



**NAA Executive Board Meeting
Tuesday, June 9, 2020
8:00 – 9:00 AM
Zoom Virtual Meeting**

I. Call to Order:

The regular monthly meeting of the UNA National Alumni Association Executive Committee was held on Tuesday, June 9, 2020, via Zoom. President Tosha-Paige Whitten presided and called the business meeting to order at 8:03 am.

II. Roll Call:

Present Board members: Susan Adams, Bishop Alexander, Derrick Chatman, Lisa Clayton, Mary Leigh Gillespie, Justin McGill, Christa Raney, Christy Waters, and Tosha-Paige Whitten

Absent Board members: Savannah Liles and Gale Satchel

Present Non-Board member: Sherry Wilkes

III. Approval of Minutes:

Susan made a motion to approve the 5/12/2020 Executive Board meeting minutes, and Mary Leigh seconded the motion. The minutes from the 5/12/2020 Executive Board meeting were unanimously approved as emailed.

IV. Approval of Agenda:

Mary Leigh made a motion to approve the 6/9/2020 Executive Board agenda, and Susan seconded the motion. The agenda for the 6/9/2020 Executive Board meeting was unanimously approved.

V. Guest Speaker:

Melissa Medlin, UNA Career Center Director, thanked the Alumni Association for its partnership with the Career Center. She shared alumni recruiting stories to convey the power of relationships. Because of these relationships, the Center's primary recruitment strategy is to target business that currently employ UNA alumni. Early connection of alumni with current students is key to establishing these relationships. To do this, Melissa suggested having alumni make 35-40 second videos sharing their stories. These videos will be posted on the Career Center webpage and on the Alumni Association page as well. Melissa reminded alumni that Career Center services are available and free to alumni.

VI. Financial Report:

- a. Justin reviewed the current financial report: the balance at the end of April was \$47,683.47. After monthly contributions, interest income, and 2% fees, the balance at the end of May is \$47,781.83. Justin added that the summer will remain status quo, but funds will be spent as the fall and spring semesters commence. See attached financial report.
- b. The Board briefly discussed Derby Day and its costs. Susan added that Diana Taylor will need help planning the event and soliciting contributions.

VII. Alumni Relations Report:

- a. **2020 Homecoming Alumni Award Selections**—The Homecoming Alumni Awards selection committees will meet the week of June 15-18. Nominations closed on May 31.

Bishop emailed all the chairs and their committees. Tosha-Paige will serve on all the selection committees, and Bishop and Kayla will be on standby to answer questions and help guide committee chairs. Kayla will help set up a virtual or conference call. This week, committees will rank the nominees. Next week, the committees will pick the top three choices. Then, Bishop will contact the award winners.

- b. **UNA Handy Night, June 2020 Update, July 21**—The COVID-19 Task Force has decided not to host any UNA-branded events this summer; thus, the UNA Handy Night has been canceled. Bishop has notified the Handy Week committee. The event will return in 2021.
- c. **Spring/Summer Commencement Update**—Commencement plans are still being finalized. Due to COVID-19, commencement will vary greatly from past ceremonies. Consequently, alumni volunteers will not be needed at this event, but they will be utilized at future ceremonies.
- d. **Alumni Social Media Testimonials**—Bishop encouraged Board members to make videos by reaching out to Melissa Medlin.
- e. **UNA Campus Virtual Tours**—Please share the UNA Campus Virtual Tours with prospective and incoming students and their parents. Share the videos with alumni as well. Access virtual tours here: <https://northalabama.university-tour.com/>.

VIII. Standing Committee Reports:

- a. **Lions Under the Lights**—LUL has been moved to Spring 2021, but an official date has not been set.
- b. **2020 Jack Karnes Memorial Golf Tournament**—The Jack Karnes Memorial Golf Tournament is scheduled for Friday, October 30 at 8:00 am. Plans will be finalized this summer Bishop asked that the committee consider how to implement social distancing guidelines.
- c. **2020 Homecoming Awards Banquet**—Bishop asked that the Banquet planning committee also consider how to implement social distancing guidelines. Tosha-Paige shared some ideas that her employer used for an awards ceremony.

IX. Old Business:

There was no old business to discuss.

X. New Business:

Tosha-Paige announced an exciting and hard-earned new venture: the UNA Keystone Card, an Affinity debit account that partners with UNA to benefit the Alumni Association, Athletics, and the Office of Advancement.

A contract with Listerhill Credit Union and the University has been signed. The debit card is linked to a free account, and every time a user swipes the card, a portion of the profits will go to the three entities listed above. The card design is currently at Visa for print. The new card should be ready to launch by fall. Large solicitation mailouts are forthcoming.

XI. Discussion:

- a. **Alumni Insurance Program Presentation Recap**—Dan Olsen, with Mercer Insurance, and Monica Meyer, with Meyer & Associates Insurance, presented proposals in May. Bishop asked the Board for feedback, and discussion ensued. No final decisions were made.
- b. **Combined Federal Campaign Program**—Derrick reminded the Board of the non-profit CFC program that provides direct deposit options for federal employees to give to non-profit groups. The UNA Foundation was added to the CFC Program last year. Unfortunately, no donors have signed up to date.

Bishop reminded the Board of the UNA gift-matching donor program. More staff is needed to communicate and sell these programs to our alumni. Susan asked if our website highlights a list of employers who offer the employer-match program. Derrick asked if the employer-match program is highlighted on the website when donors give. Bishop will follow up.

- c. **Alumni Board-at-Large Summer Meeting**—Since the Handy Festival event has been cancelled, the summer Board-at-Large meeting will not take place face-to-face in July. Bishop proposed postponing the meeting until August, and the Board agreed.

XII. President's Report:

- a. **Next Virtual E-Board Meeting**—Tosha-Paige announced that the next virtual E-Board meeting is Tuesday, July 14, at 8:00 am.

XIII. Alumni News and Campus Announcements:

Tosha-Paige and Bishop reported on upcoming events and noted opportunities for Board members to participate:

UNA Magazine Distributions – mid June

2020 Alumni & Friends E-Newsletter – June 26

UNA Colleges Giving Day – July 21

Spring/Summer Commencement – July 31 and August 1

Note: For all matters concerning UNA operations regarding COVID-19, visit <https://www.una.edu/coronavirus>

XIV. Adjournment:

The meeting adjourned at 9:02 am.

Respectfully submitted,

Christa Raney, Secretary