

Frostburg State University Alumni Association Board of Directors
Saturday, October 10, 2020 – 10 a.m. to 2 p.m.
Compton Science Center Room 226 and ZOOM
MEETING MINUTES

- I. **Call to Order:** Jason VanSickle, President – 10:01 a.m.

- II. **Treasurer/Secretary's Report (attached):** Ashley Daniels, Secretary/Treasurer
 - Ed Herold asked for the fund balance as of June 30. Shannon Gribble advised that she would get from FSUF and follow up with Ed.

- III. **Approval of Minutes of Meeting of Monday, June 29, 2020 (attached):** Jason VanSickle
 - Al Martin made a motion to approve minutes as presented, Tony Carlisi seconded the motion. All members voted to approve the minutes as presented.

- IV. **Special Guest:** President Ron Nowaczyk
 - Notes not available.

- V. **President's Report:** Jason VanSickle
 - Notes not available.

- VI. **Director's Report:** Shannon Gribble, Director of Alumni & Donor Relations
 - Fall 2020 Commencement
 - Postponed
 - Now behind by 2 commencements
 - Still committed to providing those alumni their graduation ceremony
 - Will discuss over lunch ways we can engage with our May and December 2020 graduates
 - Spring 2020 Semester
 - Not sure what to expect but will updates as announcements are made
 - Event Follow Up
 - ✓ Brownsville Park Avenue Monument Dedication
 - Kathy: moving experience, learned a lot, trying to do research and learn more. Didn't know anything about Brownsville when she was a student. Thought she would have seen more of the descendants but thought it was a beautiful ceremony. Started learning about it when the fundraising started. If you don't know about Brownsville, you should educate yourself. Cultural center being established soon.
 - Shannon: Event was live streamed so you can pull it up as well. The final video will be shared soon.
 - ✓ Education & Health Sciences Center Groundbreaking
 - Live streamed. Video will also be uploaded to YouTube.
 - ✓ Baseball Golf Outing
 - 2 weeks ago at Rocky Gap. Record 24 teams. Raised a lot of money for the baseball program. Easy to social distance on golf courses.

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- Univ. Advancement Operations
 - Primarily working from home.
 - Shannon and Brooke are in the office 1 day per week each.
 - Rest of the Advancement staff come in one day a week to process things.
 - If you need to see someone, please email so it can be coordinated.
- Shannon will be taking medical leave towards the end of the month (non-life threatening surgery). Will be taking 2.5 weeks off then working from home.
- Social Media – Facebook Profile Picture Frames & ZOOM Backgrounds
 - Trying to increase social media presence because that's where people are
 - Facebook profile picture frames (3 are live)
 - University has launched several virtual meeting backgrounds on both Teams and Zoom
- Drive through registration
- Full page ad in SGA planner distributed to students
- Fundraising Update
 - Still raising money, just in different ways
 - Down 2 gift officers due to budgets
 - Are close to finalizing so will hopefully be able to hire soon
 - Just surpassed \$12 million (over halfway through time, goal of \$25 million)
 - Board's participation rate: 48% (15 board members still need to donate by June 30)
 - Phone a thon not able to happen due to COVID restrictions
 - People won't pick up the phone during election year
 - Still calling a select group of people
 - Mary is new co-chair of Foundation Board Advancement Committee
 - Feel free to talk with Mary about giving/how to give/setting up funds, etc
 - Can call to make a donation: 301-687-4068

VII. Old Business

- VIRTUAL Homecoming 2020 – the schedule is attached and you can visit www.frostburg.edu/homecoming for more information.
- Buster: people are very excited to attend virtual homecoming.
- Spirit packs were mailed out last week so people should start receiving them soon if they registered by the 10/02 deadline
- Sent out 155 shirts last week; ordered about 300
- Packs went out to 249 people
 - FSU pom pom
 - Lanyard
 - Note telling people what to do with this stuff
 - Blank beverage sleeve so you can decorate
 - Photo mat
 - Masquerade mask

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- People are loving it; sending in pictures
- Social media
 - Facebook cover photos (things are being released 10/11)
 - Two new profile photos
 - Custom zoom background as well for ppl to use during Homecoming
- Contests
 - Kids activity pack (coloring, crosswords, puzzles, etc)
 - To be uploaded by a certain by a specific deadline and alumni will vote on their favorite
 - Winner will receive some Bobcat Themed gear
 - Alumni craft the cap contest
 - Can download template or use your own cap
 - House/Room Decorating
 - Winner will win cornhole boards and a free space at tailgate next year
- Dominic: are we looking to host any alumni events in the spring?
 - No, FSU has not lifted regulations even though the state has
- Numbers for events
 - Tailgate: 141 people registered. Likely unorganized chaos. Some surprises planned
 - All Alumni Reunion: 131 people registered
 - Registration for groups closes on Monday
- Buster: opportunity for people to submit pictures?
 - Shannon: putting yearbook pictures together
 - For events that are annual but cannot happen virtually (Jim Anderson Memorial Baseball brunch, Retired Faculty & Staff) will have a video
 - Hall of Fame inductees: video during the day, inductees will be inducted in 2021

