

NOTICE OF MEETING

Eastern Michigan University Alumni Association Board of Directors

DATE: November 11, 2017

TIME: 9:00 a.m.

PLACE: **Alumni Lounge - 232 McKenny Hall Ypsilanti, MI 48197**

AGENDA:

1. Call to Order & Roll Call
2. Approval of Agenda
3. University Update – James M. Smith, *President*
4. Student Body Update - Miles Payne, *Student Body President*
5. Division Update - Jill Hunsberger, *Interim Vice President, Advancement*
6. Invited Guests - Chapter & Network Leaders of Chapters of Excellence
7. Approval of Minutes – September 16, 2017 – *Action item*
8. Alumni Association President's Report – Matt Mortier
9. Alumni Association President-Elect's Report – Nik Schillack
10. Alumni Association Treasurer's Report – Vacant, presented by Nik Schillack
11. Committee Reports
 - A. Awards & Recognition - Tom Borg
 - B. Chapters & Networks - Jenita Moore
 - C. Membership - Nik Schillack
 - D. Outreach & Community Service - Mike Gomez
 - E. Scholarship - Claudia Young
 - F. Ad Hoc Bylaws - Ruth Halsey
12. Old Business
 - A. Special Election: Treasurer
13. New Business
 - A. Focus Group Questions
14. Open Discussion & Announcements
15. Adjournment

Eastern Michigan University Alumni Association
Board of Directors Meeting
McKenny Hall
Saturday, September 16, 2017



Members present: Tom Borg, Tom Charboneau, Linda Edwards-Brown, Mary Jane Fallot, John Godre, Michael Gomez, Ruth Halsey, Alex Landen, Lucas Langdon, Tina Lonski(late), Kevin McKay, Desmond Miller, Nino Monea, Jenita Moore, Matt Mortier, Paul Nucci, Gabriela Salagean, Nik Schillack, Marques Thomey, Ebony Walls, Allen Williams, Claudia Young

Members absent: Sarah Fall(excused) Jacqueline Page (excused)

Ex-officio members present: Jill Hunsberger, Miles Payne, Bill Shepard

Ex-officio members absent: President Smith, Larry Borum,

Emeritus member present: Bill Malcolm, Vicki Reaume, Fred Roberts, Bud Schimmelpfenneg

Emeritus member absent:

Others present: Carole Booms, Mia Milton, Jessica Nietrzeba, Austen Smith

1. Call to Order & Roll Call

Mr. Thomey called the meeting to order at 9:15am. He welcomed all Board members.

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

REPORT TO THE ALUMNI ASSOCIATION BOARD OF DIRECTORS

James M. Smith, President

Enrollment

I am proud to report that this fall EMU enrolled the third largest entering first-year class in our 168-year history! In addition to near-record numbers, this year's incoming class is diverse and well prepared academically:

- The incoming class has the highest average GPAs and ACT scores in recent history, with an average GPA of 3.29 (an increase from 3.12 in 2011) and average ACT score of 22.4 (from 21.06 in 2011).

- The largest number of new first-year students fall into the 3.5 to 4.0 high school GPA category, increasing more than 7 percent from last year.
- 30 percent of our new first-year students represent diverse communities.
- The Honors College, which accept students entering with typically at least a 25 ACT score and 3.5 high school GPA, continues to grow. Enrollment in the Honors College is nearly double from six years ago.
- International student enrollment in the entering first-year class rose more than 40 percent. All told, Eastern enrolls nearly 1,000 international students from more than 80 countries.

Diversity and Inclusion

With the fall semester beginning after a volatile summer across the nation, I reiterated to the campus EMU's strongly condemnation of violence, racism, and anti-Semitism, and proudly re-expressed our commitment to being a campus of inclusion. I also co-signed a letter with all of Michigan's public university presidents calling on Congress to preserve the provisions of the Deferred Action for Childhood Arrivals (DACA) program.

College campuses across the nation have been reminded of the unique history of the First Amendment as they routinely walk a fine line between our passionate commitments to the free exchange of ideas and offering a safe space for all students. To foster that important conversation, the Provost's Office is planning a series of events this academic year focusing on the First Amendment, beginning with a lecture by Political Science Professor Beth Hanschen entitled "Constitutional Conversations" on Tuesday, September 19, at 7:00 p.m., at the Honors College.

Campus construction

The campus was humming with construction this summer!

- Thanks to a capital outlay from the State of Michigan, the \$40 million renovation of Strong Hall is underway. Faculty offices, classrooms, and lab space have been relocated to other buildings across campus, including Roosevelt and King Halls.
- The new co-generation unit continues to make progress. When completed, the unit will generate nearly all of the campus' electrical and gas needs, reduce costs, and reduce CO2 emissions.
- With the installation of the new "Loop 1" to provide more reliable delivery of electrical services to 20 campus buildings, we also installed new lighting and security cameras.
- The final phase of the Wise Hall renovation is complete and the building is occupied by students.
- Several new food venues have been added to the Student Center, including an expanded Starbucks.

Amazon comes to campus!

EMU is proud to be one of the first college campuses in the country to host an Amazon store! Scheduled to open in the Student Center in November, the center will allow students and employees to pick-up their Amazon packages on campus.

A "Brewery School" in Midtown Detroit

EMU will launch a brewery school in Midtown Detroit that will offer education and training programs, including a bachelor's degree in fermentation science. Details about the brewery school were announced last week, part of a \$20 million investment by Midtown Detroit, Inc. and its partners for the Selden Corridor Initiative, a mixed-use redevelopment that will create new housing, job opportunities and training and new businesses in Midtown Detroit. The Selden Corridor Initiative will be located on Selden Street between Second Avenue and Fourth Street.

