Attendees at the 2:30 board meeting:
National Alumni Board:
Sean Benton          Tracy Holmes
Tina Bird            Mark Montalbano
Amy Chambers         Jonathan Plotnick
Mark Cheng           Patricia Pringle
Doug Conyers         Kay Reamey
Jeanne Culver        James Sanders
Hugh Daschbach       Frank Shiels
Jennifer Dewar       Nick Shockey
Mary Downey          Adam Simmons
Carol Folbre         Terris Tiller
Cesar Giralt         Jasmeen Waliany
Jill Grace           Eric Weiss
Leslie Hollingsworth Ann Carpenter Zuk

Absent from the 2:30 board meeting:
National Alumni Board:
Colin Chapman
Michelle Collette
Kay Jordan

Alumni Office:
Mike Bacon
Mary Kay Cooper      Selim Sharif
Elizabeth Ford      Adrienne Tovar
Christine Martinez  Ana Vazquez

2:31p.m. called meeting to order – Leslie Hollingsworth

Roll Call

Minutes Approved

I. President's Report/Executive Committee Report – Leslie Hollingsworth
   • NAB Activities
     ○ November Alumni Awards Luncheon
Recognized Young Alumnus Chris Newport ’08 and Greek Alumni Advisor John Mace ’71

December Winter Commencement Speech

Congratulations to graduates and welcome to Alumni Association

• Presidential Letter in Trinity Magazine
  o Alumni Corner

• June Leadership Conference Revision
  o Leadership Development focus
  o Sunday to be dropped
  o Updates from Vice Presidents at Friday night dinner
  o Saturday morning normal committee meetings
  o Saturday afternoon development tracks
  o Alumni/Chapter representations, more guests
  o Focus on chapter leaderships, reunions, career networks, recruiting networks
    o Best practice conversations
    o More details to follow in 4-6 weeks

• Tiger Enrichment – Lifelong learning series
  o Webinar series from Alumni Association
  o First in series – State of the University Address from Danny Anderson
  o Variety of topics, alumni engagement from abroad

• Board of Trustees Meeting
  o November approved to move Football Association to Southern Athletic Association Conference
    o Easier scheduling and location
    o Eight games per year guaranteed
    o Starts 2017
  o Change to Matched Gift Recognition Policy
    o Recognition at total level of gift to include matched gift from company
  o Dr. Mike Fisher retiring as Vice President of Academic Affairs
    o Currently searching for replacement, new hire by May

II. Standing Committee Reports

1. Alumni Volunteer Networks/Career – Terris Tiller
   • Terris Tiller leaving as Chair, replacement Patrick Pringle
   • 40% increase in student engagement through Alumni Residents Program
   • Not connecting in other ways, recommend to drop Trinity Connect Program

2. Alumni Volunteer Networks/Recruitment – Tina Bird
   • 33% increase in applications (7,004 at time of meeting)
     o Expect around 7,200, will admit 6,400 to 6,500
     o Cause of rise in applications:
• Regional representatives in Houston, California, Dallas
• Excellent marketing targeting seniors and parents
• Custom applications sent to select students with recruitment letter and scholarship offers

• Alumni Volunteering
  o As of fall 2015, 15 alumni volunteers assisted at 13 college fairs
  o 20 volunteers at interview weekends in Dallas, Fort Worth, Houston, Austin
  o Alumni-Parent dinners
  o Letter-Writing Campaigns focusing on top-tier, out-of-state seniors

• Spring Receptions
  o Added San Antonio and Tucson
  o Over 4 weekends in March and April, 21 Spring Receptions in parents’ and alumni homes

• Prospective student from Tanzania

3. Chapters – James Sanders
• Thanks to chapter presidents for attending
• Assigned liaisons to communicate with chapters
  o Get feedback from chapter presidents/representatives
  o Explain current events and provide info to missing members
• Feedback from Dr. Anderson’s meeting with Chapter Board Presidents
  o Difficulty with May elections and creating year’s calendar in July
    ▪ Moving elections to September
  o Spring Listening Tours with Dr. Anderson
    ▪ Phenomenal events, well attended with many new faces
• Chapter Reorganization
  o Possibility of breaking up larger chapters into smaller ones
    ▪ Ex. Houston to North Houston, South Houston, etc.
  o Discuss network areas with smaller membership numbers but larger areas and how to coordinate events
• Chapter Leadership Committee Series
  o Create consistent messages in one format, on demand
    ▪ Video produced for chapter leaders to show at meetings to inform of upcoming and current events, stay informed when talking with alumni at events
    ▪ Ready by end of May
• Data committee keeping demographics on alumni
• Low penetration in Chapter events
  o 8,000 alumni in San Antonio, average 300 reached
  o Create affinity groups, focus on specific subsets
    ▪ Ex: Planning events with Football Association for Football alumni

4. Development – Mary Downey
• Calendar for fundraising and campaign events
  o Upcoming competition between 80s alumni and 90s alumni for donations
• Be considerate and coordinate events properly to avoid overwhelming calendars
• Successful 24 hour challenge
  o Goal was 400 gifts in 24 hours, received 856 gifts, total $156,000
Short term, immediate events more successful, gifts from alumni, also from faculty, staff, parents, students
- Recognize donors with digital pin, keep track of amounts given over time

