Board Meeting Minutes
Georgia State Alumni Board Meeting
Virtual WebEx

Date | time November 19, 2020 | 9 a.m. Meeting called to order by Steve Kindregan

In Attendance

Members Present: Jeremy Bennett, Shayla Bennett, Jim Dykhouse, Tracy Hoffman, Rodney Leonard, Alan Kauffmann, Randall Kent, Steve Kindregan, Robin Moore, Sherrill Moss, Marcia Oglesby, Chinwe Okoronkwo Gaines, Barbara Rogers, Frank Strickland, and Benjamin Williams

Members Not Present: Tom Mallory, Cathy Scarver, Laura Trivette, and Seanie Zappendorf

Staff/Others Present: Jay Kahn, Tim Renick, Troy Crittendon, Christina Million, Renee Bazemore, Ryan Camon, Dave Cohen, Iliana Cuadros, Mia Hawley, Ellen Kinsey, Mallory McKenzie, Reid Schulz, and Micah Smith

Welcome- Steve Kindregan, Alumni Association Treasurer

Steve welcomed all members and meeting attendees.

Executive Director of National Institute for Student Success- Tim Renick

Tim Renick presentation on the National Institute for Student Success:

The Challenge in Front of Us: National

Georgia State University Bachelor’s Graduation Rates by Race & Ethnicity

Over the past 16 years, Georgia State has developed and executed a model that has proven to reduce achievement gaps and increase outcomes.

Our aim is for the NIS to help other institutions achieve these results faster, more efficiently, and at lower cost.
Perimeter College 3-Year Graduation Rates

Consolidation with Georgia State

2019 Completed, Transferred, Still Enrolled: 83%

Perimeter College Graduation Rates*: Equity

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall</th>
<th>White</th>
<th>African American</th>
<th>Hispanic</th>
<th>Pell</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>7%</td>
<td>10%</td>
<td>4%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>2020</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>Change</td>
<td>+15</td>
<td>+12</td>
<td>+18</td>
<td>+19</td>
<td>+17</td>
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LIFT Cohort (100% LIFT and Pell) 92%

* IPEDS 3-Year Graduation Rates for Associate Degree-Seeking Students

How We Are Developing a Student Success Infrastructure along with Proven Interventions that Enable Students from All Backgrounds to Achieve Success

National Institute for Student Success (NISS)

NIS Mission

To increase the ability of colleges and universities to identify and resolve institutional barriers to student success, and to develop and disseminate effective interventions to address systemic barriers to student success and retention

What are the three core beliefs that ground the mission of the NSSF

1. Institutions proactively identify and respond to institutional barriers by using data-driven approaches
2. Institutions collaborate with students to develop and support effective interventions to address systemic barriers to student success
3. Institutions continuously improve the effectiveness of their interventions by evaluating outcomes and adapting strategies accordingly

Why the NSSF There is an absence nationally of practitioner-practitioner coaching despite high demand for such support
Foundation Update- Jay Kahn, VP

Jay gave a PowerPoint presentation:

**Fundraising Update**

- **FY21YTD (10/21/20)**
  - $11.72M ($2.98M additional to be booked)
  - 7,072 Gifts

**Pipeline Report FYTD21**

<table>
<thead>
<tr>
<th>Accepted (Not Funded)</th>
<th>Submitted (Asked)</th>
<th>Planned</th>
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<tr>
<td>Proposals Total</td>
<td>$4,947,375</td>
<td>$28,203,228</td>
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<tr>
<td>Proposals Total</td>
<td>64</td>
<td>173</td>
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<tr>
<td>Total</td>
<td>$68,952,000</td>
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</table>
Membership Discussion- Christina Million, AVP

Christina presents on Why Not Membership:

Why Not Annual Membership?

• Only 14% of alumni in non-power-5 schools are members.
• Renewal rates are averaging 63%.
• 5.9 is the average number of years a member will pay dues before lapsing for good.
• Member organizations must achieve a minimum of 40% renewal rate for first-time members, in order to avoid a decline in overall membership year over year.
• 47% of programs are not growing.
• 39% of Millennials report they don’t join or engage an organization they like because it requires the payment of a fee.
• 74% of schools have moved to a non-dues model.
• Those that have researched going with a dues model, 83% have rejected it.
• Loss of benefits for members, 69% of associations cite the biggest challenge to growing membership relates to lack of value members see in the organization.
• To see an increase in renewal rates, must contact a member 13 times annually.

