Alumni Association Board Meeting

April 29, 2014
Clarkson Campus – Student Center CN-2230
6:00 – 7:30 p.m.

Meeting Minutes

Present: Mr. Ron Shaw, Ms. Ginny Lipke, Mr. Jeff Fucito, Ms. Kitty Gold, Mr. Scott Hardy

Absent: Ms. Rhonda Cline, Ms. Kathy Fowler, Ms. Marilyn Burnett, Ms. Rahim Mowji, Ms. Susan Eppley

Guests: Mr. Jeff Tarnowski, Vice President of Institutional Advancement; Ms. Collins Foster, Director of Alumni Relations; Kat Friedmann, Assistant Director of Alumni Communications and Records; Felicia Lewis, Assistant Director of Alumni Programs and Services

1. Welcome
Ms. Kitty Gold made a motion to call the meeting to order; the motion was seconded by Ron Shaw. Mr. Scott Hardy began the meeting at 6:05 by welcoming members and guests.

Mr. Hardy asked for a motion to approve the minutes from last meeting. Mr. Jeff Fucito made a motion to approve; seconded by Ms. Kitty Gold seconded. That board approved the minutes with no discussion.

2. College Update
Mr. Jeff Tarnowski presented a college update on the recent re-branding strategy to increase enrollment. The first funding formula change in several decades will take effect in FY16 and is based on Complete College Georgia and Complete College America initiatives. The upcoming changes coupled with GPC’s enrollment numbers over the past year resulted in GPC’s new branding campaign themed, A Better Way Forward. Mr. Tarnowski shared portions of President Watt’s PowerPoint which was presented to all GPC faculty and staff earlier this month. He concluded by showing the board the new GPC homepage which focuses entirely on prospective students and noted that each student who submits their information through the homepage is assigned a personal enrollment ‘concierge’ that will be the student’s point-of-contact until he or she is successfully enrolled and registered for classes. Finally, the board viewed a promotional video housed on the homepage that was produced by an award winning producer who also happens to be a graduate of GPC’s Fine Arts program.
3. **Treasurer’s Report**

Mr. Jeff Fucito presented a revised 2014 budget based on feedback from the February 5, 2014 board meeting. Discussion regarding the proposed budget is as follows:

- The format includes the budgeted revenue and expenses in the left column followed by the month-end balances, 2014 year-to-date total, 2013 year-to-date total and the variance. When the budget is approved the budget YTD and budget YTD variance will be calculated.
- The main focus is on the $5,000 budgeted as revenue through the Alumni Annual Fund and budgeted in the expenses section under Alumni Association Scholarship.
- If approved, the board is committing to raising $5,000 and expensing those funds to the GPC Alumni Association Scholarship.
- In order to reach the $5,000 goal, the alumni staff will work with the Assistant Director of Scholarships and the Annual Fund, Erica Hart, to coordinate appeals specifically tied to the GPC Alumni Association Scholarship.
- The timing of the annual appeals will be this fall, after the 50th Anniversary Celebration has officially begun. Ms. Foster will ask Erica Hart to participate in the board’s annual retreat in September 2014, and to provide guidance on annual fund strategies.
- Ms. Foster noted the Braves outing is the only professional sporting event that requires advanced ticket purchases. The others (Hawks and Falcons) manage the ticket purchases and issue a check to the GPC Alumni Association based on the number of tickets sold.
- Ms. Foster noted the alumni development funds allocated in the GPC Foundation’s general fund would be used to cover costs for Homecoming 2014 events.
- Mr. Fucito inquired about what the board has done in the past regarding fundraising. Ms. Foster noted in the past the board’s focus has been more focused on transactional giving (gaining memberships and membership benefits). In recent years the board’s focus has shifted to a greater emphasis on raising funds for the GPC Alumni Association Scholarship and on philanthropic giving through the annual fund.

Mr. Scott Hardy recommended the discussion be summarized and emailed to the full board for further discussion and email vote, in order to ensure all members have a chance to engage in reviewing and approving the 2014 budget. Ms. Foster will disseminate notes and updated proposed budget to the full board.

4. **Office of Alumni Relations Update**

Ms. Collins Foster noted the following upcoming events: GPC Night at Turner Field vs. the Red Sox, May 26 and the Alumni Enrichment Series focus on Financial Literacy tomorrow, April 30.

Ms. Foster noted Kathy Fowler would be introducing the speaker and representing the GPC Alumni Board at the Enrichment Series event. The Office of Alumni Relations is still continuing to host lunch and learns that include representatives from various department on campus. The lunches have resulted in increased invitations for the alumni staff to participate in campus events (i.e. Club Rush, Military Outreach luncheon, etc.). Ms. Foster noted the most recent development in the Habitat for Humanity initiative which included an initial pitch to the QEP staff on the project concept. The QEP staff is interested in being involved and the next step is to engage Student Life staff in the planning discussions. Ms. Kat Friedmann then presented two promotional videos to the board: the alumni enrichment series and the living history project.
5. **Closing Remarks**
Mr. Scott Hardy thanked the board members for their attendance and asked them to review the budget items sent via email following tonight’s meeting.

Ron Shaw made a motion to end the meeting; seconded by Ginny Lipke. The meeting was adjourned at 7:37 p.m.

6. **2014 Important Dates**

**GPCAA Board Meetings/Outings:**
- Wednesday, June 25 from 6 – 7:30 PM (Dunwoody Campus)
- Friday, September 26 – Board Retreat (Newton area; location TBD)
- Wednesday, October 22 from 6 – 7:30 PM (Clarkston Campus)
- Wednesday, December 3 – Alumni Board Holiday Dinner (location TBD)

**GPC College-wide Events:**
- Monday, May 12: Commencement