

Frostburg State University Alumni Association Board of Directors
Saturday, January 25, 2020
USMH – 32 W Washington Street, Hagerstown, MD (Room 124-125)
MINUTES

- I. **Call to Order:** Jason VanSickle, President, 9:20
- II. **Ice breaker: 2 truths and a lie**
- III. **Treasurer/Secretary's Report (attached):** Ashley Daniels, Secretary/Treasurer
- IV. **Approval of Minutes of Meeting of Sunday, October 6, 2019 (attached):** Jason VanSickle
 - I. Motion to approve: Mary
 - II. 2nd: Ed
 - III. In favor: 0
 - IV. Opposed: 0
 - V. Abstentions: 0
- VI. **President's Report:** Jason VanSickle
 - Foundation Meeting
 - Campaign updates
 - Giving Day – challenges that we've accepted
 - Campaign Consultants
 - Some board members worked with the consultants
 - Talked about why FSU/stayed with FSU to help with engaging alumni
 - John has received 5 recommendations for a campaign theme
 - End of January-draft of the case statement
 - Committee Chairs
 - Term limits (3 years)
 - Changing over committee chairs in October
 - During break out sessions-discuss who may be interested in chair positions/does anyone want to switch committees
- VII. **Director's Report:** Shannon Gribble, Director of Alumni & Donor Relations
 - Senior Leadership positions are now full
 - Vice President for Student Affairs
 - Dr. Artie Travis starting 1/29
 - Coming from Bowie State University
 - College of Education Dean
 - Dr. Boyce Williams moving from interim to permanent
 - Alumni Holiday Open House
 - In December at Alumni Office
 - Ice caused issues for attendance
 - Next year: combine with Storybook Holiday as more people will already be out in the community
 - USM Night at the Aquarium
 - Tonight (1/25). Maxed out at 700+ registrations. 125 are Frostburg alumni

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- Dom: how many are from Baltimore? Shannon: unsure
- Shannon, Brooke, and Lacy in attendance to hand out items
- Fundraising update: goal of 3.4 million
 - Campaign goal: 25 million. Reached 11 million
 - Set to close in 2023 (125th anniversary of FSU)
 - Alumni participation rate goal: 5% (2.98% currently)
 - Board: 100%. At 60%. 12 folks who need to donate before June 30
 - Joe: how does 2.98% compare to other USM?
 - Shannon: not high across the board unless at a private
 - 6 or 7 in the state
 - USM schools all counting the same way now
 - All schools but UB and professional schools are on a shared database to ensure all institutions are calculating the same
- Carol: husband is having health problems. Please keep in your thoughts.

VIII. Old Business

- Self-Assessment
 - Taken in October 2019
- Committee Involvement
 - Need to meet often enough to accomplish tasks. Can't only meet 4 times a year.
 - Exec meets every month
 - Usually cancels December and April
- Joe- what's expected of our board members
 - Page 9 of by laws: duties and Expectations
 - Attend board meetings
 - Attend at least 2 (either October or April retreat)
 - Respond to communications in a timely fashion
 - Serve on a committee
 - Commitment to serve the Foundation with a monetary donation
- Giving Day Challenge
 - Giving Day – April 1-2 (noon-noon)
 - University is trying to engage people to donate; challenge folks, etc
 - No restrictions on funds/amount, etc
 - Foundation Board challenge
 - We can't match or beat but can help them achieve their goal.
 - Goal of \$20,000
 - Over 700 funds available
 - The fund that has the highest number of donors will receive \$10,000
 - Advocate training in the next few weeks
 - Crowdfunding platform
 - Leader board to see where things are falling/see who has the most donors
 - Sign up as an advocate and you can make challenges
 - "if x number of people from xxxx class year, I will give \$x"

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- Steven: “we did something on Giving Day last year, right?”
 - Shannon: “no. There’s Giving Tuesday right after Thanksgiving. Giving Day for every institution is different.”
- Meant to be driven online. No phone bank or cold calling.
- Jason’s goal: each board member donate on that day and get at least one other person to donate (that would be 60 of the 200 donor goal)
- Not for new initiatives. Donate to something that is already in place.
- Website has come a long way in the last year with information on donating
- Plan is to be the same day every year
- How will one donor count who gives to multiple funds?
 - If one person gives \$150 to 3 funds, they count as 1 donor toward the 200 goal and also 1 donor toward each fund.

IX. New Business

- Committee Gathering/Ice Breaker – 2 Truths & a Lie earlier
- Spring Retreat – Agenda Ideas
 - University President Address and Vice President of University Advancement
 - Student Group presentation
 - Student Government presentation
 - Team building activity
 - Greek life presentation
 - Dom: students or Jamie
 - students
 - Suggestion: President of Greek Life Council
 - Social bonding
 - Awards: 5pm
 - Wrap up board meeting at 3pm
 - Eric: 2pm so board can hang out
 - FSOF race start
 - Starts and ends in stadium
 - Icebreaker
 - Vice President of Student Affairs
 - 9am start time
 - FSOF break
 - Ice breaker to get around campus
 - End around 2:30pm
 - Head somewhere for social gathering (board members will pay for their own drinks/food)
 - Awards banquet
- Summer Event/Social Gathering
 - Been brought up in meetings to move summer meeting to more of a social gathering
 - Meet at some type of central park. Do activities.
 - Potluck style. Informal meeting.

