Georgia Perimeter College Alumni Association Board Meeting

Dunwoody Campus, Room NA-2150
March 25, 2009, 6:00 p.m.

Minutes

Chair, Melinda Mock Presiding

Present: Melinda Mock, Stella Xu, Isaac Boring.

Absent: D. Wayne Adams, Dr. Garry McGiboney, Derrick Shelton, Brenda Jackson

Guests: Collins Foster, GPC Director of Alumni Relations; and Gay Stahr, GPC Vice President’s Secretary.

I. Welcome

Melinda Mock called the meeting to order at 6:06 p.m. by welcoming everyone to the meeting.

II. Office of Alumni Relations

a. Focus groups

Ms. Foster reported on the progress of the focus groups conducted on the Newton, Clarkston, Decatur, and Dunwoody campuses. These groups were open to all faculty, staff and students. Ms. Foster’s presentation included key quotes from attendees in response to a list of questions such as:

- What is your idea of what Alumni Associations do?
- What do you feel current students need from alumni while they’re enrolled at GPC?

Ms. Foster reported that one student participant identified the need for GPC to build traditions that students are a part of while they are enrolled so they will want to come back and continue those traditions as alumni. Ms. Foster noted the feedback was consistent to comments made by Dr. McGiboney during the January 2009 Alumni Board meeting.

Other items identified by the focus groups include designing program specific contacts from the Alumni base that are willing to answer questions and provide specific information from their own experiences in their career field. Ms. Mock and Ms. Xu agree on the importance to connect students with more specific job related information. Also identified was the need for the communication of Alumni success stories to illustrate what students can achieve by attending GPC. One student participant said some students feel like they are “doing time here,” not recognizing the value they receive at GPC and take the college for granted. Ms. Foster noted the importance of making students value and appreciate their time at GPC so they will have a stronger affinity for the College as alumni. Ms. Foster also informed the Board of one student’s feedback re: access to GPC leadership. The student said he has had several interactions with Dr. Tricoli and Jeff which made him feel a part of the college.
Mr. Boring affirmed the need for students to feel a connection with College leadership and shared his experiences of observing reactions from students when Dr. Tricoli has participated in campus events; noting the fact that students feel connected and a part of the bigger picture.

Ms. Foster shared with the Board that the participants were very happy to be involved and she will compile a summary of her findings and distribute to the Board.

b. **Baseball Alumni Day**

Ms. Foster notified the Board that Baseball Alumni Day is scheduled for October 25, 2009. The purpose is to engage GPC’s former baseball players with the current team and program, encourage support for baseball scholarships and to increase exposure for the baseball program through alumni advocates. Three major league players have come from GPC’s baseball program and several All Americans. Ms. Foster will keep Board informed throughout the process of reconnecting with the baseball alums. A plan of communication has been established which includes a baseball alum newsletter, a packet of information on the current baseball program, a letter of introduction from Coach Blue and an invitation to the October event. A revised athletics website, baseball program site and event site are being created as a result of the event. Ms. Foster noted the interest and activity with athletics alumni surrounding this event will hopefully lead to the formation of an Athletics Alumni affinity group.

c. **Outstanding Alumnus Award**

Ms. Foster updated the Board on the status of the Outstanding Alumnus Award for 2009. A call for nominations post card was mailed to a sampling of 500 graduates from 1999, distributed to faculty, staff and to all GPC Boards/Associations. Nominations will be due on April 17th. Gay will collect the recommendations and forward to the Board for review. The Board will select a recipient at the April 29, 2009 Board meeting and the recipient will be recognized at the May 15, 2009 commencement ceremony.

d. **Staffing Plan**

Ms. Foster informed the Board that through the one-on-one meetings and focus groups conducted over the past four months she has drafted two job descriptions designed to address the expressed needs from the Office of Alumni Relations.

The Assistant Director for Alumni Programs will serve as a liaison between the Office of Alumni Relations and the GPC Alumni Association(s) and GPC departments and student organizations to build, implement, and maintain partnerships between alumni and current students; oversee alumni outreach efforts that allow alumni to become meaningfully connected to GPC; oversee planning and execution of alumni association events; and oversee annual membership drive in partnership with the Assistant Director of Scholarships and Annual Fund.

The Assistant Director for Communication will build and maintain a comprehensive two-way communications plan for alumni outreach; oversee web presence, to include an
online alumni community and social networking sites, for the Office of Alumni Relations, and Alumni Association(s) using FrontPage; Work collaboratively with the Assistant Director of Alumni Programs and MPR to produce marketing/communications pieces for alumni events and programs, and; work collaboratively with the Advancement Services Coordinator to maintain current and useful data on students and alumni using the Raiser’s Edge database program.

