Georgia Perimeter College Alumni Association Board Meeting

Clarkston Campus
April 27, 2011

Minutes - DRAFT

Collins Foster Presiding

**Present:** Scott Hardy, Karl Enderle, Tim Fleming, Zaire Fletcher, Chris Baker, Marilyn Burnett, Rhonda Cline, Jason Dean, Susan Eppley, Linda Karr, Kitty Gold.

**Absent:** Rahim Mawji, Mike Sullivan, Stacy Franklin, Ginny Lipke.

**Guests:** Jeff Tarnowski, Vice President of Institutional Advancement; Collins Foster, Director of Alumni Relations; Jenn Mason, Assistant Director of Alumni Communication; and Liani Swingle, Assistant Director of Alumni Programs.

i. **Welcome and Introductions**
Ms. Collins Foster called the meeting to order at 6:09 p.m. by welcoming the Board members and guests.

ii. **Director’s Report**
Ms. Collins Foster passed on greetings and best wishes from former Board president Melinda Mock, who has resigned since the last meeting.

Ms. Ginny Lipke also sent a thank-you message to Linda Karr for leading strategic planning sessions for the Nursing Alumni Association Board.

Ms. Foster also thanked the Board for the work that has been done on committees this year.

ii. **Approval of Minutes from the January 26, 2011 Meeting**
The minutes were approved via e-mail.

ii. **Advancement Update**
Mr. Jeff Tarnowski informed the Board that the feasibility study for the capital campaign is currently in progress. Coxe Curry is conducting 20 interviews with potential donors. The report should be completed by mid to late May. The current interest level in GPC from the interviewees is very high.

Mr. Tarnowski also shared statistics about GPC’s scholarship program. In 2010 the Foundation awarded 248 scholarships—approximately 1 percent of GPC students are awarded a scholarship each year. Only 13 of these scholarships are full scholarships; 201 are partial scholarships. A major goal of the campaign as it stands now is to increase the number of full scholarships to 139 and the number of partial scholarships to 555.
Mr. Tarnowski mentioned that the college is considering a DeKalb College/Georgia Perimeter College history project, which will involve alumni stories.

Additionally, the new chancellor of the University System of Georgia is a former GPC faculty member.

iii. Committee Updates

i. By-laws Committee
The by-laws committee, led by Mr. Karl Enderle, motioned to modify the language of Articles VII and VIII of the GPC AA By-laws. Jason Dean seconded the motion. The motion passed with no opposition.

ii. Finance Committee
Ms. Linda Karr informed the Board of the need to create an operating budget for the Association. Mr. Chris Baker presented the financial update. The Alumni Association Fund balance was $3,122 as of March 31, 2011.

iii. Events Committee
Ms. Kitty Gold presented the events committee update. The details of this quarter’s events and the next quarter’s events are attached. Ms. Gold reminded the Board that the Alumni Association will have a presence at Commencement and asked for involvement from Board members.

iv. Membership Committee
Mr. Jason Dean presented the membership committee update. Currently the Alumni Association has 119 active memberships, which is more than double the number of memberships at this time last year. The goal by the end of 2011 is 400 memberships. New partnerships and benefits for members include Macaroni Grill and Panera. The membership committee is also considering an alumni smart phone app. The 2011 membership brochure will be mailed around the first week of May to 45,000 potential Alumni Association members. Alumni Association bookmarks will be distributed in the graduation ticket packets and in the libraries and bookstores on campus.

v. Scholarship and Awards Committee
Ms. Marilyn Burnett presented the scholarship and awards committee update. The committee selected the following individuals for this year’s alumni awards:

- Outstanding Alumnus, Emerging Leader: Walter Crawford
- Outstanding Alumnus, Distinguished Leader: Joshilyn Jackson
- Outstanding Faculty, current: Sarah Keeling
- Outstanding Faculty, retired: Pat Zrolka
vi. **Nominating Committee**
Ms. Zaire Fletcher presented the nominating committee update. She informed the Board that the committee will be reaching out to all members in the coming weeks to begin the process of filling vacant officer positions.

iv. **Next Meeting**
The next meeting of the Alumni Association Board of Directors will take place Wednesday, July 27 from 6 p.m. to 7:30 p.m. at the Decatur Campus, room SF-2100.

Ms. Foster thanked members for their attendance and adjourned the meeting at 6:55 p.m.
Events Committee Update (Chris Baker, Kitty Gold, Linda Karr):

March 2011

SLIP Transfer Fair (March 1) – The Sign Language Interpreting Program (SLIP) hosted representatives from Bachelor’s level interpreting programs to recruit SLIP students currently enrolled at GPC. Thank you to Jason Dean for manning the GPC Alumni Association table at the event!

