**Committee Name:** EBoD  
**Meeting Date:** 11/12/2014  
**Start Time:** 7 pm  
**Location:** Telephone  
**Meeting Leader:** Mary Casey Nebus, PhD  
**Scribe:** Marjorie Hale

**Participants:** Keri Tarantino Carlton (Stewardship), Colleen Diveny (New Alumni), Ashley Tito (New Alumni); Mary Bowman Halpin (Reunion ’15), Marcela Knipper (Stewardship), Connie Reymann (Professional Development), Cheryl Stoeber-Goff, Mellissia Zanjani (OIA), Alicia Plaag (OADE)

**Agenda Items (include topics, responsible party(ies), and outcomes):**

1. Minutes of 10/8/2014 meeting approved (Marjorie/Mary N) noting omission of adjournment time.

2. **OIA/OAED Report:** Alicia is up to speed on ABoD activities and direction and has a better understanding of committee work by participating on monthly committee calls. She has been meeting with faculty to work together going forward with very positive responses so far. There is a nice plan in place for what the next months/year will look like.

3. **Committee Reports**

   **Stewardship Report (Keri/Marcela):** Marjorie met with Jeff Schaffer in Campus Ministry to discuss Thanksgiving Baskets, Christmas Giving Tree, and Easter Baskets student service projects. Breakfast with Santa will be held on 12/6/2014; Keri to call Alicia to discuss details. Santa and entertainment are in place; Mrs. Claus needed. Alums needed to be there to meet-and-greet children and grandchildren. Keri will check with Mary Cranwell about registrations. Ashley added that she will attend the event. Marcela updated on Class Agent project: the building block (handbook) has been started but needs collaboration to refine. She reviewed what other colleges are doing to develop the draft of how class agents operate, implement engagement and participation, and create a long-term position. She asked everyone to review her Google.doc draft. Marcela acknowledged Cheryl's assistance in fleshing out the draft handbook to reflect ownership of the volunteers and GCU to build up the project. We need to provide as many guidelines as possible so the volunteers are clear on their roles/responsibilities and have a blueprint of how to proceed and meet expectations. Marcela welcomes the input of other class agents' experience. Alicia, Mary N, and Marjorie want to have the Class Agents operate under the Alumni Association rather than OADE. The current class agent system needs to change.

   **Professional Development (Connie):** Recapped PD monthly conference call with Kathleen Brady (GCU Career Services), who shared her plan for student curriculum, internships, job hunting, and working with the Business Club to develop "TED Talk"-like seminars, webinars, alumni in transition, networking
(monthly meetings). Kathleen Brady to set up a LinkedIn networking group. Elaine Warga-Murray will meet with Kathleen to discuss the Business Club.

Alumni Engagement (Mary N for Elaine Warga-Murray): Business Club will have a networking meeting in January 2015. Jill Maloney and Jackie Sandy are working on the NJ Regional Chapter and developing plans for the Spring.

New Alumni (Colleen and Ashley): Ashely reached out to Erin McCarron (GCU Student Activities) about events on campus, such as 100 Days next semester but has not received any direction. Ashley requested contact information for Karissa Merkel (GCU Student Leadership/Engagement. Ashley expressed frustration about time limitations and lack of manpower to make things happen and that she has not received a budget for 100 Days yet from OADE. Alicia asked what the alums’ role was at 100 Days but Ashely was not clear; Mary N suggested it should be to welcome the students and celebrate with them. Keri suggested involving the seniors who were invited to the Homecoming Pub Party in 100 Days. She added that when she was a student, 100 Days was more of a Big Sister/Little Sister event and alumni did not have a big role. Mellissia suggested that more conversations are needed, as this is a work-in-progress for ABoD. We should be dovetailing with existing events rather than trying to create new ones, and she has spoken with both Kathleen Brady and Erin McCarron. We need to be cautious about confusing the expectations between Jeff Schaffer, Erin McCarron, and Karissa Merkel and have them deal with the ABoD committees.

Reunion ’15 (Mary H): The entire framework for Reunion ’15 is in place, resulting from two conference calls in November. The format will be the same as in the past: Mansion reception on Friday, Reunion Luncheon on Saturday. The committee is exploring use of the hallway in the Wellness Center for a “meet-and-greet” opportunity prior to the luncheon. Mary is looking at ways to curtail the expense of souvenirs, possibly by having only one that can be included in the welcome packets.