VIII. New Business

- Slate of Directors – the full slate of officers/directors is attached and bios for 3 prospective new members is attached.
 - Mary: motion to accept all 3
 - Buster: 2nd
 - In favor: all
 - No: none
 - Abstain: none
- Committee Discussion(s)
- What does alumni engagement look like for the next 8 months?
 - Jason: we struggle with our communication with Career Services (org changes have happened in the last 8 months)
 - They need an advisory board of alumni telling them what people are looking for in their hires.

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- Jason will reach out to the President after this meeting to make this suggestion
- Shannon sat on a board that did a review of Career Services
 - Submitted a report to Jeff Graham and Artie Travis
 - One recommendation was an advisory committee
 - None of the recommendations have taken place yet
 - Shannon will reach out to Amy as well
- Should we have a few virtual events? One student based and one alumni based?
- Ashley: should we start planning ahead so once things are back to “normal” we already have things in place
- Kirk: missing part is communication from FSU
- Bill: can we assign some student government to work directly with the committee? Get them on the committee as a member?
- Mary: can we get alumni to help students with mental health? Allyship from alumni? Inclusive leadership. From the top down, how to make your people feel heard? Husband would be willing to help out. Name suggestion: Frostburg Connect.
- Jason: goals!
 - Eric: Long term goals—mental health idea
 - Short term goals: 1 or 2 virtual events
- Al: are there any plans to something similar to Sloop?
 - We may be able to do small virtual groups but nothing concrete
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IX. Committee and Group Reports

- Governance – Joe Lambert
 - Next couple of months
 - More strategic way to recruit members to the board
 - Right now rely on board to suggest people
 - Targeted/strategic recruiting to eliminate gaps (ie. 80s, 90s, etc)
 - Last few new board members have been since 2010
- Alumni Outreach – Dominic McAlily & Eric Manns
 - Dominic’s term is up. Thank you for allowing the committee for letting me be the co-chair. It was fun to see how we went from a baseball game event to baseball games at major and minor league teams in the region. Couple of hiccups.
 - Kathy Boykins will be the new co-chair moving forward
 - Eric: talking via GroupMe so no formal meetings. Talking/checking in to make sure everyone is doing well.
 - Support the Board’s/Student Affairs committee efforts
- Student Outreach – Melanie Rowe-Partridge & Kirk Engle
 - Melanie-end of term; Ed Herold will be co-chairing with Kirk

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- Melanie-really excited that Ed is excited about student outreach
- Not going to have much to report.
- Ed is working with College of Business
- On hold. Students are taxed out with the virtual engagement
- Trying to get information from the University about what the board can participate in
- Career Services Day—got info late that they could use speakers. Don't know dates and times.
- Looking forward to working towards events. Can hopefully start having in-person events next year
- Mary: can you send survey out to alumni and students? And pair people up that way? Mentee with law school is more engaged now than past people have been
- Al: the pandemic is changing how we're going to interact with people moving forward
- Committee calls: 1st Tuesday of the month 8pm. Moving to Zoom.
- Awards & Recognition – Ashley Vascik
 - Supposed to award people in April but event was cancelled
 - Survey was sent to recipients to see if they'd be willing to do a virtual event
 - 3 recipients said they'd prefer virtual
 - All other respondents said they'd prefer to wait for an in-person event so they can celebrate with family and friends
 - Still taking nominations for coming year
 - Can hopefully have a ceremony in April

IX. For the Good of the Order

X. Steven got engaged

XI. Ashley's husband self-published a book

XII. Melanie: two FSU alums nominated for educator of the year

XIII. Kathy: Quincy Coleman alum from late 70s; running for circuit court of Howard County

XIV. Ashley: brother graduated from college, bought a house, 3 different student groups out doing volunteer work starting at 1pm

XV. Mary: niece has started at FSU, living in new hall

BOARD MEETINGS -- SAVE THE DATE

- Saturday, January 23, 2021

HOMECOMING – SAVE THE DATE

- 2021 – September 30 – October 3

XI. Adjournment

- Motion: Ashley 12:47pm

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- 2nd: Mary
 - In favor: all
 - No: none
- Abstain: none