New data regarding completion rates

Newly developed data that offer a more comprehensive view of the success rates of Michigan's public universities show EMU is among the state's leaders in the four-year success rate of its undergraduate students. According to the State of Michigan's Center for Educational Performance and Information (CEPI), EMU graduated 42 percent of its 2012-13 cohort (most recent year available) within four years, ranking fourth highest among Michigan universities. These data further expose the flaws of the six-year graduation rate metric, which is used by the State as part of its higher education performance funding formula.

Budget

Like most regional public universities, we continue to face the challenges of restrained State funding, stagnant Pell Grant funding from the federal government, and rising employee health care costs. One of my top priorities is to bring stability to EMU's finances. This will require difficult decisions, but I am committed to a transparent process that emphasizes student success. This process is ongoing and will not be completed in just one year. I will continue to update you in the coming months.

Awards

EMU and our talented students continue to receive recognition across the country. Some recent highlights include:

- EMU was named a "Best in the Midwest" institution by *Princeton Review* for the 15th consecutive year.

- Competing against more than 200 teams from around the world, students in EMU's Integrated Marketing & Communications graduate program finished third in an international marketing competition.
- A team of EMU physics students finished in the top five of a national University Student Design Challenge sponsored by NASA .

Thank you again for your service to EMU. I am grateful for your passion and commitment to this outstanding institution. I look forward to seeing you at Homecoming!

3. Student Body Update

The new Student Body President Miles Payne provided an update on what has been occurring regarding the student body population. Mr. Payne acknowledged two past student leaders who are now on the alumni board, Mr. Monea and Mr. Miller. Mr. Payne discussed his meeting with Mr. Shepard and the EMU Forensic Team being in the top 10 which hasn't occurred in over 40 years. Mr. Payne commented on his attendance at the Thunder of Michigan Airshow.

Mr. Payne discussed the Block Party that will be happening in Depot Town. The university is trying to centralize homecoming around Depot Town. The student body has brought on board a Community Engagement liaison Kaleb Hale who is a talker which is important in this role.

Parking is always an issue. The university is moving towards the privatization of parking. The student body was successful in getting Halle Library to remain open for 24 hours Sunday-Wednesday. They are working on creating a better relationship with athletics.

Student Government is working with Snow Health Center to promote safe sex. Snow Health provides free condoms in their office. Student Government is also working with Snow to provide feminine products for female students for free.

They have negotiated the Rec-IM rental fee. If you don't pay the fee you can't use the Rec. This has been well received by the students and very few have opted out of paying the fee.

They are continuing the off-campus flex program. Student Government discussed Charlottesville and how to deal with this if it potentially occurs on EMU's campus.

Mr. Schillack asked a question about parking and what are the hot spots and problematic areas.

4. Division Update

Staffing News

EMU alum Austen Smith - Advancement Communications Manager and EMU alum Carole Booms - Director of Annual Giving have joined our engagement team. They join Patti Cartwright, Mia Milton and Jessica Nietrzeba as part of our team.

We are in the process of hiring students to help complement our efforts this fall. We have already welcomed Alec Gibson a Graphic Design major who is working with Mia, and Emily Janik a Written Communications Major who is primarily working with Jessica. We expect to be hiring a student dedicated to social media working with Austen Smith and 2 additional students for general office needs.

Strategic Planning

Dr. Diana Wong from the College of Business will be assisting us with strategic planning. Dr. Wong is an expert in strategic planning and organizational management. We have a full-day staff retreat with Dr. Wong on September 25th. Upon completion of the initial strategic planning, we will move to integrate the Alumni Association Board. We are all very excited about working with Dr. Wong!

Communications

We have created an Advancement Communications Team in partnership with the Division of Marketing and Communications. We are working together to develop marketing materials, strategies for website design, social media, and story content assuring that we have consistent messaging across the Advancement Division.

Town & Gown

Introducing *EMU Homecoming Fall Festival – Getting Down in Depot Town*, from 5:00 – 9:00 p.m.

We have been meeting with a group consisting of Ypsilanti-area community members to enhance partnerships between EMU and the Ypsilanti region. The Ann Arbor Area Visitors and Convention Bureau has dedicated their staff to assist in the execution of our first “Homecoming Festival” that will be an EMU/Depot Town block party style event after the Homecoming football game on Saturday, October 21st. We are very excited about this partnership and believe this will enhance our ability to encourage alumni to visit Homecoming weekend this year and in the future.

Annual Giving

EMU students in the Call Center will begin to reach out to alumni for annual support and to share University updates the week of Homecoming and continue through the second week of December. The students are eager to make calls, so we will need everyone’s help in spreading the word that we need people to pick up their phones, enjoy a conversation with a student and “answer the call!”

Campus Engagement

We are working to build a stronger relationship with faculty, staff and students. This includes efforts to strengthen our **faculty and staff giving campaign** that will be led this year by Dr.’s Karen and Mike Paciorek, through enhanced Giving Tuesday efforts and other projects. A couple of these projects include monthly receptions for faculty/staff and one for students (**Meet Up Mondays**) to introduce them to

Advancement activities and how we can work together. We will kick off the Faculty & Staff Campaign on September 27th from 9:00-10:00 a.m.

