

Board Meeting Minutes

Georgia State Alumni Board Meeting

Virtual WebEx

Date | time August 24, 2020 | 9 a.m. *Meeting called to order by* Laura Trivette

In Attendance

Members Present: Jeremy Bennett, Shayla Bennett, Jim Dykhouse, Tracy Hoffman, Alan Kauffmann, Randall Kent, Steve Kindregan, Tom Mallory, Robin Moore, Sherrill Moss, Marcia Oglesby, Chinwe Okoronkwo Gaines, Barbara Rogers, Cathy Scarver, Frank Strickland, Laura Trivette, Benjamin Williams, and Seanie Zappendorf

Staff/Others Present: Jay Kahn, Michael Sanseviro, Todd Shutley, Byron Fitch, Jasmine McKeiver, Christina Million, Renee Bazemore, Ryan Camon, Dave Cohen, Iliana Cuadros, Mia Hawley, Ellen Kinsey, Mallory McKenzie, Reid Schulz, Micah Smith, and Chauncey Walker

Welcome- Laura Trivette, Alumni Association Chair

Laura welcomed all members and meeting attendees.

AVP for Student Engagement & Dean of Students- Michael Sanseviro

Michael briefly introduced himself. Herejoined the Panther family in December 2019, initially worked with Georgia State University in 1996 as the first Complex Director for University Housing, and later received his Ph.D. from the College of Education.

- We received notification from the Board of Regents on March 11th that on March 13th, we will have to shut down things like our food pantry and all in-person services due to COVID; we had to figure out how we would continue to provide services for the students
- We want to figure out the needs of our students, knowing so many of our students need food services, have financial need, and we have a large growing population of students who have housing and shelter insecurities
- Working with foundation and the development team, crowdfunding was created for the emergency assistance fund, but the piece my office focused on is how are we going to get information from the students for their needs
- My year one goal was to find a way to create a financial hardship program and an emergency assistance program where students could fill out one comprehensive application. Students will fill out an application about everything going on in their world. My office will work behind the scenes with all the appropriate experts across the university and with community resources to figure out how to serve the needs of those students, so students would not need to piece together multiple resources to suit their needs. We, from a case management approach, would do that for them. Starting on March 11th and having it live and ready to go on March 13th, we created the new comprehensive financial hardship and emergency assistance application website. Through the Dean of Students website, students can complete the application. The application will autoroute to various other sources (Student Financial Center, Counseling/Mental health needs, and other resources). In the time this has gone live, we have had over 660 applications and have successfully processed those. If a student has indicated food insecurity, we have gotten them within the same day a \$200 cash credit available to them to get food, so no Panther goes hungry.

- How did we make our services available virtually
 - We transitioned all our paper forms virtually within 48 hours and was able to have students submit their electronic signatures on documents
 - As we continue into fall, we have continued the virtual service and will continue forever
- The first week of school, we did a comedy night
 - Reduced the number of in persona attendance
 - Replicated events on our social media platform as live involvement opportunities for students to participate, and we had student contests
 - This virtual opportunity has allowed us to reach far more students
 - Events are also being shared on the website for students to visit them later
- Questions for Michael:
 - Is there anything internally done to nudge the students to attend more games now we have a more competitive team?
 - We are doing more outreach with our first-year students to get them into the culture to attend more games, looking into more incentive and reward programs, enhancement programs, and outreach to our sorority/fraternity community
- Please visit our website if you would like to help with the needs of students at <https://deanofstudents.gsu.edu/>
- Emergency Assistance Fund: <https://deanofstudents.gsu.edu/student-assistance/emergency-assistance/>
- Coronavirus: <https://ahead.gsu.edu/> Resources tab

Foundation Board Chair- Todd Shutley

Todd gave a brief introduction. I grew up in Atlanta, have four children, and works at Ameris Bank. I attended GSU for my Masters of Science in Finance and re-engaged with the university about ten years ago. The university has a compelling story. Our engaging pitch for Georgia State University should include that 55% of our students are pell grant eligible, 28% are first-generation, and the diversity (around 30% Black, 30% Hispanic). We graduate more African Americans than any other university in the U.S.

