

Frostburg State University Alumni Association Board of Directors
Wednesday, July 21, 2021 – 6:00 p.m.
VIRTUAL: VIA ZOOM
MEETING MINUTES

- I. **Call to Order:** Jason VanSickle, President call to order 6:01pm
- II. **Treasurer/Secretary's Report (attached):** Ashley Daniels, Secretary/Treasurer
- III. **Approval of Minutes of Meeting of Saturday, January 23 (attached):** Jason VanSickle
 - IV. **Motion:** Ron Forrester
 - V. 2nd Mary Biscoe-Hall
 - VI. In favor: all
 - VII. Opposed: none
 - VIII. Abstentions: none
- IX. **Campaign Presentation: Forging Futures, The Campaign for Frostburg State University**
 - John Short - Vice President for University Advancement and Executive Director of FSU Foundation, Inc.
 - About to launch public phase of campaign
 - Been in quiet phase: count the gifts but don't publicize it
 - Raised over \$15million over last 5 years
 - Average \$3million a year (3.2 million without covid)
 - September 15: noon announcement. Board members will receive invites
 - 119th anniversary of the first day of classes at Frostburg Normal School
 - Board is invited/encouraged to attend (about half an hour)
 - \$10million left to raise (goal of \$25million)
 - Forging Futures: The Campaign for Frostburg State University
 - Forge the future of our students
 - Forge the future of the university
 - Forge the future of the community
 - Six priorities:
 - helping to sustain the unique opportunities
 - Increase the scholarships
 - Continue/improving student success outside of the classroom
 - Regional outreach
 - Capital needs: fund projects that continue to improve the campus
 - Every dollar raised counts (focus on dollars raised and number of donors)
 - Jason V.: Does the campaign work towards the indoor regional athletic complex?

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- Not a part of the campaign because it's a \$55million project (unless it moves fast enough and can use a naming opportunity)
- Priority for the state legislature session (has Senator Edwards backing)
- Ryan: baseball/softball fields are not up to par with other DII fields. Is the mock-up the president showed us part of the mock-up or is that another plan?
 - Part of the mockup for the regional indoor facility
 - Would like to raise the money to update the fields but hasn't been able to get traction to raise the funds (~\$3.2million). Best bet to get them updated will be through the regional indoor complex
- How can we help?
 - Need board members to be the ambassadors/advocates
 - Identify an area or several areas where you're passionate and help push that area with your contacts
 - Don't have to just ask for money
 - Help make connections, help to open doors within your friend groups
 - Email your selections back to Shannon (in previous email)
 - Videos
 - Indicate memorable moments you'd be willing to record a message about
 - The times/the people. What made it special to you?
 - Can record it on your phone; set up a zoom call with Shannon to be recorded
 - Send in within the next 2-3 weeks for the launch. But will be rotating stories over the next few years for both fundraising and admissions
 - Al: do we have virtual backdrops we can use instead of people's houses?
 - Shannon will email out the link to the currently available backgrounds
 - Kathy: can it be groups? How long of a video?
 - Yes, it can be groups. 1-2 minutes because it can be edited down.
 - Al: timeframe?
 - John: 3 years would be optimistic; 4 years is more realistic
 - What counts: online payment; multiple year pledges; estate gifts (can also be restricted)

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X. President's Report: Jason VanSickle

- XI. Some excitement with things moving back to in-person semester
- XII. Planning for Homecoming to be back to in-person events
- XIII. Job well done during a difficult time but excited for what's to come

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

- Campus Update & University Advancement Operations
 - Still planning on being fully open
 - Classes start August 30 with students moving in the few days leading up to that
 - Vaccine mandate for everyone to be on-campus
 - Working through religious and medical exemptions
 - Advancement has officially moved to campus in the Fuller House
 - Red brick house on Braddock by the intersection of Braddock and Center
 - Full return of staff week of August 15th (many are still virtual)
- Event Follow Up (Football Golf Outing & Reunion, VIRTUAL Bingo(s), Grad Week)
 - 110 golfers at Football Golf Outing at Rocky Gap
 - A lot of money and goodwill
 - Virtual Bingo-good participation; alumni winning FSU gear
 - Grad Week: activities during May for graduates
 - Students could walk with 2 guests through a procession to receive their diploma
 - Greeted by Alumni Office and provided a small gift to welcome them to the alumni association
- Fundraising Update (Board Participation)
 - Reached 100% participation (ended June 30)
 - Encouraged to begin participation for current year
- Grad Walk
- A Proud Bobcat Teaches Here Poster
 - Mailed out over 500 signs with a note from the alumni office
- eNews & Profile
 - eNews went out earlier this month
 - profile went to the printer yesterday (7/20). Should hit mailboxes mid-August