We are continuing to work more closely with students to build meaningful relationships and encourage support after graduation. They are deeply involved in the planning of the Homecoming Festival in Depot Town and Meet Up Mondays. We have also identified the possibility of a Student Philanthropy Week or Student Philanthropy Day during the month of February.

Home Tailgates

- 9/1 EMU vs. Charlotte, Tailgate 3:30-6:30 P.M., Kick Off, 6:30 p.m.
9/23 EMU vs. Ohio, Tailgate 3 hours prior to game, Kick Off 2:00 p.m.
10/21 EMU vs. Western Michigan, Tailgate 11:00 A.M., Kick Off, 2:00 P.M. (Homecoming)

Homecoming

We are excited for Homecoming this fall. Here is a link to the Homecoming website:
www.emich.edu/homecoming.

Key Fall Events

9/22	6:00 A.M.	E-Club Hall of Fame Convocation Center Atrium
9/29	6:00 P.M.	Alumni/Donor Reception, Lexington, Kentucky Malone's Prime, 3373 Tates Creek Road, Lexington, KY 40502
9/30	TBD	EMU @ Kentucky
10/13	7:00 P.M.	Alumni/Donor Reception, NYC hosted by Jerry Gemignani Keller Williams-Tribeca, 379 Broadway, New York, NY 10013
10/14	10:00 A.M. Stadium)	Tailgate hosted by Regent Jim Webb (parking lot next to Michie
10/14	Noon	EMU @ Army
10/27	7:30 P.M.	Halloween Concert, Pease Auditorium
11/2	TBD	Ball State @ EMU
11/18	3:00 P.M.	Lights Before Christmas at Toledo Zoo
11/21	TBD	BGSU @ EMU
11/28		Giving TRUday
12/16		Winter Commencement

We encourage your participation in activities at EMU as you play an important role in setting the tone for promoting investment in the University. We encourage you to reach out to your fellow alumni and friends and share with them the importance of serving our University.

Ms. Hunsberger thank the board for their continuing dedication to serving Eastern Michigan University! She also thanked Mr. Roberts for organizing a mini pep rally for the board and have the Coach to come speak to us.

Fall 2017 Advancement “Happy Hours”

Faculty & Staff Campaign Kick-Off/Happy Hour

Date: Thursday, September 21, 2017
Time: 3:00 – 5:00 p.m., Program at 4:00 p.m.
Location: McKenny Hall Ballroom
Activities: Prizes, music, mocktails and appetizers

Faculty & Staff Alumni Social/Luncheon

Date: Tuesday, October 17, 2017
Time: Noon – 1:30 p.m.
Location: Student Center Ballroom
Activities: Recognition of Faculty & Staff who are EMU alumni, opportunity to support Faculty & Staff Campaign

Giving Tuesday/Happy Hour

Date: Tuesday, November 28, 2017
Time: 3:00 – 5:00 p.m.
Location: TBD
Activities: Celebrating Giving Tuesday, opportunity to support Faculty & Staff Campaign, prizes, music, mocktails and appetizers

Student Meet Up Mondays (Second Monday of the Month)

Date: Monday, October 9, 2017
Time: 10:00 – 11:30 a.m.
Location: Student Center Mezzanine
Activities: Coffee and pastries, selected campus program reps, alumni engagement

Date: Monday, November 13, 2017

Time: 10:00 – 11:30 a.m.
Location: Student Center Mezzanine
Activities: Coffee and pastries, selected campus program reps, alumni engagement

Date: Monday, December 11, 2017
Time: 10:00 – 11:30 a.m.
Location: Student Center Mezzanine
Activities: Coffee and pastries, selected campus program reps, alumni engagement

BREAK from 10:23am to 10:33am.

5. Approval of Minutes – April 29, 2017

Mr. Charboneau motioned to approve the minutes Mr. Borg seconded the motion. Minutes approved.

6. Alumni Association President's Report

Mr. Thomey began his remarks by thanking everyone for attending. His report was moved to the head of the student body president's report to address immediate action items. Mr. Thomey recognized Bud's birthday and he received a beautiful serenade. Mr. Thomey addressed the board's need for greater participation for supporting the programming of Alumni. He will be establishing a structure surrounding attendance at events and the needs of members for the event.

Mr. Thomey also stated they we also need to have fun as we advance the message of the University. There will be more recognition events for alumni board members to highlight appreciation for the work the board does.

Mr. Thomey passed around the Ethics and Board Responsibilities for members to read and sign. He also thanks the Alumni Office and Office of Advancement for their support and providing meeting refreshments. Mr. Thomey highlighted the proposed budget that needs to be voted upon.

Mr. Thomey highlighted actions that need to be taken by the bylaws committee to address the procedural changes needed to address the vacancies of President, President-Elect, Treasurer and Secretary that recently occurred on the board.

Mr. Thomey recognized the new boards members and board mentors who are working with our new members.

Mr. Thomey thank the Alumni Relation Office as well as the entire board for their support of him during his tenure of leadership on the board.

Mr. Schimmelpfenneg moved to accept Mr. Thomey President Report and Resignation and it was seconded by Mr. Charbonneau. Motion was approved unanimously. Mr. Thomey was given a standing ovation for his leadership and wished well as he embarks upon a new endeavor.

7. Alumni Association President-Elect's Report

Mr. Mortier thanked Mr. Thomey for his leadership and support. Mr. Mortier discussed how committee assignments were determined and believe that the selection matched the desired interest of the members as well as maintaining a consistent number of members on each committee.

Mr. Mortier thank the Committee Chairs who have already set up their meetings schedules and goals as well as actively engaging their members.

