Georgia Perimeter College Alumni Association Board Meeting

Dunwoody Campus, Room NB-1010
December 4, 2009, 12 p.m.

Minutes

Chair, Melinda Mock Presiding

Present: Isaac Boring, Stella Xu, Gary McGiboney and Wayne Adams.

Absent: Derrick Shelton.

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

1. Welcome
Melinda Mock called the meeting to order at 12:00 p.m. by welcoming the Board members and guests.

   a. Review of Alumni Association Fund Balance
   Ms. Melinda Mock informed the board that the ending balance for the unrestricted dues account as of Oct. 31 was $4,573.91. She noted that one correction was made to reflect an erroneous charge. The ending balance for the scholarship fund as of Oct. 31 was $4,534.55.

   b. Approval of minutes From 10/21/09 Board Meeting and Interim Decisions Obtained Electronically
   Minutes were approved via electronic vote. Annual membership dues of $25, $10 of which will go to official affinity groups, were also approved via electronic vote.

2. Strategic Planning Discussion

   a. PEAR Overview
   Dr. Godfrey Noe presented an overview of the college’s new planning and evaluation model, the PEAR model. PEAR stands for plan, execute, assess and reflect. Dr. Noe noted that the PEAR model is a circular, on-going process that allows the organization to constantly adjust to change.

   b. Strategic Planning from the Top Down
   Mr. Jeff Tarnowski reviewed the goals of the college wide strategic plan and noted several areas in which the Alumni Board could make an impact.

   Goal 1: Strengthening Student Success—support teaching excellence, academic master plan, review relevancy of programs

   Goal 2: Create and foster a culture of teamwork, leadership, quality service and continuous improvement—Customer service focus, faculty/staff development
Goal 3: Enhance the economic, social cultural, social vitality of our communities—Center for Civic Engagement, TAG program, joint programs with technical schools, Center for Organizational Development, educational partnerships abroad, preparing students for careers in critical areas, funding

Goal 4: Expand access and enrollment capacity—Facilities usage, scholarships/financial aid, general recruitment, recruitment of under-represented groups

Mr. Tarnowski also reviewed the Advancement division strategic plan, noting that the Alumni Board has a role in each of those goals as well.

c. Alumni Relations Strategic Plan for 2010-11
Ms. Collins Foster the Alumni Relations strategic plan. She noted the plan directly supports the Advancement strategic plan and reflects the 2006 Alumni Board strategic plan. She also noted the strategic plan is a result of over 30 one-on-one meetings with faculty, staff, students and alumni, four focus groups and comparative research on what other colleges and universities are offering their alumni.

d. Alumni Board Strategic Action Plan
Dr. Godfrey Noe led the Board members in a discussion of how they can support the Alumni Relations strategic plan. Through that discussion, the Board developed the following action items based on Alumni Relations objectives:

OAR Objective 1: We will develop the Alumni Association and affinity group boards, both in size and impact to the college, so they can support the college’s mission and strategic goals and provide effective leadership for association members

   Board Action Items
   1. All Board members will submit two candidates for Board membership in 2010
   2. All Board members will attend at least 75 percent of meetings each year
   3. All Board members will attend at least 3 to 4 college programs each year
   4. A Board orientation will be developed for the Board’s review by the February meeting

OAR Objective 3: We will develop a programs model that will enable alumni to meaningfully connect to GPC.

   While a specific action item was not decided upon, Ms. Liani Swingle will provide the Board with a complete list of planned programs for 2010. The Alumni Relations staff and the Board will work together to determine appropriate Board support for each program.
OAR Objective 5: We will increase the number of GPC Alumni Association memberships.

   Board Action Items
   1. Each Board member will recruit five new Alumni Association members each year.
   2. The Board will establish an alumni benefits package to encourage new memberships.

OAR Objective 6: We will identify success stories from prominent or inspiring alumni.

   Board Action Item
   1. Each Board member will identify two alumni success stories each year.

OAR Objective 7: We will cultivate alumni relationships that inspire annual contributions to the GPC Foundation and to the alumni scholarship fund.

   Board Action Items
   1. Each Board member will make an annual contribution to the GPC Foundation.
   2. Each Board member will be willing to cultivate relationships with other alumni.

3. Action Items
   a. 2010 Membership Dues
      Ms. Melinda Mock reminded all Board members to pay their $25 2010 membership dues.
   b. Ms. Mock will talk to Board members individually about Board leadership structure. The Board will discuss and vote on the 2010 officers at the December meeting.

4. Next Meeting
   a. January 27, 2010
   b. 2010 Proposed Meeting Dates
      Feb. 24—Outstanding Alumnus and Faculty Award selection
      March 31
      April 28
      May—no meeting, Commencement
      June 30
      July 28
      August 25—no meeting, Convocation
      September—Strategic planning for 2011
      October—Annual meeting for full membership
      November—No meeting
      December 1—Annual board holiday dinner; scholarship recipient

Ms. Mock thanked members for their attendance and adjourned the meeting at 2:27 p.m.