III. Board Discussion

a. By-laws discussion

Ms. Mock reviewed the current by-laws and suggestions received by members through electronic communications for amendments and clarifications. The following recommendations were made and agreed upon by members:

- Definition of and alum will be left as is.
- Fiscal year will now be a calendar year of January 1 to December 1.
- Article VI – Board of Directors: Members – to included Officers and Directors of the Alumni Association.
- Student representatives shall be the SGA President or appointee from each campus. Student representatives will be considered ex-officio members of the Board.
- Page 5: Article VIII – replace “with the appropriate administrator designated by the college” with “by the Office of Alumni Relations.”
- Page 2, Section 4. – change all “Constituent Units” references to “Affinity Groups.”
- Page 2, Section 4, item C. – replace “Executive Board” to “Board of Directors.”
- Page 2, Section 5. Annual Dues, item C. – reword the verbiage of “dropped from membership” to something that would allow an interim status for follow up to be conducted.
- Page 3. Article IV, Section 2. Terms of Office – items C. and D. “Directors” needs to be moved to Article VI - Board of Directors.
- Page 3. Sections 3 and 4 to be duplicated under Board of Directors.
- Page 5. Article VI – Board of Directors ABCD (see Collins notes)
- Page 5. Add to Board of Directors section - Terms of Office, Eligibility, and Nomination & Election.

Other items to follow-up on:

- How is the nominating committee comprised?

MELINDA – PLEASE REVIEW THIS SECTION FOR ACCURACY:

Mr. Boring raised the question of Voting by Proxy and its definition. Ms. Mock explained that an announcement is sent out when an election is to occur and then a proxy is sent out via electronically or mail. The member then signs the proxy to allow the designated appointee to vote on their behalf. Ms. Mock does not recommend for the current
Board. No changes will be made in the current by-laws and the Board will revisit at a later time after the Board has grown.

Ms. Mock reminded Board members that once the by-laws are finalized and approved, they cannot be changed unless by majority approval at the annual meeting. Also the responsibilities of the Board members have not been defined except for that of the Secretary and the Treasurer. Ms. Foster will request Ms. Carew-Johnson, Director of Institutional Advancement, to share the Foundation Board member responsibilities to use as a guide for the Alumni Association Board to use when formalizing its roles and responsibilities document.

Ms. Mock will make all the changes to the by-laws as discussed and agreed upon in today’s meeting with use of tracked changes to illustrate old and new changes. She will then distribute to members via electronic format for review and voting purposes.

b. Other items and/or announcements
Mr. Boring inquired about using new student orientation to raise awareness of the Alumni Association and student groups available. Ms. Foster conveyed that she has been in communication with Dr. June to work on getting a portion of the orientation agenda dedicated for the Alumni Association. Mr. Boring also recommended the five-for-three method – expose them five times through three different mediums.

Ms. Mock discussed the GPC Impact Report 2008 report from GPC and gave extra copies to members to distribute to their contacts in the community. Ms. Mock noted the Impact Report would be a good piece for the members to send to their local legislators in relation to the Tough Choices, Tough Times recommendations.

IV. Action Items

a. Review of Alumni Association fund balance
The Board reviewed the financial statement for the Association which did not show any significant changes from the previous month.

Ms. Mock pointed out the Secretary of State registration renewal expense which confirms a question that was posed earlier in the meeting re: the Alumni Association’s status with relationship to the GPC Foundation. Ms. Mock questioned whether or not the Alumni Association’s funds should be housed separate and apart from the GPC Foundation since the Association is a separate entity.

Ms. Foster will research Ms. Mock’s inquiry regarding Alumni funds, as well as look into the charge of an Alumni Development meeting expense that appeared on the fund summary that was supposed to be charged to the GPC Foundation.

Ms. Foster recommended to the Board to invite the Assistant Director of Scholarships, Erica Hart, to an upcoming meeting to report on the status of the Alumni Association Scholarship and to address any decisions that need to be made by the Board regarding how to move forward with awarding the Alumni Scholarship.
Mr. Boring asked if the Board could require each recipient to give back to GPC in some way. Ms. Foster recommends that any changes or requirements be included in the scholarship criteria and also suggested to invite the recipient to a Board meeting so the Board could interact with the recipients directly.

Ms. Mock has conveyed to members that Brenda Jackson is resigning from the Board due to a scheduling conflict with the class she teaches.

Mr. Boring offered to speak on campus to student organizations, especially the Dunwoody campus because of connections he still has with faculty, staff and students on the Dunwoody campus.

b. **Approval of minutes from 2/25/09 Board meeting**

Minutes have been approved with no changes. Voting occurred via e-mail.

V. **Next Meeting**

The next meeting of the Alumni Association Board is scheduled for April 29, 2009 @ 6:00 p.m. on the Dunwoody Campus.

Ms. Mock thanked members for their attendance and adjourned the meeting at 7:49 p.m.