

Eastern Michigan University Alumni Association  
Board of Directors Meeting  
McKenny Hall  
Saturday, February 17, 2018



**Members present:** Tom Borg, Tom Charboneau, Linda Edwards-Brown, Mary Jane Fallot, John Godre (phone), Michael Gomez, Ruth Halsey, Alex Landen, Lucas Langdon, Kevin McKay, Desmond Miller, Nino Monea, Jenita Moore, Matt Mortier, Paul Nucci, Jacqueline Page(late) Gabriela Salagean, Nik Schillack, Evan Sweet (late), Allen Williams,

**Members absent:** Sue Bos, Sarah Fall, Desmond Miller, Jacqueline Page, Ebony Walls(unexcused) Claudia Young

**Ex-officio members present:** Jill Hunsberger, Larry Borum

**Ex-officio members absent:** President Smith, Miles Payne, Bill Shepard

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

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

**Others present:** Arm of Honor Alumni Chapter representatives: Phil Riggio, President, Pat Barry, Secretary, Dave Willoughby, Treasurer, Tony Pappas and Angelo Pizzo.  
Nominees for Board Appointments: Trudy Adler, Molly Duggan and Anna Torres  
Alumni Relation and Foundation Office- Carole Booms, Patti Cartwright, Mia Milton, Jessica Nietrzeba and Austen Smith

## **1. Call to Order & Roll Call**

Mr. Mortier called the meeting to order at 9:10am. He welcomed all of Board members and guest.

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**

**In the absence of President Smith, the report is provided below.**

Mr. Chairman and Distinguished Members of the Board of Regents:

Welcome to our newly elected Board Chairman Jim Webb, and to our vice chairs, Regents Mary Treder Lang and Michelle Crumm.

Actions have been taken on many positive initiatives at today's Board of Regents meeting – actions that will continue the efforts underway to strengthen Eastern Michigan University for decades to come. The continued reinvestment in our historic 169-year old institution is more important than ever as we seek to counter population trends that indicate a reduced number of prospective students available to universities in Michigan.

The agreement with Saint Joseph Mercy Health System and Integrated Healthcare Associates to build a new health center on Eastern's campus will provide a state-of-the-art primary and urgent care facility to address the needs of people in the greater Ypsilanti community, and our internal community of students, faculty and staff. Improving health services is a top priority in our region and on our campus and is strongly supported by the University and our partners. This project will make a positive contribution to the overall health and wellness of our community.

Scheduled for completion in summer 2019, the new health center is a continuation of a wide-ranging collaboration between the University and Saint Joseph's, which now includes more than 20 programs including physician assistant, speech pathology, occupational therapy, nursing and more.

Earlier today over the noon hour, we held a launch event to celebrate completion of our new cogeneration unit, which will provide more than 90 percent of the University's electricity, heat and hot water, and generate energy savings of \$2.8 million annually while reducing greenhouse gas emissions. I'd like to thank our Board of Regents for its support of this project, our facilities team, led by John Donegan, and our partner, ENGIE Services U.S. This project puts Eastern at the forefront nationally on issues of sustainability and environment-focused leadership.

We continue to add new academic programs in key areas that meet the needs of students and employers. The new Master of Science in Finance will prepare graduate students for high demand business careers, and the new Bachelor of Arts in Teaching English as a Second Language continues our emphasis on expanding Eastern's international footprint. The program is designed for students who want to engage with international students in the United States or abroad.

These new programs reflect our commitment to new programs in high growth fields. In recent years, we have added new programs in fermentation science, neuroscience, information technology, a doctorate in nursing practice, mechanical engineering, electrical and computer engineering, physician assistant, a master's of taxation, children and family studies, religious studies, and data science and analytics.

We continue to invest in academic facilities, with targeted improvements and expansion in key academic growth areas. Today's capital plan approval includes funding for projects to support fermentation science, neuroscience, the Quirk-Sponberg Theatre and the College of Business. The renovation of Strong Hall is well underway and will add a major new and modern facility to STEM programming for students.

