

FSU Alumni Association Board of Directors

Sunday, October 6, 2019

MINUTES

Attendance: Al Martin, Tony Carlisi, Ashley Daniels, Ashley Vascik, Blair Bedford, Raymond Nelson, Dominic McAlily, Ed Herold, Eric Manns, Glenn Wayson, J. Stokes, Jason VanSickle, Joe Lambert, Kathy Nicholas Boykins, Katie Morgan, Keith Price, Kirk Engle, Lacy Dickel, Mary Biscoe-Hall, Ryan Graves, Sarah Kuhn, Steven Glasbrenner, Suzi West, Trevor DeVore, Shannon Gribble and Brooke Kirchner

Call to Order: Jason VanSickle, President 9:32

Introduction of all members (including guests)

Personal updates

- Blair Bedford-new job with USA Today
- Ron Forrester-moved to KY
- J. Stokes being deployed for at least one year
 - Defense Media Activity Detachment Public Affairs
- Trevor DeVore -married in July
- Jason VanSickle-closed adoption of Madi

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

Approval of Minutes of Meeting of Tuesday, June 25, 2019 (attached): Jason VanSickle

- Motion to approve made by Mary Biscoe-Hall, seconded by Ed Herold
 - In favor-all
 - Opposed: none
 - Abstentions: none

President's Report: Jason VanSickle

- Thank you to Shannon and Brooke.
- Appreciate everyone coming out, talking with alumni and students.
- Suspend meeting for committee meetings; students to meet with student outreach.

COMMITTEES MEET

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

- Update on Enrollment
 - Total enrollment 5,178 students (2% decrease)
 - Slightly up in first year and grad
 - Down in transfer students
 - Average high school GPA and SATs are higher
- Fundraising Update
 - 54% of board has donated (need 14 more)
 - Goal = 3.4 million
 - 2 weeks ago (524k)

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- Postcards-Giving Day—April 1, 2020
 - Successful at other institutions
 - Goal-200 donors
 - Give through the link on the card-counted towards the 200 donor goal
 - Please share on social media. Encourage your classmates to donate.
 - Planning birthday party for Bob E. Cat on giving day.
 - Tentatively working towards a happy hour in DC as well.
 - Katie Morgan: Board may challenge alumni; which board member can get the most people to fundraise
 - Al Martin: people give better when they know what they're donating towards
 - Foundation board meeting-scholarships have doubled
 - Need to talk about why the giving is important
 - Dominic McAlily-is money going towards a specific place or can you designate to a specific fund?
 - Shannon Gribble-you can designate
 - Jason VanSickle-We don't want to set a challenge we can't meet. The goal doesn't have to be monetary. Example: find people who haven't donated in the last two years and encourage them to donate.
 - Ryan Graves-are there any updates on the Athletic Booster Club?
 - Shannon-no but will ask John. Guy Robertson is now fundraising specifically for athletics. New opportunities for sponsorships for athletics.
 - Joe Lambert-450 athletes to 600 athletes.
Shannon-no caps on rosters like the previous conference
 - Jason-tabling fundraising conversation until January meeting.
- Event updates
 - Baseball games
 - ✓ Nationals Game-sold out event
 - ✓ Orioles-low attendance
 - ✓ Baseball gatherings will be moved to every other year.
 - Welcome back picnic was hosted on 8/25 for first time students and alumni (second year)
 - ✓ partnered with other groups on campus
 - Crab Feast-sold out
 - ✓ Will continue as an annual event
 - ✓ Eric-went well. 150 tickets.
 - ✓ Looking for different opportunities. Possibly expanding to increase ticket availability.
 - Football game change from 10/17 to 10/19
 - ✓ Watch parties-Hagerstown, MD, Southern, MD and Baltimore, MD
 - ✓ Sending out game boxes

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- ✓ As a board, can we host a watch party -- Know what you want to do, where you want to do it
- ✓ Game is on-campus
- ✓ Ryan Graves: What are we doing to attract people to come to campus? Tailgating, cost
- ✓ Jenna Puffinburger (SGA President)—game will be a red out. 1000 shirts for first 1000 students “GO BOBCATS”

Old Business

- Homecoming 2019 – FEEDBACK
 - Bobcat Statue Dedication
 - ✓ Official welcome to campus
 - ✓ Speakers
 - Jenna Puffinburger (SGA President)
 - Dr. Nowaczyk
 - Jason VanSickle
 - Mayor Flanagan
 - ✓ Symbolizing unity on campus and in the community
 - ✓ Working on finding a good name and creating a tradition (doing data collection)
 - Tailgating
 - ✓ People loved tailgating
 - ✓ Joe Lambert: need an alumni banner/board/flag
 - ✓ Ryan Graves-XCountry tent was noticeable and stood out. Can we get something similar?
 - ✓ Shannon will look into buying a tent.
 - Dom-makes a motion that we look at quotes and a tent
 - Al-second
 - No oppose
 - ✓ J. Stokes-need more port-a-potties at tailgate
 - ✓ Ryan Graves: how many spots did we sell?
 - Shannon will ask.
 - If it's becoming popular, can we open another lot? Upper Cordts lot is closer to bathrooms.
 - ✓ Lacey Dickel - people paid to park their car and then went to a different car. Is there a way to monitor it so we can have other people attend?
 - All alumni reunion
 - ✓ Ashley Vascik: It was great! People enjoyed themselves.
 - ✓ Buster Nelson-easy transition from game to reunion
 - ✓ Tony Carlisi-some alumni wanted an extra hour
 - ✓ Food was great.

