Georgia Perimeter College Alumni Association Board Meeting

Dunwoody Campus, Room NB-2100
August 19, 2009, 6:00 p.m.

Minutes - DRAFT

Chair, Melinda Mock Presiding

Present: Isaac Boring, Garry McGiboney and Wayne Adams.

Absent: Derrick Shelton and Stella Xu.

Guests: Collins Foster, Director of Alumni Relations; Jeff Tarnowski, VP of Institutional Advancement; Erica Hart, Assistant Director of Scholarships and Annual Fund; Felicia Lewis, Scholarship Coordinator.

1. Welcome
   Melinda Mock called the meeting to order at 6:00 p.m. by welcoming the Board members and guests.

2. Advancement
   a. GPC Fall Enrollment Statistics
      Jeff Tarnowski reported GPC’s enrollment as of today at 24,446 students and said the Admissions Office has been processing approximately 1200 students per day during the registration period. The largest enrollment increase was at the Newton Campus with a 15.5% increase over last year, followed by Clarkston at 15.3% and Dunwoody at 10%. These numbers are as of today and are expected to change over the next few weeks as registration and drop/add comes to an end.

   b. GPC Comprehensive Fundraising Campaign
      Jeff Tarnowski informed the Board that GPC will be moving into a comprehensive fundraising campaign in the next few years. At the present time, we are assessing the best timing for the campaign. Mr. Tarnowski emphasized the importance of having a strong alumni base because 80% of private support comes from individuals and most of them are alumni. That being said, GPC’s Alumni Association will play a vital role in positioning GPC for a successful comprehensive campaign.

      Mr. Tarnowski asked the Board to dedicate an future Board meeting, probably next fall, to assess alumni, discuss a case for support and GPC’s strategic plan.

      Mr. Tarnowski informed the Board of a traditional fundraising model which is to double the current amount raised annually and multiply that amount by the number of years the campaign lasts. For GPC that would amount to $10 million dollars. Another method is to determine an amount that will be impactful to the College; in GPC’s case it would amount to between $40 and $60 million dollars.

      Mr. Tarnowski said it is important for the Board to be aware of what is on the horizon as the Board moves into a board recruitment phase. The Board members currently on the board,
as well as the ones who will be recruited in the next few years, will need to be involved in the comprehensive campaign and possibly on the campaign steering committee.

3. **Alumni Relations**
   a. **Karen Petty – NAA prospect**
      Ms. Foster met with Karen Petty, a May 2009 graduate of the Nursing Program, last week for lunch to discuss the Nursing Alumni Association. Ms. Petty showed interest in becoming involved with the NAA and provided great feedback to Ms. Foster about how Nursing alum can support current nursing students. A few examples mentioned were a mentoring program, job seeking strategies, alumni speaking to nursing students about the transition from being a student to a practicing nurse, etc. Ms. Foster will invite Karen to the next NAA meeting and cultivate her as a potential NAA Board member.

   b. **Assistant Director Search**
      Ms. Foster informed the Board that two finalist have been identified for the Assistant Director of Alumni Communication position; Jennifer Mason and Zaire Fletcher. Both candidates will be meeting with Jeff Tarnowski on Friday, August 28 and a decision will be made by Tuesday, September 1, 2009.

      One-on-one interviews are taking place this month for the Assistant Director of Alumni Programs position and Ms. Foster reported she hopes to have the decision locked down by the end of September.

   c. **Meeting with the Falcons (Monday); Hawks and Thrashers (Sept 9)**
      Ms. Foster informed the Board that she and Tanya Hickson, Assistant Director of Corporate and Foundation Relations, will be meeting with the Falcons and Atlanta Spirit in the coming weeks. The discussions are aimed at identifying a night with each sports team to host a “GPC night.” Alumni, student, faculty/staff and donors will be included in each event.

      Ms. Hickson is working with our contacts to identify ways to feature programs such as the Gateway to College and Leadership Academy at each of these events to offer special speakers for both groups.

      Ms. Foster and Ms. Hickson plan to identify specific dates to be advertised in the upcoming fall membership drive so alumni can plan to attend with plenty of notice.

