



GSU Alumni Association Board of Directors Meeting (Q3) Minutes

Georgia State University Alumni Association

Mar 23, 2023 at 8:30 AM EDT

@ 25 Park Pl NE, Atlanta, GA 30303 (Creative Media Industries Institute CMII))

Attendance

Present:

Members: Renee Bazemore, M. Brian Blake, LaTonya Brown, Dave Cohen, Iliana Cuadros, James Dykhouse, Chinwe Gaines, Suman Gera, Adonis Hill, Jay Kahn, Alan Kauffmann, Denise Kennedy, Randall Kent, Ellen Kinsey, Jenny Lehigh, Emily Love, Christina Million, Sherrill Moss, Marcia Oglesby, Cathy Scarver (remote), Frank Strickland, Joel Thibodeaux, Precious Wade, Ben Williams

Guests: Brennen Dicker

Absent:

Members: Chris Bernard, Tracy Hoffman, Seanie Zappendorf

I. Breakfast

 [Cover Page March 2023.pdf](#)

II. Call to Order & Welcome (Presenters: Cathy Scarver)

Randall Kent called the meeting to order at 9:07 A.M.

III. University President's Update (Presenters: M. Brian Blake)

 [PPT Presidents Report March 22 - Copy.pptx](#)

University Leadership Retreat

For the Strategic plan, President Blake put together a committee around April of last year and then they had their first meeting at the end of the spring semester. They met a couple of times during the summer to work on the SWOT analysis to look over the strengths, weaknesses, opportunities, and threats. In the early Fall, the committee did an analysis of student experience through survey as well as hosted focus groups. In the focus group, the committee used the four pillars, introduced during the President's first 90 days, as the framework. By December, the committee came back and presented the initial draft, which was passed on to the President, Chief Operating Officer and the Provost.

In January, the University Leadership Retreat was hosted where the entire Administrative Council, Deans, Executive Leadership and etc. attended to talk about the first draft of the Strategic Plan.

Strategic Planning

The Committee and the President hosted 4 Campus Charettes, two on the Atlanta campus and two on the Perimeter campus. There were 114 staff and 62 faculty members that attended in-person. There was also virtual Charettes for those who could not attend in person. In those sessions, the committee laid out all of the four pillars and the ideas in a summarized form and people came in and gave their feedback.

The President, CO, and Provost reviewed the feedback and held a lot of one-on-ones with external stakeholders and organizations that surround our space. The committee then conducted their final meeting and produced a final draft. The final draft will go to the Senate Planning and Development Committee Meeting on March 27th. They will then recommend, by motion, to present it to the University Senate to vote on April 5th.

The four pillars:

- Identity, Placemaking and Belonging
- Innovating Research, Scholarship and Creative Activities
- Student Success 2.0
- Beyond College to Career

President Blake shared the basics of each of pillar in his presentation as the Strategic Plan will go into more detail.

University Finances

President Blake mentioned before that there was going to be a \$24 million budget cut, which is based on tuition dollars brought in the last two year. During the pandemic, the University was down in students and credit hours. This impacted the budget that Georgia State receives from the State.

President Blake wants to continue to the Compensation Adjustments, which was given to 250 of GSU modesty paid staff like Custodians and Security guards. In the next phase, \$1 billion will be given to faculty and then back to staff.

Georgia State asked for \$49 million dollars from the State to fund the Research Tower. For planning last year, the State gave \$5 million and the University paid \$5 million. This

year, the State paid \$50 million and the University paid \$40 million, which covers the entire Research Tower. Out of the Governor's office, they gave \$16 million.

Student Engagement

Jelani Cobb, well known for his conversations around race and equity, gave a talk our student body. President Blake never seen anyone put together social justice, history and scholarly sources. India Arie came to Georgia State University to talk as well. She also gave a performance during her talk. President Blake mentioned how great it was to have her during the MLK Commemoration Program.

Government & USG

President Blake gave out 25 of the blue bricks (picture is found in the President's Powerpoint) to partners in the legislature. The Convocation Center was dressed up nicely for Governor Kemp's Inauguration. Despite politics, Governor Kemp has been very good to Georgia State.

IV. University Advancement Update (Presenters: Jay Kahn)

 [3-23 AA Slides.pptx](#)

Jay took a moment to recognize the Alumni Association Team. Advancement had an all staff retreat a couple weeks ago and the Alumni Team went through all the events and everything that the team is doing. As for Advancement, Jay was out for a month and nobody missed a beat; everyone really stepped up.

