

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



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

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

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

Ex-officio members absent: President Smith, Bill Shepard

Emeritus member present: Bill Malcolm, Fred Roberts

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

Others present: Mia Milton, Jessica Nietrzeba, Austen Smith

1. Call to Order

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

2. Roll Call

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

3. Division Update

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

Overview

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

5 Year Strategic Activity Plan

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

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

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

Student Engagement

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

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

Giving TRUEDay/Faculty & Staff Campaign

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

Advancement Communications

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

4. Student Body Update

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

Caity Steur - Vice President, Masters in Communication Graduate Student

Focused on Administration Transparency

Education on Local Transportation

Updating the Preferred Pronoun System.

5. Consent Agenda

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

Approval of Minutes – April 14, 2018 Meeting Minutes

Alumni Association's President's Report

Awards, Recognition & Scholarship Committee Report

Chapters Committee Report

Development, Marketing & Communications Committee Report

Governance Committee Report

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

6. Alumni Association Treasurer's Report

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

7. Old Business

None

8. New Business

A. Approval of 2018-2019 Committee Assignments

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

B. Approval of 2018-2019 Budget

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

14. Open Discussion & Announcements

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

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

15. Adjournment

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

University Update included with meeting handouts:

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

September 2018

Enrollment

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

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

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

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

Campus Construction

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

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

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

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

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

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

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

Awards

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

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

New Hires

Several outstanding individuals have joined Eastern in senior leadership roles:

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

State of the University Address

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

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

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

Sincerely,

James M. Smith, Ph.D.
President