We are moving forward on plans announced at the December Board meeting for a major overhaul of the REC/IM, as well as investments in Sill Hall and Athletics. Today we received approval for the issuance of bonds not to exceed \$78 million for those projects. It should be noted that we have already raised several

million dollars for the Athletics facility, and we plan to continue raising funds for that and Sill Hall, which remains our top priority for state-funded capital outlay. Whatever funds we generate from other sources will mitigate what we actually borrow to construct these important facilities.

It is important we continue to invest in campus facilities and in new academic programs at a time of difficult budget challenges, which, as I communicated in late January, will lead to workforce reductions. We anticipate approximately 50 positions to be affected – many of which are positions currently open and unfilled. It also will include the layoff of some individuals currently employed. We are now reviewing positions with the affected bargaining units and will know more about the affected positions and breakdown between unfilled and existing positions in the next two weeks. I understand that this news is distressing, and it is not news that I enjoy delivering. However, it is essential that our budget is carefully managed so as to reduce overall expenses to meet revenue projections.

Our future is clear – we must develop strong collaborations, both internally and externally, to meet the demands of our students and others. Another example of such a collaboration announced today is the extension of our relationship with Chartwells. A recent student survey regarding dining that was shared earlier today points to the success of this partnership in improving dining areas, services and food quality throughout campus. This has been accomplished while maintaining staffing at the levels they were prior to the partnership.

Eastern's foundation as an institution of opportunity is more important than ever. We are a place where first-generation students, people from urban and rural communities, and all races, cultures, backgrounds and identities are embraced and motivated to success. I thank our students, faculty, staff, alumni, friends and donors for their work in promoting this great university and for helping us to keep moving forward. Thank you, Chairman Webb.

James M. Smith, Ph.D.  
President  
Eastern Michigan University

## Recognition

- **Michael McVey**, professor of Teacher Education, has been elected to the 2018 Board of Directors of the **International Society for Technology in Education**.
- **Denise Pilato**, professor of Technology Studies, will share her expertise on the social impact of technology in Croatia this year on a **Fulbright Award** to teach at Rijeka University.
- The **Michigan Council for the Arts and Cultural Affairs** has awarded the **EMU Theatre** a mini grant to produce a new children's play, "Chicken Story Time," based on a book by award-winning children's author and playwright Sandra Fenichel Asher.

- Professors **Leslie Atzmon and Ryan Molloy** and students in two **Intermediate Graphic Design classes** have received a prestigious national design grant, “Sappi’s Ideas that Matter Grant,” for their proposal to transform the [Riverside Arts Center](#) into a local community hub. The design team is creating branding materials for the center, including a new logo, promotional street banners, building signage, and brochures.
- The **Integrated Marketing Communications** graduate program in the College of Business was ranked 59<sup>th</sup> among the **best online (non-MBA) business programs** in the country by U.S. News and World Report.
- The **College of Education’s online programs** ranked 148<sup>th</sup> in the country by **U.S. News and World Report**. Graduate programs offered online include **Educational Leadership, Educational Psychology, Educational Media and Technology, and Social Foundations of Education**.
- The **College of Technology** showed off emerging technologies in mobility, gaming, drones and textiles at their booth during this year’s **North American International Auto Show** at Cobo Center.
- Eastern has been **ranked third among large public universities as one of the most military and veteran friendly universities in the country** by Victory Media on its annual Military Friendly Schools list.
- The **Women in Philanthropy** at Eastern Michigan University have awarded more than **\$40,000 in grants to 11 students and faculty** for initiatives proposing educational opportunities, innovative ideas and plans to strengthen the campus community in 2018. Since its conception, the organization has awarded nearly 70 grants and more than \$325,000.
- **Chiara Hensley**, assistant vice president for academic and student affairs, has been chosen to participate in a senior level leadership shadow program that helps develop top female education leaders in Michigan. Hensley is one of five women selected for the program, which is offered through the **Michigan ACE Women’s Network**.
- Two EMU alumni are **Fulbright** awardees this year. **Emily Hoffer**, an International Affairs graduate from Grand Haven, is teaching English in Mexico. **Jessica Wenzel**, a Secondary Education graduate from Ann Arbor, is teaching English in Germany.

