Attendees at the 1:00 pm board meeting:
National Alumni Board:
Erin Baker  
Michael Barrett  
Tina Bird  
Jeremy Boyce  
Carolyn Brown  
Amy Chambers  
Mark Cheng  
Doug Conyers  
Mary Downey  
Carol Folbre  
Cesar Giralt  
Leslie Hollingsworth  
Tracy Holmes  
Kay Jordan  
John Lozano

Absentees from the 1:00 pm board meeting:
National Alumni Board:
Matt Badders  
Colin Chapman  
Jeanne Culver  
Lindsay Lew  
Virgil Peterson  
Alyson Rose-Wood  
Lisa Stegall  
Ann Carpenter Zuk

Faculty Representatives:
Amer Kaissi

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

I. 12:59 p.m. called meeting to order – Erin Baker

II. Roll Call
III. Minutes Approved

IV. Executive Director Report – Mary Kay Cooper
2013-2014 fiscal year report
- Alumni Relations office has sent out 534 mass emails to a total number of 769,297 duplicated alumni
- We held about 119 chapter and chapter information events
- Alumni staff made 120 personal visits
- We had 771 guest for Alumni Weekend for 2013, which was an increase from 2012
- We are moving to find reunion chairs 18 months out as opposed to 12 months
- We will be helping Heath Care Alumni Association expand its cluster events to other cities
- We will be working hard to increase the Young Alumni visits to increase the young alumni at events

V. Standing Committee Reports

1. Alumni Volunteer Networks/Career – Terris Tiller
- Hosted 6 career workshops for students with 126 employers
- Career Services is developing a co-curricular transcript to help capture Trinity students as well as a one-credit course on job search skills
- “Trinity Connect” will soon be launched to help enable students and alumni engage with one another

2. Alumni Volunteer Networks/Recruitment – Tina Bird
- 22 locations in 10 states held Spring Receptions
- Letter writing campaign had 52 alumni working on handwritten letters to incoming freshman
- Discussion about having summer Send Off parties held by alumni and current parents in 17 locations
- Chapter recruitment chairs are facilitating more integration of chapter events with recruitment efforts
- How do we do this internationally?

3. Chapters – John Lozano
- Chapter committee held a training on Ways to Increase Event Attendance
  - 20 presidents/representatives participated in session in person or by phone
  - The following four panelists gave presentations:
    - Logan Ramriez ’01 - Know your audience – plan target marketing
    - Derick Rodgers ’92 - Cover all essentials – Use of an event planning guide
    - Jeanna Goodrich ’08 - Embrace the change: Write effective event blurbs for the Web
    - Stephanie Weiner ’11 - Write effective blurbs for social media
- Got 4 nominations for Chapter Event of the Year
  - Colorado, Fort Worth, Houston, San Antonio
  - Will be awarded during Alumni Weekend for the first time
- Motion to vote in Albuquerque and West Texas - Nick Shockey
4. Development – Michael Barrett
- Round up the giving, we are up 1%
- We are at 91% as a board for giving
- Long Range planning is impacting current students and new alumni in getting to give

5. Fraternity and Sorority – Jeremy Boyce
- 2 of 3 Blueprint subcommittees have completed their reports
- Review of proposals by Dr. Fischer and then they will be sent to the Student Affairs Committee of the Board of Trustee
- Discussed alumni advisors and how they are covered by the same insurance University employees are
- Tailgating event will have a chili cook-off component
- Greek alumni will start communication to prospective students in the benefits of Greek life

6. National Association – Chris Warren
- Reviewed some current and future changes for the new website
- Alumni Message Board section is one of the top five most visited places on the website, yet number of postings messages have declined

7. Student Affairs – Mark Cheng
- Ambassadors were selected for 2014-2015 year
- There is conversation about moving Last Great Reception back to the last day of class
- 2018 Class Alumni Sponsor is Leni Kirkman ’84 and Class Marshals are Aaron Delwiche and Jennifer Henderson
- Three ring scholarship were given out, one (first place) for $400 and two for $200

VI. Special Standing and Ad Hoc Committee – Dave Mansen / Doug Conyers
- Outstanding Young Alumni Award - Rebecca Avitia ’03
- Spirit of Trinity Award - Lucia Street ’59
- Distinguished Alumni Award - John Thornton ’87
- Student Service to the San Antonio - Katherine Ogawa
- Student Service to the University – Aparna Gomes

VII. Long Range Plan – Aimee Sproles
- How can the board complement the Trinity Tomorrow Plan?

VIII. President’s Report/Executive Report – Erin Baker
- The Long Range Plan is our main focus
• Update on the Board of Trustees
  o Recruitment and alumni participation
  o The work the Mansens have done: how do we capitalize on it
• Presidential search

IX. Adjourn meeting at 2:38pm