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- ✓ Pinpoint an alumni to speak about a theme we want to highlight.
- ✓ Mrs. Atkinson thoroughly enjoyed herself.
- ✓ Kirk Engle-lots of positive feedback from alumni he spoke to – fun, welcoming, smooth
- ✓ Blair Bedford-continue to engage students
- ✓ 2020 Date: Not confirmed.
 - Change to D2 has put things in limbo.
 - Once athletics knows, we will know.
- By-Laws Revision(s) – Joe Lambert
 - Main change is removing the election of Immediate Past President
 - Removing affinity groups
 - Ashley Vascik made motion to approve
 - Kirk Engle: 2nd
 - In favor: all
 - Oppose: none
 - Abstentions: none

New Business

- Self-Assessment – Joe Lambert & Ron Forrester
- Slate of Officers & Directors – Joe Lambert
 - Four officers who terms expire at this meeting.
Requesting to continue: Tony Carlisi, Eric Manns, Melanie Rowe-Partridge
 - Carol Harrison will not be returning for personal reasons.
 - Motion to accept slate: J. Stokes
 - ✓ 2nd: Ed Herold
 - ✓ Discussion: none
 - ✓ In Favor: all
 - ✓ Opposed: none
 - ✓ Abstentions: none
 - Filling Carol's position
 - ✓ Two people who may be interested in serving.
 - ✓ Joe/committee will be interviewing and looking for people to serve on the board
 - ✓ Please send names to Joe.
 - ✓ Trying to be more transparent about getting information about people out to the board

Committee and Group Reports

- Governance – Joe Lambert
 - Focusing on perspective board members
- Alumni Outreach – Dominic McAlily & Eric Manns

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- Crab feast went well. Excited to hear that people throughout the weekend were excited and are looking forward to next year.
- Ideas
 - ✓ Caps game, Bacardi Box (can stand; cheaper than regular seat)
 - ✓ Happy Hour in Frederick
 - ✓ Bus trip to a play in NYC
 - ✓ Alumni who have businesses (can we promote businesses on social media, Spotlight)
 - ✓ Keep tailgate all day (people stayed and enjoyed it during game time)
 - ✓ How can we better capture alumni information at Homecoming?
 - ✓ Work with athletics department to provide us with information so we can promote it
 - ✓ Is there a hashtag for the game so we can post and folks can follow it?
- Student Outreach – Melanie Rowe-Partridge & Kirk Engle
 - Focus is on student mentorship program
 - Committee members have groups they are contacting/in process of contacting to seek out what students are looking for in a mentor
 - Spring Retreat—Friday of April retreat weekend—can we host alumni speakers/panels/workshops?
 - How can we pull in younger students as well?
 - Various workshops offered that day so people can choose what they attend
 - Admissions
 - Waiting on feedback from the office
 - PLC is also looking for mentors
 - Realistic event for what this is going to be before we start lining people up
 - Ryan Graves-one time a year we're at USMH. Are there opportunities working with students at USMH?
- Awards & Recognition – Ashley Vascik
 - Now that Homecoming is over, email will be going out before Thanksgiving.
 - Nominations can be sent directly to Ashley Vascik.
 - Nominees are reached out to ask for materials. They don't always respond or send requested materials.
 - Applicants roll over to the following year.
 - Eric Manns-can we create a class instead of handing out awards to everyone?
 - Al Martin-lets not move back to previous model where we handed out one.
 - Date not yet set for nominations
 - Sarah Kuhn-online form—for nominee or nominator?
 - ✓ Send Ashley Vascik your person's name. Nominee is asked to complete the form.

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For the Good of the Order

October 10th-November 10th: Thoughts of a Colored Man by Keenan Scott (FSU alum) at Baltimore Center Stage. Brooke working to set up an alumni event for November 9th. Ms. Robin will be taking a group as well Theatre Department.

• **UPCOMING EVENTS**

- October 10 – Class of 1966 75th Birthday Party
- October 17 – Campus Partners Luncheon
- October 21 – A Celebration of the Life of Catherine Gira
- October 25 – Career Summit
- November 2 – WFWM Donor Reception
- March 7 – Sloop Institute
- April 1 – DC Happy Hour (Tentative)
- April 1 – Day of Giving
- April 18 – Alumni Awards Banquet
- May 2 – Bobcat Helping Hands
- June 5-6 – Football Golf Outing & Reunion
- June 15-26 – Preview FSU

• **BOARD MEETINGS -- SAVE THE DATES**

- Sunday, October 6, 2019
- Saturday, January 25, 2020
- Saturday, April 18, 2020

Adjournment 11:03am

- J. Stokes Motion to close
Mary Biscoe-Hall: 2nd
In favor: all
Opposed: none
Abstention: none