## Events

- Eastern’s annual **SESI Entrepreneurship Conference & Skandalaris Business Plan Competition** was held on Feb. 9.

- Eastern's 32<sup>nd</sup> annual **MLK President's Luncheon** was held on Jan. 15. Following the luncheon, **Joy-Ann Reid**, a political analyst for MSNBC, gave a keynote speech in the Student Center Auditorium.
- Events held during the **Martin Luther King Jr. Celebration** week included a commemorative march, an opening celebration reception, a student art showcase, the annual Color of Drums Poetry event, a campus/community conversation, two sessions of academic programs, two performances by the CloseUp Theatre Troupe, and presentation of awards at the men's basketball game.

#### Of Note

- **Bruce T. Halle**, the founder and chairman of Discount Tire, died January 4. Halle, a 1956 graduate of Eastern, has been one of our most prominent and successful alumni. The Bruce T. Halle Endowment Fund supports the Halle Library, Halle Foundation Social Justice Fellowship, Halle Foundation Social Justice Scholars, Halle Foundation Chair in Entrepreneurship, and the Halle Endowed Scholarship in the College of Business.

#### Athletics

- Basketball (Women): **Danielle Minott** set a new school record with 44 points scored against Buffalo, becoming just the fifth player in NCAA Division I history to score 44 points or more.
- Swimming: Both the women's and men's teams were named to the **College Swimming Coaches Association of America (CSCAA) NCAA Division I Scholar All-American Team** for the 2017 Fall semester. Eastern was one of just 95 NCAA Division I institutions to have both the men's and women's team earn the award.
- **Anna Aldrich, Alsu Boddanova, Natalie Cizmas, Jeremiah Harris, Brody Hoying, Jordan McDermitt, Sydney Meyers, Ike Spearman, and Austin Wicker** were named as **MAC Distinguished Scholar Athletes** from seven fall sports.
- EMU student-athletes recorded a **3.150 grade point average during the fall semester**, the 16<sup>th</sup> term in a row student-athletes have exceeded a 3.0 GPA. The cumulative GPA for all student-athletes was 3.245, the department's fifth best mark in school history.

### **3. Student Body Update**

- The Student Body support new [health center collaboration](#)
- Planning to do a voter initiative for student surrounding the importance of voting since they have student body elections as well as midterm elections coming up.
- Working to make feminine products more readily accessible and available on campus.
- Student Government will be participating in EMU Day in Lansing.
- New parking vendor set to take over this year and student jobs will not be impacted.

### **4. Division Update**

Ms. Hunsberger highlighted items from her report which is listed below. She yielded the remainder of her time to Ms. Boom and Mr. Smith.

Ms. Booms discussed Crowdfunding with us and the importance of it. She provided the board with some Key Elements of Crowdfunding which are as follows:

- Realistic financial goal and project timeline
- Clear and Compelling Story & Ask
- Focus On What's In It For The Donor
- Supporter Engagement
- The Power of Notable Donors
- Planned Marketing & Outreach
- Helpful Data on the Most Successful Campaigns

We were also able to review a sample of what the Alumni Association project would look like.

Ms. Hunsberger provided the following written report:

#### **A New Era of Engagement**

In the Fall of 2017 the Alumni Engagement, Annual Giving and Communications areas of the Office of Advancement began the strategic planning process for the next 3-5 years. Our work continues with Dr. Diana Wong from the College of Business on a quarterly basis to help our team create a plan that will continue to engage our alumni in strategic ways. We were fortunate that our Alumni Association Board President, Matt Mortier, was able to join us at our last meeting so we can begin to work together for a strategic plan that combines the goals of the University, Alumni Engagement, and the Alumni Association Board.