The committee wants the program to include recognition of Sister Rosemary’s presidency. The venue for the Chaucer in the Mansion video is to be determined. JoAnn Walter is arranging the music for Mass and a tribute to Sister Rosemary after Mass. Connie suggested that the Court Notes could contribute and will contact JoAnn.

Nominating Committee (Marjorie): Two of five current ABoD members have agreed to run for a second term and one declined; Marjorie to follow up with others. The ABoD member on a presidential appointment has agreed to run for a 4-year term. Faculty, administration, and alums have provided names of 30+ alums as potential candidates. Elaine to contact Deans and Melissa Prosperi to contact SGA affinity group for additional names.

Personalized solicitation letters to be emailed to potential candidates by 12/16/2014.

Awards (Mary N for Mary Peckiconis): Mary P has received one nomination for the Bonitas Award and one for the Alumni Service Award. The committee is preparing a message for the GCU Facebook page for a January posting. The timeline for soliciting and closing nominations will be the same as in previous years, unless there is an objection. Mary N and Mary H to check on criteria for Bonitas Award to see if it falls under the Alumni Association or the University.

4. Old Business: What are the next steps for using the PCI list?—Do we contact alums and ask them to engage with a specific task and time commitment? What are the metrics?—What will they bring back to GCU? Should we have people “on call” for events/activities/other involvement? We want to develop activities but not the people to implement them. The expectations of OIA, committees, and individuals need to drill up to the Alumni Association Strategic Plan and the GCU Strategic Plan.

The PCI directory is expected to be delivered by 11/30 to 12/1/2014 and the electronic version ready by January 2015.

Volunteer hours reports no longer go to Eileen Fedele; they should be sent to Alicia and Jessica Martino (Alicia’s admin). Mary N does not need to receive them.

5. New Business: The GCU liaisons to the committees are: Karissa Merkel to Alumni Engagement,
Kathleen Brady to Professional Development, and Erin McCarron to New Alumni and Stewardship. They should be included on the monthly EBoD agendas in case they want to participate in the calls.

Mellissia reminded the attendees that GCU has a $4M budget deficit due to decreased class enrollment, the need to make significant monetary awards, and lack of budgeting under the Affordable Care Act by the Bookstore, Food Services, and Human Resources through 6/30/2015. The President’s Administrative Team and the Provost have scheduled an all-day retreat to develop creative ways to cut budgets. However, GCU is stable, showing $63M in unrestricted assets and $100M in facilities assets. The entire financial statement will be put on the GCU website, and Mellissia will provide an update during the January EBoD call.

Mary N asked what the Alumni Association’s contribution to the $4M deficit was, how we Alumni Association can help, and what the Alumni Association’s part is in the specific areas that led to the deficit. Mellissia explained that every Alumni Association event needs to lead to a quantifiable measure (ie, participation). Increased enrollment can offset the deficit by $1M/year. She suggested that the Alumni Association stay involved, make connections, continue hard paper mailings, and keep people informed. Also continue to make gifts to increase alumni participation to reach a goal of a 12% giving rate. $1M in donor money is needed to offset scholarship needs.

Mellissia also invited alumni to be part of the presidential transition. Debbie Hanley Williams ’68 serves as the Alumni Association liaison to the transition team, and Mellissia will send out tasks assigned to the transition team committees.

**Action Items (include actions, responsible party(ies), and due dates):**

1. Keri to call Alicia 11/13/2014 to discuss Breakfast with Santa, line up Mrs. Claus, check with Mary Cranwell about registrations.

2. Marjorie and Alicia to check Wellness Center possibilities for Reunion ’15 “meet-and-greet”.

3. Connie to contact JoAnn Walter about Court Notes involvement in tribute to Sister Rosemary.

4. Marjorie to contact two ABoD members about running for second term.

5. Elaine to contact Deans of Education, Business, and Arts & Sciences for additional potential ABoD candidates by end of November.

6. Melissa Prosperi to contact SGA affinity group for additional potential ABoD candidates by end of November.

7. Marjorie to email solicitation letters to potential ABoD candidates by 12/15/2014.

8. Mary N to include GCU liaisons to committees on EBoD agendas going forward.

9. Mellissia to provide update on GCU budgeting on January 2015 EBoD call.

10. Mellissia to provide information on tasks of presidential transition team committees.

**Adjourn Time: 8:10 pm**