In Attendance

Members Present: Shayla Bennett, Jim Dykhouse, Tracy Hoffman, Alan Kauffmann, Randall Kent, Robin Moore, Sherrill Moss, Marcia Oglesby, Barbara Rogers, Cathy Scarver, Frank Strickland, Laura Trivette, and Benjamin Williams

Members Not Present: Jeremy Bennett, Rodney Leonard, Steve Kindregan, Tom Mallory, Chinwe Okoronkwo Gaines, and Seanie Zappendorf

Staff/Others Present: Jay Kahn, Huanbiao Mo, Christina Million, Renee Bazemore, Ryan Camon, Dave Cohen, Iliana Cuadros, Ellen Kinsey, Mallory McKenzie, Reid Schulz, Micah Smith, and Chauncey Walker

Welcome- Laura Trivette, Alumni Association Chair

Laura welcomed all members and meeting attendees

Dean of Byrdine F. Lewis College of Nursing and Health Professionals – Huanbiao Mo

Huanbiao Mo’s presentation:
NURSING

Associate degree through Doctor of Philosophy in nursing. (Associate of Science in conjunction with Perimeter College). Recently added LPN to BS track to aid Emory Healthcare LPNs in career growth

- Students: 1,118 (Undergraduate), 245 (Graduate)
- Faculty: 6 (Tenure track), 21 (Non-tenure track)

Bachelor of Science
- Traditional
- Accelerated and
- RN to BS

Master of Science in Nursing with specialties in:
- Adult Health/Gerontology
- Family Health
- Nursing Leadership and Informatics
- Pediatric Health
- Psychiatric Mental Health

Doctor of Nursing Practice

Doctor of Philosophy In Nursing

NURSING

Nursing students, overseen by nursing faculty, assisted the Student Health Center in administering COVID-19 vaccinations.

DENTAL HYGIENE

Bachelor of Science Bridge program for those with associate of science launching Fall 2021

HEALTH INFORMATICS

Bachelor of Interdisciplinary Studies*
- Master of Health Sciences with concentration in Health Informatics
- Graduate Certificate Program ...
- Students: 126 (Undergraduate), 5 (Graduate)
- Faculty: 3 (Non-tenure track)

*In cooperation with the J. Mack Robinson College of Business

NUTRITION

Bachelor of Nutrition Science
- Master of Science in Health Sciences with a concentration in Nutrition
- PhD in Chemistry with Nutrition Concentration
- Students: 135 (Undergraduate), 35 (Graduate)
- Faculty: 7 (Tenure track), 4 (Non-tenure track)
Foundation Update - Jay Kahn, VP

Jay Kahn's presentation:

NEW PROGRAMS TO COME

Graduate Certificate in Health Leadership approved by CAP
Ph.D. in Health Science (in progress)
Approval of Minutes- Laura Trivette, Alumni Association Chair

Laura opened the floor for the approval of the November 19, 2020 minutes. Alan Kauffmann made a motion to approve the minutes, which Frank Strickland seconded. The vote was carried unanimously by all present.

Treasurer's/Finance Report- Jim Dykhouse

- Jim reviewed the financials included in the board packet
  - Program & event income and scholarships are lower in the budget than last year's income, but that is due to the events not occurring in the same form as the previous year's events.
  - Expense accounts are lower than last year, and the budget due to events not being held.
  - Alumni membership dues are up.
o Statement of Financial Position
  ▪ Investments are not included in this statement but will be included in the audited financial report at the end of the year
  o We are in the process of getting proposals for our year-end audit for a three year contract

Committee Chair Report/Task Force

Committee Highlights

• Constituent Partnerships/Network Update- Shayla Bennett and Chauncey Walker
  o Shayla thanks all board members that have attended “Lunch with the Board.”
    ▪ Special thank you to Chinwe and Seanie for speaking to the Young Alumni Council
  o May 18 is the next Lunch with the Board, and Laura will be the moderator
  o GSU Cares Day is back, there will be social distancing, and a lot of volunteer opportunities will be held outside, encourage those who feel comfortable to please sign up
  o Ellen- GSU Cares, Saturday, April 3, please check the website (https://alumni.gsu.edu/gsucares/). If you are available to participate, we would love you to join us in person for most outdoor projects, and we also have some opportunities inside. If you are interested in being a site leader, please let me know
    ▪ There are also two virtual projects
      • Storytime or writing "Thank You" notes to healthcare providers and educators in our community
  • Network update- Chauncey’s presentation:
The Hospitality alumni network offers our graduates social, networking and educational opportunities. Membership through the Georgia State Alumni Association is open to not only hospitality graduates but anyone with a connection to the industry or interest in the field. As hospitality alumni, the network provides you with the latest in industry developments, professional connections and career placement.