#### **Student Engagement**

We have been spending time meeting with Student Government and our Academic and Student Affairs partners to identify ways to increase student engagement in partnership with the Office for Advancement. The first initiative was the launch of Meet Up Mondays. **Meet Up Mondays** is a program that brings together students and alumni along with programs on campus for a monthly lunch and networking and mentoring opportunity. In February, we completed our third gathering and have

increased attendance with each event. It is important to note that this project is almost solely organized by our Student Interns and Student Body President and Vice President.

In November we gathered a focus group of former Student Government Leaders to discuss ways to engage students. Their recommendations will be utilized as we continue to find ways to engage with students. One way in particular will be the establishment of a **student ambassador group** to assist with the work of the Office for Advancement. More to come for FY19.

*“Working with the Office of Advancement as Student Body President has given me the tremendous insight of the power that philanthropy can have on a university. The Advancement Team has truly revamped their efforts this past year and that is evident across the broader EMU community. Student Government has built a relationship with Advancement that we hope continues for many years to come!” - Miles Payne*

### Annual Giving



Thank you to everyone who made #GivingTRUEDay a success! The Alumni Board and Foundation Board participated in their annual challenge to see which group could reach 100% member giving. The Alumni Board achieved 75% participation raising \$3,012 and the Foundation Board achieved 92% participation raising \$46,251. All our combined efforts make a difference for EMU!

A big thank you for those members who shared our messaging, videos and stories on social media. You play a vital role in telling the EMU story and we are grateful for your support.

**Mark your calendar for Tuesday, Nov. 27 for #GivingTRUEDay 2018!**

Opportunities for fundraising in the 4th quarter of this fiscal year will include Spring direct mail, a phone campaign beginning on March 2 and crowdfunding, email and social media outreach. By utilizing this multi-channel approach we will continue to build our engagement and resources.

The Fall phone campaign took place from Oct. 24 – Dec. 19, 2017 and raised \$61,738 in financial pledges from 673 donors. Thank You for taking the call!

### Crowdfunding

With its launch on #GivingTRUEDay, our crowdfunding efforts have yielded \$21,565 from 109 donors designated for 8 projects. Active projects can be found at [donate.emich.edu](https://donate.emich.edu).

Crowdfunding is an important tool in our marketing mix to expand our outreach to new audiences. Like GoFundMe, our crowdfunding platform allows us to create campaigns for special projects like the activities of the Alumni Association. Once our campaign is ready to launch, we'll need your help as

ambassadors to help spread the word far and wide and we will share more details on how you can be involved.

## **Engagement Programs**

We have been seeing an increase in attendance in our events in FY18, including Homecoming activities and out-of-state alumni gatherings. As we look to FY19 planning, we will develop a dashboard that will include various engagement metrics so we can track our progress and set goals for the future. Some of these metrics will include documented engagement events, volunteer hours and digital media engagement.

### ***Key Geographies***

As part of the Office of Advancement goals, we will identify 5 key geographies for focused alumni and donor engagement. Strategies are being developed to assure that we are visiting and engaging with alumni and donors from these key areas at least twice a year.

### ***Alumni Awards***

This years Alumni Awards will feature an Award Recipient VIP Champagne Reception with President Smith, live music, and a special toast to introduce our 146th year as an Alumni Association (started in 1872). We are also asking our Alumni Association Board and our Foundation Board members to individually secure a table of 8 for the awards ceremony. Our goal is to achieve 400 guests!

### ***Town & Gown***

In October of 2017, we launched the inaugural EMU Homecoming Fall Festival in partnership with Destination Ann Arbor (the new name of the former Ann Arbor Area Convention and Visitors Bureau). This was a great success and we will partner again for Homecoming 2018. We anticipate an enhanced event that will include live music and beer in the hospitality tent.

### ***Commencement***

During both Winter and Spring commencement ceremonies, the Alumni Office participates, coordinates and recruits members of the Alumni Association Board of Directors to execute various roles. These roles include the following: greeters, photographers, assistants in the undergraduate, graduate and faculty robing rooms, pin distribution, and customer service agent. Our office attends commencement meetings, coordinates placement of volunteers and on-site management etc.

