

**Executive Committee Board | Zoom Video Conference**

**Thursday | March 10 | 8:00 am (CST)**

1. **Call to Order:**

A bi-monthly meeting of the UNA National Alumni Association Executive Committee was held at 8:00 am on Thursday, March 10, 2022, via Zoom. President Susan Adams presided, with Executive Secretary present, and called the meeting to order at 8:02 am.

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

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

**Present Non-Executive Members:** Sherry Wilkes and Shequanda Jenkins

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

John made a motion to accept the 01/20/2022 Board of Director minutes as emailed. Mary Leigh provided a second. The motion passed unanimously.

In reference to the 03/10/2022 agenda, Bishop requested to add an item to New Business: Renaming the Current-Use Scholarship. Will made a motion to accept the agenda as amended. Mary Leigh provided a second. The motion passed unanimously.

1. **Guest Speakers:**
   1. **NAA Distinguished Endowed Scholarship Recipient**—The recipient did not attend the meeting.
   2. **UNA Police Department**—Susan introduced Shequanda Jenkins ‘21, a UNA Police Officer. Office Jenkins thanked the Executive Committee for having her. The UNA Police Department is partnering with numerous local organizations and area police departments to host “Squash the Silence,” a 1K walk on April 22 at 5:00, beginning at Rogers Hall. Office Jenkins encouraged alumni to volunteer at the event. Latasha Howell volunteered herself and the Community Events Committee. Mary Leigh asked to join the Community Affairs Committee for this event. Other interested alumni should contact Latasha.
2. **NAA Officer Standing Committee Reports:**
   1. **Finance Committee—**Mike reported that the Finance Committee recently met. The Greatest Needs Fund is being depleted faster than new income is being generated. The Finance Committee has six main revenue recommendations to present to the Executive Committee under New Business (see VI.B for more information). His committee is seeking approval to explore these ideas and to report back at a later date.
   2. **Community Affairs Committee—**Latasha reported that the Community Affairs committee recently met. After the meeting, Latasha contacted Stephanie Vess, who supervises the monthly First Friday events. UNA’s First Friday date is scheduled to occur during the month of September, so the Community Affairs Committee will participate in that event.

The Community Affairs Committee will also execute the UNA W. C. Handy Night (Tuesday, July 26, 2022). Additional ideas include volunteering with the Rotary Club (April 29 – May 2 event), Salvation Army’s “Ring the Bell,” and the Town-and-Gown Paw-loween event. Latasha’s goal is to increase the presence of the Alumni Association in the community.

* 1. **Alumni Awards Committee—**Will tabled the Alumni Awards Nominations report to later in the meeting (see IX.A). He added that the first Ad-hoc Goals Committee meeting will be postponed slightly due to the shift in the dates of the Alumni Summit. He is currently putting the ad-hoc committee together.

1. **Finance Report:** Mike gave the Financial Report.
   1. **NAA Distinguished Endowed Scholarship—**The balance is $34,801.09.
   2. **NAA Greatest Needs Fund—**The balance is **$**35,438.50. This number has been steadily decreasing. For example, the balance at the beginning of the fiscal year was $49,102.02.

Mike noted that Bishop and Sherry supply monthly financial reports, but the AA does not have an operating budget. Thus, he requested that committee chairs look at the remaining months of the fiscal year and create a budget for each committee. He needs these budgets by the end of the month to create an operating budget for the remaining fiscal year. Then after the Summit, he will solicit budget requests for the next fiscal year. The second round of operating budgets should reflect the goals that Will and his committee create.

* 1. **NAA Current-Use Scholarship—**The balance **is** $2,538.20.

1. **Old Business:**

There was no old business to discuss.

1. **New Business:**
   1. **Alumni Discount Program Proposal, *Working Advantage*—**Mike 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, and we will not 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.

Mike made a motion to approve the alumni discount program through *Working Advantage*. John provided a second. The motion passed unanimously. The motion will go to the Board of Directors next week.

* 1. **Finance Committee, FY 22 Recommendations**—Mike presented the Finance Committee recommendations to raise revenue for the Association.

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 premier 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.

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

Third, the Finance Committee recommends hosting a Junior Tennis Tournament Fundraiser.

Fourth, the Finance Committee recommends increasing merchandise sales. The idea would be to partner with the Campus Bookstore.

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

Sixth, the Finance Committee recommends encouraging members of the Association to give to the Greatest Needs Fund. Mike encouraged all the Executive Committee members to give to the Greatest Needs Fund as an example to others.

The Finance Committee requests permission to present these six ideas to the Board of Directors with approval from the Executive Committee. Mike then asked for feedback. Will and John each stated that they support the tied membership experience.

Mike made a motion to move forward with the feasibility process to explore these six Finance Committee recommendations. The motion passed unanimously.

* 1. **Higher Education Partnership Dues – $1,000 | $500 Split – AR/NAA**— Bishop explained how the dues system works, and he noted that the Office of Alumni Relations had been paying the full $1,000, and he is requesting that the NAA pay $500.

Lisa made a motion for the NAA to contribute $500 to the Higher Education Partnership dues. Will provided a second. The motion passed unanimously.

* 1. **Renaming the Current-Use Scholarship**—This item was added to the agenda, but it was not addressed during the meeting.

1. **Discussion:**
   1. **2022 National Alumni Leadership Summit, June 23-25—**Bishop discussed both the Alumni Summit and the Academic Conference and referenced the documents emailed on 03/08/2022. The idea is for the NAA to partner with the Year of the Woman Taskforce to co-host a joint Academic and Alumni Conference on Thursday, June 23 and Friday, June 24 in conjunction with the Alumni Summit.