Dr. Blake talked about the budget cuts, as he likes to call it "Job Security". As for this Fiscal year to-date, Georgia State is closing in on \$50 million. Jay anticipates closing in around the high fifties, which would be the 3rd best fundraising year Advancement has had at Georgia State. The good thing that Jay wanted to point out is that Georgia State is already 25% over the previous record year for Philanthropic Cash. This is physical and fundable assets that Dr. Blake and others are able to spend to help meet the budget cuts. Also, the Foundation has really been in a healthy spot. His board has had plenty of question about the Market Volatility and some of things we are dealing with; but the GSU Foundation hit \$500 million in that assets for the 1st time this past quarter.

In the second slide of Jay's presentation, Jay highlighted some major gifts that have come in so far this calendar year, Q3. The third slide shows the pipeline and this is how goals are set each fiscal year. Jay mentioned that advancement has about \$105 million

through fiscal year 2024. Statistically, Jay knows that about 40% to 50% of that has been closed.

When Jay started about three years ago, he talked about how you take Georgia State, from being a \$30 million fundraising organization, to that next level that could be a \$50 million fundraising institution a year. Georgia State is on track to achieve that goal.

During to Board of Regents meetings weeks ago, they approved the naming of a new gift. It will take the Department of Risk Management & Insurance at Georgia State, which is already one of the top five undergraduate programs in the country, and renaming it The Maurice R. Greenberg School of Risk Science. This will bring in \$15 million in new funds to the school. This should really help transform the program to being the top program in the country.

As for the Capital Campaign, Georgia state is a little over two years into the quiet phase of that. There is about \$225 million booked into this effort and advancement is getting ready to release the External Readiness Study. Campaign consultants conducted a number of interviews and Jay has started to socialize some of those early campaign priorities. President Blake has already talked about the University's Strategic Plan. The flow of this is that the University will set the strategic plan and take that information to make it a little bit more concrete to match up to donor interest. Hopefully this will raise a significant amount of money towards the goal. This June, at the Foundation Board Meeting, Jay will bring Campaign Consultants in and do a campaign summit to talk about the campaign, what that will look like, and the role the Foundation plays.

Jay wanted to make everyone aware that when he got to Georgia State a few years ago, there were a number of separate 501(c)'s across campus. This is very confusing for the donors. The last of which that has not been brought into the fold with the GSU Foundation and the Alumni Association is the Risk Management Foundation. It is a separate nonprofit that supports the Risk Management Insurance Department. This June, the Foundation will work to merge that nonprofit in with the Georgia State University foundation.

An important tool that is really going to help Christina and her team do their work more effectively is the transitioning of the database over to a salesforce product. It has been a two year project with \$1.2 million spent. Jay thinks this product is going to accelerate the work that can be done in a much more meaningful way. Jay anticipate being live September 1, 2023.

Approval of the December 1, 2022 Board Minutes (Presenters: Cathy Scarver)

 [GSU Alumni Association Board of Directors Meeting \(Q2\) Minutes\(2\)\(1\).pdf](#)

Motion:

Jim Dykhouse proposed to accept the December minutes as presented.

Frank Strickland seconded the motion.

The minutes were approved.

V. Treasurer/Financial Report (Presenters: James Dykhouse)

 [AA Financials as of February 28 2023.pdf](#)

 [Analytical Review 2-28-23.xlsx](#)

A. Organizational Policies (Presenters: James Dykhouse)

 [Anonymous Reporting \(Whistle-Blower\) Policy 2023.pdf](#)

 [GSUAA Conflict of Interest Disclosure Statement.pdf](#)

 [GSUAA Conflict of Interest Policy.pdf](#)

 [Records Retention Policy - Bd. of Regents.pdf](#)

There are a couple of policies that the board needed to approve at the meeting. The policies were the Conflict-of-Interest Policy, Whistle Blower Policy, and Records Retention Policy. All three policies are recommended by the IRS and all non-profits are encouraged to adopt. The GSU Foundation previously adopted the policies, and the wording provided mirrors their policy. Every board member, male or female, should have received and reviewed the policies sent by Jim on February 24, 2023.

Jim does not see anything controversial about the policies and everyone will be asked to sign a document that says that they are not in conflict. This will be an annual requirement for all board members and staff. The staff passed out the documents before the meeting. The documents can be signed today or they can be signed later; but Jim will be asking for them at some point.

Motion:

Jim Dykhouse moved that the three policies be approved as presented.

Joel Thibodeaux seconded the motion.