### ***Graduation Fair***

Graduation Fair is an opportunity for the Alumni Office to connect with graduates and discuss the ways alumni can continue their support of the university. At this event, we distribute a number of materials on our programs, offer a raffle and provide a give-aways. Staff and Legacy Scholars typically staff this two day event.

### ***Annual Martin Luther King Celebration***

As one of the university's major programming, the Alumni Office will continue to attend committee planning meetings, participate on assigned sub-committees (Commemorative March, marketing, etc.), recruit alumni as speakers and attendees, and purchase tables to host current/potential donors and alumni.



### ***Chapter Leadership Meeting***

This tentative program will allow chapter leaders to meet with Chapters Committee members and the Alumni Office liaison to address: policies and procedures, requirements and benefits, timeline structures, overall support, membership, questions and concerns.

### **Communications/Digital Engagement**

The strategic goal for Advancement Communications is to increase awareness of donor impact. Areas of concentration will be an integrated marketing plan, creation of E-bassadors to share our content more broadly, an integrated website for Foundation and Alumni Relations, and the first edition of an Alumni Newspaper. We will be working very closely with the Office of Marketing and Communication to ensure we are coordinated in our efforts.

We are strategically allocating dollars for boosting social media posts for programming. Strengthening and investing in a comprehensive digital marketing strategy, as part of our Integrated Marketing Communications (IMC) plan, will continue to enhance alumni engagement and annual giving. In the past year, we have had some success stories:

- On #GivingTRUEDay, we boosted our kick-off Facebook Live video which generated 9,300 views and 16,510 unique impressions.
- We received a total of 89,726 unique impressions on Facebook for the #GivingTRUEDay campaign (11/13-11/28) which represents a 159% increase in audience traffic from 2016.
- Here is an example of one of our FB ads:



### **e-Edge and Other Communications Initiatives**

We continue to engage alumni through the monthly publication of the e-Edge newsletter. We focus on content that highlights alumni and donor impact as well keeping our readers informed of news and happenings within Alumni Relations and the campus community. Each month, the e-Edge reaches more than 70,000 alumni email inboxes.

Starting in May, we will produce an exclusive newspaper that will be delivered to the doorstep of nearly 30,000 alumni living in Washtenaw County. This new publication will focus on feature stories the amazing things our alumni are doing locally and globally.

### **Highlighting Our Faculty**

FY19 will include planning to establish a **Faculty Ambassadors Program**. A Faculty Ambassadors Program will create opportunities for alumni to expand their knowledge and reconnect to their academic experience through faculty involvement with Chapters, lectures, and engagement events in Michigan and across the United States. Providing our alumni and stakeholders with opportunities for this type of engagement will continue to strategically broaden our reach.

### **Training**

In the fall, we continued our Culture of Engagement initiative in partnership with the EMU Human Resources Office. We had a successful presentation at the Deans, Directors and Department Heads last November to continue our work educating the campus on how to engage with the Office for Advancement.

### **We are proud of the work we have accomplished FY18 to date!**

#### Selected FY18 New Initiatives/Accomplishments

Robust Faculty & Staff Campaign with the return of Campaign Chair model (Karen & Mike Paciorek),  
September 2017

Launched Formal Strategic Planning Process, September 25, 2017

Inaugural EMU Homecoming Fall Festival in Depot Town, October 21, 2017

Inaugural Launch of Crowdfunding Campaigns, November, 2017

Successful Launch of Meet Up Mondays, November 13, 2017

Most Successful Giving TRUEDay November 28, 2017

Alumni Engagement newspaper (currently in development) will be mailed to 30,000 alumni living in  
Washtenaw County, May 2018

### **6. Guest Speaker**

Members of Arm of Honor Alumni Chapter were present along with their president to provide an overview of their newly established chapter. They were presented a plaque by the Board as a duly recognized chapter of EMUAA.