* + 1. **Academic Conference/Alumni Summit Schedule**—Bishop shared his screen to walk Executive Committee members through the Year of the Woman Academic and Alumni Conference schedule.

Bishop hopes to finalize the venture and to have the full schedule available online by May. Mike requested that we discuss possible expenditures for this joint venture. Bishop explained that our Summit venues have been booked at no cost; the Association will be responsible for Saturday breakfast and lunch. To Bishop’s knowledge, expenses related to the conference will be the responsibility of the Taskforce. Mike also requested what level of committee we will be asked to contribute—time, money, participants? Bishop added that the idea is for alumni coming to town early to serve on particular panels in which they are interested and to have additional events to attend. Bishop will reach out to Dr. Bibbee for clarification about these concerns.

* 1. **1830 Giving Initiative, March 1 – March 31—**Bishop emailed the updated training documents to the Executive Committee, which essentially serves as a manual for this initiative. March 15 is the official Giving Day, but the initiative has been expanded to the entire month of March. The goal is to solicit 1,830 donors to give at least $10 during the month. Donors will receive an 1830 Challenge Coin (one per donor).

1. **President’s Report:**
2. **Higher Education Day Recap, February 24**—Susan and Bishop attended Higher Education Day in Montgomery, and they were able to speak and meet with legislature members, including John Merrill, the Secretary of State.
3. **Year of the Woman Book Launch Party Recap, February 24**—Susan and Bishop attended the Year of the UNA Woman Book Launch Party at Holtz Leather and bragged on the event’s success.
4. **NAA Legislative Affairs Lunch Recap, March 7**—Susan and Bishop attended the Legislative Affairs Luncheon. Mike Curtis is the chair of this committee; several other politically-involved alumni serve on the committee. Patrick Johnson, a Decatur alumnus who is running for the state legislature, attended the luncheon, as well.

Jason Cochran, Governmental Relations & Economic Development Executive Director, will send Mike Curtis updated talking points. Those talking points will then be distributed to the Executive Committee and the Board at Large.

1. **Women of Influence Event Recap, March**—Susan attended the Women of Influence event in Tuscumbia, which gave her an opportunity to represent the Association.
2. **Alumni Director’s Report:**
3. **2022 Alumni Awards**—The call for nominations will begin Monday, March 14 after 10 am. Nominations will close on May 20. Nominations should be submitted to the Office of Alumni Relations website (online). The Alumni Awards Committee, chaired by President-Elect Will Hodges, will select honorees in June. The 2022 honorees will be recognized during Homecoming weekend, September 23-24.

Will added that the Alumni Awards Committee will meet twice. The first meeting will be to determine the rubric used to judge the candidates. The second meeting will occur after the nomination window closes.

1. **Light the Fountain 2022—**Light the Fountain will be held on Thursday, March 10 from 7:00 – 9:00 pm at Harrison Plaza. The “Light the Fountain” Special Guest is alumna Ande Jones ’76. NAA President Susan Adams and SGA President will present a $250 Bookstore Scholarship. SAA Ambassadors will distribute t-shirts, hot dogs, and bottled water to faculty, staff, and alumni at the Alumni Relations tent on a first-come basis. Bishop and Executive Committee members will assist the President’s Office. Please wear a UNA shirt and your name badge.

The Office of Admissions will have a tent beside the Alumni Relations tent to promote the online degree options to alumni in attendance.

1. **Good News and Campus Announcements:**

Susan and Bishop reported on upcoming events and noted opportunities for Executive Committee members to participate.

1. **1830 Giving Day Initiative, March 1 – March 31—**Donors who give a gift of $10 will receive a limited-edition UNA challenge coin via mail. The Office of Alumni Relations is encouraging alumni to contact at least five additional alumni and friends to participate in the 1830 Giving Day Initiative during the month of March.
2. **Weekend of Women 2022—**The event will be held March 10-12 as part of the Year of the UNA Woman Celebration. For more details visit <https://una.edu/tradition/unawoman/index.html>
3. **North Alabama Football Spring Game**—The event will be held on March 24 at the Bill Jones Athletic Complex (the UNA Practice Football Field), with festivities beginning at 5:00 pm. The football game will be played at 6:00 pm. Admission is free. Anna added that an exclusive tent will be set up in one end zone with beer, food, and wine. The cost is $25 and wristbands will be available for purchase at the event.
4. **NPHC Yard Show**—This event will be held on March 24 at 6:00 pm at The Mane Room. Admission is free. The event is hosted by Fraternity and Sorority Life (NPHC Greeks).
5. **Athletics ASUN Can Drive—**This event is sponsored by the ASUN Conference and will pit universities against each other. Donations will support the UNA Food Pantry and Isaiah’s Calling.
6. **Athletics Easter Egg Hunt, April 11**—Athletics will host a free community Easter Egg Hunt on the UNA turf field on April 11. Festivities include an egg hunt with two-thousand eggs, a bounce house, cotton candy, and a DJ.
7. **NCAA Site Visit**—As a final stage of the transition to Division I, an NCAA team will perform an on-campus site visit (peer review) on March 21 – March 23.
8. **UNA Spring Break**—Campus will be closed from March 28 – April 3 for Spring Break.
9. **Higher Education Reception—**On April 6, there will be a legislative reception for the Alabama House and Senate legislators.This event is invitation-only hosted by the Alabama Higher Education Partnership and Alumni Directors Taskforce.
10. **Adjournment:**

The meeting adjourned at 9:13 am.

Respectfully submitted,

Christa Raney

Executive Secretary

**Mark Your Calendars – Plan Ahead**

**2021 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, 2021 – 8:00 am – 9:00 am (CST)

**2021 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)
* September 15 – 6:00 pm – 7:00 pm (CST)