



**BOARD MEETING MINUTES
TUESDAY SEPTEMBER 17TH, 2019
MAX ROOM, MAX CHAMBERS LIBRARY
EDMOND, OK**

MINUTES

Call to Order: The University of Central Oklahoma Alumni Association Board of Directors meeting was held on Tuesday, September 17th in Max Room of the Chambers Library. President Casey Moore called the meeting to order at 6:05 pm.

Roll Call: Roll was taken silently by Beth Poston.

Members in Attendance: Darrin Presley confirmed that a quorum was present. Members in attendance were Janelle Archer, Richard Bean, Matt Blubaugh, Marilyn Davidson, Brian Downs, Monica Jackson, Casey Moore, Ashley Napier, Carissa Perkins, Beau Reed, Kyle Thompson and Matt Tipton.

Members absent: Brittanie Buckley, LaTonya Cash-Fisher, Christa Copeland, Marcie Everhart, Scott Gokey, Bonnie Hand, Nik McDaniel, Dennis Moutray, Antonio Ross, Nicole Sukenis, Jena Walla and Brad Wallace.

Ex Officio Members in Attendance: Director Lauri Monetti, Jamie Hadwin, and Beth Poston. Special guest Fran Petties.

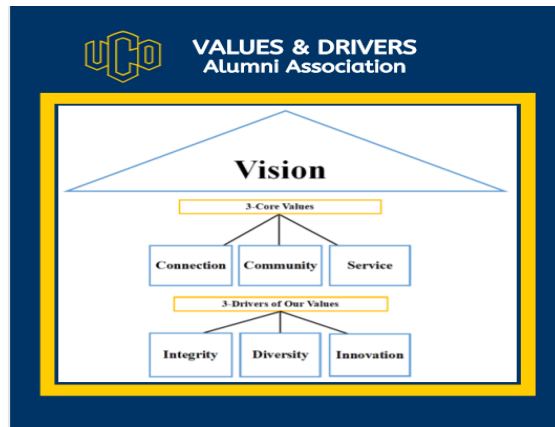
Business Meeting:

Approval of minutes from previous meeting: *Upon motion made by Kyle Thompson and duly seconded by Monica Jackson, the Alumni Association Board of Directors meeting minutes from the August 9th, 2019 Board Installation were unanimously approved.*

Director's Announcement – Lauri Monetti noted that Marketing Director Jamie Hadwin has taken a position in Oklahoma City with Positive Tomorrows and her last day with Alumni will be October 4th, and assisting with volunteer needs the day of Homecoming. Jamie said that working with the Board over the past two years has been an honor and she hopes to stay connected in the future. Thank you, Jamie!

Guest Speaker – Fran Petties, Director of Professional Development at UCO

- Fran presented the top values as voted by Directors at the Board Retreat in August: Diversity, Innovation, Community, Resources, and Volunteerism/Service. Lauri and Fran wanted to open the discussion to those who might not have had a chance to attend the Installation Retreat.
- Group discussion at tables – What are the top values of the Alumni Association? (Narrow down from five to three values). These are values to be shared externally (ideally on website) and are aspirational. These values ask:
 1. What things are we proud of? Are we reflecting these values in our actions?
 2. What will we use to make decisions? How will we operate?
- 3 Core Values: *Connection, Community, & Service*
- 3 Drivers of Our Values: *Integrity, Diversity & Innovation*



