

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 Bates 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 them 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 consist 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 happen 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 concern 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 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.