Mr. Borg moved that we approve the 2017-18 Committee Assignments, second by Mr. Langdon. Report was approved.

8. Alumni Association Treasurer's Report

Mr. Schillack shared some of the highlights from his presented report. He included comments about the current financial position and a snapshot of the current budget. He highlighted five key areas: Simplified Financial Position Overview, Detailed Scholarship Endowment Information, Detailed Program Endowment Information, Detailed License Plate Information and Budget Information.

He continues to share that the license plate revenue is a prime opportunity for growth. We have surpassed a ½ million dollars in growth since our inception. New plate purchases and renewals are steady.

Mr. Schillack discussed the projected budget. He highlighted the new line item of Events Representation for activities that the board needs representation but members may not be financially able to make the commitment at the time.

The board had a very robust debate about this line item. Mr. Schimmelpfenneg was opposed to the addition of the events line item and felt it should be addressed by the board and not just the executive board. Mr. Charbonneau , Mr. Langdon, Ms. Salagean provided comments of support for line item.

Mr. Landon recommend that the board do a survey about the passion of members to see who would be a good fit for event representation.

Mr. Borg spoke in support of the line item and creating ambassadors, Mr. Williams stated that the board needs to look at events to determine what is needs and who would represent. Mr. Godre stated the executive board should determine who should represent the board, Ms. Edward-Brown supported the line item but stated that if a member self-identified interest in the event they should be consider as well as those the board identifies. Clarification was given that this would not be used for attending games. Mr. Landen stated this should be viewed as a strategic move that is beneficial to the board as whole.

Mr. Borg moved that we approved the 2017- 2018 Budget and it was second by Mr. Charboneau. Budget was approved.

9. Committee Reports

Mr. Mortier reminded the board to make sure they signed both the Ethics and Board Responsibilities documents.

A. Awards and Recognition

Mr. Borg shared a few highlights from his presented report regarding committee meeting dates that have been set for November 6, 2017 and February 5, 2018.

Mr. Borg will be seeking a Co-Chair. Immediately following the board meeting the committee will meet to brainstorm additional ideas and strategies as well as set up meeting times and socialize in order become better acquainted.

B. Chapters Report

Ms. Moore presented a report on the activity of the committee that has occurred before our first board meeting.

Ms. Moore reported that we have 18 active chapters and that they have a goal of 25 active chapters. Each member of the committee will serve as a liaison the chapters to help with chapter development and growth and to assist them with any needs that they may have to be successful as a chapter. This concept was very well received by our chapters.

Ms. Moore stated that committee voted for 12 chapters who were given the honor of being named Chapter of Excellence. They will be honored at the November meeting. We also awarded chapter grants that total \$4,050.

Ms. Moore discussed setting up a leader's call based on interested from some of the chapters for them to have a discussion and find out best practices that work for them.

Ms. Moore also raised that although no chapter was submitted for Chapter Program of the Year she would like to recommend to the committee that Construction Management should receive the designation. She also encouraged board members who are active in chapters to please have their chapter submit programming information for consideration.

Ms. Moore stated that Arm of Honor has submitted the final paperwork to give them full active chapter status. Mr. Schimmelpfenneg raised a concern about the legal status of Arm of Honor on campus and how

are they able to form a chapter. Ms. Moore stated that she was not aware of any legal issues that would prevent then forming since they are alumni members who have not been sanctioned.

Mr. Charboneau spoke to the fact that the members who are forming the chapter are contributors to the university with no prior issues with the university. Mr. Shepard also stated that there were no legal issues.

C. Nominations and Elections

Mr. Mortier discussed proposed changes to the committee. One would be the name of the committee changing to the Membership Committee. This change is considered a best practice among boards at other universities. The name encompasses the scope of the committee.

Mr. Mortier discussed the second change which is the process by which Directors will be elected. The nominating committee would slate the candidates which includes Directors up for reelection to present the Executive Committee and then to the board for a final vote. This would eliminate the online voting process. This will place the selection back into the hands of the alumni board.

The committee believes this model would allow them the ability to maintain a strong diverse board which consists of college, career, age, gender, race, etc.

Mr. Mortier stated that the rest of the process would remain unchanged. He also thanked his committee for all their work on this format.

Ms. Moore wanted to know what happens to the speeches from the candidates. Ms. Halsey provided clarity to the question.

Ms. Halsey raised concern about losing the connection with the alumni with the online mechanism being removed so it should be filled with something such as an announcement of the new members.

Mr. Monea spoke regarding his displeasure of eliminating the public election process and that we will lose our connection with the alumni. He was concerned about the fact that during the election process alumni can sign up for the listserv.

Ms. Hunsberger spoke to the fact that it would be difficult for some candidates to receive votes because all candidates have a strong social media presence.

Mr. Nucci spoke to how he wasn't in support of this proposal when it was first presented to him but after hearing of the best practices and how this model is used about a lot of our peers on other university alumni boards.

Mr. McKay was concerned that we encourage participation but this process would not allow that to occur because the broader alumni would not be allowed to vote. Ms. Edwards-Brown wasn't feeling this proposal at first but looking at how diverse we are as a board and maintaining it, she supports going back to the model that the board selects the members.

Mr. Langdon was eminently opposed to the idea at first but as they reviewed the mechanism how the process works and that the number of alumni who actually voted was a small percentage, the nomination process would still allow the public to participate by submitting recommendation of candidates.

