern.

Claudia and Trudy will be meeting on September 8th in order to discuss next steps, as well as to finalize an agenda for when the full committee meets on September 15th. Because the Alumni Awards items are more urgent due to the nominations being due in October the focus of our first meeting will be on the rubric and application requirements for the Alumni Awards. There will be preliminary discussion regarding next steps for Scholarships.

Go Green!

Trudy R. Adler



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CHAPTERS COMMITTEE REPORT

COMMITTEE NAME & PURPOSE:

Chairpersons Allen Williams, Chair

Members: Mia Milton, Jenita Moore, Mike Gomez, Anna Torres,
Bud Schimmelpfenneg, Ebony Walls, Kevin McKay

Members Anna Torres, Ebony Walls, Bud S. (excused), Kevin
Absent: McKay

Committee Meeting Date: 8/9/17 @ 7pm via Conference Call

Next Committee Date:
Sept. TBD

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 have held multiple meetings to coordinate the first Chapter Leadership meeting to be held on Eastern Michigan's campus 9/28/18 (10:00am – 2:00pm). The purpose of the meeting is to work closely with both chapter leadership and chapter committee to review chapter requirements/benefits, finance/funding and complete a breakout session to assist and educate chapters on attending EMU campus events, growing or addressing membership issues and attendance at events. Draft of the agenda outlines the details:

Agenda (DRAFT)	Details
Introduction 10:00 a.m. Presenters: Mia Milton Allen Williams	<ul style="list-style-type: none">• Office for Alumni Relations• Overview of Alumni Association<ul style="list-style-type: none">◦ Activate Alumni Assoc. Membership• Purpose of Leadership Summit• Overview of Agenda

Ice - Breaker 10:10 a.m.-10:20 a.m.	<ul style="list-style-type: none"> • 15 minute networking/ Mixer Include: <ul style="list-style-type: none"> ○ Name, role, responsibilities
Session #1 Chapter Benefits/ Requirements Review 10:20 a.m.-10:40 a.m. Presenters: <i>Mia Milton Jenita Moore</i>	Review benefits and requirements <ul style="list-style-type: none"> • Chapter Responsibilities: revisiting roles • Chapter Liaison • Eligibility Best practices: <i>Communication</i> <ul style="list-style-type: none"> • Board communication with Liaisons and Alumni Office • Deadline dates for annual reports <i>Data management Mailing List etc.</i> <ul style="list-style-type: none"> • Membership <ul style="list-style-type: none"> ○ Practices/ Routing ○ Streamline Processes <i>Chapter of Excellence</i>
Session #2 Funding/ Financial resources 10:40 a.m.-11:40 p.m. Presenters: <i>Allen Williams W.I.P.</i>	<ul style="list-style-type: none"> • Financial support <ul style="list-style-type: none"> ○ Requests for financial support for the next academic year. ○ Time frame • Completion of a Chapter Grant Request. • Determination of the request • Women in Philanthropy Opportunities
Networking Lunch 11:40 a.m.-12:10 p.m.	Break

<p>Breakout Session #3 12:10 p.m.- 1:40 p.m.</p> <p>Programming Reflection 12:10 p.m. - 12:30 p.m.</p> <p>Programming Exercises 12:30 p.m. - 1:00 p.m.</p> <p>Exercise Discussion 1:00 p.m. - 1:20 p.m.</p> <p>Collaborative Working Space 1:20 p.m. - 1:40 p.m.</p>	<ul style="list-style-type: none"> • Points of Pride • Challenges <p>Exercise 1 - Campus Events</p> <p>Exercise 2 - Membership</p> <p>Exercise 3 - Attendance</p>
<p>Closing/ Survey 1:40 p.m.- 2:00 p.m.</p>	<p>Recap Finding/ Survey Handout</p> <p>Survey Questions:</p> <ul style="list-style-type: none"> • 5 Questions total addressing each session • One open- ended

Chapters committee completed a conference call on 8/9/17 to review the following agenda items:

Chapters 101

- 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).

Chapter assignments to committee members

- Introduction to assigned Chapters via conference call or email

Dates relating to Annual Reports, Outstanding event and volunteer of the year (see below)
- Ongoing actions by the chapters committee

Chapter Challenges
Questions
Future events / Future meetings

Meeting minutes were completed and sent to the committee from the meeting.

The following chapters had requested and were approved via committee for Chapter grants:

Accounting and Finance Chapter - \$1,000.00

E-Club - \$1,000.00

Latino - \$1,000.00

Occupational Therapy - \$496.75

HESA – Two pending request for approval totaling \$800.00 (as of 9/6/18)

Chapters committee has received all submissions for Chapter reporting, outstanding event of the year and volunteer of the year. The committee will be meeting in early September to make the determination on which participants will be awarded the honors with winners being honored at our Board's November meeting.

Expected timeline for completion of process:

09/04: All nominations from the Alumni office will be sent to the Chapters Committee for review. The committee will review individually.

09/18: Final decision will be made at in-person meeting.

09/20: Announcement to winners. Followed by general announcement to all.

Chapter's activity:

Arm of Honor attended the Marty O'Hara /Brian Sullivan Scholarship Event on 7/28/18. Details were requested on the event, waiting on the chapter to report.

