

FSU Alumni Association Board of Directors Meeting Minutes
Saturday, January 26, 2019
USM Hagerstown – 32 West Washington Street, Hagerstown, MD
Room 124-125

I. Call to Order/Welcome of Guests: Jason VanSickle, President

Meeting called to order: 9:04AM; In attendance: Shannon Gribble, Brooke Kirchner, Jason VanSickle, Ashley Daniels, Melanie Rowe-Partridge, Keith Price, Eric Manns, Glenn Wayson, Ashley Vascik, Joe Lambert, Ryan Graves, Kirk Engle, Lacey Dickel, Trevor DeVore, Katie Morgan, Mary Biscoe-Hall, Bill Kincaid, Sarah Kuhn, Suzi West, Anthony Carlisi, Al Martin, J. Stokes, Carol Harrison

Introduced all members for benefit of new members.

II. Treasurer/Secretary's Report (attached): Ashley Daniels, Secretary/Treasurer

Shannon Gribble: We receive new funding every July from the Foundation. Shannon divides that money amongst the seven accounts. Total balance of all accounts is \$24,946.90. Money rolls over each year so we do not lose any. Jason VanSickle: Has the funding stayed level?
Shannon: Yes.

III. Approval of Minutes of Meeting of Sunday, October 28, 2018 (attached): Ashley Daniels

Motion to Approve minutes: Ashley Vascik

Second: Carol Harrison

In favor: all Opposed: none

IV. Director's Report: Shannon Gribble, Director of Alumni & Donor Relations

- Received notification in the last few weeks for the upcoming AAI grant cycle; we received \$7500. Estelle will present us with the check in February and it will be determined then how they money will be spent.
- New Dean for College of Liberal Arts & Sciences. It was an external hire and is the only new upper level administration change.
- The University's application for DII has officially been submitted. The decision will come in June. Right now, the schedule for 2019-2020 is with the Mountain East Conference. The consulting firm that worked with FSU has never worked with a client that has not been accepted. There is a video being developed that will include a broad overview of athletics, transformations, and possible changes for the future. Do not expect to hear anything for quite some time.
- Upcoming events are listed at the bottom of the minutes. Question to committees: How can committees be engaged at events that are already planned?
 - Annapolis Legislative & Alumni Reception
 - This event is hosted every year when FSU is testifying. Maryland residents are all invited because they are registered voters. Please share with alumni. Jason VanSickle: any alumni involved in banking will be in the area so we should reach out to them.
 - Career & Internship Fair Alumni Breakfast
 - Businesses come to campus so students can see what careers and internships are available to them. Alumni Center hosts a breakfast for alumni.

FSU Alumni Association Board of Directors Meeting Minutes
Saturday, January 26, 2019
USM Hagerstown – 32 West Washington Street, Hagerstown, MD
Room 124-125

- Education Job Fair Alumni Breakfast
 - Local counties come to FSU to recruit teachers. Alumni Center hosts a reception for alumni.
- Children’s Literature Centre Spring Festival Meet & Greet
 - Alumni are invited to a mixer.
- Faculty and staff alumni event.
- 7 networking luncheons planned. Must have 5 or more alumni working in one location. So far, 5 schools, 1 nursing center, with 4 waiting to be confirmed.
- We will be repeating the Orioles and Nats games.
- The Welcome to Campus Cookout last year in August was very successful. We are looking for other campus partners to host.

