Attendees: at the 3:30 pm Board Meeting

National Alumni Board:
- Matt Badders
- Erin Baker
- Tina Bird
- Carolyn Brown
- Amy Chambers
- Colin Chapman
- Mark Cheng
- Jeanne Culver
- Carol Flobre
- Ceasar Giralt
- Leslie Hollingsworth
- Tracy Holmes
- Kay Jordan
- Lindsey Lew
- John Lozano

Mark Montalbano
Alyson Rose-Wood
James Sanders
Becky Schweers
Frank Shiels
Nick Shockey
Aimee Sproles
Chris Warren
Ben White
Anne Wright
Ann Carpenter Zuk

Absentees:
National Alumni Board:
- Michael Barrett
- Jeremy Boyce
- Doug Conyers

Virgil Peterson
Lisa Stegall
Terris Tiller

Alumni Office:
- Mary Kay Cooper
- Elizabeth Ford
- Christine Martinez

Selim Sharif
Adrienne Tovar
Ana Vazquez

I. 3:30 p.m. called meeting to order – Erin Baker

II. Roll Call

III. Minutes Approved
IV. Executive Director Report – Mary Kay

- 771 alumni and guest attended events for Alumni Weekend 2013
- Dr. Ahlburg’s State of the University address was well received
- We are planning new things for next year’s Alumni Weekend 2014
- The first half of this fiscal year 1,912 have attended an alumni events across the country
- 10 Making Connections events were held over the winter break.

V. Standing Committee Reports

1. Alumni Volunteer Networks/Career – Tracy Holmes

- New and exciting things happening in Career Services
  - New staff members to help the department’s needs
  - New programs, greatest being Center for Experiential Learning
- Career Services is hoping to increase the numbers of internships and externships
- Elizabeth talked about various events around the country and attendance of the Winter Break events
- Alumni in the classroom was discussed and how to satisfy the number of alumni eager to speak, maybe have alumni at events within various clubs and organizations
- Dr. Van Eynde shared an update about the School of Business which was very positive

2. Alumni Volunteer Networks/Recruitment – Tina Bird

- Justin Doty and Kealey Malott are putting together a wish list of what they would like alumni to help with
- They would still like the help of alumni help with conversion of accepted to enrolls
- Want to work more closely with recruitment chair at the chapters
- Need to pull more young alumni to help with more recruitment
- Recruitment network consists of around 500 people but most are not active.
- We will write notes of congratulations to the newly accepted students
- We are asking board members to help write these letters

3. Chapters – John Lozano

- Nominations are due at end of May for event of the year award
- We would like to find a way to publicize the winnings outside of Alumni Weekend, such as in AlumNet, Trinity Magazine, etc.
- Discussed potential way for Trinity University to pay for chapter president or representative to fly to San Antonio to receive award at Alumni Weekend
- Chapter board nominations sent to Selim by mid-February and elections occur in May
- Smaller chapters will have a simplified nomination process
- Discussed the idea of opening up certain events to prospective students in order to help with recruitment process

- Planned Giving discussed how Trinity University has adapted in stewarding individuals
- There is a new section on Trinity website for planned giving.
- Total annual giving is up 20% from last year
- There is focus on reunion giving with class challenges and matching gifts

5. Fraternity and Sorority – Amy Chambers

- We had an update on the 3 Blueprint committees
- Have a draft on communication between university and Greek alumni
- Recruitment and orientation committee found new actives to inform us on how to change things with recruitment and orientation for the future
- Standard committee has developed a system with Greek council to have standards review that has been provided to all Greek organization
- A giving contest between the Greek Alumni was pitched. It was not well received by our committee
- New board for GAAC has been elected
- Tailgating has been approved by the university
  - Tailgating will be Bring Your Own Food & Beverage.
  - No mass quantities of beer or wine allowed (kegs, beer balls, etc.).
  - No hard liquor and no underage drinking
  - Will allow grills and tents and equipment
- 25% of the campus is Greek

6. National Association – Ann Zuk

- Mary Kay gave an overview of Alumni Weekend 2013, she did more work to collect names of attendees this year
- Groups need to let the Alumni office know their events so that the Alumni office can help with their invitations
- Social media may keep people coming to Alumni Weekend because they have already connected with old friends
- Thanked Mary Kay for tweeting about all of the events, she does a great job!
- Overall we feel social media is the key to connect to Alumni
- There are 700 new marketing pages on the Trinity website which are generating positive feedback from prospective students
- “Alumni” is hard to find on the new home page

7. Student Affairs – Mark Cheng

- Ring scholarship selections have been made, the top three essays are Tyler Howard for $400, Kylie Hornbeck and Pablo Tarquinto were both for $200
• Katie Ogawa talked about the different events for students
• Count to Commencement will be February 12 and 13, we are trying to generate more publicity for the Trinity license plate
• The Student Service Awards committee will interview nominated students February 11, 2014
• Erin Baker did an excellent job at December Commencement
• Rock n Roll Marathon received excellent feedback, next year is December 7
• Alumni can help mentor a student who needs a little help with an adult when there is not a parent in the same city

8. Long Range – Aimee Sproles

• Read through the Trinity Tomorrow plan
• Look at how we could achieve the long range plan in three years
• How do we complement the goals of the staff?

VI. President’s Report/Executive Report – Erin Baker

• Will debrief on discussion from the committees
• Alumni are everywhere in the Trinity Tomorrow plan, this is a great time to be on National Alumni Board
• We will be meeting to work on the long range plan

VII. Adjourn meeting at 4:58pm