The three policies were approved.

B. Finance Committee Report

 [Finance BOD Report 3.8.2023.doc](#)

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- Program & Events Income was \$25,663. This includes alumni awards tickets, young alumni tickets, alumni night out tickets and other ticket events.
- Interest income was \$785. As the money market interest rates go up, all of a sudden, there is a little interest occurring.
- Scholarships was \$58,850.
- Sponsorships was \$58,850. This includes sponsorships for awards dinners and 40 under 40 event. Some board members paid their dues and allocated a portion of their annual commitment to sponsorships.
- advertising and marketing was \$22,250. With advertising and marketing \$5,000 was from Jostens, I \$5,500 was from Coca-Cola, \$10,000 was from Follet, and \$1,000 from Van Wagner add an advertising on the alumni website.
- Affinity income was \$103,492. Of I the affinity income, \$92,000 was from liberty mutual and \$11,492 was from the bookstore.
- Public relations expense what is \$85,380. This was from the Distinguished Alumni event in October of 2022 and Third Thursday events.
- The net income was \$85,543 as of February 28, 2023.
- The alumni relations expense was \$70,927. This was for the GSU cares event in March and Third Thursday events.
- The public relations expense was \$85,380. This was for the distinguished alumni event in October of last year and Third Thursday events.
- As for investments, There was an \$11,912 gain since June.

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- Account receivable was \$28,176. This was for 40 under 40 events and spring event invoices.
- Prepaid expenses was \$6,713. This was for 40 under 40 venue rental and prepaid insurance.
- Accounts payable was \$20,853. This was for the American Express charges for 40 under 40 event and spring events.

Unearned revenue was \$1000. This 40 under 40 event. At the bottom of the page, the investment income is not included in the financial statements because they're handled by the foundation.

VI. Associate Vice President Report (Presenters: Christina Million)

 [Board Mtg-mar23.pptx](#)

Christina provided some data on the demographic of alumni attending events and engagement opportunities this quarter.

- 59% of the people attending events were women.
- 51% of people attending events were African-American.
- 33% of people that attend events were from Robinson College of Business, with 27% from the college of Arts and Sciences. The next closest would be Andrew Young and school of education around 11% and 10% respectively.
- 29% of people attending events were between 30 and 39 years old.
- 58% of those who attend events were most recent graduates.
- 19% of people donated following an event. Christina went back a little because it was hard to show a donation if someone just donated after an event in March and it has not been updated. The turnaround for donation is close to 20%.
- Close to 30% of those who attend the tailgate actually donated since then.
- Over \$340,000 has been donated from attendees since October, which shows there is a lot of action being taken by our attendees which is really exciting.

During Christina's updates, she welcomed Adonis Hill to the Alumni family. Adonis also gave a few words during this time. Christina also gave an update as far as the donor numbers are sitting. There are 199 donors, which is very much the trend: less donors more money coming in. So far, there were \$73,000 in donations this year. The learner office has completed a year end appeal and Christina puts this in the report that is found on on board. Christina will put a report for every quarter on OnBoard and it will give a lot of information about what has happened in a particular quarter. If someone has not seen the year end appeal, that link is also in the report.

There were 60 donors that donated from the Thank view video and it brought in \$19,000 over the course of four weeks. There is a brand new scholarship this year and it is a Returning Student Scholarship. This scholarship is for students that have had a minimum of a two- year break from school and decided to go back and finish. This affects of a lot of people and the Alumni Office is really excited to be able to launch that scholarship. This year over \$90,000 in scholarships will be able to be awarded.

Renee got some really good news that Dillard's has the blazers for the Panther Blazer Project. That Blazers will be given out this spring. The Emeriti board will be having their first event coming up in June.

VII. Committee Report

A. Board Development and Governance (Presenters: Chinwe Gaines)

 [BDG Committee BOD Report 03252023rev.pdf](#)

1. Board Chair Candidate Statements

a. Alan Kauffman (Presenters: Alan Kauffmann)

 [Alan Kauffmann Pitch.pdf](#)

b. Randall Kent (Presenters: Randall Kent)

 [Randall Kent Pitch.pdf](#)

2. Candidate Voting (Presenters: Chinwe Gaines)

There was a total of 15 votes with Alan having 6 votes and Randall having 8 votes. There were two people absent. Randall will be added to the slate of officers for fiscal Year 2024. Congratulations to Randall, thank you to Alan and everyone for their participation.