The Young Alumni Council (YAC) is an organization composed of Georgia State graduates under the age of 40 dedicated to fostering and sustaining relationships with young alumni. The council works with the Alumni Association and Board of Directors to formally advise on the interests of young alumni.

Events Include:
- Best of Blue
- Panthers Winner Circle
- SAA Mentorship Program
- Lunch with the Board

The Georgia State Entrepreneurship alumni network is a community for Georgia State alumni interested in startups, entrepreneurship and innovation. The network is a platform for seasoned and aspiring entrepreneurs, intrapreneurs and professionals to reconnect with the university, network with like-minded peers, share expertise and enjoy exclusive in-person and virtual workshops, events and socials.

Events Include:
- Happy Hour
- Events for Starting a Business
- Mentorship with SAA

The Centers for Disease Control and Prevention (CDC) network provides opportunities for Georgia State alumni and friends working for the CDC to network, learn and engage with students. The CDC network is open to CDC employees and contractors.

Events Include:
- Happy Hours
- Game Outings

Regional Networks

Corporate Networks
• Board Development – Ben Williams
• Alumni Association Board of Directors’ Officer Slate
  o Cathy Scarver, Board Chair
  o Randall Kent, Board Vice-Chair
  o Jim Dykhouse, Board Secretary/Treasurer
    ▪ Motion 1: I move to accept the slate of officers approved by the Board & Governance and Executive Committees and open the floor for a vote
      • Ben opened the floor for the motion of the FY22 Alumni Association Board of Director’s Officer Slate. Frank Strickland moved to approve the motion, and Alan Kauffmann seconded. The vote will carry to all board members by SurveyMonkey
• Spring 2021 Prospective Board Member
  o LaTonya Brown
  o Nikita Trivedi
    ▪ Motion 2: I move to accept LaTonya Brown and Nikita Trivedi to the Georgia State University Alumni Association Board of Directors beginning July 1, 2021, and open the floor for a vote
      • Ben opened the floor for the motion of FY22 Prospective Board Members LaTonya Brown and Nikita Trivedi. Marcia Oglesby moved to approve the motion, and Robin Moore seconded. The vote will carry to all board members by SurveyMonkey

Task Force- Cathy Scarver, Task Force Chair
• Report of the Georgia State University Alumni Association Board of Directors Task Force to Assess Committee Responsibilities and Goals, Transition to Taskforce Structure and Board Member Service & Satisfaction Final Report
  o Task Force members
    ▪ Cathy Scarve, Chair
    ▪ Renee Bazemore, Staff Liaison
  o Board Committee Assessment Work Group (CAWG)
    ▪ Chinwe Gaines (Work Group Leader)
    ▪ Sandra Kruger
    ▪ Tom Mallory
  o Board Member Service and Satisfaction Assessment Work Group (SSWG)
    ▪ Randall Kent (Work Group Leader)
    ▪ Jim Dykhouse
    ▪ Sherrill Moss
  o Task Force Objectives
    1. Assess the Board of Directors Committee Structure and Effectiveness and whether a Committee should be Transitioned to a Task Force Structure; and
whether the Committee's responsibilities are in line with the New Strategic Directives and Current Goals of the Georgia State University Alumni Association.

2. Assess Board Member Service and Satisfaction with Service on the Board.
   o Board of Directors Standing Committees (each a "Committee")
     1. Finance Committee
     2. Constituent Partnerships Committee
     3. Brand and Communication Committee
     4. Board Development and Governance Committee
     5. Student and Alumni Engagement Committee
     6. Student Scholarship Committee
   o Current (New) Strategic Directives
     1. Strengthen collaboration with university colleagues toward mutual success
     2. Clearly define the goals of each engagement opportunity
     3. Elevate program content with information about the university
     4. Integrate volunteer efforts within the association
     5. Increase engagement of the business community for the welfare of students and alumni
     6. Be strong ambassadors and advocates for the university brand and sub-brands

