Alumni Association Board Meeting  
June 26, 2013  
Clarkston Campus – Student Center CN-2230  
6:00 – 7:30 p.m.

Meeting Minutes

Present: Susan Eppley, Ron Shaw, Rahim Mawji, Marilyn Burnett, Ginny Lipke, Jeff Fucito, Scott Hardy, Rhonda Cline, Kitty Gold  
Absent: Kathy Fowler, Linda Karr  
Guests: Eric Cuevas, Project Director Educational Advancement Program; Jeff Tarnowski, Vice President of Institutional Advancement; Collins Foster, Director of Alumni Relations; Kathryn Friedmann, Assistant Director of Alumni Communications and Records

1. Welcome & Updates  
President Kitty Gold called the board to meeting at 6:02 p.m. by welcoming board members and guests. Board members briefly introduced themselves to newly appointed board members Mr. Ron Shaw and Mr. Jeff Fucito. Mr. Shaw, an employee of GPC in advising, counseling, and retention, and Mr. Fucito, a partner at Mauldin & Jenkins, introduced themselves to the board.

Ms. Gold asked for discussion regarding the draft minutes from the February 6, 2013 board meeting. Ms. Marilyn Burnett motioned to approve the minutes as presented, seconded by Ms. Ginny Lipke. The board approved the minutes with no discussion.

2. Treasurer’s Report  
Ms. Rhonda Cline called the members attention to the 2013 GPCAA budget spreadsheet and the Quick Books report provided by the Foundation’s accountant. Ms. Cline informed the board that a monthly review and reconciliation process is being carried out by the alumni office staff to ensure accuracy. If the reports and supporting documentation between the alumni office and foundation accountant match, Ms. Collins Foster sends the reports to Ms. Cline. If there is a discrepancy, the alumni staff meets with the foundation accountant to identify the sources of the discrepancy, the necessary adjustments are made and noted and the corrected reports are sent to Ms. Cline. Possible causes for monthly discrepancies are 1) the lag time between gift receipt and receipt of the bank statement used to generate Quick Books reports, 2) gifts made toward the end of the month and/or 3) human error during data/gift entry.

Ms. Cline noted the recent efforts made toward establishing the monthly reconciliation process have led to improvements within the alumni office as well as other departments.

Mr. Scott Hardy made a motion to approve the treasurer’s report as presented, seconded by Ron Shaw. The board approved the treasurer’s report without discussion.

3. Strategic Planning – Progress Update  
Ms. Collins Foster gave an update on alumni events. The first of two Braves events will take place on Friday, June 28. Eight of 50 tickets remain and have been exchanged for a second GPC Night at Turner Field event to be held later this season. Ms. Foster noted the GPCAA Fund will receive $246.96 revenue from the sale of the Braves tickets and noted the event was not
intended to be a fundraiser, rather a discounted social engagement opportunity for students, alumni, staff and retirees.

Ms. Foster informed the members Ms. Felicia Lewis has also recently been appointed to the college-wide orientation committee giving alumni an elevated presence. She thanked the board members who volunteered at summer orientation sessions, and noted that of the 820 students who completed the orientation, 751 were informed about the Alumni Association by either an alumni staff or board member who volunteered during the sessions.

Ms. Foster also informed the board that Ms. Lewis has been invited to serve on the college-wide first year experience committee.

Ms. Kat Friedmann gave the board an update on the 2013 Membership Campaign. To date, 55 members have joined, 30 of which are renewals. The campaign has raised $1,805 and the institution has spent $45.72 on the campaign (postage). Ms. Friedmann then showed the board the newest video appeal which features the 2013 GPC AA Scholarship winner.

Ms. Foster informed the board that the first Living History interview will take place in late July and will feature a nursing graduate from the Class of 1993. Prior to the interview, the alumni staff will be re-visiting the Georgia Tech Living History staff to learn their best practices. Ms. Foster will be conducting the interviews for the time being and Ms. Friedmann will serve as the videographer/editor for the interviews.

Ms. Foster ended the staff update by thanking the members for the time spent reading the nearly 40 nominations received for the 2013 alumni awards program and thanked Ms. Gold for a job well done presenting the awards at the May 2013 commencement ceremony.

4. Special Presentation
Mr. Eric Cuevas gave a presentation on the GPC Educational Advancement Program (GEAP). The GEAP program, funded by Goizueta Foundation, provides a support system for 120 Latino students including scholarships and concentrated academic advising.

5. College Update
Mr. Jeff Tarnowski gave the board a college update. At this time last year, the college had to borrow $9 million from other USG institutions to cover the budget shortfall. The budget appears to be back on track and GPC will not have to borrow any more money. SACS met in June and financial reprimands have not been lifted because fiscal year has not been completed. Out of 10 reprimands, the 7 institutional assessment standpoints not related to the budget have been removed. Mr. Tarnowski informed the members 2,252 students graduated in May ranging in age from 17 to 76 years old. He closed by showing the board the new admission website. He noted there were 1,600 hits to the website in April 2013 before the new site launch. After the launch, the site received 16,000 hits in May 2013. He also noted the GPC website receives approximately 2.3 million unique visits per month.
6. **2013 Important Dates**

Ms. Gold called the members attention to the important dates listed below and asked them to reach out to Ms. Foster with their availability to volunteer for fall semester new student orientation dates.

   a. Fall orientation – dates forthcoming (July/Aug)
   b. **Annual Board Retreat – September 20** (location TBD; ½ day training, ½ day team building)
   c. Fall Convocation – Clarkston Campus, details forthcoming
   d. **Quarterly Board Meeting – October 23, 6 – 7:30 PM, Clarkston Campus (Room TBD)**
   e. Spring orientation – dates forthcoming (Nov/Dec)
   f. Homecoming 2013 – first week of November, details forthcoming
   g. **Alumni Board Holiday Dinner – December 4, (location TBD)**

The meeting was adjourned by President Kitty Gold at 7:50 p.m.