GEORGIA PERIMETER COLLEGE  
ALUMNI ASSOCIATION BOARD OF DIRECTOR'S MEETING  

Jim Cherry Learning Resources Center, Room 4190  
Clarkston Campus  
Wednesday, August 6, 2003  

MINUTES  

Members Present: Derrick Shelton, Tony McIntyre, Don Larson  
Deanna Bredwell, Akil Abdur Raheem, Stephanie Beach, Michael Palma  

Members Absent: Terrence Rosario, Mary Ann Traina, Stefanie Palma  

Ex-Officio: Jeff Tarnowski, Director Institutional Advancement  

Guests: Julie Noble, Assistant Director of Development for Scholarships and Annual Giving, Lee Hedden, Coordinator of Development Services and Charlie Smith, Administrative Assistant  

President Tony McIntyre called the meeting to order at 6:00 p.m. He reported that Mary Ann was not feeling well and would not be joining us for this meeting. A get-well card was passed around for all Board Members to sign. Terry Rosario is still unable to attend because of his dialysis treatment. President McIntyre encouraged e-mailing and or calling both of them as they continue to heal.  

Old Business  

President McIntyre then asked for the approval of the minutes from the June 4, 2003 meeting. They were unanimously approved.  

Deanna Bredwell presented the Financial and Membership Report. Jeff Tarnowski noted that the financial statements presented throughout the year are unaudited. The October statement is audited because in August, at the end of the fiscal year, the auditors compare actual bank statements against our journal entries for the year to ensure that there haven’t been any human errors. Jeff also mentioned that the membership brochures continue to be mailed out and that this would continue periodically until that process was complete. He commented that the Nursing Alumni had decided to send an ask letter to the new GPC graduates, and not offer free membership. It seemed that it had met with some success as they had already received a few checks. They had wanted to send the letter a week after graduation but had printing complications and were forced to send it a month or so later. “Perhaps this is something that the Alumni Association wants to look at for the upcoming December and May graduations,” Jeff said. The Nursing Alumni felt that this was an excellent time to approach a graduate about what it means to be a Nursing Alumni. President McIntyre stated that he thought that it was an excellent idea. He further stated that perhaps we should take 8-10 minutes at each meeting to do hand written letters because he felt that they are impressive and persuasive.
Jeff also mentioned the value of sending each alumnus a copy of The Chronicle. Four years ago we only mailed out about 100 Chronicles to Alumni—today we mail out about 15,000. The Public Relations Department has done an excellent job in upgrading the quality. The goal is to see if those persons receiving the Chronicle, the President’s Annual Report, the Foundation Annual Report, all of the Special Events Invitations, the Alumni Brochures, and the like—do these people give at a higher percentage rate than the group that just gets an ask piece? At the end of next year when we’ve had this process in place for over two years, if we haven’t seen some substantial growth then perhaps we want to get a bit more creative. Don Larson stated that perhaps we want to make it easy to join the Alumni Association by including a membership card, attachment, or envelope in the Chronicle. This suggestion was very well received. It was decided the Public Relations would be contacted about the cost and possibility of getting this done for the next issue.

Everyone was reminded that the October meeting would be held at the Decatur Campus and that the Board Members would have the opportunity to meet the 2003 Outstanding Alumnus and the 2003 Outstanding Faculty Member. In addition to Dr. Belcher, the Interim Public Relations Director will also be invited so that the Board will have a chance to interact with her. It’s a good opportunity to chat about what directions might be taken in using the Chronicle to increase membership and provide information about our Alumni. Each Board Member applauded the job the Public Relations is already doing with the publication.

There was a discussion about how to most effectively utilize the Chronicle and GPC’s other publications to increase gifts. Tony McIntyre liked that faces and comments of scholarship recipients are highlighted. He also suggested highlighting people who give based on the amount that they give; gold category, bronze category, and the like as well as attracting potential givers to the various scholarships. In addition, someone might recognize that he/she does have the means to sponsor a scholarship by seeing what others are doing. Stephanie Beach commented that the idea of friendly competition is also a factor, and in fact, can be a motivator for individuals and corporations. Publishing the various giving levels was seen as a positive tool by all the Members. Akiol felt that it was an attractive way to motivate people to give back.

