

Frostburg State University Alumni Association Board of Directors

Sunday, October 9, 2022 – 9:30 a.m.

HYBRID MEETING – via ZOOM and LUC Room 109

MEETING MINUTES

- I. Call to Order:** Joe Lambert, President - 9:30am
- II. Treasurer/Secretary's Report (attached):** Lacy Dickel, Secretary/Treasurer
- III. Approval of Minutes of Meeting of July 20, 2022:** Joe Lambert
Ron Forrester moved to accept the minutes as submitted, Kathy Boykins seconded, motion passed.
- IV. President's Report:** Joe Lambert
Joe attended a meeting where the VPs all had about 5 minutes to chat about their divisions. 4100 students, strategic goal 300+ are international, Nicole McDonald presented a new social media presence that looked amazing. Foundation Board asked Joe to present Ron Forrester with a 14 years of service gift.
- V. Director's Report:** Shannon Gribble
- Campaign Update & Board Participation Rate- \$19 million. Half a million since July 1st. 44% of BOD have already made their yearly contribution.
 - Event Follow Up *Athletics has increased their alumni presence. *
 - ✓ PAWS in for Brooke (Columbia, MD) – July 30, 2022-
 - ✓ FSU Hoops & Hockey Golf Outing – August 13, 2022
 - ✓ Football KICK-OFF Dinner – August 20, 2022
 - ✓ Volleyball First Serve Luncheon - August 20, 2022
 - ✓ D2 in the DMV Showcase (Women's Soccer) – August 26, 2022
 - ✓ Men's Soccer Kick Off Dinner – August 27, 2022
 - ✓ Baltimore Orioles – FSU Day at the Ballpark – September 9, 2022- great seats but not as many in attendance as would've liked. Kathy and Buster went table to table to greet the members, there was a group that was very appreciative of this yearly event.
 - ✓ Alumni Crab Feast – September 10, 2022- always a favorite event from the alumni, Shannon brought the swag, and it was well received by the members in attendance. Old time slot (in the evening) will be the time again next year. Buster had 15 family members and his niece has dubbed herself as an honorary Bobcat. Not sure why attendance was low, but mixed answers of time change and was just a busy weekend.
 - ✓ Men's Lacrosse Golf Outing – September 18, 2022
 - ✓ Hook'em Bobcats Golf Invitational – September 26, 2022
 - Enrollment Update- Census at FSU 4,068 total. 4600 is goal for next year. Retention and grad numbers have increased, intending to incorporate alumni. Robert Fuller is looking to have alumni help them in grad fairs around the state.
 - eNews & Profile – eNews is sent out 6 times a year and Profile is done 2 times per year. Spring profile will be online only due to budget cuts.

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- Bobcat Football on MASN/AT&T SportsNet- watch parties are around the state on Thursday Oct. 20th. Hanover Greene Turtle is the one Kathy Boykins, Mike Jones and Eric Manns are hosting.

VI. Old Business

- Homecoming Weekend 2022 – Recap & Feedback- a lot of people are saying they spoke with people that have not been back to FSU in many years. Virtual meetings are a good tool for those alumni that are not in the local area. Felt like a family reunion seeing all the people and having many different types of food. The question becomes: How do we connect to these people and how can we use this as a jumping off place? Homecoming Committee to assist with these connections and events. Jay Stokes noticed many older alumni were interacting with younger alum which had been much different from years in the past. Increase current student participation with the alumni. Dominic felt this homecoming was better than homecomings from the past with connections through many age levels. Try to break into the social media connections that the younger (current) students favor.
- Board Goals Update – Mary Biscoe-Hall - The mission of the board and where we are going is the direction of the conversation. **The goals are:** Increase online presence, mentorship program, board structure.
 - Board structure - do we keep this goal or change it to another direction? Dominic suggests shifting to an advisory board that would allow us to have better connections with the students. Can we add an advisory piece to the current board structure that we already have? Where would we want the advisory piece to come from and what do we want that to look like? Do we shift the entire board structure, or do we add on? Ron Forrester- The structure has all the pieces needed to provide what we are currently doing and instead of structure, we shift the focus and that is where we can provide efforts to look at what we want to provide to students, alumni, or the university. We are all committed to bettering and furthering the University. Look at yourself and see what you personally want to give to the board and provide those things to the board. Look at your own personal accountability. What excites you personally and what contributions do you want to provide the University? Dominic - there are other schools that have a lot more power and input in things from the alumni groups. How do we give those alumni that don't feel welcome more power to do things they are hoping to do? Amanda - Maybe we have a committee within the board instead of shifting the board. Can we connect to other organizations or groups that are also looking for mentorship within their organizations? Ed is working with Dr. Singh on a mentorship program with students. They just met on Friday to get things going again for this semester. Wear your board gear to allow people you see throughout the weekend know they can come up and talk to you.
 - Mentorship - The point person for the project. Governance committee can see what other schools do. Alumni Outreach can connect with the University to see

