

**Board of Directors | Zoom Video Conference**

**Thursday | March 17, 2022 | 6:00 pm (CST)**

1. **Call to Order:**

The spring quarterly meeting of the UNA National Alumni Association Board of Directors was held on Thursday, March 17, 2022, via Zoom. President Susan Adams presided, with Executive Secretary present, and called the meeting to order at 6:02 pm.

1. **Roll Call and Quorum Report:**

**Present Executive Committee Members:** Susan Adams, Bishop Alexander, Mike Byers, Lisa Clayton, Mary Leigh Gillespie, John Haegar, Latasha Howell, Anna Milwee, and Christa Raney

**Present Board-at-Large Members:** Ryan Clayton, Gaye Choat, Ty Dennis, Chris Depew, Clayton Grider, Allison Hall, Nichole Henderson, Cody Holder, Ann-Marie Irons, Scott R. Milliet, Haley Newton, Sherri Stewart, Holly Tate, and Christy Waters

**Present Alumni Club Presidents**: Jeanne Cook, Central Mississippi Club; Lawrence Davis, Central Florida Club; Joshua Lambert, Greater Shoals Area Club; Chris Lucas, Greater East Alabama Club; and Jose Morgan, Huntsville/Madison County Area Club

**Absent Executive Committee Members**: Jeremy Baham and Will Hodges

**Absent Board-at-Large Members:** Kimberly West Alewine, Rita Buckley, Mike Curtis, Eric Kirkman, Savannah Liles, Tina Smith, Denise Watts, and Chris Whitten

**Absent Alumni Club Presidents:** Jessica Brown, Greater Memphis Area Club; and Austin Bullock, Greater Birmingham Club

**Present Non-Board Member:** Melissa DeFoor

1. **Approval of Minutes and Agenda:**

Lisa made a motion to accept the 03/10/2022 Executive Committee meeting minutes and the 03/17/2022 agenda as emailed. Mary Leigh provided a second. The motion passed unanimously.

1. **Campus Speaker, Ms. Melissa DeFoor ‘09, Anderson College of Nursing & Health Professions**—Melissa thanked the Board for the opportunity to speak on behalf of the Anderson College of Nursing and Health Professions. Melissa provided an overview of recent events related to prenatal education and care, which segued into her announcement that the College will host a community baby shower for expectant mothers. In addition to the shower, a bootcamp for siblings will be help to help those siblings prepare for the baby’s arrival.

This free community event affords mothers-to-be the opportunity to learn about basic prenatal and baby care from senior-level nursing students, clinical supervisors, and faculty from the College. The sibling bootcamp will offer soon-to-be-siblings a chance to learn what it means to have a new baby in the home and how they can help be part of the new baby’s care.

The Tiny Cubs Community Baby Shower and Sibling Bootcamp will take place on Saturday, April 9 from 10 am until 1 pm in Harrison Hall on the UNA campus.

Melissa offered three ways for alumni to get involved: volunteer, donate, and/or share. For alumni who want to donate money, please use the following contact information: [magrissom@una.edu](mailto:magrissom@una.edu) or 256-335-4225; [melissadefoor@gmail.com](mailto:melissadefoor@gmail.com), PAYPAL; @Melissa-DeFoor, Venmo; @Ann-Marie-Irons, Venmo.

1. **NAA Officer Standing Committee Reports:**
   1. **2022 Standing Committees—**Susan invited committee chairs to report.

Latasha, Community Affairs Committee Chair, reported that her committee recently met. Committee members are ready to be present, visible, and active in the community. She highlighted upcoming events: April 9 “Tiny Cubs” Baby Shower; April 22 “Squash the Silence” 1K walk; April 29 – May 1 Rotary Conference; June 23 – 25 Alumni Summit; July 26 Handy Night; September 2 UNA First Fridays; October Community Trick-or-Treat; and Ring the Bell with the Salvation Army in December.

In Mike C.’s absence, Bishop gave the Legislative Affairs Committee report. The Legislative Affairs Committee hosted a successful luncheon last week at Rogers Hall. In addition, there will be a Legislative Reception hosted by the Alumni Task Force and Higher Education Partnership on Wednesday, April 6, 2022. The event is scheduled from 4:30-7:00 p.m. at the RSA Terrace and Plaza (6th floor). All 140 members of the legislature will be invited along with university administrators and legislative staff representing the fourteen partner universities. Last, the Legislative Affairs committee thanked Bryce Curtis of Yellowhammer Roofing, who sponsored the Legislative Affairs Luncheon at UNA.

The reports of the Financial Affairs Committee and the Nominations Committee were tabled until New Business.

* 1. **Alumni Club Reports and New President Introductions—**Susan invited Alumni Club Presidents to report.

Morgan, President of the Huntsville / Madison County Alumni Club, reported that the Club hosted the “Year of the Woman” Book Launch in February. She encouraged Board members to purchase the book. The Club plans to partner with UNA Health Services to host a Mental Health Awareness Panel in May.