Outstanding Faculty Member Committee Report

Michael Palma reported that Dr. Napolita Hooper-Simanga had been selected as the recipient and that she was their recommendation. Dr. Hooper-Simanga is an English professor and had over 11 nominations. After eight years of teaching, her students are still talking about her level of enthusiasm. (As with the Outstanding Alumnus, her curriculum vitae will be distributed at the next meeting.) A member asked if the runners-up were considered for future selection processes. Jeff explained that this is done in considering the Outstanding Alumnus but not for the Outstanding Faculty Member because they’re quite lengthy, we get so many and because he/she should be from the current year. Julie said that she would send all of the nominees a note stating that they had been nominated and a line or so about what the person(s) who nominated them wrote. In response to a question about the criteria for the selection process, Julie explained that they must be selected by their peers and innovative in their field. The recommendation was unanimously approved. Michael Palma volunteered to chair the 2004 committee.
NEW BUSINESS

Proposed By-Laws Change

Deanna Bredwell stated that she was concerned that a one year term as president does not allow an officer sufficient time to learn the job and orchestrate any measurable accomplishments. This length of time does not provide enough continuity, she stated. She suggested a two-year term in order to remedy this, giving the president-elect a chance to observe and work with the president before having to take the reins, thus being better prepared to lead. Derrick noted that originally there was a two-year term. Jeff commented that yes, there was, but in an attempt to mirror the Foundation’s structure, it was changed. He went on to say that in the past, they had held elections every year as stipulated by the by-laws. If, however someone wanted to continue in a particular position, they were simply voted in again. Jeff and Tony agreed with Deanna that a two-year term should prove more successful. Jeff went on to say that the Foundation Board of Trustees has also changed their Chair’s term to two years. Derrick reminded the group that structure was “president emeritus, president, and vice-president” with the president emeritus serving as mentor to the president. Stephanie Beach noted that history has proven that the president emeritus is generally not as active and that a two-year term seemed the better choice to her.

Jeff asked to hear the pros and cons from each Member. Most of the Members spoke of the pros. Derrick then suggested that if the structure was to change to a two-year structure, he would like to see all offices vacated at the end of the two year term and eliminate the emeritus and elect positions. President McIntyre disagreed, stating that the President elect is likely to prepare conscientiously knowing that he/she is going to be the next President. Don Larson stated that you could have “president, no vice-president and president elect.” Derrick Shelton questioned the specifics of the process—will there be a round robin, or will we elect a new vice president? Who will become president elect after Deanna? Jeff reminded the group that the secretary and treasurer had been eliminated and that the President elect was in fact the treasurer. Derrick commented that the president elect had a choice as to who she/he wanted to nominate as the next vice president or it could be decided by vote. It seems that this new vice president would then have to commit to a term of four years.

The discussion of the specifics of exactly how a new vice president would be determined ensued. Jeff stated that he would check the minutes to see how the selection process had occurred with President McIntyre. Because there was a quorum, President McIntyre asked for a motion to decide if the president’s term would change from one year to two years starting this fiscal year. This means that President McIntyre will serve an additional year and Deanna will commit to an additional three years. It was unanimously approved.

Phoenix University

Jeff stated that the college is looking at signing an articulation agreement with Phoenix University. One of the things that they had suggested dealt with GPC Alumni roster. The college administrator handling this articulation agreement was very uncomfortable with this request and asked whether or not this could be done. Jeff asked the Alumni Board to issue a position statement. After a lengthy discussion about credibility and the results of Phoenix University’s aggressive marketing tactics, the Board Members decided that this was not a
venture that they wanted to pursue. Specifically they stated that it's not a good idea to make the Alumni Listing available to any outside entity.

Schedule of Events

Jeff reported that this year the Thrashers have offered half-price off on the opening game. Essentially, this means $12.00 per person and the meal from Jock’s and Jill’s will be approximately $11.00 per person, service charges included. Although this is a school night, the Board Members felt that it would be a good idea. It was unanimously approved the GPC Alumni night at Philip’s Arena would be the first event of this fiscal year. Each member was provided a Thrasher 2003-2004 schedule.

It was determined that presently an event at the High Museum of Art is too costly. Lee will, however, continue to look for special offers that are occasionally offered by the museum that may prove attractive to the group.

The Dekalb Symphony Orchestra Performance has been scheduled for May 1, 2004. Lee will continue to investigate possible locations for the pre-concert meal.

The Alumni College discussion was tabled until the next meeting, as was the GPC 40th Anniversary event ideas

The Nursing Alumni Association, as reported earlier, has decided to host its Nursing Alumni Day event on February 26, 2004. This will be a dinner at Petite Auberge located in the Toco Hills Shopping Center.

The meeting adjourned at 8:20 p.m.
Georgia Perimeter College
Alumni Association, Membership revenue comparison 1998-2003

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