V. Old Business

- 2019 Meeting Schedule
 - Shannon did a doodle poll for the summer meeting. Results showed Tuesday, June 25 is the best fit. We will do options of in-person or call-in. People can get together in smaller groups based on location so we can video conference. Someone from each area should take charge of planning in his or her area.
- Homecoming – brainstorming of ideas
 - Update from Shannon. No internal Homecoming schedule has been completed to date. Conversations about Homecoming in regards to University Advancement and the Foundation because it is a costly event and is a lot of events over a 4-day span. The cost of food, set up, and tear down is \$26,000; this does not include income the events bring in.
 - Some events are very well attended but there is also a very large no-show rate. No-charge events (i.e. SGA Reunion) do not provide much motivation for guests to attend when other opportunities arise; the weather is also a huge deterrent for no-charge events. The University needs to be as efficient as possible when planning Homecoming.
 - There will be no donor reception this year because the Foundation will be announcing the campaign in 2020 and will host a gala and then ramp up fundraising efforts.
 - There has been discussion around having one space for a reunion event so that multiple groups can have their reunion in one room (i.e. SGA, BSL, and FSL chapters).
 - A nominal fee for all events has been considered to encourage guests to attend.
 - J. Stokes: Is there a way to get alumni into the city during Homecoming? Can we form partnerships with places that have locations so that more money is spent in the city? Would we have to pay for a space off-campus? Moose has a huge space.
 - It is hard to add new events because our space and staffing are both limited.
 - Mark Freeman-Price: Likes the idea of multiple groups in once space. Can we market it as a donation towards a scholarship instead of a nominal fee?
 - No, because of the IRS. By putting the money towards a scholarship, the University will not recoup anything. A raffle is not an option because of laws against it.

FSU Alumni Association Board of Directors Meeting Minutes
Saturday, January 26, 2019
USM Hagerstown – 32 West Washington Street, Hagerstown, MD
Room 124-125

- Homecoming discussion: What did we like/what to change, etc.?
 - Professional clothing drive kick-off will be at Homecoming.
 - Ashley Daniels provided details.
 - Bill Kincaid suggested a closet app so students could reserve clothes in advance.
 - Idea to do a fashion show. Have participants go to a thrift store with a pre-determined amount of money and show off the outfits they purchased on a budget. Outfits would then be donated to the closet.
 - Drive by resume review: Mary Biscoe-Hall. Have people from different fields review resumes, mark them, and hand them back to students interested in their field.
 - College of Business has 85 students who do a career development day. We need to make sure we choose the correct alumni to come back; some are too strict and rigid so students do not learn as much or are intimidated.
 - Tailgating. Mark Freeman-Price was very impressed with groups. Idea: Could we do superlatives (i.e. Best chili, best wings, etc.).
 - J. Stokes: Liked the anniversary events (Class of 68, Memorial breakfast). Can we get more groups to let us know if they have an anniversary coming up? Could we host a step-show?
 - Ryan Graves: Are we continuing with the same tailgating schedule? Shannon: As far as she knows. Tailgating will begin at 10:30am and attendees can stay in the parking lot during the game; they will be encouraged to attend the game but Dr. Nowaczyk will allow them to stay. Ryan: Other universities have a tent where people pay to get into that has tables, food, etc. Is that an option? Can we move the start time earlier than 10:30? People need more time to set up.
 - Jason VanSickle suggested using a large RV as a welcome center/home base. A bank in the area has one we could probably borrow (has wifi).
 - Melanie Rowe-Partridge: loves the idea of using the RV as a visual. We can have mobile technology to use tables to update information and to register for mailing lists.
 - Joe Lambert: We used to serve chili—is that an option again?
 - Shannon: Chili is costly and the weather was horrific and would blow food off the table. In addition, it is tailgating so people bring their own food. There is a pavilion being build inside of the stadium so that may be an option but there are no concrete details; will know more by April. Tents are hard because of the wind.
- Database – connect students & alumni
 - Jason VanSickle: Shannon went to USM conference and talked with counterparts to see what databases they use to connect with students and alumni; there are many but they are expensive. College Park and UMUC have difficulty getting students to buy-in. A more cost-effective route seems to be LinkedIn. There are already FSU groups that we can

FSU Alumni Association Board of Directors Meeting Minutes
Saturday, January 26, 2019
USM Hagerstown – 32 West Washington Street, Hagerstown, MD
Room 124-125

umbrella under one group so students can reach out to alumni more easily. Shannon and Jason have a meeting with LinkedIn to get more information. LinkedIn will come to campus, take professional pictures, and help to write professional profiles. Shannon attended College Park's presentation and spoke with UMUC who leads the state in online platforms—over an 18-month period, with 369,000 alumni, UMUC only had 4,500 register with minimal active mentorships. We need to market to faculty to encourage students to join LinkedIn and take advantage of mentorships. Melanie Rowe-Partridge: We have recruiters who are FSU alums. Can they help students/provide advice, etc.?