Bishop introduced Chris Lucas, the new President of the Greater East Alabama Alumni Club (a merger of Auburn and Montgomery Clubs), and Austin Bullock, the new President of the Greater Birmingham Club.

Josh, President of the Greater Shoals Alumni Club, reported that the Shoals Alumni Club Night Out was a fantastic success, and the Club plans to host additional nights out, possibly early summer or late spring. The Club is revamping officers as two officers are stepping away. Last, the Club plans to institute new bylaws and to work closely with the Community Affairs Comittee.

1. **Finance Report:** Mike B. gave the Finance Report. He reminded Standing Committee Chairs to submit a budget to him by the end of the month.
   1. **NAA Distinguished Endowed Scholarship—**The balance is $34,801.99.
   2. **NAA Greatest Needs Fund—**The balance is **$**35,438.50.
   3. **NAA Current-Use Scholarship—**The balance **is** $2,538.20.
2. **Old Business:**

There was no old business to discuss.

1. **New Business:**
   1. **Alumni Discount Program Proposal (Vote Required)—**Mike B. shared his screen to discuss the *Working Advantage* benefits programs. This company offers a platform of discounts, including—but not limited to—theme park tickets, ski resorts, hotels, car rentals, airline flights, sporting events, movie tickets, appliance and car discounts, etc. If we adopt this company, a link will be added to our website. *Working Advantage* creates the marketing materials. The AA will not pay for this service, nor will we receive revenue, but this program will offer benefits to our alumni all over the country. It will build goodwill and show value to our alumni.

Sherry made a motion to adopt the *Working Advantage* benefits program. Scott provided a second. The motion passed unanimously.

* 1. **Finance Committee, FY 22 Recommendations (Vote Required)**—Mike B. explained that the Greatest Needs Fund, the Association’s operating fund, has declined from approximately $49,000 in September 2021 to approximately $35,000 to date, a decrease of over $13,00 this fiscal year. After examining our current revenue-producing events, the Committee determined that we do not have enough of these events to keep up with spending. Thus, to increase revenue, the Committee came up with six recommendations:

First, the Finance Committee recommends creating a new tiered membership structure. The existing membership is free to all graduates (no dues). That fact will not change. The Committee recommends creating a second tier that requires dues in exchange for premier or upgraded benefits. These benefits may include an enhanced tailgating experience, more upgraded items, Pierce Suite at basketball games, experiences at softball/baseball games, etc. The Committee will need to explore the costs of these extended benefits to know how much to charge for the dues to ensure that the Association makes a profit. One idea it to offer the tiered membership to recent graduates for free.

Second, the Finance Committee recommends soliciting sponsors for tailgating events.

Third, the Finance Committee recommends hosting a Junior Tennis Tournament Fundraiser in conjunction with the UNA Tennis Program.

Fourth, the Finance Committee recommends partnering with the Campus Bookstore to sell alumni merchandise.

Fifth, the Finance Committee recommends tapping into the Shoals music community by hosting a benefit concert.

Sixth, the Finance Committee encourages members of the Association to give to the Greatest Needs Fund.

Mike B. opened the floor for questions. Chris L. asked if figures and details were available for the first motion, specifically. Mike B. clarified that the Finance Committee does not want to make a motion to implement these recommendations; the Committee is asking for a motion to empower the Finance Committee to explore these recommendations so that the committee can then report to the Board. The Board discussed sponsorship opportunities and the importance of sponsorships.

John made a motion to empower the Finance Committee to explore these options. Sherri provided a second. The motion passed unanimously. Mike B. thanked Finance Committee members Ryan Clayton and Rita Buckley for their hard work.

* 1. **Line Item: Alabama Higher Education Partnership Dues, $1,000**—Susan and Bishop explained that the $1,000 dues for the Higher Education Partnership have been paid by the Office of Alumni Relations in the past. However, much of the work of this Partnership benefits the alumni as well. Thus, Bishop requested that the Alumni Association split the cost of the dues at $500 each.

Sherri made a motion to allot $500 per year to the Alabama Higher Education Partnership dues. Gaye provided a second. The motion passed unanimously.

1. **Discussion:**
   1. **NAA Leadership Summit & Summer Board Meeting—**Susan announced that recent discussions have led to a shift in Alumni Summit planning (scheduled for Friday, June 24 – Saturday, June 25).
      1. **NAA Board & Affinity Group Leaders Retreat Proposal**—Susan and Bishop proposed hosting NAA Board and Affinity Group leaders at a “retreat” style, more intimate workshop (approximately 100 attendees) instead of a grand-scale Summit (100 to 200 attendees). Current Board members and Affinity Group leaders would be encouraged to invite alumni who may be interested in becoming involved. The pandemic has prohibited these groups from meeting and training, and Bishop feels it’s important to train leaders first in small groups and then expand to a broader group. Holly suggested tapping UNA’s Promising Alumni and encouraging them to attend and get involved. Other possibilities were discussed.