Reports

Executive Committee Report- President Casey Moore

- Committees –All Board members will be asked to join a committee, which will be chaired by one of the Executive Board members to help improve engagement. Committees will meet before business meeting.
- Handout of Pre-determined Committees:
 1. Events Advisory Committee (Potential chair: Jena Walla) Generates ideas and suggestions for revitalizing existing events (Homecoming, Splash Bash, Winter Fest, Yappy Hour, Coffee Connection) and provides suggestions for new events. The group also coordinates event implementation efforts with the Alumni Association Board and general members.
 2. Social Media/Marketing Advisory Committee (Potential chair: Casey Moore) Identifies the best social media and marketing strategies needed for accomplishing association goals by communicating important information, news, updates, and events, to members, constituents, and the general public.
 3. Philanthropic Advisory Committee (Potential chair: Monica Jackson) Generates ideas and suggestions and coordinates the efforts of the Alumni Association to give back to the UCO community, students, alumni, association members, and the metropolitan area.
 4. Business Development Advisory Committee (This committee would take priority in terms of startup - Potential chair: Carissa Perkins) Coordinates the identification of diverse partnerships and sources of financial support such as sponsorships and contracts needed to accomplish association goals and secure its financial future.
 5. Social Activities Committee (Exclusively for Alumni Association BoD - Potential chair: Darrin Presley) Generates ideas and suggestions and coordinates the implementation of social and networking activities for Alumni Association Board members.
 6. Recruitment/Engagement Committee – (Suggested by Brian Downs – Potential Chair: Marilyn Davidson)

Financial Report- Treasurer Carissa Perkins

- **August 2019 financials***- Carissa Perkins announced account balances:
 - **MidFirst Checking** : \$48,554.92
 - **MidFirst Savings** : \$ 203, 267.28
 - **UCO Alumni Endowment** : \$447, 368.81
- Reviewed the fiscal year for the Alumni Association as well as expenses for July and August 2019- specifically an advertising expense with Metro Family magazine (\$1,872) that will provide ads for events throughout the remainder of the year.

- Diversification of savings account funds - information that arose from this year's audit: The Alumni savings account has surpassed the \$200K FDIC insurance benchmark, and the Executive Committee along with the Business Development Committee, will research diversification of the funds.

**Upon motion made by Brian Downs and duly seconded by Darrin Presley, the financial report for August 2019 was approved.*

Director's Report- Alumni Relations Director Lauri Monetti

- Future Alumni Association Financials –. Alumni's financial future with USI and Liberty Mutual does not look robust past the next fiscal year. Lauri is currently looking at other insurance companies/different levels of coverage (Geico, Nationwide). She mentioned that if anyone has a national contact with Geico, please share their information. The Business Development Advisory Committee will be looking at diversification of funds.
- Post-Homecoming review of Alumni Feedback Survey – After Homecoming, Alumni staff and the Board will address event plans, sponsorship opportunities, and financial future.
- Future Board meeting dates: (5:30pm-6pm Networking time, 6pm-6:30pm Committees, 7:00pm-7:30 pm Business Meeting):
 - February 18th, 2020
 - May 19th, 2020
- Thunder networking event in Tulsa on October 8th, 2019- so far, ticket sales have been very low compared to sales of tickets for games in OKC. Lauri requested that members share this game info with any of their Tulsa contacts.
- Board Directors as UCO ambassadors – Join Lauri in Bronze & Blue Fridays, post your gear on social media and publicly promote UCO – use #Bronchosforlife and share the love!
- Employee Alumni Committee – First meeting took place in September.

Previous Business- Lauri Monetti

- Creating your profile on www.centralconnection.org
- Goal of 100% participation in giving for Board Directors
- Potential New Chapters -- Military & Veterans- the first engagement and recruitment email went out on Friday, September 13th

New Business- Casey Moore

- Non-voting Board Members – Possibility of including emeritus directors, representatives from chapters, alumni employees with voice but no vote in meetings in the future.
- Board Nominations. Vote on slate of new members:
 - Shelly Douglas
 - Sheree Powell
 - Patricia Gorgas-Whitbeck
 - Mike McAuliffe
 - Cynthia Quick Black
 - Dustin Yowell

**Upon motion made by Matt Blubaugh and duly seconded by Monica Jackson, the slate of new members was unanimously approved.*

Conclusion - Casey Moore

**Upon motion made by Matt Tipton and duly seconded by Richard Bean, the meeting was adjourned.*

Adjournment: The meeting was adjourned at 7:07 pm

Next Executive Board meeting: November 6th, 2019 at Rococo in Oklahoma City

Next General Board meeting: November 19th, 2019 in LAN 210 (Liberal Arts room 210) on UCO campus