Motion

Move the Georgia State University Alumni Association discontinue all Annual Memberships programs except for the Student Alumni Association effective 2021.

Steve opened the floor to approve the motion to discontinue all Annual Memberships programs except for the Student Alumni Association. Shayla Bennett moved to approve the motion, which Ben Williams seconded. The vote was carried unanimously by all present.

Christina presents the Life Member Match:

Explanation

To increase contribution to the Alumni Association Scholarship Endowment, the Alumni Association will match all paid-in-full life memberships up to $1,000. The contributions will come from the Alumni Association Quasi-Endowment to the scholarship endowment account. The Alumni Association awards ten scholarships, but the matches will contribute to the eight scholarships that are not donor-
specific, excluding Max Cuba and Willie Mae Cathcart scholarships. The maximum amount to match would be $100,000.

Alumni Association Scholarship Endowment: $1,182,277.91

Alumni Association Quasi-Endowment (Cash Reserve): $1,795,849.47

Current Life Memberships
Senior Individual (65+) - $500
Senior Joint (65+) - $750
Individual - $750
Joint - $1,000

Marketing
As the Alumni Association moves away from annual alumni memberships, it will institute a campaign to upgrade current annual members to life members. As an incentive to upgrade to a life membership, members support student scholarships with the match from the Alumni Association. The campaign will run for one year unless the maximum amount is reached before that time. Currently, 1,732 annual alumni members will receive the solicitation. Nineteen individuals are paying installments on a life membership, and if paid-in-full during the time of the offering, the membership can be matched. Other constituents who pay for life membership in full are matched during the specified time.

Conclusion
The addition of the life memberships will replenish money in the quasi-endowment as 90% of all life membership payments are deposited annually into the account. The life memberships' match will grow the scholarship endowment, therefore increasing the amount of money awarded to deserving Georgia State students each fall.

Motion
Move the Georgia State University Alumni Association be authorized to match all paid in full life memberships up to $1,000 with contributions from the Alumni Association Quasi-Endowment to the Scholarship Endowment account fund to fund the eight scholarships which are not donor-specific.

Steve opened the floor for the motion of the Life Membership Match. Ben Williams moved to approve the motion, which Frank Strickland seconded. The vote was carried unanimously by all present.

Approval of Minutes- Steve Kindregan, Alumni Association Treasurer

Steve opened the floor for the approval of the September 24, 2020 minutes. Jeremy Bennett moved to approve the minutes, which Marcia Oglesby seconded. The vote was carried unanimously by all present.
Social Media Training - Ben Williams & Jeremy Bennett

**TABLE OF CONTENTS**

- Logos
- Colors
- Membership Tiers
- This, Not That
- Social Media
- Network & Volunteer Board Engagement Tips

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**Logos**

- **Primary**
  - The Georgia State Alumni Association logo is a circular design featuring the university's shield.
- **Secondary**
  - A horizontal blue logo is used for web applications.

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**Colors**

- **Primary**
  - White
- **Accent**
  - Red
  - Cool Blue
  - Vibrant Blue
  - Light Blue
  - Cool Gray

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**IT IS ESSENTIAL**

That we project a single and clear image through a consistently maintained brand identity that positions Georgia State Alumni Association through a set of officially sanctioned identity standards.

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Web Color Guidelines
78%*

**ALUMNI CONCENTRATION**

About 78% of Georgia State alumni live in Georgia, Florida, Alabama, Tennessee, and South Carolina are the top four states for alumni concentration.

**MEMBERSHIP TYPES**

**TIER 1**
Student Member: Current students that contribute to the student alumni association each year.

**TIER 2**
National Member: Alumni who contribute to the alumni association each year.

**TIER 3**
Life Member: Alumni who contribute to the alumni association each year.

**TIER 4**
Sustaining Member: Life Member who contributes to the alumni association each year.

**THIS**

Employees work for Georgia State University. Office of Alumni Affairs, but represent the Georgia State Alumni Association.

Georgia State University defines alumni as individuals who attend for at least one semester.

The student area of the Georgia State Alumni Association is the Student Alumni Association (SAA).

