

University of West Georgia Alumni Association
Board of Directors Regular Meeting
July 20, 2019 – 10:30 a.m.
Education Center Room 1

Members present: Steve Anthony, Ashlyn Arp, Ashley Bush, Joy Butler, Abbie Collie, Michael Davis, Nancy Frank, Laura Garland, Greg Goodlett, Amy Goolsby, Melanie Hildebrandt, Danielle Jenkins, Jason Kennedy, Allison Key, Lisa King, Melanie Lambert, Michael McDowell, Wanda McGukin, Brad Mock, Artagus Newell, Donnie Newsom, Judy Rowell, Semeka Samuels, Christopher Sanders, Peggy Smith, Troy Vollenweider, Donald Walker, Dexter Williams

Members absent: Philip Cochran, Gere Helton, Edna Huey, Warren Jones, Brian Nichols, Terie Phillips, Rob Sparks, Barbara Tanner, Tracey Thompson, Joy White, Robert York

Past Chairpersons (Presidents) present: Dr. Jason Thogmartin, Dr. W.H. Smith

Staff present: Dr. Micheal Crafton, Interim President, Jami Bower, Ali Rosborough, Allyson Bretch, Kevin Hemphill, Denice Perdue, Armani Hansell, Molly Crum,

- I. **Call to Order and Welcome** by Board Chairperson, Melanie Hildebrandt at 10:35 a.m. Welcome to first meeting of new year and greeting to eight new board members and returning board members. Notice given that the meeting is being recorded to ensure accuracy of transcription of meeting minutes.
- II. **Reading and Approval of Minutes**, Secretary Wanda McGukin. Motion by Chris Sanders, second by Steve Anthony to dispense with reading of May 18, 2019 minutes (Motion carried). No changes or corrections noted. Motion by Chris Sanders, second by Brad Mock to accept minutes as submitted. (Motion carried.)
- III. **University Staff, Board Officer, and Committee Reports**
 - a. **Interim President's Update**, Dr. Micheal Crafton addressed recent staff change in leadership in Vice President of University Advancement, David Fraboni stepped down from that role and will continue as a consultant to the University. His reasons are private and will be respected. Dr. Crafton recognized Ali Rosborough, Nicole Fannin, and Holly Sailors for stepping into leadership roles during this transition. Jami Bower recognized as providing oversight of Advancement from the President's office because of her experience in the Advancement area.

Another change is the impending departure of Kevin Hemphill at the end of July. Kevin will be starting his own website development business.

No update yet on status of presidential search. Timing probably as much a factor because of summer schedules and pulling a committee together to begin search. Anticipates some news on this early in the fall. Dr. Crafton

relayed a recent conversation regarding a rumor that UWG would be consolidated. He quickly put that rumor to rest. Hopeful of fall search with new president in place by early spring, possibly late spring.

Enrollment update – Fall enrollment will be slightly up again. Traditional freshman class will be down approximately 3-4% but graduate enrollment is up, particularly in Education. Changes in the number of hours students are taking impact the enrollment, also with Dual Enrollment and AP credits change the supply and demand dynamic.

In Education, 5 doctoral programs, 23 masters, a number of certificate programs.

Developing new Arts programs in History, Masters in Art; toward tech side, and engineering technology program (joint effort of Physics, Chemistry, and Math) with Columbus State, also looking at certificates in Cyber Security and Financial Technology.

Update on the LEAP program. A team went to Emory for a week to make sure our program has all the goals and metrics necessary to be recognized a premier program in the state. Experiential Learning is a large part of this program and its components such as High Impact Practice, Study Abroad, Internships may become a requirement of all programs prior to receiving degree.

The new Richards College of Business building is coming on board. Demolition of Watson Hall will begin soon. Construction of new building should begin in about a year. Rendering of new building available on website. Should be complete and ready by fall 2021.

Two other buildings are coming offline as a result of new business building, Adamson and Miller Halls, and becoming administrative spaces. Residence Halls, Gunn and Strozier, will cease to be residence halls and will become administrative spaces. Baseball field should be relocated within a year's time to the Athletic Complex.

The Summit of the Regional Education Collaborative met on campus recently discussing workforce development. Goals of Collaborative include that each student graduate high school and transition to one of the three Es (Employed, Enlisted, or Enrolled). One of the collaborations with this group is to join forces with the Chamber of Commerce in operation of the Burson Center, an incubation space with high tech production materials available there, and UWG will provide a person to run the "maker" space and our students will go there as interns.

Cemetery update – Bonner Plantation – additional archeological work has identified more possible graves and identified where there aren't any. The rectangular space enables them to determine possibly 30-40 graves within the site. Once this is better confirmed, a proper memorialization process will begin to take place over the course of the next year. The families will be involved in this process to ensure their agreement and comfort with memorialization plans.

UWG Douglasville – Promotional brochure prepared to promote the Douglasville campus collaborative with Georgia Highlands. Most programs taught there in the past (2011-2012) were graduate level classes. Since 2014, 2+2 programs for undergraduates. Georgia Highlands teaches core classes and provides segue for students to move into UWG to complete degree. Expecting 70-80 students during fall 2019, double last year's enrollment. Hoping to capture many of the 500-600 students from Georgia Highlands.