- The Foundation is an ambassador for the university in helping with identification, cultivation, solicitation, and stewardship of gifts
 - The role of the Trustee is broken down into five pieces
 - Ambassador, Advisor, Donor, Fundraiser, and Steward
 - 29 members on the board
 - To give an idea of the size of the Foundation, we have about \$400 million in total assets and \$162 million in the endowment
 - One of our goals is to raise the endowment so we can support more students
 - Two weeks ago, we had some excess operating reserve, so the board voted to transfer some funds of \$5 million into a quasi-endowment for student scholarships Jay's and Christina's teams are using as matching gifts so we can double it into \$10 million
- My goals and objectives this year is to be involved with the search for the new university president, preparing for a capital campaign, and improve engagement with the board
- Questions for Todd:
 - How is the Foundation looking at gaining young donors?
 - Making sure we are telling the story, engaging them
 - Utilizing tools like crowdfunding and annual funding

Foundation Update- Jay Kahn, VP

Jay gave a PowerPoint presentation:

<h1>Alumni Association Report</h1> <p>9/24/2020</p> <p>Development & Alumni Affairs</p>	<h2>Overview</h2> <ul style="list-style-type: none">• YTD Numbers• Initial Insights• Alumni Association Role• General Updates• State Day								
<h2>Fundraising Update</h2> <ul style="list-style-type: none">• FY20 Year End<ul style="list-style-type: none">• \$29.326M• 19,248 Gifts• FY21YTD (9/23/20)<ul style="list-style-type: none">• \$5.7M• 2,355 Gifts• Covid-19 Impact	<h2>Initial Insights - Two Key Questions</h2> <ul style="list-style-type: none">• How do we create enough efficiencies & best practices with existing resources to raise \$XXM annually consistently?• With the right structure, what is ultimately possible at GSU?								
<h2>Alumni Association Can Help</h2> <ul style="list-style-type: none">• Provide Opportunities for Broad Based Engagement• Alleviate the Participation-Pipeline Trade-Off• Help to Right Size Investments in Digital & Analytics• Align Revenue Growth and Institutional Mission	<h2>Evaluating Important Data Points</h2> <table><tr><td>\$3.19</td></tr><tr><td>Dollars Raised per \$1 Dollar Invested (4-year Average)</td></tr><tr><td><1%</td></tr><tr><td>% Alumni in Major Gift Officer Portfolios</td></tr><tr><td>23</td></tr><tr><td>Number of Front-Line Constituency Fundraisers</td></tr><tr><td>.11</td></tr><tr><td>Strategy Support FTEs per Front Line Staff</td></tr></table>	\$3.19	Dollars Raised per \$1 Dollar Invested (4-year Average)	<1%	% Alumni in Major Gift Officer Portfolios	23	Number of Front-Line Constituency Fundraisers	.11	Strategy Support FTEs per Front Line Staff
\$3.19									
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% Alumni in Major Gift Officer Portfolios									
23									
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.11									
Strategy Support FTEs per Front Line Staff									

Staffing

- Current/Recently Completed
 - AVP for Constituent Programs (Interim)
 - AVP for Arts and Sciences
 - Director of Development for College of the Arts
- Future Positions



General Updates

- Blackbaud Security Breach
- The State Way Match
- Presidential Transition
- State Day



State Day

- 2019 Highlights
 - \$542,328 raised from 1,609 donors (1,885 gifts)
 - Unlocked more than \$200,000 in challenge gifts
 - Faculty/Staff raised \$76,638 (421 donors)
 - 46% of all ambassadors were Faculty/Staff



State Day

- What to expect:
 - Georgia State Day 2020's participation goal of 1,913 donors was chosen to honor the university's founding.
 - Donors have committed more than \$200,000 in challenges and matching gifts.
 - The communications plan for the September event will kick off on September 1.
 - Annual Programs has partnered with 19 units across the university including all colleges and schools and several of their departments.



State Day

- How You Can Help
 - By registering as a Georgia State Day Ambassador, you will join other members of the Georgia State community who want to lend their voice to Georgia State Day.
 - Ambassadors are alumni, friends, faculty, staff and parents who will come together to make a difference on the university's third comprehensive giving day.
 - Ambassadors are on the front lines promoting Georgia State Day via social media, email, phone, text and word of mouth.