- Jason: We need to strengthen our relationship with the career center. Several board members expressed frustration with the Career and Professional Development Center. We may need to start with higher ups to have it come from the top down. Carol Harrison: AABoD should have a better presence at Career Day.
- Mark Freeman-Price: At UMUC's graduation, a member from the Alumni Association greeted the graduates as they walked across the stage with a card and link to update information saying "welcome to the alumni association". Can we incorporate something like this at FSU?

VI. New Business

- April Retreat – meeting agenda ideas
 - Jason VanSickle: We have had student presentations in the past that people have seemed to enjoy. Do we want to do more of them?
 - Suzi West: There is a lot going on that weekend; is it possible to split up so that we can have presence at multiple events?
 - Other events that day:
 - Open House is cancelled.
 - FSOF 5k
 - If there are competing priorities, we will keep some people back to ensure our presence is spread out.
 - Team building idea: friendly volleyball game between AABoD and ambassadors. Other ideas: kickball, traveling escape room.
 - Topics for April retreat:
 - Is it better for the board to hear from Dr. Nowaczyk in April instead of October because April is a longer meeting? Even though he came to our October meeting, we will need him to come to this retreat so that it is not 18 months between meetings with him. After this, we will go back to yearly updates.
 - Arlene Cash, new VP for Enrollment Management is willing to come and talk with us about upcoming plans for admissions; the Board would like her to come to the April retreat.
 - Letters to legacy students encouraging them to submit their deposit by May 1.
 - In April, the board may be asked to make phone calls to students who have not paid their deposit.

FSU Alumni Association Board of Directors Meeting Minutes
Saturday, January 26, 2019
USM Hagerstown – 32 West Washington Street, Hagerstown, MD
Room 124-125

- Alumni can network with prospective students and families at college fairs that Admissions has trouble attending. Volunteers will be trained on Admissions materials.
- Kirk Engle-Student Outreach Committee has spoken about this and how we can get more alumni in front of students.
- There is a local student reception on 2/26 for those who are admitted but have not yet paid their deposit.
- Sarah Kuhn: Can we have a table at Open Houses in the mornings?
Shannon: We have thought about that but how would we attract students to our table? What would we discuss and/or give to them? Mark Freeman-Price: Do they get anything (i.e. a folder we can stuff)? Instead of an in-person representative, could we put out information with “Have more questions? Reach out to an alumni!” to increase our accessibility.
Ashley Vascik: Could we put alumni around campus welcoming prospective students and families to campus the morning of Open Houses (parking lot, clock tower, main entrance). Jason VanSickle: We can talk to Admissions.
- Bill Kincaid: Dr. Throop is looking at creating more degrees and expanding the curriculum. Can she come speak with us so we have more updated information for recruitment purposes?
- Fraternity and Sorority Life: Why is it shrinking? What can alumni do to improve recruitment efforts? Can Jamie and/or Coop come speak with us at the April Retreat for a productive conversation?
- We will keep John Short at Homecoming because it is prior to the kick-off of the campaign.
- Pantry Tour will be offered at the April Retreat. Carol Harrison: Can we bring donations? Yes, but money will be the most helpful now donated to Foundation Account #70241
- Ashley Daniels suggested the board read Generation Z Goes to College by Seemiller and Grace to gain a better understanding of current college-aged students.
- Campus groups to collaborate with
- Alumni engagement – what and how **Brooke and Shannon**
 - Follower numbers
 - Facebook: 6032
 - Twitter: 1589
 - Instagram: 2077
 - Please like pages and posts. Comment on and share posts to increase engagement
 - Thursday Night Live (TNL): last Thursday of every month at 7PM from the Alumni Center. To date, the most popular video was the driving tour. We are not seeing many people during the live feed but a lot of engagement afterwards. Eric Manns: Can we