Work Group Reports with Recommendations follow:

- Committee Assessment Work Group (CAWG)
  o Introduction: The Committee Assessment Work Group will review the current Georgia State University Alumni Association Board of Directors Committee responsibilities and the 2020-2021 Strategic Directives and Goals
    ▪ Assessment 1. Assess whether each Committee's current responsibilities and goals are relevant and in line with the new Strategic Directives and current goals of GSUAA.
    ▪ Assessment 2. Assess whether revision of each Committee's responsibilities and goals may be necessary to fit the new Strategic Directives and current plans of GSUAA.
    ▪ Assessment 3. Assess whether each Committee can achieve its responsibilities and goals through convening specific task forces.
    ▪ Assessment 4. Assess whether a specific Committee should continue as a committee or be converted to a task force.
    ▪ Assessment 5. Review what (if any) Bylaw revisions would be necessary to transition to task force structure. (Phase II)
    ▪ Assessment 6. Prepare a report on findings and implementation recommendations.

- The CAWG Findings are as follows
  o A1. Assess whether each Committee's current responsibilities and goals are relevant and in line with the new strategic directives and current goals of GSUAA
    ▪ The CAWG consulted with the GSUAA staff to review each Committee's current responsibilities and goals. The Staff Liaison made a preliminary proposal for the GSUAA's future sustainability changes based on data for the previous two fiscal years. Also reviewed were the results of the SSWG Board
member Surveys and Interviews. It was determined that the Committees' current responsibilities and goals were antiquated in certain areas, as discussed below.

- **A2.** Assess whether revising each Committee's responsibilities and goals is essential to fit with the new Strategic Directives and current plans of GSUAA.
  - The CAWG proposes that each Committee's goals and responsibilities be revised to align with the new Strategic Directives. Due to COVID-19, the GSUAA altered the daily work environment and operating procedures for safety precautions. The situation remains fluid and will be assessed further as permitted.

- **A3.** Assess whether convening specific task forces will allow each Committee to achieve its responsibilities and goals effectively.
  - The CAWG consulted with the alumni staff to review whether a committee or task force would be the best structure for achieving the GSUAA BOD responsibilities and goals.

- **A4.** Assess whether a specific Committee should continue as a Committee or convert to a task force
  - The CAWG recommendation are as follows:
    - **Board Development & Governance Committee** should remain a Committee with the following additional responsibilities:
      - Evaluate BOD committee structure and effectiveness and install the creation of taskforces.
      - Access BOD member skills and talents and align with the GSUAA needs. Ex: utilize for reviews, webinars, seminars.
      - Partner with the Young Alumni Council to oversee the Lunch with the Board Webinar Development Series
      - Encourage alumni board participation and support at general alumni, university, and board-specific events, including athletics.
      - Coordinate board engagement activities.
      - Create the Diversity Equity & Inclusion (DEI) Subcommittee: Engage with the Georgia State University Colleges to identify, promote and participate in initiatives to foster diversity, equity, and inclusion among students, staff, and alumni of diverse backgrounds and heritage. If so, check in quarterly for status updates and collaborate as needed.
    - **Brand & Communication Committee** should convert to a task force
    - **Constituent Partnership Committee** should convert to a task force
    - **Finance Committee** should remain a Committee with the following additional responsibilities
      - Provide oversight of the GSUAA contracts for advertising and sponsorship packages related to the Alumni Association’s signature events.
    - **Student & Alumni Engagement Committee** should remain a Committee
    - **Scholarship Committee** should convert to a task force
    - The CAWG also recommends that a second task force be convened to implement the recommendations and determine what Bylaw revisions are necessary for the implementation
Task Force Service & Satisfaction Assessment Work Group (SSWG)

- Introduction

The Task Force Service & Satisfaction Assessment Work Group was charged with surveying the current GSUAA Board members' service on the Board and satisfaction with their service. Additionally, the SSWG surveyed the Board members to identify the members' talents and skills and sought to align those talents and skills with the GSUAA Current Strategic Directives and Goals.