Ms. Halsey wasn't there either when the proposal was first raised. She changed her mind when the diversity of the board was highlighted and she wanted to make sure that we continue to reflect that.

Ms. Edwards-Brown moved that we approve the committee name change and meeting schedule and election process, it was second by Mr. Williams. The motion passed with Mr. Monea voting no.

D. Outreach & Community Service

Mr. Gomez spoke to the outreach events being broken down into two categories of major events and other events. A list of events will be put together with an idea that board members will self-report and sign up for events.

Mr. Gomez highlighted some upcoming events that board member participation is needed. September 22nd, 42nd Annual E-Club Hall of Fame, Homecoming Events-Get Down in Depot Town and Presidential Scholar interviews October 28th and November 18th.

E. Scholarship

Ms. Young highlighted the final awardees for the 2017/18 Alumni Legacy Scholarship: Alexa Cooley, Christopher McLane and Jessica Moore which she shared photos of. There is a total of 16 scholars in the program. Ms. Young stated the number of community service hours for the scholars had increased from 3 to 5 hours.

Ms. Young reviewed the timeline for scholarship submission. Ms. Young needs volunteers to distribute flyers for the Legacy Scholarship program as well as volunteers for the two Explore Eastern events that are held on October 7th and November 4th.

F. Ad-Hoc Bylaws

Ms. Halsey moved that we table her report until new business and seconded by Mr. Langdon. The motion passed.

Ms. Halsey discussed that during the September 2017 Bylaws Committee met to discuss the fact that, at this time our Bylaws do not permit the President-Elect to take over the role of President when more than 1 year remains in the term. In addition, the Bylaws do not have any guidelines that permit election of President-Elect, President, or Past-President outside of the Annual Meeting. However, the current bylaws do provide that in the event the President and/or Past President is unable to perform his/her duties the President-elect can exercise all of the powers of the President as President-Elect. Article IV, Section II.

The Bylaws language that is before the board would revise the Bylaws to permit the President-Elect to become President, and permits for a special election of the role of President-Elect.

Our policy manual for the Bylaws Committee permits that when items are of significant importance they may be presented and voted upon at the same meeting. The Bylaws Committee is presenting these items now for a vote.

G. Ad-Hoc Strategic Planning

No report

10. Old Business

- A. No old business presented.

11. New Business

- A. Approval of new directors to fill two vacant seats previously held by Pat Barry and Marques Thomey. In this instance, we move to the next highest vote getters who are Sue Boss and Evan Sweet. Mr. Mortier moved that we accepted Ms. Boss and Mr. Sweet as the two new members and it was second by Mr. Langdon. The motion was adopted.
- B. Vote on proposed bylaw change, Ms. Halsey reviewed the changes for the board, Mr. Langdon moved to accept both the bylaws changes and it was second by Ms. Young. The motion was adopted.
- C. Special Election: Secretary, President-Elect. Mr. Charboneau moved that we vote by acclamation for the position of secretary if there is no opposition and it was second by Mr. Williams. The motion was adopted. Mr. Charboneau moved that Ms. Moore would fill the vacancy of secretary it was second by Mr. William. The motion passed. Congratulations Ms. Moore.

Mr. McKay moved that we accept the nomination of Mr. Schillack as President-Elect and it was second by Mr. Langdon. The motion was adopted. Congratulations Mr. Schillack.

There is now a vacancy for the position of Treasurer and Mr. Schillack spoke to the role of Treasurer. Questions were asked about the qualifications to serve and the length of time left in the term. The vote for Treasurer was tabled until the next meeting.

12. Open Discussion & Announcements

Mr. Miller raised the fact that there is a need for more alumni apparel to be sold. Ms. Walls also raised that it should be sold at the games as well.

Ms. Fall was seeking volunteers for the Career Services Ready Room on September 22nd at COB from 1-4pm October 12th IT Stem Fair, and Fall Career Fair October 25th.

13. Adjournment

Mr. Schimmelpfenneg motioned to adjourn the meeting. Mr. Roberts supported the motion. Mr. Mortier adjourned the meeting at 11:39am.



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

PRESIDENT'S REPORT

Announcements & Discussion Items

- Homecoming 2017 was a wonderful success. Thank you to the Jill, Jessica, Mia, Patti & the rest of the Advancement team in many fun and engaging events throughout the week. It was great to see so many directors enjoying the events, too!
- Help is needed at Commencement on December 16th to greet guests and distribute pins.
- "Giving TRUEday" - also known as Giving Tuesday - is coming up on November 28th. Consider giving to EMU on this day to fulfill your annual giving requirement.
- Director Tina Lonski has resigned from the Board. Her seat will remain vacant until our next election cycle.
- Please direct interested alumni to join the Board of Directors. Nominations will be open soon on the emich.edu/alumni website.
- Continue to fill out the Event Attendance Form after you participate in an event. It helps us know where you are giving of your time and talent.

