Executive Board of Directors
Telephone Conference
11/12/13

Attendees: Marjorie Hale, Ashley Tito, Kaitlyn Buffone, Jacqueline Sandy, Yanci Merkel, Elaine Warga-Murray

Approval of minutes of last meeting
- Yanci – motion to approve, Ashley – 2nd

Report from Office of Institutional Advancement – Kaitlyn

Resignation of Debbie Voorhees, Donor Officer for Scholarships and Special Events
- Currently searching for replacement and hope to replace by end of December

Past Events
- Convocation – 10/17/13
- Open House – 10/26/13
- Big Apple College Fair – 10/26/13 – College of Staten Island
- Presence at Athletic Events
  - Volleyball – 10/30/13
- NJEA Convention 11/7-11/8/13
  - Education Alumni Reception & Networking Event – 11/7/13 – great opportunity, connected with over 150 alumni at the events, great turn out for reception
- Fall Phonathon/Annual Giving Update – reached out to 8,000 alums. 5.5% giving rate currently for alumni only - rate should increase as we continue through the year
  - ABoD appeal
  - Last night-time call – 11/14/13; will continue day calling through end of the year
  - Thank-a-thon – Stephanie is working with Stewardship committee
- Pictures from ABoD Retreat – sent to all individuals
- On-going Projects for Office of Alumni Engagement
  - Revision of Alumni Webpage
  - New Monmouth County Chapter
    - Kathleen Kish Moon ’70
  - Social Media Plan – Facebook, Twitter and LinkedIn – broke 700 likes on Facebook page
  - Tracking Volunteer Hours
  - Survey – still need questions from committees
  - Magazine Update – 1st magazine covering the entire year and will be coming out late September
  - Collaboration with other departments and schools
    - Admissions – Alumni Ambassadors and College Fairs
    - Athletics – presence at Athletic Events & GCU night @ Blue Claws – 5/20/14
      - 1st Men’s Basketball game 11/20/13 at 7 pm
      - Women’s Basketball game Saturday 1/11/14 at 11 am
    - Networking Events
  - Upcoming Events
    - Class Agent Meeting – 11/14/13 7 pm McAuley Heritage Ctr
- Business Mixer – 12/5/13 6 pm North Dining Room
- Music Club Holiday Gathering – 12/7/13 6 pm Casino Ballroom
- Social Work Holiday Gathering – 12/8/13 2 pm Mansion

Committee Reports since 10/8/13 phone conference
- Update on all alums that expressed interest at Homecoming
- Alumni Engagement – Elaine
  - Contacted the people who expressed interest and are anxious to participate in the Monmouth County Chapter – 6 people contacted in total, 3 are teachers – to be compared to list contacted at NJEA
  - Upcoming Chapter Events
    - Middlesex & Ocean County Halloween Spooktacular 10/25/13 – attendance small but had a good time at the Mansion – people in costume, decorated the Mansion and played games
    - Ocean County Holiday Social 12/13/13 - Beverly Milo
    - Middlesex County Flapjack Breakfast 12/14/13 – Shelley Wasilewski
  - Elaine has time and wants to contact as many people as she can, so any names and contact info can be forwarded to her
- New Alum – Ashley
  - Breakfast w/ Santa 12/14/13 – have Santa and Mrs. Claus, going to have volunteers to do crafts with the children – working on getting word out for attendance
  - Possible tailgating event for sporting event in Spring
  - Contacted individuals who expressed interest at Homecoming but did not receive a response to date
  - 100 Day Event for Seniors February 2014 – collaboration w/ SGA
  - Financial Planning Workshop 2/6/14 7 pm McAuley Heritage Ctr
  - Spring SGA/Alumni Mixer
- Professional Development
  - Reaching out to people who expressed interest at Homecoming
- Stewardship
  - Unable to have meeting last month, next meeting Wednesday Nov 20th to discuss Phonathon and February event
  - Attended WILD event at the Mansion last night – possible connection with this group for this committee - Yanci to explore this connection
  - Working on coming up with ideas to get people to commit their time to attending at least one event
- Reunion 2014
  - Gail Milgram and Marjorie have been polling committee members to vote on the gift to be given – neck and neck race w/ water bottle and luggage tag
  - Gail, Marjorie and Kaitlyn will work to identify graphics for the invitation soon
- Awards – Mary Halpin has come up with some criteria for Alumni Service Award and has asked for nominations
- Nominating Committee
  - Currently trying to get some names together for a potential pool of nominees – looking at active alumni, using University database also for potential nominees
Old Business

- Strategic Plan Update
  - Mary, Alice and Marjorie will be putting together formal report of information from committees
- Legacy Gathering (AE)
  - Reunion of alums who currently have children at GCU, possibly in February or March
  - Spring event – possibly around Spring Break/coincide with parents picking up students
- Calendar of events for 13-14 year – committees to get Alice any other event information, especially any spring events because facilities and dates get booked up quickly
- Event Planning for 14-15 – annual events can be given to Alice now to get it on the calendar
- “Inactive” ABoD members

New Business

- Resignation – Carolyn Webb
- Self-evaluation of ABoD members – based on University’s Board of Trustees self-evaluation – in process of being finalized
  - A tool to be used to assess inactive members
  - To add in when the evals are due as soon as Mary and Alice let us know
- Alumni Newsletter
  - Mailed to all members of Alumni Association possibly every 3 months since magazine will only be sent once a year
  - Want to keep information fresh and relevant regarding alums and events (i.e. Mercy Garden, activities of Alumni Engagement committee, brief report on recent activities/success)
  - Ideas welcome

Next Meeting – Conference Call Tuesday December 10, 2013 – 7 pm