The objectives of the SSWG were addressed with a 10 question survey (the "Survey"). The Survey questions, which are attached as Exhibit "A," were sent to each Board member for completion. The Survey opened on September 4, 2020, and closed on September 24, 2020. Participation in the Survey was received from 19 Board members. Following the Survey, one-on-one interviews were performed by the SSWG with the Board members ("Interview"). The Interview questions are also attached as Exhibit "A." The findings of the Interviews provided additional context around the results of the Survey and are summarized in this report.

- Objective 1. Assess BOD Member Satisfaction with BOD Service
- Objective 2. Identify BOD Member Skills and Talents
- Objective 3. Assess BOD Member Areas of Interest for Service within the Current Strategic Directives and Goals

Findings

- Q1. Assess BOD Member Satisfaction with BOD Service
  - The average satisfaction with Board service was 3.4 out of 5.0
  - The average satisfaction with committee service was 3.0 out of 5.0
  - To implore satisfaction, board members would like to increase their engagement with a stronger sense of purpose

- Q2. Assess BOD Member Areas of Interest for Service within the Current Strategic Directives and Goals
  - Board Members joined the Board to support GSU by strengthening the GSU community of prospective students, current students, alumni, and faculty. They are willing to roll up their sleeves and help in any way they can.
  - Interest for service spreads across all strategic directives and goals; however, additional guidance on the Board's expected involvement in each of the strategic directives and goals would help remove ambiguity and provide clarity around ownership for a unified sense of purpose.
  - In rank order, interest in the strategic directives:
    1. Be strong ambassadors and advocates for the university brand and sub-brands
    2. Increase engagement of the business community for the welfare of students and alumni
    3. Elevate program content with information about the university
    4. Strengthen collaboration with university colleagues toward mutual success
    5. Clearly define the goals of each engagement opportunity
    6. Integrate volunteer efforts within the association

- Closing Comments
  - During this process, the GSUAA used the information gathered in the Survey and Interviews to match BOD members with GSUAA backed initiatives and programs and received positive feedback from the BOD Members.
• BOD Member Interview Questions

1. What is the GSUAA is doing well: 1) as an organization, 2) with regard to Board service, 3) with regard to committee service?

2. What is the GSUAA not doing well 1) as an organization, 2) with regard to Board service, 3) with regard to committee service?

3. What can the GSUAA do to deliver more value to you as a Board Member?

4. What can the GSUAA do to best capture value from your involvement as a Board Member?

5. Would you like to be more involved? If so, how would you like to be more involved? (Actionable)

6. Are you interested in participating in an additional brainstorming session once we capture information from these 1:1 interviews?

• Breakout Sessions
  o Three breakout groups
    ▪ Group 1: Ben Williams, Christina Million, Ellen Kinsey, Marcia Ogsleby, Randall Kent, Reid Schulz, and Tracy Hoffmann
    ▪ Group 2: Barbara Rogers, Frank Strickland, Iliana Cuadros, James Dykhouse, Mallory McKenzie, Ryan Camon, and Laura Trivette
    ▪ Group 3: Alan Kauffmann, Cathy Scarver, Chauncey Walker, Dave Cohen, Sherrill Moss, Robin Moore, and Shayla Bennett
  o Board member feedback:
    ▪ Board members expressed they are excited about moving forward with the task force. They feel like it will be positive to have smaller bits of assignments, and it will get more people engaged, but there will be a beginning, middle, and end of the assignment to accomplish things and move on to the next.
    ▪ The task force is a good thing because it gives a committed sort of a sense of purpose. In a general sense, it's going to provide a lot more flexibility to the organization. Another thing that came up was board service, lifecycle management, and having a buddy system. When you join, you know the structure and how task forces are formed and a general sense of increasing how people collaborate with a messaging platform.
    ▪ Taskforce will be temporary and more opportunities or allow us to have agility. We have not yet defined what the task forces would be but will develop as we go forward. Board members will be able to move forward on how they would like to participate on committees and task force.

Associate Vice President- Christina Million

40 under 40-Mallory
  o Celebrating the class of 2020
  o April 25, 2020 at 6:00 p.m.
  o What is unique this year is we had all the honorees submit videos

Life member match
The mailing will go to about 1,700 lapsed members
We will also mail to current members about the upgrade to life Scholarship Endowment
Moving forward, we will follow a 4% formula

Old/New Business- Laura Trivette, Alumni Association Chair

- No new or old business

With no further questions or comments, the meeting was adjourned by Laura Trivette, at 11:05 a.m.