FSU Alumni Association Board of Directors Meeting Minutes
Saturday, January 26, 2019
USM Hagerstown – 32 West Washington Street, Hagerstown, MD
Room 124-125

- include alumni during the live feed; Let different alumni go live? Live from different alumni. Brooke Kirchner: we have had other groups come in and present on upcoming events. Mary Biscoe-Hall: Who is the target audience? Shannon Gribble: Everyone; mostly alumni. We do updates on upcoming events and recap past events. Mark Freeman-Price: Do we use the story feature on Facebook? Brooke Kirchner: We do not currently, because there is not enough content to do something regular. Mark Freeman-Price: Can we share memories from events that alumni would remember? Brooke Kirchner: We cannot be everywhere but we can start using the Student Alumni Ambassadors to promote events and use the story feature.
- Profile Magazine was mailed out to approximately 44,000 people in March and August.
 - ENews goes to approximately 20,500 people in January, April, July, and October.
 - We use Constant Contact to gauge engagement. Our number of opens are above the national average. We can see how many people are clicking on the email and what they are clicking on within the email.
 - Departmental newsletters are listed on the webpage called Keeping in Touch. Newsletters are saved as a PDF and uploaded to the webpage. Alumni from the department then receive an email with a link to the webpage.
 - Past events
 - Career summit was funded through FSUF Opportunity Grant. Fifty students from the College of Business and the College of Liberal Arts and Sciences were selected through an application process. Topics included: resumes, interview skills, roundtable discussions and mock interviews. Prior to the Career Summit, 2 on-campus events were hosted for these students to better prepare them for the event. They practiced their networking skills and attended an etiquette reception where they had to dress how they were planning to dress for the DC trip. USC wants us to come back and we have no alumni connection with them. Shannon would like to host one on- campus so that more students can attend. Joe Lambert had 18 students contact him after it, which is the most he has ever had after an event.
 - Birthday cards go out monthly board members, certain level donors, Hall of Fame Inductees.
 - They will also send baby bibs to baby bobcats and congrats letters to alumni when they know of an event. The office has google alerts set up so they are notified if/when an alumni mentions being a graduate of FSU.
 - So far, over 550 Bobcat Boxes were sent out to alumni.
 - Upcoming events
 - Awards & Recognition information was emailed out from Ashley Vascik to committee chairs. If you would like to nominate anyone, send the name to Shannon Gribble and Ashley Vascik.
 - Bobcat Helping Hands will be on May 4. Last year, Ashley, Melanie, and Blair hosted events. It is planned to align with Beautify the Burg since many alumni are used to volunteering that day. Ed Herold & Kirk Engle both want to host an

FSU Alumni Association Board of Directors Meeting Minutes
Saturday, January 26, 2019
USM Hagerstown – 32 West Washington Street, Hagerstown, MD
Room 124-125

event. We need to solidify in the next month to start spreading the word and sign alumni up to participate that day. There is no limit on what we are doing so long as we are volunteering and giving back in some way. Kirk Engle: we did 3 events last year; let's expand to 5 or 6 this year. We can expand into areas we have not been yet (i.e. other parts of MD & other states). Make sure you are sharing posts and helping Brooke get in contact with group, take pictures, etc.