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what services we can use and what we have from the University. How do they connect with us from someone other than Shannon's office? Student Outreach with develop the way we will connect with the students. Set up those actual connections. Come to the next meeting with a full summary of what we need to do and what we want to do with the mentorship program. Mary would like to have a separate call with all the committee heads to discuss each position details.

-Online Presence - Initial thought was to reach out in a more appropriate manner to our young alumni. Engage people online in ways that provide methods for the younger students to see things that are going on. Instagram followership is low, maybe an increase to that account would help with some engagement. Amanda - there are a lot of students on TikTok and that is an area we could tap into.

Amanda is willing to post items on the social media accounts to get those alumni connected. Shannon will look into the logistics of how that type of role could look. Shannon will reach out to Amanda to get the conversation going. Bill Kincaid uses LinkedIn and has made several connections with people through that method and suggests that might be something to investigate as well.

Dominic - Another avenue to look at would be interns that might be able to assist in the social media accounts. Would count for real world experience if funds were an issue to provide to someone to make it into a paid type of position. Cady - might help with enrollment if we are on TikTok and Snapchat to reach those high school graduates.

-Take a self-inventory to see if you are actively contributing to what the board is doing. Feel free to engage and have the board do things you are hoping to see the board do.

VII. New Business

- New Meeting Schedule - Shift the meetings into a new schedule. Spring Alumni Weekend in May that will allow us to have our meeting then instead of the current schedule. Next meeting is already scheduled for January 21st, then meet during the May alumni weekend, August meeting and then shift the homecoming meeting to be held in November. All meetings will always have a virtual option.

-January is a typical meeting, following that would be May, then August and then November and then back to January again. May meeting is the only one that would need to be decided as a Friday or Sunday on the May meeting. Vote on Friday-9, Sunday-5, some people didn't vote.

VIII. Committee and Group Reports

- Governance – Mary Biscoe-Hall- Mary didn't have anything to discuss. Ron mentioned that we overlooked terms ending for 3 members. How do we protect these members who had terms that ended? Mary reached out to each of them, and they all had interest in continuing the board. The committee is stating it was

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an oversight on their part that those members had not been contacted prior to this weekend's meeting. Ron - still working on a coin for the board to be provided after 10 years of service.

- Alumni Outreach – Kathy Nicholas Boykins & Buster Nelson - nothing new to add, talked extensively this morning.
- Student Outreach – Ed Herold (given by Shannon in Ed's absence) - corn hole tournament had 8 teams this year, the teams were all beat by a father/son combo. Still working on the mentorship program with Dr. Singh. In a lunch at the café, Ed noticed that the students are not even engaging with each other during meals. Paws Pantry is still being renovated; Ashley is willing to give a tour to anyone interested. Cady - Student Business Leadership Committee- event on Nov. 9th etiquette dinner.
- Awards & Recognition – Jason VanSickle - will be opening an opportunity to submit applications for possible award winners in the future.

IX. For the Good of the Order

- Virtual Bingo – November 16, 2022
- Bobcat Giving Day – March 1, 2023
- Sloop Institute for Excellence in Leadership – March 4, 2023
- Spring Alumni Weekend – May 5-6, 2023
- Football Golf Outing & Reunion – June 2-3, 2023

BOARD OF DIRECTORS MEETING(S) – SAVE THE DATE

- January 21, 2023
- May 5, 2023 (Friday)

X. Adjournment

11:04am motion to adjourn by Ron Forrester and seconded by Kirk Engle.