I. Attendees in Bold

<table>
<thead>
<tr>
<th>Mary Casey Nebus, President</th>
<th>Marjorie Murphy Hale, Vice President, Nominating</th>
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<tbody>
<tr>
<td>Jacqueline Cleveland Sandy, Secretary</td>
<td>Keri Tarantino Carlton, Stewardship</td>
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<tr>
<td>Colleen Diveny, New Alumni</td>
<td>Mary Bowman Halpin, Reunion ‘15</td>
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<td>Marcela Knipper, Stewardship</td>
<td>Mary Peckiconis, Awards</td>
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<td>Melissa Farley Prosperi, Reunion ‘16</td>
<td>Connie Reymann, Professional Development</td>
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<td>Ashley Tito, New Alumni</td>
<td>Elaine Warga-Murray, Alumni Engagement</td>
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<td>Mellissia Zanjani, Vice President for Institutional Advancement</td>
<td>Kathleen Brady, GCU liaison to PD</td>
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<td>Erin McCarrone, GCU liaison to ST and NA</td>
<td>Karissa Merkel, GCU liaison to AE</td>
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II. Agenda Topics

1. Approval of minutes of last meeting (11/12/14)
   - Marjorie moves, Mary Halpin 2nd

2. Report from OIA
   - Mellissia – remind everyone that there is a $4 million deficit due to financial aid difficulty so each department is asked to look to contain costs and generate revenue and Mellissia will be looking at that issue
   - Alicia – by January hoping to have part time alumni assistant in the office but this will be on hold and student worker is going to leave through the middle of January. Looking at student ambassadors for assistance but there won’t be a permanent fixture
   - Met with Kathleen, Erin and Karissa and athletics – some committees will be reaching out to them to further their plans and they are looking to engage more alumni so they will be including Alicia on calendar sharing meetings – looking for events scheduled for opportunities to include alumni
     - New communication plan for alumni – hasn’t been strategic plan to reach out to alums to communicate updates/events. Will be sending out 3 postcards
planned quarterly and 4th quarter will be covered in the GCU magazine – 1st postcard will be sent in January and all alumni in database will get this – any events available to alumni that are coming up – will highlight a bigger event on front and on reverse, other events will be highlighted, 2nd in Spring, 3rd in summer and Fall will be magazine

- Events that don’t make the post card will be included in monthly electronic newsletters
- All postal mail will include a request and encouragement to provide email addresses so in the future can focus on more electronic communications
- Social media will be another way to communicate information
  - Elaine asked about setting up a LinkedIn group for business club and business students – marketing and communications department should handle this as per Mellissia – went through a coordinated effort to have all social media go through Laura Engalls to set up something like this
    - Alicia to make a note to send a message to Laura to get a clear answer
  - Debbie asked Elaine to talk to Kathleen Brady because there has been discussion about funneling the career development into a LinkedIn group for alumni
  - There will be very clear deadlines for event submissions – trying to get away from multiple email blasts because a lot of alums are opting out of receiving emails

3. Committee Reports (AE, NA, PD, ST, Reunion ‘15, Reunion ‘16, Awards, Nominating) progress toward goals

- Elaine – AE – wasn’t on the last conference call but Joyce ran the call but she hasn’t gotten minutes yet – new members were very interested and Jackie and Jill only had a very short report for a Spring event – Elaine will reach out personally to provide assistance and guidance
  - Business club – still catching up on event reports and will be done this week and planning a joint networking on April 28th – Joyce with Business Dept, Business Club and MBA group – will occur at University and will share with professional development committee
- Debbie – PD – is now functional – Kathleen Brady is fantastic and set up a series of Webinars to be set up for the 1st or 2nd Wednesday of the month – seminars available to students but targeted to Alumni on various topics – so far 5 seminars – will pick a consistent day/time each month so that people can expect it to happen and know to look for it
  - Committee tasked to come up with names for a mentoring source and do short spots/info on alums of different majors including their histories so students have an idea where to go with different majors – eventually want to set up short youtube like videos for a sense of possible career choices based on majors
  - Board of Trustees meeting – one Trustee gave example from another school when they are trying to grow their admissions, they include a message from career development in
informational packets indicating that they are there for assistance – looking into this suggestion