IX. Committee and Group Reports

- Governance – Joe Lambert
 - Ashley Vascik will join Governance so she can have assistance with Awards and Recognition
 - Governance is having some down-time because the by-laws were recently updated and the board is full. For now, they are focusing on vetting potential new members so we have a list of interested alumni for when vacancies occur. This way, we will not have to spend time vetting people and can invite them to the board quickly. They will be adjusting bylaws so we do not have to vote on the Immediate Past President. They are also working towards more transparency in new members so board members can know more when voting. Governance acknowledges the defection of Kirk to Student Outreach.
- Alumni Outreach – Dominic McAlily & Eric Manns
 - The committee met this past Thursday to move forward with more engagement. Need support and attendance at upcoming events:
 - Wisp Family Da on 3/2. More info to come.
 - Happy hour 4/4 in DC prior to a Caps game.
 - Main event will be the Crab feast. It was well attended last year by board members. September is tentative time frame at Martin's West Baltimore. Board members should continue reaching out to their circles of friends to reengage them.
- Student Outreach – Melanie Rowe-Partridge & Kirk Engle
 - We are happy to have Kirk; Student Outreach Committee has doubled in size. We are looking at modifying the student mentor program to make it more flexible and less time consuming. The focus will be on LinkedIn, resume building, and interviewing. Dom has set us up with an alum who owns a resume reviewing company and is willing to review student resumes. Mark is building a higher education LinkedIn group to engage students interested in going into higher education with alumni in higher education. Ryan Graves: Is Greek Life something that falls under our umbrella? Melanie Rowe-Partridge: we can support it; what are those conversations, what resources do they have/need? Jason VanSickle: is the mentor program happening? Melanie Row-Partridge: Yes, but we need to make it less of a time commitment. Mark Freeman-Price: We want it to happen again but are not sure what it will look like. Jason Vansickle: I want to ensure a mentorship program happens. Mary Biscoe-Hall: Can we put it out to the President's Leadership Circle? Jason VanSickle: We need to make sure we are reaching out and have a direct connection.

FSU Alumni Association Board of Directors Meeting Minutes
Saturday, January 26, 2019
USM Hagerstown – 32 West Washington Street, Hagerstown, MD
Room 124-125

- Jason VanSickle: We should send a letter to other alumni organizations to see how we can support their efforts and not duplicate what each other is already doing.
- Awards & Recognition – Ashley Vascik
 - There are 4 awards and the criteria is listed online. Shannon will start contacting nominees to get information from them. Nominations are accepted on a rolling basis. Those who do not win are rolled into next year’s cycle. We are looking at starting an award for a current FSU faculty or staff member. No USM system institution has one so we are going to look at out of state institutions to see what they do.

X. For the Good of the Order

- Sarah Kuhn’s elementary school is hosting a career day. They come through by grade-level to talk with the professionals. It is a low-income school so they love interacting with adults. Contact Sarah if you are interested.
- Melanie Rowe-Partridge has started in a new position.
- Al Martin will miss the next board meeting because his daughter is getting married.
- Mary Biscoe-Hall bought a house and took on a bigger role within her firm
- Carol Harrison will be planning something at the Toasted Goat Friday before our April retreat so we can all get together.
- Glenn Wayson has been working for State Farm for 4 years and will be opening his own business in Pasadena, MD. Looking for 4 team members starting in June.

UPCOMING EVENTS

2019

- February 27 Annapolis Legislative & Alumni Reception
- March 9 Sloop Institute for Excellence in Leadership
- April 3 Career & Internship Fair Alumni Breakfast
- April 13 Alumni Assn. Board of Director Spring Retreat
- April 13 Alumni Awards Banquet
- April 17 Education Job Fair Alumni Breakfast
- April 26 Children’s Literature Centre Spring Festival Meet & Greet
- May 2 Nursing Alumni Mixer – Frederick, MD
- May 4 Bobcat Helping Hands
- June 7-8 Football Golf Outing & Reunion
- June 18-27 Preview FSU
- June 25 Alumni Assn. Board of Director Meeting

BOARD MEETINGS -- SAVE THE DATES

2019

- Saturday, April 13, 2019
- Tuesday, June 25, 2019

FSU Alumni Association Board of Directors Meeting Minutes
Saturday, January 26, 2019
USM Hagerstown – 32 West Washington Street, Hagerstown, MD
Room 124-125

- Sunday, October 6, 2019

HOMECOMING -- SAVE THE DATES

- 2019 – October 3-6

XI. Adjournment

- Motion to end: Ashley Vascik
- Seconded: Eric Mans
- In favor: all
- Opposed: none