Georgia State Alumni Association, not GSU Alumni Association.

When communicating to constituents, use the formal title of the event or program, not the acronym.

- Distinguished Alumni Awards, not DAA
- Young Alumni Council, not YAC
- Life Member, not Lifetime Member

**NOT THAT**

**BOARD & NETWORK ENGAGEMENT TIPS**

**BRANDING EFFORTS**

**VISUAL CONTENT**

- Engaging: Post photos of fellow Panthers at events online.
- Use PROPER GRAMMAR.

**ACTIVATION SUPPORT**

- Share posts from the Alumni Association’s main page. It’s a great way to build awareness of our platforms.
- When promoting an event, check to be sure REGISTRATION is still open.

**HOW TO FIND US**

- INSTAGRAM: @GeorgiaStateAlumni
- FACEBOOK: facebook.com/gsaac
- LINKEDIN: linkedin.com/Georgia-State-Alumni-Association
- TWITTER: @GeorgiaStateAlumni
- VIMEO: vimeo.com/gsaalumni
Tips:

- We only use exact quotes of what the university has provided
- We do not broadcast political opinions
- A Pro-Tip:
  On personal channels, it is always a good practice to highlight on your profile “you’re not representing the perspective of your employer or any board you serve on.”

- Jeremy will create a low-tech video for all the board members to show how you can go on to the official Linkedin page. Hopefully, all board members are members of the official Alumni Association Linkedin page
- Suggestion to do a once a week, a group can create an announcement to send to all members do a membership drive for the Alumni group to pull up the numbers
- Use Linkedin to get alumni more engaged by posting upcoming events
  - Use the same process for Facebook and Instagram
- Use the dashboard open Linkedin group linkedin.com/Georgia-state-alumni-association to tag us and view updated events. From there, we can reshare those tags on Linkedin
- As the alumni association, we have particular guidelines we have to follow, and we can’t promote specific job opportunities and other companies on this Linkedin page

Treasurer’s/Finance Report - Steve Kindregan

- Financials included in the board packet shows revenue and expense are down compared to last year due to COVID
- Currently, the money we raised for 40 Under 40 we have it sitting in unearned income right now because we were not able to have the event in March 2020
- We transferred some money to the foundation for FY20 scholarships, and 90 percent of lifetime membership went to the investment fund
Task Force Chair Report

Task Force- Renee Bazemore, Sr. Director, and Task Force Liaison

- The task force is on target to give a final report at our spring board meeting
- Expressing her appreciation for what the task force has done so far

- Service and Satisfaction goals- Randall Kent
  
  - Sent out a board satisfaction survey
  - Received 19 participants
  - The survey was available for a couple of weeks in September 2020
  - The goal of the survey was to measure and uncover ways to increase engagement and maximize the value delivered and captured by the board members
  
  - The survey was about ten questions
  - We mapped all of these as satisfaction, skills and talents, and areas of interest.
Support GSU by strengthening the GSU community of prospective students, current students, alumni, and faculty.

What could improve satisfaction?

Increased engagement with a stronger sense of purpose.

Skills

1. Project Management
2. Organizational Management
3. Public Speaking
4. Communications
5. Fiscal Management
6. Human Resources/Recruiting
7. Board Development
8. Marketing
9. Fundraising/Development
10. Digital Marketing

Next Steps

- Have a one-on-one conversations with board members
- Purpose is to get their prospective within the context of their satisfaction on what the Alumni Association is doing well and not doing well
- Specific actionable recommendations to improve their satisfaction

Satisfaction

3.4 out of 5.0

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.
• Captioning ideas, suggestions and recommendations
• Take all of these and distill it into an agenda and use it to inform a larger guided brainstorming session

• Will drive a plan to go forward
• How each individual will increase their satisfaction and by increasing their satisfaction more value will be delivered to and from the board

• Create a game plan
Highlight upcoming Alumni Association events

Georgia State University Alumni Association

Upcoming Events

November 2020

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8th</td>
<td>Fall Floral Class</td>
</tr>
<tr>
<td>8th</td>
<td>Webinar: Identity Theft</td>
</tr>
<tr>
<td>9th</td>
<td>Network Under 40: Lunch &amp; A Lead</td>
</tr>
</tbody>
</table>