O Elaine wrote a blurb for a newsletter Janice Warner is putting out and wants to coordinate with Debbie because the newsletter is going out to business majors

• Keri – Stewardship – has been quiet last month or so – Marcella is working on the class agent project but she couldn’t make the call
  O Committee meeting next week to discuss Enchanted Closet donations during February meeting
  O Looking to work with campus ministry for some events

• Mary – Reunion – made a lot of small decisions. Alicia and Mary will be meeting to meet with Christine from catering to pin down menu options for the committee to decide on. Alicia has gotten the photographer and some other items and looked at cutting costs where they are able to
  O Reunion has been running on a deficit for several years so they are looking to bring it down as much as possible – a number of ways have already been identified
  O By February, she should have more specifics for the next meeting
  O Alicia received the gifts today

• Marjorie – Nominating – total of 31 alumni have been contacted about running for a seat and she asked for a reply by them this Friday. 2 have declined but no other responses. Follow up after the holidays – Melissa Prosperi and Elaine have reached out to past SGA officers as an affinity group and Elaine reached out to some additional people
  O 2 of 5 ABoD members have agreed to run for a 2nd term and 1 has declined
  O Currently, we have 4 people willing to run and there will be 8 vacancies and open self-nominations open January 15th – not sure if this will be included in the magazine which should be received by alumni any day
    ▪ There was a message included on the electronic newsletter that went out on the 1st about running for ABoD and it will be included on the next 2

• Mary Peckiconis – Awards – asked the Board to consider an award for Sister Rosemary

4. Old Business: Awards clarification

• At last meeting, there was a nomination for service award and Bonitas but Bonitas is not an alumni award – brought up in February 2013 meeting and accepted at June 2013 meeting that ABoD will not be giving out the Bonitas Award
  O Have Alumni Service Award as the only award ABoD is technically able to give out
  O A discussion was held regarding the Alumni Service Award and it being the only award given at this time
  O More discussion needs to take place about the Alumni awards and who’s responsibility it will be to give them and the current process may be redeveloped to include participation from Alumni board members/committees
    ▪ This may be a topic and discussion for the awards committee to have as suggested by Mary Halpin
• Court of Honor will be coming back but a more comprehensive list of awards will be developed
• There is an Athletic Hall of Fame award that is exclusively for alumni

5. New Business: Marketing programs; Feb 21 ABoD meeting agenda items
   • Marketing Programs Alicia – if someone wants to run an event, from marketing standpoint need to think about planning an event in enough time to be included on the quarterly postcards
     0 When the alumni wish to host an event at their home, OIA needs the address and name so that it can be added to the insurance policy in the event something happens – University becomes an agent of the event and opens the University to liability. Also, the homeowner needs to make sure that it is added to their own homeowner’s policy
     0 Keep cut off dates in mind for e-news and postcards – will not be doing any one event postcard mailings any more so that it is more conducive to target marketing and avoiding inundating alums with email blasts and mailing that will most likely be ignored
   • Discussion on Presidential transition occurred
   • Feb 21 ABoD agenda items – focusing on Goals 2 and 3 and working around learning about these things and making plans with committees – Goal 1 was wonderfully developed but 2 and 3 need work
     0 Please let Mary know if you would like anything included on the agenda – she is working on time frames for agenda items over the next month
     0 Committee chairs to provide any issues or suggestions in relation to committee specific goals 2 and 3 so it can be worked in
     0 EBoD meeting will be Friday night 2/20/15

6. III. Attachments
   • Minutes of last meeting (11/12/14)
   • goals from 9/13/14 meeting (four documents)

IV. Announcements – none

IV. Next Meeting
Conference Call – (1/14/15)