

Frostburg State University Alumni Association Board of Directors
Saturday, January 23, 2021 – 10 a.m. to 11:30 a.m.
VIRTUAL MEETING VIA ZOOM
MEETING MINUTES

- I. **Call to Order:** Jason VanSickle, President
- ZOOM Committee Meetings
 - ZOOM Networking
- II. **Treasurer/Secretary's Report (attached):** Ashley Daniels, Secretary/Treasurer
- Fund balance as of January \$47,000 across all accounts
- III. **Approval of Minutes of Meeting of Saturday, October 10 (attached):** Jason VanSickle
- First: Mary Biscoe-Hall
 - Second: Tony Carlisi
 - In favor: all
 - Oppose: none
 - Abstain: none
- IV. **President's Report:** Jason VanSickle
- Exec has been meeting
 - Everyone is virtualled out but today's meeting seemed to go well.
 - ✓ Thank you to Shannon, Brooke, and Ashley for setting up these breakout rooms.
 - Alumni Office is going to support our efforts
 - Thank you being engaged and joining us today.
 - Hopefully, we'll be in person in April.
- V. **Director's Report:** Shannon Gribble, Director of Alumni & Donor Relations
- Spring 2021 Semester
 - ✓ Profile will be online version only (budgetary situations at University)
 - Launched beginning of March
 - Mid-February
 - Email will be going out
 - Postcard going out to entire constituent base notifying them of Profile and asking them update their email address
 - ✓ Students are moving in as we speak (began January 20)
 - ✓ Testing happening
 - Employees and students being tested every week
 - Half of population will be tested every other week. On testing weeks, individuals will be tested twice that week
 - ✓ Link to COVID information:
 - ✓ Classes start on Monday, 1/25
 - ✓ Classes offered in a blended or fully online format
 - ✓ FSU not on priority list for vaccine
 - USM trying to make faculty/staff a higher priority since they are working with students

- Enrollment Update
 - ✓ 2200 completed applications (last week)
 - ✓ Acceptances and deposits are running ahead
 - ✓ Winter intersession up 14%
 - ✓ New Director of Admissions hired over winter break (started early January)
 - Shannon will be meeting with her in the coming weeks about how alumni can be involved with recruitment
- Event Follow Up
 - ✓ VIRTUAL Homecoming 2020
 - Had a lot of positive feedback
 - Continue hosting virtual events even when back in person so that people who can't make it back can still participate
 - ✓ VIRTUAL Alumni Holiday Open House
 - Very successful
 - 20+ alumni joined throughout the 2 hour span
 - Saw some familiar faces and new faces
 - ✓ Virtual Athletic events
 - Swimming
 - Lacrosse
 - Baseball
 - Students may be in person but alumni and parents will be virtual
 - ✓ Sloop is still happening virtually
 - Keep an eye out. Shannon would like to find ways to get alumni to participate
- Univ. Advancement Operations
 - ✓ Working 75-90% remotely
- Fundraising Update
 - ✓ 20/31 have made a financial contribution in this fiscal year
 - ✓ Fiscal year ends June 30, 2021
 - ✓ In a silent phase of a campaign. Wanted to launch in 2020.
 - Current goal is \$25million
 - As of 1/21, raised \$13million
 - This fiscal year: goal \$2.75millin, raised \$1.3million
 - Hoping to publicly launch the campaign this spring
 - End date is not set. Gift officers are struggling to meet with donors because of COVID.
- AA-I (2019 & 2020 reports attached)
 - ✓ 501 c(3) of USM that provides grants and scholarships to USM institutions
 - ✓ Grant for alumni office is used to promote alumni engagement
 - ✓ Receiving \$7500 in the upcoming grant cycle (max they've been awarding over the last few years)
- Social Media
 - ✓ Bobcats in Love next month
 - ✓ Alumni spotlights (self-submitted)
 - Frostburg.edu/alumnispotlights
 - Please share with your circles
 - ✓ Thursday Night Live running this month through the end of the semester

VI. Old Business

- Been having trouble working with Career Services so planning on connecting with individual Colleges
- Shannon will be setting up a meeting with Jason, Shannon, Dr. Nowaczyk, and John Short to discuss
- Virtual Internship Fair coming up using Handshake
- Education Job Fair March 8th
- Career Readiness Week (March 8-12)
 - Working to get alumni speakers to present on different career readiness skills

VII. New Business

- Buster—virtual homecoming was successful. A lot of alumni have reached out about how great it was!
- April is our big planning meeting/retreat
 - ✓ In October, Jason will be stepping down as president
 - ✓ Joe will lead the goal setting
 - ✓ Get to know each other activities
 - ✓ Speakers: President and John Short will be giving updates
 - Possibly meet the Director of Admissions

X. Committee and Group Reports

- Governance – Joe Lambert
 - No open seats; no by-law changes
 - More deliberate approach to on-boarding/recruiting board members.
 - Would be nice to have a pool of candidates
 - Targeting groups at Homecoming, using social media
 - Would like to see more diversity across the board
- Alumni Outreach – Kathy Nicholas Boykins & Eric Manns
 - Planning outdoor activities that meet COVID safety guidelines
 - Hikes across the state/country
 - Looking at April 24
 - Great Falls
 - Patapsco
 - Cunningham Falls/Catoctin State Park
 - Looking for other alumni to lead hikes
- Student Outreach – Ed Herold & Kirk Engle
 - Would like get students involved in the hike as well
 - Career Readiness Week (March 8-12)
 - Need people to help find speakers that are willing to participate in that week
 - Looking for two keynote speakers and others to present on other topics
 - Monday: keynote
 - Tuesday; social media, dress for success
 - Wednesday: remote work environment, virtual interviews
 - Thursday: various networking sessions
 - Friday: mock interviews
 - Career services should be handling resume building workshops

- Mentorship program. Ed working with CoB to get things set up
- Mary & Shannon discussed a mental health workshop
 - Mini-series; culmination of things
 - Counseling center: over of counseling center
 - Group discussions/more targeted students can exchange in their group
 - Normalizing therapy/talking to someone.
- Professional clothing: Poshmark
 - Bill has had some preliminary discussions with Poshmark
- Awards & Recognition – Ashley Vascik
 - Awards are given through the alumni association
 - Were not able to host awards banquet in 2020
 - April 2020 receipts can choose to be honored in a virtual ceremony this spring OR an in-person ceremony at Homecoming
 - Not going to choose any new award recipients for April 2021
 - Any applications that have come in, will be rolled in the 2022 decisions

XI. For the Good of the Order

- Mary Biscoe-Hall - expecting a baby girl in July
- Ashley Vascik - students won 6th straight competition. Nephew due in June.

XII. HOMECOMING – SAVE THE DATE

- 2021 – September 30 – October 3

XIII. Adjournment

- First: Mary Biscoe-Hall
- Second: Ashley Vascick
- In favor: all
- Oppose: none
- Abstain: none