Attendees at the 3:30 board meeting:
National Alumni Board:
Erin Baker  Tracy Holmes
Sean Benton  Kay Jordan
Tina Bird    Lindsey Lew
Jeremy Boyce Mark Montalbano
Carolyn Brown Patricia Pringle
Amy Chambers James Sanders
Colin Chapman Becky Schweers
Mark Cheng   Frank Shiels
Mary Downey  Terris Tiller
Carol Folbre Chris Warren
Jill Grace   Anne Wright
Leslie Hollingsworth Ann Carpenter Zuk

Absent from the 3:30 board meeting:
National Alumni Board:
Michelle Collette Patrick Pringle
Doug Conyers   Alyson Rose-Wood
Jeanne Culver Nick Shockey
Cesar Giralt   Adam Simmons

Faculty Representatives:
Amer Kaissi

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

3:32 p.m. called meeting to order – Erin Baker

Roll Call

Minutes Approved with the correction by Erin Baker that the approval of the Portland Chapter be added.
I. Executive Director Report – Mary Kay Cooper

- Save the Date letters for Alumni Weekend 2015 have been mailed out to all 10 class reunions.
- 244 mass e-mails sent by Alumni Relations Office since last meeting to over 258,000 (duplicated) alumni and students.
- 59 chapter and chapter-in-formation events were coordinated during this time period.
- Alumni Relations personnel staffed 10 San Antonio Alumni Chapter events.
- Class rings sales took place on November 3 and 4. Thirty-three (33) rings were sold last year as opposed to 31 last year.
- The Wine Dine and Act Fine etiquette dinner had 16 students attend and the Alumni Relations office will not offer the event next year.
- Rebecca Loubriel Avitia ’03 was honored in November as the 2014-2015 Outstanding Young Alumna.
- We held 13 Making Connections during Winter Break. Austin was canceled for weather.
- Alumni Relations staff did 34 more personal visits with alumni since the last meeting for a total of 105.

II. Standing Committee Reports

1. Alumni Volunteer Networks/Career – Terris Tiller
   - John Birch of Career Services updated committee on events like Resumania.
     - 150 – 175 registered students (a little down from last year) and 39 employers at the career fair
     - Focusing on working with faculty/departments to set up industry focused panels to speak to students
     - Jacob Tingle will come to the June committee mtg to discuss the Center for Experiential Learning and Career Success.
     - Career Services is down two staff.
     - 97% response rate to graduation survey
   - Making Connections topic was tabled to get updated on Trinity Connect
     - A virtual career-networking tool
     - 103 alumni have profiles on it.
   - NAB Strategic Plan
     - How do we track alumni engagement?
     - How do we make alumni aware of available career resources?
     - How do we better engage with the chapters?

2. Alumni Volunteer Networks/Recruitment – Tina Bird
   - Status quo on the international recruitment piece in the NAB strategic plan. Not enough data yet.
   - Alumni assisted with 31 college fairs (24 last year) and 27 assisted with interview weekends.
   - Focusing on online training for volunteers
   - On-campus recruitment programs were in March and April.
   - Letter campaign is under way, and meetings for coffee and chats are being organized.
• Trinity is in position to meet enrollment goals given the increase in applications but behind in some particular states.
• Tuition went up 4.5% this year. Merit scholarships remained the same.
• Will be surveying Recruitment Chairs about their experiences as they roll off their chapter boards

3. **Chapters – James Sanders**
   • Five chapters called in.
   • Announced the changes to the chapter metrics for 2015-2016 including a possible recruitment component
   • Discussion on chapters’ role in promoting giving to Trinity
   • Discussion on what Trinity is doing for alumni
   • Discussion on successes, failures, challenges, and demographics of chapter events

4. **Development – Mary Downey**
   • Participation is up. Dollars are down.
   • National Alumni Board giving is at 97%.
   • There is a need to identify the major goals and metrics to support the NAB Strategic Plan.
   • Need for collaboration with other committees like Chapters and Student Affairs
   • To increase giving to Trinity, committee needs to determine the high priority objectives
     o Student giving
     o Participation
     o Targeted messages
     o Increasing numbers of new donors
     o Benefits of giving
   • Discussion of online giving site
   • Committee will communicate via email to meet February 27 to identify the goals and metrics that support the NAB Strategic Planning Committee

