EBOD Telephone Conference
May 13, 2014

Attendees: Mary Nebus, Marjorie Hale, Gail Milgram, Elaine Warga-Murray, Debbie Williams, Alice Velez

Minutes of March meeting (3/11/14) approved by email consensus

Minutes of April meeting (4/8/2014) – motion by Debbie, second by Marjorie

Report from Office of Institutional Advancement

• Past Events
  o WILD Senior Event at Laurita Winery, April 9, 2014; Kaitlyn Buffone (OAE) attended
  o Class of ’69 Conference Call, April 9, 2014; Alice participated
  o Scholarship Tea, April 11, 2014
  o GCU 3rd Annual Wellness Expo, April 12, 2014
  o Grad Finale, April 14, 2014; Kaitlyn, Stephanie Coutros (OAE), Marjorie, Jill Maloney ’85. About 185 Seniors registered, of which about 23 were new to Net Community
  o Music Club Spring Gathering, April 14, 2014; Alice attended
  o New England Chapter Luncheon, May 3, 2014; Meghan Rehbein (OIA)
  o 19th Annual Golf Classic & Scholarship Dinner, May 5, 2014; Alice attended
  o Celebration of Education, May 6, 2014; Alice and Kaitlyn attended. OAE would like to become more involved; there was a last minute request for Alumni Association representation at event
  o Promoting University events open to alumni
    ▪ Changing Role of Women in China, Court Tennis program with visiting team from England, Holocaust Remembrance Day program
    ▪ Alice would like to email alumni within 5 surrounding counties to GCU to notify of events
• Upcoming Events
  o GCU Night at Lakewood BlueClaws, May 20, 2014; OAE will set up a table at event
  o Graduate Commencement, May 21, 2014
  o Undergraduate Commencement, May 22, 2014; Marjorie and Elaine to man Alumni Association table, OAE will provide handouts
• Annual Giving Update
  o Alumni Giving Rate – 9.9% if all pledges are received; 10.7% for undergraduate alumni only and 11.2% if all pledges received
    ▪ Recent *US News & World Report* article: participation is the only important criteria for funding and increases the value of every diploma.
    ▪ Giving rate of Class of ’13 is high by comparison to earlier graduating classes
    ▪ New appeal to <9000 non-donor alumni via direct mail, requesting a gift of any size
    ▪ Online social media campaign: 36-hour challenge to find alumni willing to give matching gifts
  o ABoD Giving – 90%; Alice to contact outstanding ABoD member for contribution
• Social Media Update
  o Facebook – "likes" to 870 from 837 (+3.94%), with spike after Grad Finale to 875 since last meeting through 3/29/14 – growth from 819 to 833 (+1.7%)
  o Twitter – new students, especially athletes, are sharing on Twitter. Alice sends out congratulations from Alumni Association for achievements
• Alumni Survey
  o Statistically not overwhelming response (112 of 8000 alumni online) but used new format

Executive Committee Reports
• Alumni Engagement
Had conference call on May 6, 2014; minutes requested. Everything in place for Watermark meet-and-greet for new Monmouth County; 24 registrants including committee/OAE members.

- Alumni interest cards will be provided to mine attendees for interests, informal networking opportunity.
- Elaine offered to pay $250 toward expenses as donation to GCU; Cheryl offered to pay for expenses over $250 (Watermark providing drink cards worth $7 for first drink).
- Kaitlyn will be able to verify attendees as alumni
- Attendees' business cards to be selected and attached to gift baskets as door prized and given out at end of evening

Elaine requested that Business Club proposals be distributed at MBA tables at Reunion Luncheon to provide information

Next AE conference call, May 27, 2014 at 7 pm

New Alumni

Report provided by Keri Carlton: The new alum group is brainstorming for summer activities. I will be setting up a conference call for early June. In the meantime we have ladies night at Laura next Wednesday, and I will be getting in touch with Stephanie to set up a team to run in the Color Run in August. Hoping to come up with some ideas for just a meet and greet this summer. That is all I have for now. I will definitely be on the call in June.

Alice added that a Monmouth Racetrack event is not well priced for families at $35 per person

Professional Development (Debbie)

Kate Moore (Career Development Office) reported they are involved with student resumes.