Action Items

None presented

Activity since Last Report

Alumni Outreach and Participation

College of Business Career Fair – 9/22

Alumni & Donor Reception in Lexington, KY – 9/29

Alumni representative at Advancement Focus Group – 10/18

Board of Regents Meeting – 10/20

EMU Homecoming Week

Green & White Ball – 10/19

Pep Rally – 10/20

Alumni Affinity Reunion – 10/21

Pre-game Tailgate – 10/21

Fall Festival – 10/21

Board of Directors Recognition at the University House – 11/1

Submitted by Matt Mortier '09 ' 12

October 26, 2017



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

____ President-Elect Report
November 11, 2017
Niklaus C. Schillack, B.B.A., '98

Eastern Michigan University Foundation

1. **History and Mission** – “In 1989, the EMU Regents founded the EMU Foundation, with the sole mission and purpose to provide additional financial support to students, programs, services, and the educational community of Eastern Michigan University. The EMU Foundation is an institutionally-related nonprofit organization that solicits funds on behalf of the University, and manages donations that are made to help academic areas of need. The purpose is to increase the sources and amounts of private funds for the benefit of the University, and all fundraising activities and events undertaken by individual units of EMU are coordinated through the EMU Foundation. The funds are then used to support several areas, including student scholarships, programs, facility enhancement and development and faculty research and growth. The EMU Foundation is governed by an independent group of volunteers who serve as the Board of Trustees that elects its own officers” (*retrieved from <http://www.emich.edu/foundation/about/> – November 1, 2017*).
2. **EMU Alumni Association Representation** – The EMU Alumni Association (EMUAA) is offered one voting seat on the EMU Foundation (EMUF) Board of Trustees. Based on our bylaws, this trustee has traditionally been the EMUAA President-Elect or a designee who has been approved by the EMUAA Board of Directors. The EMUAA representative must remain in good standing on the EMUF Board of Trustees as well, which includes meetings all requirements of that body.
3. **EMU Foundation Visioning and Future** – The EMUF has begun a visioning process to discern opportunities as well as to chart its course for the next five years. This discussion began at the Friday, October 20, 2017 meeting, which also was the first one that I attended on behalf of the EMUAA. Partnership with alumni will be a key component of this process, and both the EMUAA and EMUF will benefit from the closer connections that will grow out of these conversations.

EMUAA Treasurer Transition

- **Transition Preparation** – Tom Charboneau and I met on Friday, October 20, 2017, so that I could teach him the processes and patterns associated with the EMUAA Treasurer position in the event that he is appointed to replace me in that role at our regularly scheduled November 11, 2017 meeting. The report you will see for this November meeting is a joint effort between the two of us.

Action Items

- None



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

Treasurer's Report

November, 2017

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) = **\$59,775.00** as of September, 2017
- b. Scholarship Endowment (Estimate) = **\$486,038.00**
- c. Programs Endowment (Estimate) = **\$37,558.00**
- d. License Plates
 - i. EMU Alumni Association FY18 Q1 Revenue = **\$7,915.00**
 - ii. EMU Alumni Association FY18 YTD Revenue = **\$7,915.00**
 - iii. EMU Alumni Association FY18 Q1 Units = **0 → 0 new and 0 renewals**
 - iv. EMU Alumni Association FY18 YTD Units = **0 → 0 new and 0 renewals**
 - v. Revenue Since Inception = **\$520,975.00**

2. Detailed Scholarship Endowment Information

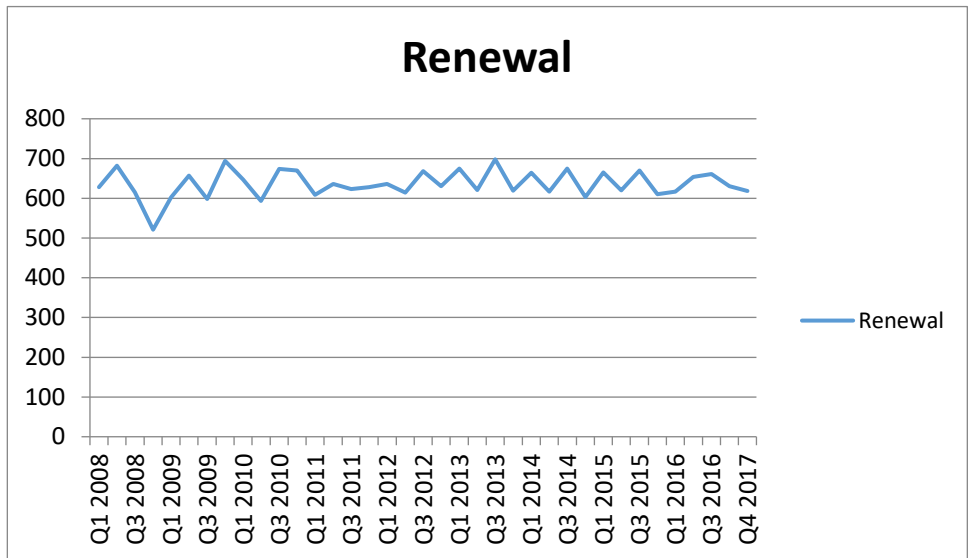
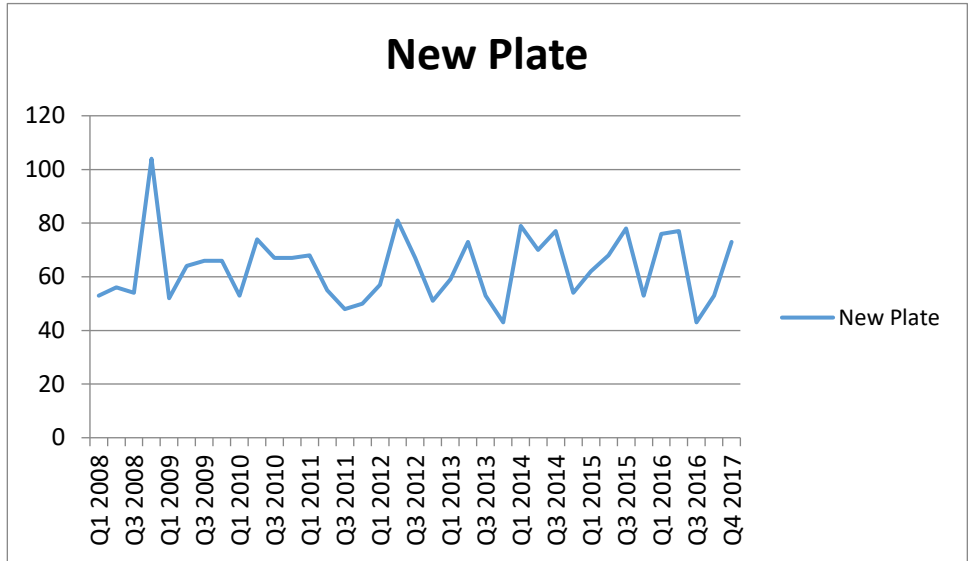
Scholarship Endowment Balance at 7/1/2017 - (MARKET VALUE - DATA REPORTED BY L. WILBANKS)	\$	472,634.00
Donations and Transfers: July 1, 2017 - October 17, 2017	\$	170.00
Expenditures: July 1, 2017 - October 17, 2017	\$	-
Estimated Investment Gain/Loss: July 1, 2017 - August 31, 2017	\$	13,234.00
Estimated 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	\$ 7,915.00
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	\$ 7,915.00
Advancement Activities							
Alumni Awards	\$ 12,603.33	\$ 6,606.77	\$ 16,552.87	\$ 8,200.00	\$ 9,416.66	\$ 10,000.00	\$ 2,752.60
Excellent Teachers Engaging Alumni	\$ 3,956.24	\$ 3,194.61	\$ -	\$ -	\$ 93.00	\$ 100.00	
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	
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	\$ -	\$ 117.82
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	\$ 6,170.42