5. **Fraternity and Sorority – Jeremy Boyce**
   • University counsel attended to discuss alumni advisor liability insurance.
     o They are covered at the same level as employees.
     o Here are the responsibilities of the advisors.
     o If you are acting within those responsibilities, you are covered.
     o Considering providing an online training on responsibilities.
   • Blueprint is finalized and is going before Dr. Fischer for final approval.
   • GAAC update
     o Working on a legal structure
     o Working on a service project
   • Greek Council update
     o Increase in sorority bids
     o Decrease in fraternity bids
   • 10 students will attend the Association of Fraternal Leadership and Values (AFLV) conference in San Diego
     o To enhance leadership skills, risk management, and recruitment
     o Will check to see if alumni advisors can possibly attend future AFLV
   • Alumna advisor of the year Jeanne McGee Culver was recognized at Greek 201.
   • Alumni Advisors as Campus Security Authorities
     o Required of anyone having interaction with students
     o Must report any crimes shared with them
6. **National Association – Ann Carpenter Zuk**
   - Sharon Schweitzer shared PR initiatives especially around the new president.
     - President-elect is getting started with a new twitter account and videos.
     - Doing great with the media
     - His interest in Latin American studies is particularly popular in San Antonio.
   - Discussion on elimination of the trinity.edu e-mail for graduating students
   - Alumni Weekend update
     - A fixed date has helped with advanced planning.
     - President’s Cocktail Hour was very popular as was the After Party at Bombay’s.
     - The Cocktail Hour was a good start in engaging non-reunion alumni. We’ll continue looking at how to do that even better.
   - Will re-convene via e-mail to discuss Strategic Plan.

7. **Student Affairs – Mark Cheng**
   - Ambassador update
     - Freddie Earl ’16 and Ryan Hernandez ’17 will be Ambassador co-chairs next year.
     - Went over the events for the year
     - Asked their feedback on how to stay connected with students (Facebook)
     - Felt positively toward Career Services
   - Young Alumni and Student Program Coordinator update
     - Student Service Award interviews are Tuesday night. Received 17 nominations. Interviewing 8.
     - Countdown to Commencement (C2C) will be Feb. 17 and 18.
       - Christine worked with University Communications to create an exit survey that seniors would receive on their phones when exiting C2C but the app will not be ready in time.
       - For now we’ll have paper lists to ask seniors to write down their future contact information.
     - Sophomore Ice Cream social is March 25.
     - Ring Ceremony is March 28. We’ll be awarding two ring scholarships.
   - The committee discussed having the Texas chapter presidents attend Senior Week.
   - Student Affairs update
     - There will be three new centers on campus.
       - The Student Success Center which will include counseling services.
       - The Center for Experiential Learning and Career Success
       - The Center for International Citizenship
     - Career Services is now under Academic Affairs not under Student Affairs.
     - A survey is being conducted to find out what the climate toward sexual assault is like on campus.
   - Discussion on student giving
   - Ring Scholarship selection took place.

III. **President’s Report/Executive Committee Report – Erin Baker**
   - My time was largely dedicated to the presidential search committee.
     - Staff, faculty, alumni, trustees, and students were represented.
     - Probably spent about 40 hours total on the search
   - Spoke at commencement in December (third commencement as TUAA president)
     - Talk about participation
- And showing pride
- Will be attending Presidents Dinner and Board of Trustee meeting in two weeks
- Thrilled the trustees are so interested in the NAB right now
- Sit on the Business Advisory Council
  - Starting a women’s initiative
  - Will be a benefit to alumni as well
  - A lot of space for alumni engagement
- We’ll take a vote via e-mail to change the name from Long Range Planning Committee to Strategic Planning Committee.
  - More meaningful
  - Plus aligns with the University's Strategic Plan
- Our Plan is dated 2008.
  - More theoretical than implementation-based or metrics-based
  - We’ll add measurements.
    - Aiming to be done Aug. 31 so it can be presented to the Board of Trustees (for information, not for approval or comment)
    - Committee-oriented
    - Themes are emerging including engaging young alumni, expanding the Mansens’ Ambassador program, and messaging and communication.