December 2020

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Validation: The Most Powerful Communication Skill You Were Never Taught</td>
</tr>
<tr>
<td>10th</td>
<td>Caring for a loved one with Dementia, Part I</td>
</tr>
<tr>
<td>15th</td>
<td>Tuesday Night Trivia w/ Athletics</td>
</tr>
</tbody>
</table>

Register & Learn More

calendar.gsu.edu/alumni
Any questions about upcoming events, please reach out to Ellen or Mallory

- Committee and Task Force Assessment goals - Chinwe Okoronkwo Gaines
  - Use the findings from the survey to determine which board members will be the best fit precisely for the Young Alumni Council (YAC) Lunch with the Board event
    - Thank you for your participation, and thank you to Rodney and Jeremy
    - We will go through that process again for future dates and events and will reach out to board members accordingly
    - Volunteers, please contact Renee or Chinwe

Committee Highlights

- Board Development – Chinwe Okoronkwo Gaines and Ellen Kinsey
  - We are looking for recommendations or volunteers from the Board for executive speakers that can participate in the Coffee Conversations event
    - Coffee Conversations is an ongoing event series
    - Hosted about once a month depending on who we have available to feature
    - Each event these events shares insights or stores from a broad range of alumni and faculty experts
    - 30-minute format
    - We either want to showcase the work of a Georgia State University faculty or highlight a story or impact that one of your alumni is making in their industry or community
    - Please reach out to Ellen Kinsey if you want to recommend alumni or be a moderator for these conversations

- Constituent Partnerships - Shayla Bennett
  - Thank you to Jeremy and Rodney, and thank all board members that attended the Lunch with the Board
  - We are expecting YAC to reach out to the Board regarding the topic of communication, and we ask you to be open to responding to them
    - Trying to foster genuine relationships to build
    - Remember, these are people we are trying to groom to come on to our Board as we do our time and move on
  - Meeting note from the Lunch with the Board
    - We didn't introduce both speakers in the beginning, so that we will do that at the next one
    - A question to Rodney and Jeremy about splitting the time between the two speakers work best, or would you have preferred both speakers simultaneously?
      - Jeremy - Suggested an 80/20 in speakers interactions in their sections because he noticed there were somethings he could have added to Rodney's area, and Rodney could have added to his. He enjoyed the connections. More of a team effort
  - Encourage board members to attend the next Lunch with the Board
  - Troy Crittendon - Thank the Board for all the work they have done to create this program
    - What does the BOD look for to create a grassroots relationship with them?
    - All of our YAC members appreciate the work you did, Jeremy and Rodney
  - Suggested an interest meeting for the YAC members

- Student Engagement - Ryan Camon
  - Completed 18 events as of November 19
    - Collaborated with two university departments
    - Utilized 13 alumni as speakers and panelist
Five programs with our partners at Region’s Bank, including an original program focusing on entrepreneurship
Over 800 registrations total (Not including bi-monthly Region’s Bank webinars)

- **Action Items**
  - SAA Spring Priorities and Initiatives
    - SAA Board Recruitment
    - SAA 10th anniversary (will execute virtually)
    - Increase Student Engagement Committee participation in programs
      - Tom Mallory will take the lead in soliciting Alumni Board members to participate in upcoming programs
  - Collaborate with the Young Alumni Council on a program
  - Hosted a virtual networking event with our Home Depot corporate network
  - Planning events around career readiness and entrepreneurship in March

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**Associate Vice President- Christina Million**

- We have a new website at alumni.gsu.edu
  - Huge thanks to Reid Shulz and Dave Cohen

Opened the floor for questions
- When are we phasing out annual memberships?
  - They will phase out starting at the beginning of 2021
  - Mia will send out a lot of communication to our current alumni members
  - Members will have the option of requesting to have their annual membership payment go towards their upgrade to life membership

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**Old/New Business- Steve Kindregan, Alumni Association Treasure**

- Tracy attended a Continue Professional Education Webex (CPE) on “Driving value as a nonprofit/higher education board member” by Grant Thornton and offered to share with the Board
- Micah reminded board members to contact her if they have not set up an appointment to take their headshot

With no further questions or comments, the meeting adjourned by Steve Kindregan, FY21 Treasure, at 10:49 a.m.