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

48197 _____

AWARDS & RECOGNITION COMMITTEE REPORT

COMMITTEE NAME & PURPOSE:

Tom Borg, Chairperson
Mary Jane Fallot, Vice-Chair

Office Liaison
Jessica Nietrzeba

Members:
Sarah Fall,
Mary Jane Fallot
John Godre
Mike Gomez
Bill Malcolm
Kevin McKay
Fred Roberts
Nik Schillack
Evan Sweet

Members Absent:

Committee Meeting Date: 10/ 26/ 2017

Next Committee Date:
11/6/2017

Action Item(s):

Activity since Last Report

We had a brief meeting after the Alumni Board meeting on September 16, 2017. At this meeting we discussed our purpose and that we are open to ideas and suggestions from all committee members.

Nominations for 2018 Awards

The 57th Alumni Awards dinner is scheduled for Saturday, May 19, 2018
There are seven (three new) in the young alumnus category, 13 in alumni achievement (eight new), 14 in distinguished alumnus (five new), one in Porter award (one new).

The Alumni Awards selection meeting will be on Monday, November 6 at 6 p.m. in the Alumni Lounge. This gives everyone two weeks to review the nominations. This meeting time

was based off of everyone's feedback before the last board meeting. If Awards and Recognition committee members cannot make the meeting it has been requested they send Tom and Jessica their top three selections with point totals.

Also, we will need to have some discussion at the beginning of the meeting since this year Jessica had to move nominations into other categories based on age and grad year. So if a committee member feels someone is better off in a different category we ask they please speak up at the meeting. We will need to have a discussion about spouses of staff and board members as well since there are two on the list. Jill also will be attending to see the process and speak on a few of the nominations.

Chairperson Signature & Report Date

Tom Borg

Awards and Recognition Committee Chair

Mary Jane Fallot

Awards and Recognition Committee Vice-Chair



Eastern Michigan University Alumni Association

234 McKenny Hall, Ypsilanti, Michigan 48197

ADHOC BYLAWS COMMITTEE REPORT

COMMITTEE NAME & PURPOSE:

Chairpersons Ruth Halsey

Members: Tom Charboneau, John Godre, Lucas Langdon,
Desmond Miller, Jenita Moore, Bud Schimmelpfenneg,

Members Absent: None

Committee Meeting Date: Last meeting date was 09/05/2017

Next Committee Date:
TBD

Activity since Last Report

During our September 2017 meeting, the Bylaws Committee provided proposed changes to the Bylaws related to our recent absence in the roles of Past-President and President. The updated Bylaws have been attached to the board report provided to the Board of Directors with the November 2017 Board packet.

The most recent Bylaws will be loaded to the website: <http://www.emich.edu/alumni/documents/bylaws.pdf>

Action Item(s):

No action items.

Chairperson Signature & Report Date

Ruth E. Halsey

10/25/2017



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

CHAPTERS COMMITTEE REPORT

COMMITTEE NAME & PURPOSE:

Chairpersons: Jenita Moore and Allen Williams

Members: Jenita Moore, Allen Williams, Alex Landen,
Gabreila Salagean

Members Absent: Nino Monea

Committee Meeting Date: October 18, 2017

Next Committee
Date:
January 17, 2017 @
7pm

Action Item(s):

Activity since Last Report

The Committee approved the grant request for HESA two events that will be held March 5th and March 12th, 2018. The two grants total \$750

The Committee also granted Arm of Honor full chapter status with all rights and privileges as our other active chapters. A request by Arm of Honors secretary Pat Barry that members of the chapter would like to come to the next meeting to introduced themselves as the leaders of the chapter.

Due to Tina Lonski resignation the following chapters have been reassigned to the following members to serve as liaison.

