Attendees at the 12:00 board meeting:
National Alumni Board:
Sean Benton       Tracy Holmes
Tina Bird         Kay Jordan
Amy Chambers      Mark Montalbano
Mark Cheng        Jonathan Plotnick
Michelle Collette Patricia Pringle
Hugh Daschbach    Patrick Pringle
Jennifer Dewar    Ray Reamey
Mary Downey       Frank Shiels
Carol Folbre      Adam Simmons
Cesar Giralt      Eric Weiss
Jill Grace
Leslie Hollingsworth

Absent from the 12:00 board meeting:
National Alumni Board:
Colin Chapman      James Sanders
Doug Conyers       Nick Shockey
Jeanne Culver      Terris Tiller
Lindsay Lew        Jasmeen Waliany

Faculty Representatives
Jennifer Henderson

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

12:01p.m. called meeting to order – Leslie Hollingsworth

Roll Call

Minutes Approved
I. President’s Report

- Welcome, introductions
- Reported on the May Board of Trustees meeting – alumni attitude survey results gave lots of information
- Reported on the Last Great Reception -- Champagne toast and congratulations to seniors
- Spoke at Commencements (undergraduate and graduate) and welcomed graduates to Alumni Association
- Announced Reading TUgether -- Incoming freshman, staff, faculty, alumni are reading Salt, Sugar and Fat: How the Food Giants Hooked Us by Michael Moss
  - Keynote lecture on August 24 (to be livestreamed) after the entire campus has read the book over the summer
- Tiger Enrichment Webinar series
  - Two so far:
    - Dr. Anderson’s State of the University
    - Dr. David Crockett discussion on Presidential elections
    - Next one on Financial Planning
      - Available on Facebook page

II. Standing Committee Reports
1. Alumni Volunteer Networks/Career – Patrick Pringle
   - Review of success
     - Need to be more clear on some definitions on handouts
   - Different sets of alumni
     - Members both use and provide services
   - Create different working groups
     - Develop effective ways to assist new graduates
       - Network from the moment the student hits campus
     - Concerning established alumni -- possibly making mid-career changes or looking for retirement possibilities, etc.
   - Doug Conyers and Frank Shiels to be working with volunteers
   - Reported on the briefing from Career Services and Center for Experiential Learning
     - Senior survey on the use of services
       - Students are excellent with technology, having difficulty with interpersonal skills
       - Career Services using resume advice to get students in the door, then divert them toward interview skills
   - Reported on the presentation from Dr. Tingle on Comprehensive Student Record
     - Alumni can assist students to develop and identify skills needed in a job or interest and networking
     - Developing a program to be mandated by State of Texas, our system is farther along than other universities
2. Alumni Volunteer Networks/Recruitment – Tina Bird
   - Exact numbers not in yet, some available regarding students contacted by alumni in letter writing campaign
   - Larger percentage of alumni attendees as volunteers at events
     - 64% yield
   - Overall applications up over 2,000
   - Certain Chapters have yet to fill recruitment chair position. Asking for contacts.
   - International students over 10%, slight drop this year
     - Possibly related to current economic situation
   - Three events being held at homes of parents of students and alumni -- working hard for recruitment in Houston

3. Chapters – Patricia Pringle
   - Alumni Ambassadors travelling to central U.S. cities with no chapters but have alumni that want to hold events
     - Worked with Marketing department to develop literature
     - Available on website
   - Still planning on assigning NAB members to chapters as liaisons. Tabled until the September meeting.
   - Elections for Chapter boards have moved to September to mirror NAB elections
     - New presidents elected will be paired up with experienced presidents as mentors
   - Chapter training for changes in roles of board, how goals are set, metrics collected
     - Recorded version available on the Trinity site
   - San Antonio chapter having event at pool with organic taco truck

4. Development – Sean Benton
   - Fiscal results from 2014-2016
     - Comparing results of different challenges and campaigns
     - Some more social media centered than others
   - Focus more as committee goals and increase giving
     - Continue with thank you letter writing campaign, will continue to develop and expand to entire NAB possibly
     - Create directory of social media sites
       - Jenny Childers to create a starting point directory

5. Fraternity and Sorority – Amy Chambers
   - Increasing involvement with Greek organizations and communication with Greek alumni
     - No percentages yet
     - Looking over plans and ensuring all ongoing projects are in line
   - Report from Greek Council outlining several initiatives in line with increased alumni involvement with Greek organizations
     - Thanks to alumni advisors and Greek Council
   - Update from Jeremy Allen on Fraternity and Sorority Life Blueprint
     - Orientation meets higher education standards
   - Proposed off campus alcohol policy
   - All-Greek alumni carnival at Alumni Weekend