GPC Night with the Hawks (March 16) – Forty-nine (49) game tickets were purchased totaling $98 in revenue for the GPC AA Fund. No pre-game event tickets were purchased. Thank you to Stacy Franklin and her husband for attending the event!

Dental Hygiene Reception at Hinman Dental Meeting (March 25) – Twenty-two (24) paid attendees participated in the first alumni reception held in conjunction with the Hinman Dental Meeting. Rhonda Cline served as the alumni board representative/host and provided remarks on behalf of the GPCAA. Debbie Davis, dental hygiene department chair, provided program updates. Thank you to Rhonda for representing the GPCAA at the event!

April 2011

Alumni Day at GPC Baseball (April 16) – Alumni and Veterans were honored at the GPC baseball game vs. Gordon College. The Office of Alumni Relations (OAR) invited alums living in a five-city radius of the Newton Campus and all baseball alums (approximately 3,500). Approximately 20 veterans were present for the on-field recognition ceremony before the game (including two WWII veterans). Tommy Barber, GPC retiree and former baseball coach, attended.

May 2011

May Commencement (May 13) – The following initiatives will provide an increased presence for the GPCAA before and at Commencement:

- OAR will insert GPCAA membership information into commencement ticket envelopes
- OAR will insert GPCAA membership and upcoming event information into diploma covers distributed during commencement
- OAR will have a table at commencement encouraging parents and families to “give the gift of membership.”
- OAR will supply membership information (reply envelope and bookmarks) to all five campus bookstore locations which will be given to every customer who makes a purchase
- OAR will work with each campus bookstore manager to establish a schedule for the GPCAA to have a membership table in the bookstore during peak times of the year
The Alumni Board’s role will be:

- Attend commencement if schedules permit
- Present the Outstanding Alumnus Award recipients during commencement
- Represent the GPCAA at the Gift of Membership table at commencement
- Represent the GPCAA at the membership table set up at various bookstore locations/times

June 2011

Alumni Night at Jazz Concert (June 10) – The Hotlanta Dixieland Jazz band will be performing an outdoor concert at the Dunwoody campus on June 10. The OAR will invite alums and students via an e-invitation and the alumni event calendar. Dr. Tricoli has asked a few college groups to collaborate on this event to expand outreach to the Dunwoody community. The concert will be free for guests. Macaroni Grill quoted $12/person for attendees who want to purchase a dinner ticket. Liani is meeting with Student Life representatives April 25 to finalize event details.

The Alumni Board’s role will be:
- Represent the GPCAA at the concert; serve as hosts directing guests who purchased dinner

July 2011

RID Conference (July 17 – 22) – Registry of Interpreters for the Deaf National Convention. OAR will invite Sigh Language Interpreting Program (SLIP) alumni to a luncheon during the conference (date TBD) via the OAR e-newsletter, a printed invitation and the alumni events calendar.

The Alumni Board’s role will be:
- Jason Dean will represent the GPCAA and provide remarks during the luncheon
- OAR will send a thank you to attendees on Jason’s behalf

August 2011

Alumni Enrichment Series (August 11, September 7 and October 4) – The Alumni Enrichment Series is a new initiative aimed at providing alumni and students an educational experience on varying topics.

The structure will be:
- The themes of Personal Financial Management (Mike Sullivan), How to Network (Debbie Rodkin or Jodie Charlop), and Managing Brand “You” (Jerry Wilson - tentative) will be presented in August, September and October, respectively.
- Each session will take place on the Dunwoody campus from 12 – 1:30 p.m.
- Tickets will be $15 per person per session or $35 for all three sessions
- Lunch will be provided (ticket prices are set at a break-even cost)
- Attendance goal is 25 per session
• Offer Georgia United Credit Union a co-sponsorship opportunity for $500 (logo on web, printed materials and table presence at the September session)

The Alumni Board's role will be:
• Attend sessions to serve as hosts, assist with check-in, etc.
• Introduce speakers and recognize sponsors
• Send hand-written thank you notes to attendees (divided among board members)

September 2011

Alumni Enrichment Series (see above)

GPC Night at Turner Field (September 17) – is a social event aimed at bringing the GPC community at-large together. The GPC baseball and softball teams will be asked to participate in the pre-game tailgate by providing photos and autographs to attendees. The head coaches will be asked to provide brief remarks on their previous and upcoming seasons. Tickets will be offered to GPC community (students, faculty, staff alumni and retirees) for $25 (includes dinner and field pavilion ticket).

The Alumni Board’s role will be:
• Scotty Hardy – providing staffing for pre-game cookout in designated parking lot
• Attend the game if schedules permit
• Promote the event to networks
• Introduce speakers and recognize sponsors (if applicable)

October 2011

Alumni Enrichment Series (see above)