- **Affinity Groups**
  - Coordinate events with sororities/fraternities, athletics department
  - Collaborate with affinity groups for recognition, receiving and booking gifts

- **Volunteer System Improving**
  - Need to engage alumni and broaden volunteer activity

- **Increase of 1% over last year in alumni donations**

- **Thank-You Phone Calls**
  - Calling first-time donors to say thank you for the gift, email if cannot be reached by phone
  - Asking for volunteers to call more first-time donors to say thanks

- **Talking Points with Potential Donors**
  - How to combat the “rich school” idea
  - Why should you give to Trinity?
    - 95% students receive financial aid
    - 67% cost of student to graduate covered by tuition, need donations to cover remainder

- **Participation from Younger Donors**
  - Participation matters, not just the dollar amount given
  - Promote matching gifts, check with employers
  - Thank and recognize donors based on how many years they have given

5. Fraternity and Sorority – Amy Chambers

- **Bid Day Successful**
  - Streamed live on Facebook
  - 135 Sorority Bids
  - 80 Fraternity Bids
  - 633 Total current members in Greek Life

- **Average GPAs**
  - Average GPA of Greek Life students: 3.17
  - Average GPA of Trinity students: 3.11

- **Blueprint Focus**
  - Recruitment & Orientation
  - Communications (goals met 10/11)
  - Standards (goals met 4/8)
  - Internal Self Review
    - Best Practices compared to national standards of sororities and fraternities, room for improvement but overall satisfied

- **Alumni Spotlight on social media**
  - 2 alumni per group
  - Leadership and Lunch series led by alumni

- **Greek Carnival at Alumni Weekend**
  - Raised $2,500 for Fisher House for South Texas Veterans’ Association

6. National Association – Ann Carpenter Zuk

- Welcome new members
- Tiger Enrichment Series
New service to alumni
Global potential to reach alumni
Large variety of potential topics
New way to bring alumni closer

Webinar Series – Applying the New Rules of Engagement to Advisory Boards
Encourage new ideas to engage alumni
Currently have 400 ways to engage with alumni for 29,000 alums
Possible idea for Leadership Academy
  Engage with young alumni
  Monthly phone call, yearly visit to campus
Upcoming post on Facebook, please repost

Alumni Involvement
Upcoming start of regular open conference call within alumni community and Alumni Board
  Community will hear what Board discusses and give feedback
  Members to be available to answer questions

7. Student Affairs – Mark Cheng

Ring Scholarship/Student Service Awards
  Debating on continuing Ring Scholarship, looking at other options
  Ring Scholarship essays subject: what a Trinity class ring means to me

Career Report
  Focus on relationship between alumni and students
  Making Connections event after NAB meeting
  Input from ambassadors very good
  Ambassadors nominated for student awards

New SGA Board
  Idea for Brenna Hill to speak to alumni body
  Senior class meet with alumni
    Financial Literacy Class
    Students will view alumni as valuable resource

Adding Structure to the Story of our University Experience
  Structure of Values: discovery, excellence, impact, community
  Use this structure in telling our story to potential students

San Antonio Chapter
  Very active, full schedule – 8 upcoming events

8. Ad hoc Committee on Data

Meeting with Chapter leaders and presidents to see if current data on alumni is useful, any additional information needed
  How should information be sent? In what format?

Tyler Wilson - President of Colorado Chapter
  70% of chapter events are held in Denver area
  Other locations to try increase attendance
  Data used can be filtered to focus on a specific side of town for events held in that area
  Data can be used to increase diversity in attending alumni
  Current accuracy rate at two-thirds
• Possibility of reaching out to employers of alumni to see if information is incorrect
• Verify last contact date
  o Logan Ramirez – Affinity Groups/Data Analytics
    ▪ 7,500 alumni in San Antonio
      • How to verify data, use regularly and send quickly
      ▪ Affinity groups provide incentive to drive attendance
      ▪ Methods to mark incorrect data
      ▪ There will be no open access to data, requests must come through Alumni Office
      ▪ Important that Event Reports are completed to collect data
        • Methods for streamlining information to be sent back to Alumni Office regarding events

9. Ad hoc Committee on Strategic Planning
• Committee chairs to approve final plan
• New plan to run through 2020
• Each committee to come up with individual plans
  o Identify methods to measure progress
  o Hold association accountable
• Incorporate each plan into one document and include major themes of each committee
  o Will be used in committee meetings in the future
  o Regular look at statistics
    ▪ Engaging/Reaching alumni
    ▪ Volunteer activity
    ▪ Active giving
    ▪ Data tracking
  o Continue to look for ways to improve

III. Executive Director Report – Mary Kay Cooper
• Thank you to board and staff
• Communications intern – new hire
  o Handling Facebook posts
  o Organizing news clippings from online, graphic design
  o Full time help needed for communications/social media
• Christine Martinez moved to Chapters
  o Have possible candidate for Young Alumni & Student Programs Coordinator
• Alumni Engagement Scoring
  o Way to tackle difficulty with quantifying data
  o Aggregate score measured year to year
  o Also measure alumni by involvement/activity
• Alumni Attitude Survey
  o Feedback on philanthropy, benefits, programming
  o Full presentation on feedback at June meeting
    o Alumni enjoy getting emails about planned events, but do not plan to attend
• Awards Dinner
  o Thanks to attendees
  o Ben White honored