4. **Alumni Scholarship**
   Erica Hart and Felicia Lewis introduced themselves to the Board. Ms. Lewis informed the Board a few major changes they are making to GPC’s scholarship program which include:
      a. Hiring Felicia as the Scholarship Coordinator to assist with administering and tracking Foundation scholarships;
      b. Bringing the scholarship process ‘in-house’ to enable the Foundation Office to better track scholarship applications and in turn be able to demonstrate student need when soliciting funds for scholarships;
      c. Forming college-wide scholarship committees to review applications and select recipients vs. each scholarship having its own review panel;
      d. Increasing the number of GPC Foundation scholarships; and
e. Helping to improve the quality of applications and providing guidance to students on other scholarship opportunities outside of the GPC Foundation.

Melinda Mock said that with regards to the Nursing Alumni Scholarship, often times they have trouble getting students to apply. Erica Hart said she went to orientation for the Nursing Program and talked with the students about scholarships and many of them seemed to not want to take the time and effort to complete the scholarship application. Across the board it seems to be a challenge to get students to apply but Ms. Hart and Ms. Lewis are making every effort to educate students on the benefits of applying for scholarships and encouraging more applications.

Ms. Hart reviewed the GPC Alumni Association Scholarship and informed the Board of a few decisions they need to make regarding how the scholarship is awarded.

a. Deadline was changed to October 1 of each year across the board.
b. Term “returning student” is confusing; the Board voted to change the wording to “current student.”
c. The Board needs to determine if tax information will still be required or if applicants should address their financial need as part of the essay response. The scholarship amount is currently advertised at $820 which is more than the scholarship should be awarding based on the endowment level; the award amount should be $250. The original thought when the scholarship was created was for the Board to add a gift to the award amount each year to amount to $820 (which is the tuition rate); however the Association hasn’t been raising funds to cover the difference which the Foundation has been covering. Beginning in 2010, the Board needs to determine if it wants:
   i. Increase the endowment to yield an $820 scholarship award;
   ii. Implement a scholarship donation with the annual membership fee for the Alumni Association; or
   iii. Stay at $820 vs. another award amount.

5. **Board Discussion**
a. **Board recruitment**
   Ms. Mock updated the Board on her lunch with Ms. Foster and Barry Gray, GPC Foundation Trustee, regarding board recruitment best practices as well as expectations of board members. The process used by the GPC Foundation is:
   i. Names are presented to the Nominating Committee for consideration as well as funneled through Jeff Tarnowski and Vicki Carew Johnson.
   ii. The Nominating Committee presents ‘approved’ nominations to the full Board for approval and they are accepted as candidates.
   iii. Ms. Carew Johnson and Mr. Tarnowski meet individually with the candidates to gauge interest and communicate expectations of Trustees.
   iv. Once a prospective Trustee accepts the invitation to join the Board he or she is oriented before coming to their first meeting.

Mr. Tarnowski said the first meeting of the Nominating Committee for the GPC Foundation focused on developing criteria of Trustees. The second meeting involved actual prospecting discussion during which potential Trustees were identified.
b. Other Items or Announcements
Ms. Foster informed the Board that she will be participating in a 10-week United Way VIP training which educates individuals on how to effectively manage a non-profit board as well as how to serve on a non-profit board.

6. President’s Report
   a. Clarkston Ribbon Cutting – August 26, 2009
      Ms. Mock invited Board members to attend if their schedules permitted. Wayne Adams informed the Board he planned to attend.

   b. Foundation Retreat
      Ms. Mock informed the Board she would be participating in the GPC Foundation retreat later this week which includes a President’s dinner at Fleming’s Thursday night followed by a half-day retreat Friday.

   c. Nursing Alumni Association Annual Dinner
      The 2010 dinner will be at the 57th Fighter Squadron and will be a celebration honoring wartime nurses; specifically those who graduated from GPC’s Nursing Program.

7. Action Items
   a. Review of Alumni Association Fund Balance – the financial report was reviewed and approved by the Board.

   b. Approval of minutes from the 7/30/09 Board meeting – the meeting adjourned without the Board reviewing the minutes; the minutes will need to be approved via email before or at the September 2009 Board meeting.

8. Next Meeting
   a. September 30, 2009 @ 6:00 p.m.; Dunwoody campus.

Ms. Mock thanked members for their attendance and adjourned the meeting at 7:30 p.m.