Bishop explained that Dr. Jeffrey Bibbee, Co-chair of the Year of the Woman Taskforce, has asked the Alumni Association to partner with the Taskforce by holding the Summit in conjunction with the Year of the Woman Academic Conference, which will take place Thursday, June 23 – Friday, June 24. Alumni Summit would begin on Friday, June 24 – June 25. Board members discussed ways to make this partnership happen. The Board agreed to move forward with planning as discussed.

* 1. **1830 Giving Day Initiative, March 1 – 31**—The Advancement Division has hosted training opportunities with different campus partners. Kevin Haslam wants to include the Alumni Association in this initiative, so he put together a manual for this group. Bishop shared his screen and detailed the initiative, its purpose, and its goals. See the packet emailed on 03/08/2022.
     1. **Alumni Outreach Challenge National**—Encourage five alumni to give.
     2. **Ambassador Resources**—For more information, visit the following site: <https://www.una.edu/dayofgiving/ambassador-resources.html>
  2. **2022 Alumni Awards—**In Will’s absence, Bishop gave the Alumni Awards report. The call for nominations runs from March 14 – May 20. Use the following link to submit nominations: <https://www.una.edu/alumni/awards/index.html>. Will requested, and Bishop reiterated, for Board members to send suggestions for those to be considered and to encourage other folks to apply.

Will will be in touch with the committee to schedule two meetings: one in the coming month to discuss the rubric and how to determine the final honorees and another call later this summer to discuss the actual nominees based on that agreed-upon rubric.

Finally, for those interested in serving on the goals/visioning committee that was mentioned during the most recent board call, please email Will directly so he can ensure all interested parties are included in the planning meetings and future emails. As mentioned before on calls, everyone is invited to join!

1. **NAA President’s Report:** Susan gave her report.
2. **Year of the Woman Book Launch Recap, February 24**—Susan and Bishop attended this event held at Holtz Leather in Huntsville, and they were impressed by all aspects of this event.
3. **Higher Education Day Recap, February 24**—Susan and Bishop attended this event and represented the Alumni Association and UNA.
4. **Light the Fountain Recap, March 10**—This event was a huge success. Ande Jones was the special guest. The committee has already met and is planning the dates for the next three years. The Association awarded the $250 book scholarship.
5. **Weekend of Women 2022 Recap, March 10 – 12**—The concert with Rachel Wammack and John Paul White was a huge success. The SOTA Art Event in Tuscumbia was also a big success.
6. **Alumni Director’s Report:** Bishop gave his report.
7. **North Alabama Spring Football Game, March 24**—This FREE event will be held on the Bill Jones Athletic Complex (UNA Practice Field). The event will begin at 5:00 pm (food tents, bouncy houses, etc.) and the Purple vs White football game will begin at 6:00 pm. A Hospitality Tent (food, beer, wine) will be available with the purchase of a $25 wristband. The event will conclude with a firework show finale.
8. **Alumni Letter, Andre Jones, ’76, Light the Fountain Honoree**—Bishop shared a letter of gratitude written by Ande Jones.
9. **UNA Enrollment Update**— The President’s Office reported that enrollment in the Honors College is expected to reach 700 and total enrollment is projected to reach 9,000 by this fall.
10. **Good News and Campus Announcements:** Susan and Bishop reported on upcoming events and noted opportunities for Board members to participate.
11. **2022 Alumni Awards, Call for Nominations March 14 – May 20**—See VII.C.
12. **1830 Giving Day Initiative, March 1 – 31—** See VII.B.
13. **NAA Leadership Summit, June 23 – 25—**Bishop emphasized this event and requested that Board members mark these days on their calendars.
14. **University Press Releases**—Susan highlighted the following press releases and encouraged Board members to read the full article:
    1. <https://businessalabama.com/anderson-family-makes-largest-gift-una-has-ever-received/>
    2. <https://una.edu/pressroom/2022/02/dean-of-students-role-returns-to-una.html>
    3. <https://una.edu/pressroom/2022/03/una-college-of-business-and-technology-receives-largest-gift-in-history.html>
    4. <https://whnt.com/news/huntsville/una-releases-book-about-most-influential-women-alumni/>
15. **Adjournment:**

The meeting adjourned at 7:21 pm.

Respectfully submitted,

Christa Raney

Executive Secretary

**Mark Your Calendars – Plan Ahead**

**2022 NAA Executive Board – Virtual**

* ~~January 13, 2022 - 8:00 am – 9:00 am (CST)~~
* ~~March 10, 2022 – 8:00 am – 9:00 am (CST)~~
* May 12, 2022 - 8:00 am – 9:00 am (CST)
* July 14, 2022 – 8:00 am – 9:00 am (CST)
* September 8, 2022 – 8:00 am – 9:00 am (CST)

**2022 NAA Board of Directors – Virtual**

* ~~January 20, 2022 – 6:00 pm – 7:00 pm (CST)~~
* ~~March 17, 2022 – 6:00 pm – 7:00 pm (CST)~~
* July 26, 2022 – 6:00 pm – 7:00 pm (CST). This meeting has been moved to the Summit, June 24 or June 25. More details to come.
* September 15, 2022 – 6:00 pm – 7:00 pm (CST)