Chinwe wanted to mention that Marcia and Jim are running for vice chair and treasurer respectively unopposed. Being that they are running unopposed, they will be added to the slate. Chinwe had Marcia and Jim give a brief statement.

B. Student & Alumni Engagement (Presenters: Sherrill Moss)

 [Student and Alumni Engagement Committee Report 2.17.2023\(3\).doc](#)

Sherrill was excited to announce the SAA Thrift shop event will be happening next month. She encourages anyone that has any gently worn clothes that they would like to donate, to donate by the first or second week in April. Please bring the items to the Alumni Center and the students will organize it. Sheryl also asked if anyone has any extra coat hangers or portable racks to please feel free to donate them.

C. Young Alumni Council (YAC) Update (Presenters: Marcia Oglesby)

The Young Alumni Summit will be held on Thursday, April 13th from 6:00 p.m. to 9 p.m. in Centennial Hall. YAC formally invited the board to attend the summit. YAC will have a dynamic experience featuring food, fellowship, and a panel

discussion sharing stories and thoughts about overcoming failure on the road to success featuring pastand present GSU 40 under 40 honorees.

Marcia wanted everyone to mark their calendars for the New Grad Third Thursday which will occur on Thursday, May 18 from 6:00 p.m. to 8:00 p.m. The location is still to be determined and the location will be updated as soon as Jenny knows something.

D. Scholarship (Presenters: Dave Cohen)

 [Scholarship Committee Report\(1\).doc](#)

The review committee just got the okay to begin reviewing scholarships. Some of the members of the committee were present at the meeting today. The scholarship committee has \$94,000 that can be awarded. So the review process is underway for the eleven scholarships. As Christina mentioned, the Alumni Association added a new scholarship that is for returning students.

E. Alumni Engagement Taskforce (Presenters: Alan Kauffmann, Ellen Kinsey)

 [Alumni Engagement Taskforce Report - 3.23.23.doc](#)

Alan wanted to thank LaTonya for all for her efforts with GSU Cares. Alan mentioned that if anyone wants to sign up to be a site leader, please do so. Jenny is looking to have two people at every site and there are a quite a few board members that have not signed up.

Ellen wanted to remind everyone that 40 under 40 is next Friday, March 31st. There are 13 board members participating including Denise being honored this year. Since last night, 40 under 40 hit 400 RSVPs. Ellen is encouraging rideshare because there's going to be limited parking at the venue. If there are any questions about 40 under 40 and if anyone has not submitted their guest names, please do so starting tomorrow.

F. Board Development and Governance - Vote Results, Vice-Chair, and Treasurer Statements (Presenters: Chinwe Gaines)

 [Dr. Marcia Oglesby Resume.pdf](#)

 [Marcia Oglesby Statement.docx](#)

 [Jim Dykhouse Statement.docx](#)

VIII. Old/New Business

 [Updated Staff List 2.17.23.pdf](#)

 [Board Roster FY22.xlsx](#)

 [Upcoming Events 2.21.23.pdf](#)

IX. Creative Media Industries Institute- Executive Director (Guests: Brennen Dicker)

Brennen Dicker is the Executive Director of CMII. He Join CMII about five years ago and he came from the film and television industry. CMII, also known as the creative media industries Institute, is dedicated to fostering creativity, innovation, and excellence in the field of media and entertainment. CMII opened in 2017 with less than 150 students and now serving over 800 students for their degree programs that include game design, game development, and entrepreneurship.

The creative industries are a driving force in the global economy generating millions of dollars in revenue each year. In the film and television industry, there is \$4.4 billion indirect spending. When looking at the gaming industry in Georgia, it is \$750 million along with the music economic impact of \$3 billion. Based on all these different sectors CMII works to train and teach students on these different fields.

The institution play the critical role in ensuring the next generation of media professionals are well equipped with the skills and knowledge needed to see in this rapidly involving industry. Georgia's creative autonomy (production, gaming, and music) mirror is the exceptional success of Georgia State University and a few energies have come so far so fast.

CMII was established with an initial grant from the Woodrow foundation for the purpose of expanding the latest entertainment ecosystem and exposing students to cutting edge technology second enhance their ability to create compelling stories regardless of platform. the E-varsity sports team started 5 years ago when Brandon arrived at Georgia State and now they are in the top 10 varsity sports in the country. This is about 300 teams worldwide through all of the university system and around the country. Brandon is so proud of those guys for what they're doing with sports here under the CMII roof.

X. Adjournment/ CMII Tour

Randall Kent adjourned the meeting at 10:38 A.M.