GEORGIA PERIMETER COLLEGE
ALUMNI ASSOCIATION BOARD OF DIRECTOR’S MEETING

President’s Conference Room
Decatur Campus
Wednesday October 1, 2003

MINUTES

Members Present: Akil Abdur-Raheem, Tony McIntyre, Stefanie Palma, Donald Larson, Michael Palma.

Members Absent: Deanna Bredwell, Derrick Shelton, Mary Ann Traina, Stephanie Beach, Terrence Rosario

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, M. Charlie Smith, Administrative Assistant, Jenny Stephens, Interim Director of Public Relations, Dr. Bill Lowe, 2003 Outstanding Alumnus Award recipient, Dr. Napolita Hooper-Simanga, 2003 Outstanding Faculty Member Award recipient, Mr. Lowe, Bill Lowe’s father, Keith Cobbs, Carmelle Roberts-Erawoc.

Jeff Tarnowski explained the October meeting is traditionally the meeting where the Alumni Board members get a chance to personally meet the Outstanding Faculty Member and the Outstanding Alumnus Award recipients. He briefly introduced them and asked them to share a few comments about themselves. Dr. Hooper-Simanga and Dr. Lowe spoke briefly after which an intriguing discussion ensued about how they became affiliated with GPC, their journeys with the College up to this point, and projects that they were currently working on. (Their bio’s had been sent to each Board Member earlier). After the discussion they were applauded by the group and then asked if they could be excused.

OLD BUSINESS

President McIntyre asked for the approval of the minutes from the August 6, 2003 meeting. They were unanimously approved.

Jeff Tarnowski presented the Financial and Membership Report. He referenced the attached Membership Revenue Comparison Report and the Financial Report. The entire Alumni membership mailings for 2003 will be completed in October. Mr. Tarnowski explained that the board will need to discuss our strategy again in January. The membership materials were very well done, but the response from alumni is not as high as we would like to see. The items on
the Financial Report were briefly discussed. President McIntyre asked for the motion for approval. They were unanimously approved.

The grouped discussed the 2003-04 calendar year meeting dates listed in the Agenda. They were unanimously approved.

In Mary Ann Traina’s absence, Jeff Tarnowski gave the Nursing Alumni Association report. Petite Auberge still remains the venue choice for the upcoming Nursing Alumni Day, as well as the venue for the Alumni Association Holiday Celebration. David Evans, GPC alumnus and noted author of two Civil War books will be the keynote speaker for the Nursing Alumni Day.

The Alumni Association 2004 Committees were discussed as they appeared in the Agenda. Three positions were yet to be filled. Jeff Tarnowski noted that the President-Elect, according to the By-Laws, has the responsibility of chairing the Scholarship Committee. Another member mentioned that Stephanie Beach was interested in chairing the Outstanding Alumnus Committee and Stefanie Palma committed to chairing the DeKalb Orchestra Event. All other positions are as reflected in the Agenda.

Lee Hedden provided an Events Update. She reported that twenty-seven tickets had been sold for the Thrashers Game. A “save the date” note would be mailed, in addition to the standard invitation, for the Nursing Alumni Association Day dinner on February 26, 2004. The DeKalb Symphony meal venue was still being discussed. She will continue to see if a restaurant would/could accommodate the participants. It was reported that the upcoming Martin Luther King, Jr. Birthday Celebration would once again be sponsored by GPC and the speakers/performers for 2004 would be Danny Glover and Felix Justice.

NEW BUSINESS

Public Relations Report
President McIntyre welcomed Interim Director of Public Relations at GPC, Jenny Stephens. Jenny reported on two key questions that the Alumni Association was interested in researching. The first was the cost of putting a ‘mail-back membership envelope’ inside of the Chronicle. Since the circulation of the magazine is currently 15,000, the cost will be between $1,200 and $1,500. Different scenarios were discussed about the best strategy and design to use for the project. It was decided that Jenny and Jeff would discuss several different possibilities and report back to the group.

In discussing a recent marketing study that GPC had commissioned, Jenny reported that GPC had been named as the College in Georgia that most respondents have seen advertised in the media. However, the study had shown also that there was definitely room to grow.

Jenny addressed increasing the awareness of GPC and the Alumni Association. She referred to the findings of recent marketing studies. She stressed the idea of partnering within our communities and how the Alumni Association could assist in that area.

Two Student Life Directors were present to discuss the possibility of the Alumni Association partnering with their organizations for the upcoming Homecoming events. They were Keith
Cobbs, from the Rockdale Center and Carmelle Roberts-Erawoc from the Clarkston Campus. The Alumni Association pledged to assist in whatever way that it could. The members felt that it would be a step forward to join ranks with Student Life events whenever possible. Keith and Carmelle thanked the Association and asked to be excused.

Foundation Retreat-President’s Report
President Tony McIntyre reported on the five greatest needs at GPC as identified by Dr. Belcher at the Foundation Trustee retreat in August. Those needs were:

- a program to bridge the Nursing Program at Clarkston and Dunwoody
- support for the African American Male Leadership Academy
- help in developing a state-of-the-arts Language Institute
- creating a Writers Institute
- creating a GPC Fellows Program

Jeff Tarnowski asked the members to note the changes in the Alumni Association by-laws that were included as part of the agenda book. President McIntyre asked if there were any other questions or comments. There were none. The meeting was adjourned.