XV. Old Business

XVI. New Business

- Board Goals & Committee Goal Setting – Joe Lambert
 - More events (anymore specific ideas)

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- Kirk: Improve committee participation at meetings held between regular meetings
 - Joe: we've had some suggestions sent in to look at the by-laws to improve accountability
- Kathy: more alumni events downstate
 - Bobcat weekend around Crab feast (multi-event weekend)
- Al: board member team bonding
- Think about it moving forward and send to Joe/Shannon/Jason
- Family Weekend Oct 1-3
 - Student Affairs still working out logistics
- Homecoming Weekend (schedule attached) Oct 14-17
 - Planning for a fully in-person Homecoming
 - Final schedule of events will be sent out soon (to be announced in Profile)
 - Ron: what is the alumni awards luncheon?
 - Shannon: it is the awards banquet. We are behind by 2 years so far. In order to catch up, we are hosting a brunch to present winners with their awards, so we don't fall any further behind (2 hours).
 - Great way to get people back to campus for Homecoming
 - Football game is at 2pm (not 1pm like past years)
- Move-in weekend BBQ: no final schedule for move in has been announced. Hoping to co-host with another office.
- Slate of Officers & Directors (attached) – Joe Lambert
 - Five directors whose terms are coming to a close this month
 - 4/5 have agreed to continue their board participation
 - Motion: Ron
 - Second: Al
 - In favor: All
 - Opposed/abstain: none

IX. Committee and Group Reports

- Governance – Joe Lambert
 - Getting suggestions regarding flexibility/accountability in bylaws
 - Gifts for board members who are leaving (need to talk with Shannon about budget)
 - Ron: looking into granting “emeritus status” for those who have spent significant time with the board
 - Don't like the term “emeritus”. Need 40-50 years of service (not possible for someone to meet this)
 - Want to do something for anyone who serves any length of service on the board
 - Will have a formal proposal at October meeting

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- Alumni Outreach – Kathy Nicholas Boykins & Eric Manns
 - Crab Feast: busy promoting among networks
 - 171 registered as of 7/21 (250 possible tickets)
 - Sold a lot of tables
 - Early bird sales ended
 - AI: how did the hike go?
 - Kathy: great participation. Some feedback: wanted to continue with the group hike. Some people want a solo hike. Over 100 signed up. Looking forward to doing it on an annual basis.
 - Luncheon afterwards at a central location or at each location (nothing elaborate)
- Student Outreach – Ed Herold & Kirk Engle
 - Ed and Kirk set up a call with the University to talk about mentorship program to the different colleges
 - Spring hike- look forward to working with alumni outreach
 - More student participation
 - Homecoming: cornhole tournament is on the Homecoming schedule (day of registration). Ryan Alexander will be spearheading.
 - List of student orgs prepared to pair committee members with different student groups to reach out and exchange information/plan
 - Family Weekend
- Awards & Recognition – Shannon Gribble
 - Hosting awards luncheon at Homecoming
 - Scheduled for April 2022 as well
 - Ashley, Shannon, and Jason will be working over the next few months to get the nominations out

XVII. For the Good of the Order

- Alumni Crab Feast – Sept. 11, 2021
- Campaign Public Launch (VIRTUAL) – Sept. 15, 2021
- Sigma Alpha Epsilon, 30th Anniversary – Sept. 17-18, 2021
- Family Weekend – Oct. 1-2, 2021
- Class of 1966, 55th Reunion – Oct. 8-9, 2021
- Sloop Institute for Excellence in Leadership – March 4-5, 2022
- Giving Day – April 1, 2022
- Alumni Awards Banquet – April 2, 2022
- Football Golf Outing & Reunion – June 3-4, 2022

Mary: having baby on Friday 7/23

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HOMEcomings – SAVE THE DATE

- 2021 – October 14-17
- 2022: waiting on confirmation from leadership team

BOARD OF DIRECTORS MEETING(S) – SAVE THE DATE

- Sunday, October 17, 2021
- Saturday, January 22, 2022
- Saturday, April 2, 2022

XI. Adjournment

Motion: Joe Lambert

2nd: Ron Forrester

In favor: all

Opposed/abstain: none