Attendees:
National Alumni Board:
Erin Baker  Leslie Hollingsworth
Jeremy Boyce  Tracy Holmes
Michelle Collette  Mark Montalbano
Doug Conyers  Patricia Pringle (phone)
Jeanne Culver  Patrick Pringle (phone)
Mary Downey  Alyson Rose-Wood
Carol Folbre  James Sanders
Nick Shockey
Cesar Giralt  Adam Simmons
Jill Grace  Terris Tiller
Chris Warren
Absentees:
National Alumni Board:
Tina Bird  Lindsay Lew
Carolyn Brown  Becky Schweers
Amy Chambers  Frank Shiels
Mark Cheng  Anne Wright
Kay Jordan  Anne Carpenter-Zuk

Faculty Representatives
None

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

I. 3:34 p.m. called meeting to order – Erin Baker
II. Roll Call
III. Minutes Approved
IV. Executive Director Report – Mary Kay
  • The Network Cities concept is back.
    o Alumni Office will encourage and promote alumni activities in smaller cities irrespective of the size of alumni population, and those cities will operate as Network cities.
While we would still be interested in chapter formation work, we wanted to offer this option to smaller cities.

The Network Cities idea would allow us to be proactive to reaching out to geographic areas with very small alumni populations in places like Columbus, Ohio and New Orleans.

Since we announced this option, we have had a tremendous amount of interest in the concept of Network Cities.

- Rio Grande Valley held an event at Main Event in late July. We also had students who were home for the summer at the event.
- Tulsa enjoyed an evening listening to a band, having a picnic and sharing stories about Trinity.
- In Charlottesville, Virginia enjoying a taco and reminiscing about Trinity in San Antonio.
- Central Florida is holding an event on October 20th with a happy hour.
- Columbus, Ohio is planning a wine tasting for late October.
- We have two extremely energetic alumni in Kansas City who have been meeting and planning to continue to be a successful Network City but plan on becoming a chapter city, too!

I also heard that some of you feel that some of the geographic parameters for certain chapters is too large. We will be looking at New England or Los Angeles to find out what people in those areas desire to have.

- We are have started an alumni group of Trinity staff and faculty. We have more than one hundred faculty and staff who are alumni. We invited them to come meet our staff over happy hour.
- Alumni Office will conduct a survey in October. We will use a company named the Alumni Attitude Study.
  - We used Alumni Finder to buy missing email addresses. That yielded more than 1200 emails.
  - We will also mail a postcard to those whose email address we do not have saying that the president wants to hear from you through a survey. We hope that will help collect additional email addresses.
  - Alumni Attitude Study will analyze survey results and then give us their recommendations around Thanksgiving time.

V. Standing Committee Reports

1. Alumni Volunteer Network/Career – Terris Tiller
   - Career Services had an open house of their new area. It was pretty well-attended.
   - On September 1, Career Services launched a new online system Hire-a-Tiger.Trinity.edu to replace Tiger Jobs.
     - Hire a Tiger is a much more user-friendly platform.
     - A couple of wrinkles that need to be fixed, such as alumni being able to register.
   - Twyla mentioned they will continue to collect data from the graduate survey through December. It should give them a much better snapshot of students being placed in jobs and moving on to graduate school.
   - Career Services got approved for their first career course which will launch in the spring semester.
   - Tiger Treks, a job shadow program, will be launched next semester.
• An update on the alumni-in-residence program. Cesar Giralt will be the first alumnus to pilot the program. An alumnus/alumna comes in during normal hours with an HR representative and has one-on-one consultation with students at Career Services. Career Services plans to host three of these per semester.

• Tiger Advantage Professionalism program: a curriculum in which students can participate over four years while here at Trinity and receive a professional certificate that they can include in their resumes. Some of the skills they are learning are professional communication, dining etiquette, financial literacy, internship boot camp.

• On an August 17 call, chapter career chairs said they would like clarity on their roles and responsibilities. They need to know what resources are available to them and how they can serve better.

• An update on Making Connections in November and in the winter break period. Twyla asked how we can increase student attendance.

• The committee concluded by discussing their strategic plan and setting goals.

2. Alumni Volunteer Networks/Recruitment – Mark Montalbano

• Before the 2008 financial crisis, the range of class size was a lot tighter from 630 to 674.

• After the financial crisis we jumped around a lot from 642 to 587 to 636 to 534 which has been quite a movement which affects services on campus as well as budgets.

• What we have found is that we finish with 603 students which is good and very high academic profile.

• We have also found that our price elasticity is very sensitive. As we continue to tweak the discount rate, we’ve found that when we ask for a little more money, we end up losing students.

• Competition: 5 of the top 10, 9 of the 21 universities are public universities. In the past ten years that list has changed quite a bit.

• Trinity in Focus next week has 40% more registered students than we have had in the past.

• Goals for the university are 640 first years and 25 transfers ideally for each year. Over 40% are unrepresented and 30% out of state.