HESA Alumni Chapter (Higher Education Student Affairs)- Alex Landen

Occupational Therapy Alumni Chapter- Jenita Moore

Construction Management Alumni Chapter-Allen Williams

Notification for Chapter of Excellence will go out this week to information them of their designation so that they can be recognize at our November meeting.

Chapters Activity

- Chapter information has been shared with Dr. Vivek (COB) who traveled to India in hopes to connect with alumni. Follow up emails have been send to international students from India to gauge interest
- Chapter information has also been shared with Dr. Balazs who recently traveled to Seoul, Korea to meet with contacts as well a business owner/alum
- HESA Alumni Chapter Homecoming event went well at Cultivate in Ypsilanti. Alex Landen and Mia Milton were both in attendance. The event produced 20 alums and raised \$285.50 from the silent auction.
- Black Alumni Chapter had a successful Homecoming Week. Some of the highlights include: The Kick Off Party on Friday, Oct. 20th resulted in 220 EMU alums. Myself and Mia Milton were in attendance. The venue at 502 Grille in Canton was to capacity. They made approx \$900 from that event. Saturday's tailgate went from 11am until about 7 or 8pm and attracted 800-100 people...most alumni. Lastly, approximately 100 alums came to the Afterglow at the Marriott.
- Chapter Meetings include the following: 9/22 Accounting and Finance, 9/26 E-Club Letterwinners, 10/03 HESA, 10/05 Accounting and Finance, 10/24 E-Club Letterwinners, 11/02 Accounting and Finance, 11/08 Construction Management, 11/28 E-Club Letterwinners,
- Chapter Events include the following: 11/10 Accounting and Finance Alumni Chapter Annual Gathering, 3/05 HESA Alumni & Friends Reception at NASPA Conference 3/12 HESA Alumni & Friends Reception at ACPA Conference, 2/09 EMU Annual Social Work Alumni Event

Chairperson Signature & Report Date: *Genita M. Moore* 10/26/17



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

MEMBERSHIP COMMITTEE REPORT

COMMITTEE INFORMATION:

Chairperson:	Niklaus Schillack
Members:	Tom Charboneau, Linda Edwards-Brown, Lucas Langdon, Paul Nucci, Allen Williams
Members Absent:	N/A
Next Committee Meeting Date:	Monday, November 13, 2017 – 7:00 p.m. – Alumni Lounge

ACTIVITY SINCE LAST REPORT:

- **Chairperson Transition:** Nik Schillack is assuming the role of chairperson, as the new EMUAA President-Elect, in the place of Matt Mortier, who is the new EMUAA President.
- **Next Meeting:** The next meeting of the Membership Committee will be Monday, November 13, 2017 at 7:00 p.m. in the Alumni Lounge.
- **Upcoming Business:** The Membership Committee will begin work on the rubrics for serving on the EMUAA Board of Directors. This will include a discussion about qualifications, commitments, and seeking to grow the diversity of alumni representation on the Board. The updated rubrics will be presented to the EMUAA Board of Directors in February of 2018.
- **Director Resignation:** Since the last meeting, we have had one resignation from the Board of Directors: Tina Lonski. Due to the timing of this resignation and vote totals for previous candidates, it has been deemed best to fill this position on the next election cycle to take place in April of 2018.

Action Item(s):

- None

Chairperson Signature & Report Date
November 1, 2017

Niklaus C. Schillack



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

OUTREACH COMMITTEE REPORT

COMMITTEE NAME & PURPOSE:

Chairperson: Mike Gomez

Vice Chairperson: Gabriela Salagean

Members: Mary Jane Fallot, Alex Landen,
Desmond Miller, Nino Monea, Kevin McKay, Paul
Nucci, JacquelinePage,
Ebony Walls, Jessica Nietrzeba (liaison)

Members Absent: None

Committee Meeting Date: N/A

Next Committee Date: TBD

Activity since Last Report

The following documents were completed for implementation:

Event Signup Sheet

Event Attendance Sheet

Board of Directors Event Verification Sheet

Events Board Members participated in since last meeting:

Explore Eastern

IMA Student Chapter

COB Career Fair

EMU Football Tailgates

Alumni Donor Reception

Get Down in Depot Town

Alumni Association Board Recognition

VIP Reception- EMU Homecoming Festival

Chairperson Signature & Report Date

Michael Gomez

November 11, 2017



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

SCHOLARSHIP COMMITTEE REPORT

COMMITTEE NAME & PURPOSE:

Chairperson: Claudia Young

Members: Sue Bos; Linda Edwards-Brown; Sarah Fall;
Jacqueline Page; Vicki Reaume; Nik Schillack; Ebony Walls;
Mia Milton

Members Absent:

Committee Meeting Date: Last Meeting was 9/7/17

**Next Committee
Date: TBD**

Action Item(s):

Activity since Last Report

- Legacy Scholarship applications are now live on the website;
- New collateral material was created for the Legacy Scholarship;
- The Alumni Office has sent information concerning the Scholarship to social media outlets and the November issue of the e-Edge;
- Alumni board members volunteered at Explore Eastern;
- The Alumni Office is in the process of coordinating the volunteer efforts with scholars as per the scholarship criteria;
- Liberty Mutual has been sending targeted emails to alumni promoting donations to the Legacy Scholarship. If an alum requests a quote and purchases a policy with Liberty Mutual, \$5.00 goes to the Legacy Scholarship program.

Chairperson Signature & Report Date

Claudia Young 10/26/17