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- Families could join
 - Patapsco State Park (suggested)
 - Voted.
- Phone in meeting.
 - Large group struggles
- Summer 2020 Meeting Date
 - Check doodle poll to choose dates. 10am-2pmish
- Homecoming 2020
 - ✓ RV. The Bank has agreed to let us use it. Already been checked out.
 - Tony-can the RV be parked closer to the gate?
 - May block the few of the football field.
 - Can be discussed with facilities and campus police.
 - ✓ Signage
 - Brooke and Shannon will provide signage.
 - Can it be attached to the RV?
 - ✓ All Alumni Reunion-4-7pm
 - So people can go straight from football game to reunion

IX. Committee and Group Reports

- Governance – Joe Lambert
 - ✓ Vetting of possible new members
 - ✓ 2 names of potential new board members so they can be vetted
 - Please share names with Joe.
- Alumni Outreach – Dominic McAlily & Eric Manns
 - ✓ Crab Feast
 - September 12 evening event
 - 7-11pm
 - Keith: are we going to get a larger room?
 - Capping at 150
 - Is there option for bigger?
 - Shannon: need to be able to fill that room. Whatever number we tell them, we have to pay for.
 - Brooke has a call with the coordinator this week so will look into options
 - Dom: idea to collaborate with groups on campus/alumni to sponsor a table to help boost numbers
 - ✓ Happy Hours
 - DC April 1st
 - On Giving Day
 - Working to secure other locations
 - ✓ Fitness day idea
 - Bobcat Fitness
 - Mary will look into her gym hosting the event
 - Can fit about 50
 - Low cost event for university

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- ✓ Change to contact form
 - Allowing committee chairs to have access to contact information
 - Way to reach out to alumni directly instead of using alumni office as middle man
 - Legal statement “your information will be shared with committee chairs”
 - USM manages the database. Only permits employees and that’s restricted
 - Can talk in other ways to help with increased outreach
- Student Outreach – Melanie Rowe-Partridge & Kirk Engle
 - ✓ Mentorship Program
 - Ed and College of Business/Accounting
 - Looking into what the students want to see
 - Entire academic year? One semester?
 - ✓ Career Development Day
 - AABOD sponsoring
 - Friday, April 17
 - 11am-3:30pm
 - Mock interview and resume review appointments
 - Breakout sessions
 - Networking reception
 - Alumni and students invited
 - A lot of alumni in town already (AABOD meeting, FSOF race)
 - Agenda to go out when it’s ready
 - Students will need to register
 - Can ask for majors to make sure gaps are being met
- Awards & Recognition – Ashley Vascik
 - ✓ 2020 Selection Process Update
 - ✓ Emails have gone out for voting
 - ✓ Should recipients have a degree from FSU?
 - Distinguished must have a degree
 - Others will be degree preferred
 - Exec committee has discussed number of awards.
 - Don’t want to limit but don’t want devalue
 - In order: 2, 4, 6 (distinguished, service to alma mater, young alumni)
 - Flexibility with caps
 - Mary: 6 is a lot
 - Ashley V: main goal is to reengage young alums who may not be connected to the university
 - Young Alumni-just about professional success. Not necessarily given to the university
 - Dom: if someone doesn’t win, they remain in the pool. Can we make it so people have to be re-nominated?
 - Sarah K: nominees fill out the form. They may not fill out the form. Name isn’t listed without form.

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- Recycling nominations
 - 4 years pulled from candidacy then resubmit or nomination: motion: Mary
 - Second: Kirk
 - In favor: all
 - Opposed: 0
 - Abstentions: 0
- If we're going to recycle people, need to increase number of nominations.
- Eric: is nomination process sent to faculty and staff?
 - Yes
- Al: publicity on social media?
 - Shannon: list of former recipients, form, etc.
- Dom: more of a social event/increase notoriety
 - If event has more attention, people want to be nominated
- Selection committee: modeled off of what we do for distinguished alumni achievement
 - Motion: Al
 - 2nd:
 - IPP
 - Director
 - Student
 - Past recipient
 - Faculty member
 - Board president if tie breaker
 - Way to make it more open/hopefully less biased
 - Mark: would like to have the selection committee be an alumni
 - Usually Dr. Herzog and a Student Alumni Ambassador
 - Dom: tendency that the nominations come from the same people. How can we guarantee it's not the same people who those people want to win?
 - Faculty only have 1 vote.
 - Al: having multiple winners helps to eliminate that

X. For the Good of the Order

UPCOMING EVENTS

- January 25 – USM Joint Event at National Aquarium
- February 18 – Campus Partners Luncheon
- March 7 – Sloop Institute
- April 1 – DC Happy Hour
- April 1 – Day of Giving
- April 3 – CES Donor Reception
- April 4 – Volleyball Alumni Game

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- April 4 – Track & Field Alumni Gathering
- April 17 – Career Development Day
- April 18 – Alumni Awards Banquet
- April 22 – Network@Nite (COB)
- May 1 – Exploring Careers in Health Science (Alumni Panel)
- May 2 – Bobcat Helping Hands
- June 5-6 – Football Golf Outing & Reunion
- June 15-26 – Preview FSU
- September 12 – Alumni Crab Feast

BOARD MEETINGS -- SAVE THE DATE

- Saturday, April 18, 2020
- Sunday, October 18, 2020
- Saturday, January 23, 2021

HOMECOMING – SAVE THE DATE

- 2020 -- October 15-18
- 2021 – September 30 – October 3

XI. Adjournment

Motion: Mary

2nd : Ed

In favor: all

Against: 0

Abstentions: 0