September 29, 2020 – 10:00

until

September 30, 2020 – 19:13



Approval of Minutes- Laura Trivette, Alumni Association Chair

Laura opened the floor for the approval of the June 25, 2020 minutes. Alan Kauffmann made a motion to approve the minutes, which was seconded by Ben Williams. The vote was carried unanimously by all present.

Treasurer's Report- Steve Kindregan

- Financials included in the board packet shows revenue and expense are down compared to last year, due to COVID

Task Force/Committee Chair Report

Our Strategic Directive is:

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 the 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

Task Force- Cathy Scarver, Vice-Chair and Task Force Chair

- Looking at the committee structure we currently have, and how we can transition the current committees we have into a task force structure
- Looking at the service of our board members and how we can provide the best service to the board
- There are seven members of the Task Force workgroup
 - Committee and Task Force Assessment workgroup members are
 - Chinwe Gaines- Group leader
 - Tom Mallory
 - Sandra Kruger
 - Service and Satisfaction workgroup members are
 - Randall Kent- Group leader
 - Sherrill Moss
 - Jim Dykhouse
- Encouraging board members to engage in events
- Service and Satisfaction goals- Randall Kent
 - To uncover opportunities to increase engagement and board member experience
 - Maximize the value the board is able to deliver to the alumni association with creating a more cohesive board with a solid aligned sense of purpose
 - The first step in that was creating a survey, board members participated in helping to narrow down satisfaction, skills, and talents, and areas of interest by identifying those will help provide guidance to achieve the goal of the workgroup
 - Currently going through the results, may reach out for interviews
- Committee and Task Force Assessment goals- Chinwe Okoronkwo Gaines
 - Reviewing the current committee responsibilities and 20-21 Strategic Directive
 - We assets each committee responsibilities are relevant and aligned with the new Strategic Directives and the current goals of the alumni association
 - Assets whether each committee responsibilities and goals will be better achieved to a specific task force
 - Review any bylaw revision

Committee Highlights

- Board Development – Chinwe Okoronkwo Gaines and Renee Bazemore
 - The task force committee has been hard at work with the committee vs. task force group analysis and surveys
 - In the process of assigning board buddies to our new board members – Jeremy Bennett, Tracy Hoffman, and Marcia Oglesby
 - Working on a slate of officers for the 2021-2023 term
 - If you know someone that would be an excellent addition to our board, please let Chinwe know
 - If you have a great colleague that would be a great speaker for one of our events or coffee conversation
 - Complete the leadership form to be an officer for the next two-year term 2021-2023

- Finance- Steve Kindregan
 - We have completed the FY20 audit.
 - The final FY20 audit can be found on the pantheralumni.com website
 - Now that the audit is complete, Iliana will complete the process and cut the check to the Foundation for \$40,079 (\$21,299 – Scholarship donations and \$18,780 – License plate program). This money will go to our Endowment Scholarship Fund.
 - Another disbursement to the Foundation is the 90% of the Lifetime memberships collected in FY20; these funds will be allocated to the GSUAA Northern Trust Investment, which is managed by the GSU Foundation.
 - (\$38,922 X 0.90 = \$35,029.80). This year the amount we will add to our investment portfolio will be \$35,029.80.
 - The audit report is uploaded on our website if anyone would like to take a look www.pantheralumni.com under the alumni association tab, click Mission, vision, board bylaws & financials
 - Friendly reminder to board members about their annual commitment (Sustaining Life).
- Brand and Communication- Ben William
 - Have opportunities and encourage all to be brand ambassadors for the alumni association and Georgia State
 - Opportunity
 - Would people be interested in utilizing their personal social media to be a brand ambassador for Georgia State University?
 - If you are interested in being a part of this conversation, please reach out to Ben
- Constituent Partnerships- Shayla Bennett
 - Make sure you sign up to be an ambassador of the alumni association for giving day next week
 - Ben is looking for people to serve as alumni admission ambassadors (ongoing project)
 - If you would like to sign up as an Alumni Admissions Ambassador, you can do so here: <https://bit.ly/GSUalumni-admissions>
 - Giving Day Ambassador, you can do so here: https://thestateday.gsu.edu/giving-day/30369?utm_source=scalefunder&utm_campaign=amb_share&utm_content=p828fw30o5wi3iip576wv&utm_medium=plain
 - Reminding board members to look out for PAWs email for engagement opportunities at events
 - Encouraged members to get in contact with Chauncey to get involved with the Young Alumni Council; they are looking for speakers
 - Try to sign up for Georgia State University Amplify
 - Young Alumni Council
 - Jasmine McKeiver- President
 - Quick introduction
 - 2016 Masters of Science in Marketing graduate of Georgia State University, J. Mack Robinson College of Business, on the YAC board for three years, currently the Email Marketing Designer for Ballard Designs
 - Byron Fitch- Vice President
 - 2006 graduate of GSU from J. Mack Robinson College of Business, second year on the YAC board, currently works at Georgia Tech as a Senior Consultant also serve as chair on the Staff Council Organization
 - YAC Presentation:

Young Alumni Council 2020-2021

YAC 2020-2021 Organizational Structure

President: Jasmine McKeiver
Vice President: Byron Fitch
Secretary: Kristin Belk
Marketing & Events: Nate Harris & Denise Kennedy
Partnerships & Engagements: Jessica Harrell & Jatisha Marsh

2020-2021 Young Alumni Council Theme

Key Pillars:

1. Professional Development
2. Mentorship
3. Community Service
4. Networking
5. Ambassadorship

Key Goals:

1. Increase the overall presence and engagement of "Under 40" alumni.
2. Plan more events to enhance professional development for alumni.
3. Engage in service-oriented opportunities to support the surrounding panther community.

Panthers Winners Circle

2020 - 2021 Council Pillars

Professional Development	Mentorship	Community Service	Networking	Ambassadorship
				

Questions or feedback?

Chauncey Walker: YAC Advisor
cwalker79@gsu.edu



Jasmine McKeiver: President
mckeiver.jasmine@gmail.com



Byron Fitch: Vice President
byronfitch@gmail.com



- Scholarship & Awards – Sherrill Moss
 - As of September 15th, 69 of the 71 recipients selected have accepted and signed their paperwork
 - The scholarship process will change for the 2021 cycle with the new program Academic Works
- Student Engagement- Tom Mallory
 - Ryan and SAA have been extremely busy this fall, and we want to thank all members that we're able to help out with events
 - Tom and Ryan are collaborating on continuing to build a professional development program and have several volunteers to help out with this program

We are working on metrics that we can look at as far as who is engaging with us and the university (volunteering, attending an event, and donating) to have something everyone can see in the next couple of months to quantify what everyone is doing. We do keep track of those things, but we are working on a system for our engagement metrics right now.

- We have been tracking those attending our virtual events and still sitting at 58% since April of this year.
 - About 7% are members of the Association the rest are non-members
 - 48% are donors to the university
 - About 3% are first time donors in 2020
 - 14% of first-time donors in the past five years
 - 31% of first-time donors in the past ten years

Reminders:

- The virtual book launch is next Thursday, October 1st, "Won't Lose this Dream."
 - Register for the Won't Lose this Dream event featuring President Becker, Dr. Renick, and Dr. Allison Calhoun-Brown, as well as author Andrew Gumbel:
<https://www.pantheralumni.com/s/1471/17/interior.aspx?sid=1471&gid=2&pgid=3032&cid=5538&ecid=5538&crd=0&calpgid=353&calcid=966>
- Giving day next week, be an ambassador and spread the word to other alumni and friends
- Stewardship packets will mail in a few weeks
 - Packets will go to those that have been actively involved in a variety of events (such as Third Thursday, Sr. Brunch and Learn, and Tailgate) as well as Lifetime members
- There is not a Homecoming this year; it is Spirit Week. We will not have our typical homecoming festivities this year, but other events will occur

Old/New Business- Laura Trivette, Alumni Association Chair

Barbara volunteered to edit the board agreement and will meet with Chinwe, Renee, and Micah to discuss updates

Laura closing remarks

- The key objective is that each member can have a strong return on investment from your time, talent, and resource giving.
- Challenge to reach out to fellow board members over the next 30 days for a virtual meeting or phone call to connect.

With no further questions or comments, the meeting adjourned by Laura Trivette, FY21 Chair, at 10:41 a.m.