Points of Pride (Brag points) -come from the colleges mostly. Dr. Crafton encourages brag points from the Alumni Association. A few brag points are selected and shared at each graduation ceremony. The link to provide Points of Pride is

<https://www.westga.edu/administration/president/ucm/points-of-pride.php>

Introduced Jami Bower, UWG Director of University Communications & Marketing (UCM), who is currently serving as interim Assistant VP of Advancement, leading the Development, Advancement, and Alumni teams.

Board Chair Melanie Hildebrandt reviewed business from last EC meeting. Two main topics, the first one being Board expectations. A more formalized document for each Board (new and returning) to sign. Expectations cover meetings/events attendance, service on committee, no excused absences, volunteering at events, engaging with other alumni, annual financial contributions. Alumni Council calendar coincides with UWG fiscal calendar, July 1-June 30. Chair Hildebrandt asked that everyone sign the pledge and submit at this meeting.

Next on the list is to incorporate a time for open discussion during the Board meetings. This will provide an opportunity for more open dialogue. With the group as a whole.

Committee structure changes for the new year. Document shared detailing Board Committees Overview.

Executive Director's Report – Ali Rosborough announced that Kevin Hemphill will be leaving to start his own business. Kevin was a senior member of Alumni staff and the technology guru. He will be greatly missed and extend sincere thanks for all his contributions during his service. A reception in his honor will be held July 29 from 3:00-5:00 pm at the Alumni House.

Ali called on Denice who shared that she will be going on temporary medical leave as she has recently been diagnosed with breast cancer. Very optimistic prognosis. She asks us to be patient if emails and phone calls are answered in a timely manner while she is out. She also asks for help with setting up and break down at events as her physical abilities will be limited for some time after the surgery.

Ali continued with efforts to work on local, regional, and national alumni outreach plans, fiscal year calendar which will be sent to all of us next week so we can mark calendars and make plans to attend and be involved with alumni events.

Upcoming events include the Bi-annual Art Exhibit (alums who exhibit their art), the Alumni Association provides a \$500 award for this event. Reception on Friday, September 6.

Annual Alumni Roundtable, September 5. 10 tables, 2 alums at each table, with students to discuss challenges in the workplace, diversity, professional development, and how to tackle challenges in the workplace. Attended by 120 students last year. Encouraged more alumni leaders to participate and attend. Then a student from each table is selected to speak to entire group about takeaways from the discussions.

Allyson Bretch and team are working feverishly on ADay kick off and events. Homecoming event planning also in the works. Beer tasting & ADay totals announcement, Saturday will be Chicken & Waffles tailgate, the Kick-Off Soiree on September 10, 5:30-7:00 pm. ADay, October 17.

Ali stated a strategic communications effort will begin soon in an effort to determine how best to communicate with alumni. A survey will be coming out to alums, encourage all to respond to survey. Focus groups of alums targeting those who applied but not selected to serve on the Alumni Board as a means to get them involved and serving. What are we doing, what do you like, what do you want to see more of?

Board Treasurer's Report – Philip Cochran (absent) – Chair Hildebrandt reports in his absence. Each Board member received the 3-page report.

Legacy Scholarship – Chair Hildebrandt states she believes the scholarship was awarded this year using guidelines already used by the Office of Undergraduate Admissions as it was the most efficient way to award our scholarship. Will have more information about recipient at next meeting.

- IV. Open Discussion** – why do we meet when we meet and is it best for everyone? Is having meetings on Saturday morning ideal? This is the way it has always been? Recommended we keep Saturday morning meetings. Request to change October meeting to November 2, discussion.

Motion (Chris Sanders), seconded by Steve Anthony to move AC October 12 meeting to November 2, 9 a.m.-12:00 p.m. Votes: 11 For, 6 Against, 7 Abstentions. Motion carries.

Please note the February date was left off of the notebook cover page. A new cover page will be distributed at the next meeting.

Chair Hildebrandt reviews three committees and structural changes. Student Alumni Connection Committee disbanded. Updated and improved committees are Board Development (nominations and governance), Alumni Awards (Thriving Under 30 and Annual Awards event in spring), Alumni Engagement Committee will now oversee the mentor/mentee program.

Steve Anthony – Board Development Chair
Tracy Thompson – Awards Chair
Michael Davis – Engagement Chair

A survey will be sent out by email for Alumni Council member to select committee preferences. Approximately 12 will be assigned to each committee. Assignments to be done within next two weeks and prior to beginning of football season.

Michael Davis encouraged all to participate in Unpack the Pack at beginning of fall semester. Also, wants to encourage participation in tailgates and each committee select a tailgate to help host. Free parking, free food, free beer and wine.

Jason Kennedy was recognized and suggests that the Board select a Parliamentarian for the Alumni Council meetings.

- V. Adjournment – Motion made by Artagus Newell, seconded by Michael Davis to adjourn meeting. Motion Carries.**