• Reported on a call from a representative of Alumni Access that offers loyalty and recognition/branding. The company also offers travel and restaurant discounts in a mobile app.
• $3500/year with 3 year commitment
  • Claims great value return from other universities
  • The service offers partnership with other businesses through ads on website
• Consider Open Conference calls to supplement Tiger Enrichment webinar series for collaborative meetings on different topics
  • Assigned to Nick Shockey
• Strategic plan for goals/measurements, not much data yet
  • Goals are Alumni Outreach to promote events
  • Alumni Access discount program
  • Partnering with communications department to keep communications relevant and to track feedback
  • Will set goals for improvement once data are received

7. Student Affairs – Mark Cheng
• Reviewed old business of ring scholarship, to be tabled and apply current funds to student awards
• Emma provided student ambassador update
  • Events include Senior Week, Hello Goodbye Dinner, students attending CASE Conference
• Lexi Read provided update on student events in spring
• Requesting ideas or plans for San Antonio Chapter to broaden activities and involvement
• Dr. Jacob Tingle presented on the Comprehensive Student Record
  • Alumni can assist students to develop and identify skills needed in a job or interest and networking
  • Developing a program to be mandated by State of Texas, our system is farther along than other universities

8. Introduction of Cynthia Schluter, ex-officio from Board of Visitors
• Excited about future relationships and learning about the board
• Sharing of information in the future

9. Special Standing Committee (Alumni Awards) -- Mary Kay Cooper
• Alumni Awards lunch, targeted at current students, will be sometime in November
• Outstanding Young Alumna for this year - Susan Todd ’05
  • Executive Director of 504 Health Net in New Orleans
• Greek Alumni Advisor - Amy Chambers ’89
  • Zeta Chi sorority
• Alumni Awards Dinner scheduled for February 10
  • Distinguished Alumna Award -- Elisa Massimino ’82
    • President and CEO of Human Rights First
  • Spirit of Trinity Award Kay Jordan ’64
    • President and owner of Mission Design, LLC

10. Faculty Update – Jennifer Henderson
• Summer is research time for faculty
• Growing number of students staying on campus doing undergraduate research
  o Some led by students, others led by professors
• New humanities program
  o 15 different summer projects led by 22 faculty members
• 11 students in entrepreneurship accelerator program
• 26 students doing arts, letters and enterprise internships funded by Trinity
• 76 faculty members mentoring students
• Faculty-led study abroad programs
  o Students and faculty in China and Spain
  o Visits to England including BBC
• Faculty senate working on workload issue
  o Teaching overloads and making sure credits are shared properly
• Engaged in median salary initiative to raise faculty salaries to be equivalent of peer institutions
• Implementing new curriculum
  o Teaching in both common curriculum and pathways curriculum
  o More courses than faculty
• Course to learn how to write and think like a college student
  o Study across different disciplines
  o Difficult to staff, lots of enrollment
• Experiential learning courses
  o Extracurricular and co-curricular tracking of students’ stories and actions
• Jazz concert during Alumni Weekend
  o 40th anniversary of KRTU
  o New broadcast tower, more powerful
• Faculty member Sammye Johnson retiring
• Principles of Advertising course
  o Real world client in class needed

11. Student Service Awards
• Awarded in April during Spring Family Weekend

12. Executive Director Report – Mary Kay Cooper
• Lexi Read new Student Programs position as of March 14
  o Bachelor’s from Texas A&M
  o Previous experience with Leukemia & Lymphoma Society
  o Lives in New Braunfels
• Dr. Rich Butler retired from position as professor
  o Working on affinity groups within alumni community
• San Antonio Chapter’s Food for Thought
  o Declining attendance among alumni
  o Patricia Cooper from the Special Events Office is taking it over
    ▪ Will do two in the fall, two in the spring
    ▪ Different locations and times of day
    ▪ Next talk on Parenting your Aging Parents
• A shift in staffing alumni events
  o Shifting alumni relations staff from checking people in at the door to mingling at the events – allows staff to spend time with alumni
  o Some events will be self check-in, some will have student help
Awards events will have staff working in shifts

- Net Promoter system
  - Surveys going out about events
  - Two questions
    - Rate this event
    - Why did you give this rating?
    - We also ask for demographic info
  - Provides Net Promoter score, understanding how people feel about certain events
  - Follow-up reports with synopsis of findings
  - Received multiple complaints of not asking enough questions

- Considering introducing faculty dinners on Saturday night of Alumni Weekend. Erin Baker needs help.

- Latin 101 cheat sheet
  - Alumni – M or mixed group, plural
  - Alumnae – F, plural
  - Alumnus – M, singular
  - Alumna – F, singular

13. Closing Comments (Leslie Hollingsworth)

- Thanks to Committee Chairs for working on KPIs on such short notice
- Start off new fiscal year party at Mike Bacon’s house
- thanks to Board for giving of last year
  - Did not hit 100%, start giving!