• We are trying something new by bringing 20 or 30 counselors to campus and really giving them all they need to know about Trinity.
  o We will be working with independent counselors who are paid to help students, walk them through the application process.
  o They have found that these students are better prepared and resourceful.
  o They have done some targeting efforts with them and will have a few stay in a house on Oakmont.

• Admissions will continue to have staff based in Houston, Dallas, and California.

• We have been trying to use technology more.
  o Students fill out a survey on a iPad which will give us their information for our database.
  o Also working with Matt Barsalou and our marketing team so that we can pull in a lot of information as people click on our website showing their interest in Trinity or searching information about Trinity.
  o Also buying data from the testing companies.

3. Chapters – James Sanders

• The committee discussed the need for event chairs’ submitting attendance lists following their events. It is important to the university to project alumni engagement and to understand challenges and successes.

• Six chapters have completed and submitted their fall printed calendars of events.
• The timeline for publicity was reminded. For printed postcards, event chairs are to submit their drafts six weeks in advance, and in four weeks for e-mail invites. The need for a template for email invites was discussed.
• The committee received an update on the president's chapter visits in fall.
• The committee also discussed giving and the role that chapters have with it. Chapter presidents and chapter board members should know the state of the university, the size of the endowment, and how that fits in with everything else.
• The committee felt the need for a forum through which chapter presidents can share success stories and challenges.
• Chapter leadership is a volunteer position. We must take steps to streamline the process to make things easier for them. Attempts will be made to simplify the event report form if it is time consuming and difficult to complete.
• Chapter presidents want to know how they are doing all along the way, to find out what their numbers are, if they are doing okay or if they need to make improvements.
• Chapter leaders would like to bring Trinity to the markets as opposed to the markets coming to Trinity.
• Every member of the committee will be representing two chapters, to improve communication from NAB to chapter and chapter to NAB. Each member will be an advocate for those chapters. The chapters will know that they have support from NAB.

4. Development - Mary Downey
• Review of the strategic plan
• Have worked closely with Carol and Dave to provide us with a one sheet message with bullet points
  o We can share it with alumni and chapters to be able to answer questions to alumni and potential donors as to why we are asking for their support.
  o Includes the cost of retaining faculty, cost of recruiting students, student needs, why the alumni giving rates are so important, and what it means to have a 67% discount rate.
• We will go back and edit the strategic plan since Mike pointed out very nicely that all the goals have to be met by the department and did not really involve our committee.
• We thought about naming a development chair on the chapter board, but after some discussion we decided that we will have to look at each chapter board and see their board size and to see if it is appropriate for them, and what ways we can support them.
• The committee discussed the need to staff the development area to meet the needs of the detailed goals of the strategic plan and revise the development mission, but Erin and Mary decided that we will revisit that later.
• Noticed that our committee is smaller than other committees. Wonder if we could have more members.

5. Fraternities and Sororities – Jeremy Boyce
• Introduced Jeremy Allen who is the new coordinator of fraternities and sororities life on campus.
• The committee has tried to solicit resourceful alumni to help guide the fraternities and sororities on campus and also engage the Greek alumni.
• The blueprint has been approved and is in the implementation phase.
  o They have revamped some of it like the standard process and the goals that each fraternity and sorority has to live up to and try to achieve during a course of a semester.
  o Brought in Rev. Nickle to help with recommendation on recruitment process since it is about to start up.
- Also worked out consistent messaging to provide to their alumni advisors who are guiding them in the processes.
- The last two years they have been awarded Campus Organization of the year which shows Greeks are doing great things on campus.
- Greek Week just ended. We stressed the pillars of fraternity and sorority, academic, community service, camaraderie and leadership.
- Greek carnival will be October 10 and it will have a silent auction and the beneficiary will be Fisher House
- Dean Tuttle came and spoke about the TU alcohol policy and teaching Optimal Buzz.
  - This is not like some of our peer university that are having a blind eye to drinking.
  - Created a partnership with Haven for Hope, where if a student does come back on campus drunk, they are sent to Haven for Hope for detox instead of in a dorm where we hope that the students will take care of them.
  - We are not emphasizing them to do this; we are not being naive and thinking they are not going to drink anyway.
- Looking for TU judicial procedures for Greek council. They are in the process of revamping it. They could not give us an update on it, but they are looking for equitable and fair process
- They are also considering an award for the highest GPA. We recommend one for the most improved.