- They have had 12 events and requested help with Courtside Connections.
- Difficult to have students attend events, even with repetitive events, so hesitant to invite prospective employers and have no students attend

Debbie asked if alumni need to be engaged with students; Kate indicated they are retooling and having difficulties rescheduling due to weather
Mary asked if Alumni Association could organize groups to provide job leads. Alice noted job board has been redesigned so alumni can post job opportunities

• Stewardship
  o Alice participated in last conference call.
  o Discussed committee strategic plan, proposed letter to alumni
  o No Mercy Garden update because Alicia was not on recent call
  o Next conference call, May 29 t 7 pm

• Reunion
  o Update deferred to Alice to provide information
  o Alice reported 200 registrants across all events, including 22 members of Class of ’64 for 50th Reunion Dinner
  o 600 letters mailed to MBA alumni this week
  o 13 Holistic Health alumni registered
  o Reunion Luncheon ’13 had 130 registrants, 81 registered to date for ’14
  o Kaitlyn will request help from ABoD members to stuff welcome packets and assemble boxes for Saturday gift
  o Date for Reunion ’15 is set (6/5-6/7/2015); will need to contact Class of ’65 and ’0s and ’5s. Mary will ask for committee chairs at June ABoD meeting.
    • Gail suggested a committee may not be needed, since this year’s committee had not been involved in planning after November/December 2013.
    • Debbie suggested an ad hoc committee

• Nominating
  o 144 alumni voted online
  o 7 new ABoD members

Old Business

• Dates for 2014-2015 needed by third week in June
o Alice needs dates especially to coordinate alumni event calendar with Sister Rosemary's calendar

o Debbie wants to schedule Capital Tea and may hold an event in September in DC area

o Alice is holding dates for NYC and FL chapters

o Alice will need to advertise for a September event, ABoD September meeting, and Homecoming

o Evelyn Marano '69 will contact Alice re Providence event

• 1908 Society award committee still working on criteria to be presented at September ABoD

• ABoD member self-assessment went live on alumni website 5/13, will be open until 5/23

• Senior as Class Agents
  o Alice and Kaitlyn met with Senior Class President and SGA to identify Class Agents before commencement; requested a resident and a commuter student to represent different groups

• Golf Journal Ad
  o Two ABoD members have not contributed; Alice reached out to them
  o Cost of ad is "almost" covered

• PCI Alumni Directory Project
  o Final round of contacts underway
  o More than 12% of alumni agreed to participate
    • Mary asked if other 88% need to be contacted by letter or phone to get approval to publish information as it exists in database
    • Alice requested a script and list of who will be called
  o June 30 transmittal of final data request
  o Directory to be mailed in November

• Enchanted Closet donations at Reunion idea turned down due to difficult logistics
  o Elaine suggested having a flyer at Commencement and Reunion with information about what and where to donate
  o Debbie will contact Kate Moore for information
Year of Hope, October 25, 2014
  o Alumni and Parents Subcommittee to meet in Heritage Center from 10 am-2 pm
  o Priest from University of Sacred Heart in CT to speak about effect of Vatican on family
  o Pope Francis may come to Philadelphia in 2015 for Year of Family

New Business (deferred from 4/8/2014 meeting)
  • Wine & Chocolate event
    o Difficulty contacting recommended chocolatier
    o Suggested event held Friday of Homecoming Weekend
  • ABoD resumes and committee skill sets
    o All resumes but two received
    o Committee chairs to be asked for skills (same as in resumes) needed to meet goals
  • ABoD representatives at Homecoming (date changed to September 24 & 25, 2014 due to changes in athletics schedule
  • New ABoD members Orientation at Reunion ’14
    o Committee chairs need to prepare brief presentations; Elaine, Debbie, Marjorie on board
    o Agenda to be sent out to current ABoD members

New Business
  • Scripts for calls to PCI respondents has been developed; Alice will adjust and send to callers
  • New ABod member Orientation: agenda developed
  • ABoD resumes: all but two received
  • EBoD participation on monthly conference calls
    o Need report on what participation has been and what expectations are
    o Some committee chairs do not submit reports if they are not able to be on monthly call
Issue is that if committee chairs are not on calls, they are not participating in discussions

Alice suggested this is not unique to alumni boards but occurs in many organizations

Debbie suggested creating a confidential chart for each ABoD member that reports out their stewardship, meeting attended, event participation (eg, Homecoming, Reunion, Grad Finale, and off-campus events) compared with expectations

- Debbie, Elaine, and Marjorie will form Task Force and report at September ABoD
- Will request assistance tracking progress
- Method of quantifying supporting the Mission of the Alumni Association and GCU

Meeting adjourned at 8:40 pm – motion by Debbie, second by Marjorie

Next Conference Call – Tuesday, June 17, 2014 – 7 pm

Respectfully submitted,

Marjorie Hale for Jackie Sandy