### **7. Approval of Minutes – September 16, 2017**

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

## **8. Alumni Association President's Report**

Mr. Mortier provided feedback to the board from our focus question asked during the November meeting. We will continue the discussion later today during our meeting.

He highlighted the challenge he posed to the board regarding inviting alumni to the awards banquet. Tickets are \$55 each and a table of 8 is \$400 (a \$40 savings). A save-the-date

## **9. Alumni Association President-Elect's Report**

Mr. Schillack President Elect report is combined with his Membership report.

## **10. Alumni Association Treasurer's Report**

Mr. Charboneau, shared some of the highlights from his report noting that our scholarship endowment as of 1/24/18 is over ½ million dollars.

## **11. Committee Reports**

Mr. Schillack presided over the reports of Committee.

### **A. Awards and Recognition**

Mr. Borg shared a few highlights from his presented report regarding their committee meeting which was held on November 6, 2017 and selected this year's award recipients. 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

This year's award winners will be officially announced to the public at the beginning of March and will be included in the March e-Edge

The committee also selected this year's Excellent Teachers Engaging Alumni Award recipient which is Tana J. Bridge from the School of Social Work. She will be presented with the ETEA2 award on Wednesday, March 21st at the University's 2018 Distinguished Contributions Award Ceremony. The event will be in the Student Center Ballroom from 3:45–5:00p.m.

## **B. Chapters Report**

Ms. Moore reported on the activity of our chapters highlighting that EMU Latino Alumni Chapter has elected new officers; Atlanta Alumni Chapter held their first organizational meeting in January; Construction Management elected new officers; National Capital Area Chapter held a reception for President Smith with Dr. Ruhl Smith and Bill Shepard and Social Work Chapter held their Annual Social Work Continuing Education Event which raised \$7,945.

## **C. Membership**

Mr. Schillack highlighted the committee's work on the rubric for new members, diversity gaps in board membership, open positions and returning board members and compose social media tools for recruiting new board members. The committee met and have vetted the candidates that will be formally voted to join the board at our April meeting. Nominees for reappointment are Jenita Moore, Tom Borg and Alex Landen. Nominees for New Board Appointments are Trudy Adler, Molly Duggan and Anna Torres.

Mr. Schillack represented the Board at the Foundation meeting where they are continuing its visioning process in order to determine the best forward trajectory.

## **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, MLK Luncheon, Catalyst Speaker, Lights at the Zoo, Presidential Scholarship, Accounting & Finance Chapter Meeting, BAP Fall Banquet and E-Club Meeting. 20 members participated in Winter Commencement.

## **E. Scholarship**

No questions for Ms. Young in her absence on her report.

## **F. Ad-Hoc Bylaws**

Ms. Halsey highlighted a minor bylaw change that was submitted by Ms. Moore. 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. Changes would be voted upon during the April 2018 Annual Meeting.

## **12. Old Business**

None

### **13. New Business**

None

Mr. Mortier used time under New Business for board members to break-out into focus groups. There were total of five tables made up of board members and alumni relations and foundations members as the note-takers. Each table were asked one the following questions.

- Brainstorm ideas for (a) increasing attendance and (b) raising profile of Alumni Awards
- Marketing/social media: how can the AA better utilize social media to promote its name and events.
- Brainstorm ideas for promoting the purchase of license plates.
- Brainstorm ideas for engaging with current EMU students before they become alumni.
- Brainstorm ways to engage alumni right here in Washtenaw Co.

### **14. Open Discussion & Announcements**

Ms. Fallot is looking for volunteers for the Spring Career Fair on March 7, 2018 from 11-3pm

Mr. Roberts brought in an article of Roy McClaster who was elected on Detroit City Council.

The Lands End Store is now open.

### **15. Adjournment**

Mr. McKay motioned to adjourn the meeting. Mr. Charboneau supported the motion. Mr. Mortier adjourned the meeting at 11:14am.