6. National Association – Chris Warren
- Received a presentation from University Communications on the new Tiger network.
  - First major event will be Jane Goodall which will be multi camera live stream and being posted in full HD, and they do have the capability to archive lectures but not sports and the ability to DVR which means you can rewind and they will be able to do highlights and replays for some of the sporting events and also allow us to commercials and information about campus.
  - Currently they are streaming soccer and volleyball and in the near future we will be doing basketball and tennis. Football is still being worked out.
  - live.trinity.edu
- What does alumni engagement mean? Mike Bacon helped lead a great discussion.
  - We have never had a measurement technique so we need to define that.
  - Haverford College in Pennsylvania measures giving, volunteer roles, attendance and registration for events and online interaction
- Alumni Weekend
  - We are looking how to take in those who are not engaged in their 5, 10, 15, 20 year reunions to stay for Saturday night as well extend it into Sunday.
  - An idea was having a dinner Saturday evening with faculty member or a retired faculty being a host, and on Sunday having a brunch with a unique speaker which might take out and draw out more people and get more people to stay over the weekend.
- Mary Kay has extended an invitation to fraternities and sororities and other groups to communicate with her if they will be doing something during Alumni Weekend and she will help publicize the events.
- Erin Baker volunteered to create alternatives for Alumni Weekend for Saturday and Sunday.
- Strategic Plan
  - Nick and Erin will help us with the wording.
• Deadline: September 30.
• One suggestion was taking out National and just be called Association Committee.

• We could possibility start branding the events that are happening like the All Alumni Picnic brought to you by the National Alumni Board.
• Dr. Anderson will be doing a state of the university address.
  • It would be brought to you by the National Alumni Board.
  • The conference call is still in the works and we are trying to pair up right after his inauguration and get from him how the university is doing and then there will be a Q and A portion to it as well.
• On Alumni Weekend, from a chapters stand point we are looking to have chapters more involved with that and see about getting chapters to help getting more people to come.
  • We will be able to identify Alumni Weekend attendees by chapter.
  • Chapter board members can come and spend time with them.

7. Student Affairs – Christine Martinez

• Student Ambassadors got to present at the Case conference this year.
  • The first year pumpkin party will be at the end of October.
  • Tag week which is thank-a-giver by putting tags around campus stating that was made possible by a donor and writing a thank-you note to a donor. This is a campus wide -- not just ambassadors -- event.
  • Carol brought up having a focus group to find out about students and giving.
  • They are going to check if there are new traditions that need to be added to the bucket list by looking at what is not cool anymore and seeing what is cool now.
• Logan Ramirez talked to us about a mentorship program where seniors meet with 3 to 5 first year students.
• John Jacobs came from Student Affairs. Their new tradition is having a pep rally that was during NSO and had about 1000 people in attendance. They are trying to get another one going during Parent Family Fall Weekend so they can teach the new fight song.
• Doug Conyers is the first year alumni sponsor. He sat on panel of students at NSO and also had a great experience with move in day “All should do it!”
• Two new members in Student Affairs: Clara Wells has moved over to Business Office so Megan Cruz, who is an alumna, has taken her place, and Jeremy Allen with Fraternities and Sororities Coordinator.
• How do we get more alumni at summer send-off and more alumni at NSO and during their first year? Have alumni come back and talk to a group they were involved in.
• Logan gave update about what San Antonio chapter is up to. He mentioned Last Chance Forever, which is a show of rescue birds, and the New Year’s Eve Gala to have a fundraising component for the Trinity scholarship Funds.
• Gary Logan spoke about the future of education to make alumni aware of what it takes to have a university be successful.
• Ring scholarship and student service awards: Please make donations now online or to me cash or by check so we can see how much money we have to decide how many scholarships we can give out.
• We are going to look at the future of both ring scholarship and student service awards and how it ties into our strategic plan, and what percent of students we are reaching.

8. Voting Matters

• Leslie Hollingsworth as president
• James Sanders as vice-president and president elect
• Carol Folbre as secretary
• Erin Baker as immediate past president
• Unanimous agreement.
• Voted in 2015-2018 Hugh Daschbach, Kay Reamey, Jasmeen Waliany, Eric Weiss, Jon Plotnick, and Jennifer Dewar
• Unanimous agreement.

9. Recognition of Outgoing Members
• Thank you Dave Mansen for all your continued support.
• Thank you for Jeremy Boyce, Carolyn Brown, Becky Schweers, Chris Warren and Anne Wright. All are exiting their classes.

10. President’s Report – Erin Baker
• Attended the Board of Trustees meeting the last two days
• They are talking about the same things we are and the focus is how we talk about Trinity and how we increase our national renown to pitch our uniqueness.
• Finalizing the strategic plan with Nick.
  o Still tweaks being made but continue to communicate those through your committee chairs
  o Plan is to have it done by the end of the month so it can be a living thing and share it with our large alumni network.
• Campus master plan looking at building, looking at infrastructure, looking at parking, residence halls, the whole thing
  o It really has not been done since Trinity has moved to this campus.
  o The Board of Trustees has already voted to move forward and we have an architectural firm named Page. Their website is Pagethink.com
  o This will conclude by May at the next Board of Trustee meeting which will have two alternatives presented to them for consideration.
  o Carol has been appointed as the alumni liaison to this committee.
• We cannot vote on it today, but I have a few edits on the bylaws. I will send out by email and a vote by email.
• One of my objectives was to lead the strategic plan that Dave started, review our bylaws for new opportunities for engagement and to reengage all of us in this alumni ambassadorship.

11. Adjourned 5:04 pm