Construction Management Chapter will be holding their annual Golf Outing on 9/12/18 at Fox Hills. Preliminary reports prior to the golf outing have an attendance at 210 people with revenue at \$62,500.00. A post mortem meeting will be held after the event to and finalize numbers.

Accounting and Finance Chapter– The chapter had a meeting 8/23, with the following takeaway:

- Chapter hosted a golf outing over the summer, no additional details are available at this time. We will follow up with the chapter on specifics from the event.
- Chapter is planning an alumni gathering 11/16/18 at Laurel Park Manor in Livonia.
- An exploration toward having a tailgate party for homecoming 10/27/18 is on the table.

Latino Chapter

- Conference call to be held on 8/30/18 – details from the meeting will be forthcoming.
- In conjunction with Hispanic Heritage Month, on 9/22/18 Latino chapter will be on campus at the student center for Delores Huerta Encore. Event will run from 11:30am – 6:00pm
 - o Ms. Huerta is an activist and co-founder of the United Farm Workers representing migrant workers.
- Chapter had discussed having a table at homecoming. Chapter is advised to have representation at the alumni tent, as tables are not offered.

Chairperson Signature & Report Date Allen Williams



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DMC COMMITTEE REPORT

COMMITTEE NAME & PURPOSE:

Chairpersons Gabriela Salagean-Chair Desmond Miller-Vice Chair

Liaison:

Austen Smith
Carole Booms

Members:

Alex Landen
Mary Jane
Fallot Tom
Borg
Evan Sweet
Lucas Langdon
Vicky Reaume

Members Mary Jane Fallot, Alex Landen, Lucas Langdon, Vicky
Absent: Reaume

Committee
Meeting Date:
8/29/18

Next Committee Date:
9/15/18

Action Item(s):

Activity since Last Report

Actions for year:

Board Member survey to identify specific crowdfunding priorities and interest

Review the results for the previous Board breakout sessions

Review the results from the license plate brainstorming session held at a prior Board Meeting

Meeting agenda and conversation focused on initiatives the new committee will implement during the upcoming year with an emphasis on immediate activities that can be put in place and planning long-term goals. Most of the meeting was dedicated to the immediate goals around license plate marketing and crowdfunding initiatives. There was consensus that information gathering is an important first step in the process before changes are recommended.

1. License Plate Marketing: research what other state universities are doing for promotion (web, social media), explore the possibility of a “show off your plate campaign” through social media. Reframe the message and marketing plan associated with the purchase of plates to clarify what the funds are used for and to improve the marketing message on why the plate is important. Identify the age group that purchases most of the plates. Promote the plates during orientation, homecoming and all major events to a range of audiences from students to faculty and staff and alumni.
2. Crowdfunding initiatives and #GIVINGTRUEDAY: create a survey for Board members to evaluate the projects or programs everyone on the Board would be willing to commit to and actively promote on social media and through email.

Next meeting the committee will focus on specific and targeted approach strategies to both the license plate marketing and crowdfunding and continue discussion around alumni engagement.

Chairperson Signature & Report Date



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Governance Committee Report
September 15, 2018
Niklaus C. Schillack, B.B.A., '98

Governance Committee

- Members: Linda Edwards-Brown (Vice Chair), John Godre, Ruth Halsey, Nino Monea, Niklaus Schillack (Chair as President Elect)
- The Governance Committee will meet immediately following the conclusion of the regular meeting of the EMUAA Board of Directors on Saturday, September 15, 2018. Topics will include planning for the next round of new board members as well as reviewing potential updates to the bylaws.

Board Member Transitions

- On Wednesday, August 15, 2018, Jackie Page emailed President Matt Mortier to resign effective immediately from the EMUAA Board of Directors.
- On Tuesday, September 4, 2018, Nino Monea emailed President Matt Mortier to resign effective immediately from the EMUAA Board of Directors.
- Currently, there will be a minimum of three open seats at the end of the 2018-2019 term.

Signature & Report Date

Niklaus C. Schillack

September 15, 2018

Committee Membership

2018-2019

Governance Committee:

Niklaus Schillack – Chair (as President Elect)
Linda Edwards-Brown – Vice Chair
John Godre
Ruth Halsey
Alex Landen

Development, Marketing, & Communications:

Gabby Salagean – Chair
Desmond Miller – Vice Chair
Tom Borg
Mary Jane Fallot
Lucas Langdon
Vicki Reaume
Evan Sweet

Awards, Recognition & Scholarships:

Trudy Adler – Chair
Claudia Young – Vice Chair
Sue Bos
Tom Charboneau
Molly Duggan
Bill Malcolm
Fred Roberts

Chapter Relations:

Allen Williams – Chair
Mike Gomez
Jenita Moore
Kevin McKay
Bud Schimmelpfenneg
Anna Tores
Ebony Walls



Eastern Michigan University Alumni Association

2018-2019 BOARD OF DIRECTORS MEETING DATES

- ☐ **Saturday, September 15, 2018 at 9:00am**
 - ☐ Informal social event at Sidetrack to follow
- ☐ **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.