Alumni Association Board Meeting

February 6, 2013
Clarkston Campus – Student Center CN-2230
6:00 – 7:30 p.m.

Meeting Minutes

Present: Ginny Lipke, Rhonda Cline, Scott Hardy, Kitty Gold, Marilyn Burnett, Susan Eppley
Absent: Linda Karr, Rahim Mawji

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

1. Welcome & Updates
Ms. Collins Foster called the board to meeting at 6:02 p.m. by welcoming board members and guests. Board members briefly introduced themselves to Ms. Felicia Lewis, recently hired Assistant Director of Alumni Programs and Services. Ms. Foster noted that Felicia was one of sixty applicants to fill the alumni staff position vacated by Ms. Liani Swingle in September 2012. Felicia has been at GPC for the past four years serving as the scholarship coordinator in the Foundation Office.

Ms. Foster asked for discussion regarding the meeting minutes of the June 28, 2012 and October 17, 2012 board meetings. Mr. Scott Hardy made a motion to approve the minutes as presented. Ms. Ginny Lipke seconded the motion. The minutes were approved with no discussion.

Ms. Foster notified the members that Karl Enderle, Stacy Franklin, and Tim Fleming’s two-year term on the board ended in December 31, 2012. These members have chosen to not serve a consecutive two-year term on the board due to time constraints.

2. College Update
Mr. Jeff Tarnowski thanked the board for coming this evening and gave an update on the college. The official Fall 2012 enrollment was 23,619, a decrease of approximately 11%. 41% of students are full time. 61% of students are female, 39% male. Approximately 20% are either Asian or Hispanic. 81 students are senior citizens. Average age of all students is 26. 16% of students take some form of learning support. 91% are Georgia residents. Mr. Tarnowski also discussed the Complete College Georgia initiative. Last semester, the college was issued a warning by the Southern Association of Colleges and Schools as a result of the financial situation in 2012.

Mr. Tarnowski ended his remarks by informing the members of three alumni of note recently discovered: Leighton Jordan, 2013 Miss Georgia; Karla Moody, earned two degrees from GPC and recently joined the GPC Foundation Board; Keith Ellis, recently elected Newton County Commission Chair.
3. **Strategic Planning**

Ms. Foster began remarks in this section by showing the members the final objective statements that resulted from the year-long strategic planning process they underwent in 2012, led by board President, Linda Karr.

Ms. Foster then presented the Office of Alumni Relations’ strategic plan which spans from 2012 – 2016 and Ms. Friedmann presented updates on the current comprehensive communications plan. The OAR 5-year plan focuses on engagement strategies for all stages of the alumni lifecycle: prospective, current and former students. With regard to former students, the plan outlines engagement strategies in three areas: graduates of the last decade, alums between 10 – 15 years out and those who are approaching career retirement. The plan also focuses heavily on interdepartmental partnerships on campus as well as the 50th anniversary celebration that will take place 2015 – 2016.

Treasurer, Scott Hardy, presented a draft operational budget for 2013 for the members’ review. The budget includes broad revenue and expense categories based on current and future alumni activity. He proposed a fundraising goal of $10,000 for 2013, which is ten times the operational cost of board operations. He also proposed assessing actual amount raised at the end of the year, and applying 10% of funds raised to the GPC Alumni Fund’s reserves; with the remaining balance being applied to the GPC Alumni Association Scholarship Fund. He emphasized the importance of leaving the Alumni Association in a better position than the current board found it, and the importance of stewarding alumni funds in such a way that builds donor loyalty and trust.

Ms. Kitty Gold commented that the budget draft was simple and easy to understand and thanked Mr. Hardy for his efforts in drafting for the board’s review. Ms. Rhonda Cline commented that budget draft and formula for fundraising goal and reserve amounts seemed solid and well thought out.

Ms. Ginny Lipke made the motion to approve the 2013 Alumni Fund budget as presented. Ms. Marilyn Burnett seconded the motion. The motion passed with no further discussion.

4. **2013 Board Leadership**

Nominating Committee Chair, Ginny Lipke, presented the 2013 slate of officers.

2013 Slate of Officers

- President: Kitty Gold (Jan.–Dec. 2013)
- Immediate Past-President: Linda Karr (Jan.–Dec. 2013)
- President-Elect: Scott Hardy (Jan.–Dec. 2013)
- Secretary–Susan Eppley (Jan.–Dec. 2013)
- Treasurer- Rhonda Cline (Jan.–Dec. 2013)

Ms. Marilyn Burnett made the motion to elect the slated officers. Ms. Rhonda Cline seconded the motion. The motion passed with no further discussion. The newly elected officers’ terms will begin immediately.
Ms. Lipke updated the members on the other director positions as an informational item.
- Marilyn Burnett- serving 2nd term (expires June 30, 2014)
- Ginny Lipke- serving 1st term as director (expires June 20, 2014)
- Rahim Mawji- serving 2nd term (expires June 30, 2014)
- NAA Board Representative (TBD)

Ms. Lipke gave the names and short bios of the three alumni board prospects whose board applications were sent out prior to the meeting via email.
- Jeff Fucito
- Kathy Fowler
- Ron Shaw

Ms. Lipke made the motion to approve the board prospects. Mr. Hardy seconded the motion. The motion passed with no further discussion.

5. 2013 Important Dates
Ms. Kitty Gold gave her initial remarks as President by noting the important dates for board members to be engaged this year. She encouraged members to participate in as many activities outside of meetings as possible, and reiterate the importance of the Alumni Association having a visible presence on campus.

a. Career Expo – March 15, Clarkston Campus
b. Summer orientation – dates forthcoming (April/May)
c. Commencement – Friday, May 3, Atlanta Civic Center
d. GPC Foundation Golf Tournament – Friday, May 10, Chateau Élan
e. Quarterly Board Meeting – June 26, 6 – 7:30 PM, Dunwoody Campus (Room TBD)
f. Fall orientation – dates forthcoming (July/Aug)
g. Annual Board Retreat – September 20 (location TBD; ½ day training, ½ day team building)
h. Fall Convocation – Clarkston Campus, details forthcoming
i. Quarterly Board Meeting – October 23, 6 – 7:30 PM, Clarkston Campus (Room TBD)
j. Spring orientation – dates forthcoming (Nov/Dec)
k. Homecoming 2013 – first week of November, details forthcoming
l. Alumni Board Holiday Dinner – December 4, (location TBD)

The meeting was adjourned by President Kitty Gold at 7:43 p.m.