

**Alumni Board of Directors Meeting  
November 2, 2013  
Minutes**

**Members Present:** Angela Duffy, Amanda Gerson, Susan Glintborg, Donna Golomb, Jolee Fifer-Goozan, Doug Hough, Lindsay Leach, Jacob Maag, George Malo, Vickie Moseley, Mark Mueller Cathy Narup, Katie Porter, Joe Robey, Richard Russell, Tim Schultz, Mike Smiley, Mike Trudeau, (via phone).

**Members Excused:** Lucretia Pitts-Barrett, Autumn Buus, Aubrey Cunningham

**Staff Present:** Glen Krupica

**Call to Order:**

Angela Duffy called the November 2, 2013 quarterly meeting of the Alumni Board of Directors to order and welcomed the new members: Amanda Gerson (student member), Jolee Fifer-Goozan, Doug Hough, Jacob Maag (student member), Mark Mueller Cathy Narup, Katie Porter, Joe Robey, and Richard Templeton. Current board members also introduced themselves to the new members.

**Quarterly Reports:**

Treasurer's Report

Cathy Narup presented the treasurer's report and stated that our treasury records have been reconciled with the College's records.

- Approximately Eight Thousand dollars was transferred from the Alumni Board account to the College for the Anderson Center renovation.
- Costs for award purchases were unusually high because of the large number of awards given.
- The biggest challenge for the Alumni Board is raising funds. Cathy stated that we have received the last of the money from the credit cards, and we need to replace that loss. Although we have revenues from care packages sold at Halloween and at Valentine's Day due to our ability to buy items on sale, additional funding sources will be needed such as donations, successful Alumni apparel sales, and alumni trips, which need to be advertised better.

Board of Trustees' Report

George Malo provided an update from the Board of Trustees meeting held in October 2013. He stated that enrollment is down by about 50 students from the fall budgeted projections, leaving a deficit unless enrollment differences can be made up in the spring term. President Comerford discussed various enrollment strategies with the Trustees that can be used for recruiting students, including making education more accessible and affordable by a better mix of merit and need based scholarships for qualified students.

It was reported that the College plans to move toward outcome-based goals for the work program. With this approach, there will need to be documentation of work in the work program and standard college work forms with an explanation of grades for work. The College intends to create extra opportunities to work on weekends especially since so many students go home on weekends for extra

work. Some curriculums will need to be redesigned for students to take advantage of off-campus work such as health programs in order to offer opportunities to work in hospitals and clinics.

President Comerford also reported that the College website and marketing are being improved by becoming more student oriented, especially for attracting new students. When students come for a visit to the website and the campus, the College must present a good first impression.

There has been a \$125,000 donation for renovation of the Den to transform it to an alumni and visitor center with space dedicated to both activities and offices. The College is targeting spring for the start date of the renovation. It is hoped that renovation of the Den will serve as an impressionable greeting center for visitors and as a catalyst for alumni donations.

The McCoupin County Auction for Blackburn scholarships will be held February 22, which is also the date for the next Trustee's meeting. In the past, the Alumni Board participated through a basket donation and it is hoped that the Alumni Board will participate again.

Dr. Comerford would like to see more involvement from the Alumni Board and alumni by getting involved in marketing the College. One strategy is through alumni affinity groups for sponsoring activities such as Shakespeare plays in Bloomington, golf outings, lunches, dinners, and regional meetings of alumni.

#### Alumni Relations Report

Glen Krupica reported that the College is looking for a new Alumni Coordinator to replace Laura Hopping. There is a posting on-line. The position is entry level and Glen indicated they hope to fill the position before the January Board meeting. They would like someone who has some experience, can adjust to a team work environment, and also bring stability to this position.

#### **Old Business:**

#### Transition Team Report

Sue Glintborg reported that the Transition Team responsibilities, which began with President Mim Pride's farewell, officially ended with the November 2nd inauguration of President Comerford. She also complimented the work of the students and stated that Dr. Hazel Loucks, Board of Trustees member, did an extraordinary job of organization for the Transition Team.

#### Care Packages

Cathy Narup reported that 109 packages were sold for Halloween. Lexi Plato, Laura Hopping's assistant, kept great records and got everything organized on campus. Cathy asked Board members for future donations which include school supplies, treats, and sanitary supplies. There were twenty items in each box for a total cost of \$5. Each box is then sold for \$20 generating a \$15 profit for the Board. Katie Porter will contact the local Wal-Mart for donations since she worked there for five years.

### Move-in Day

Dick Russell helped students move in during the August Move-in Day and asked to review the role and goal of the Board for move-in day. The Board members attending move-in day currently act as a welcome committee for Blackburn students and parents. The Board provides water bottles and key chains for students and answer questions parents may have.

### Alumni On-Line Store

Dick Russell reported on the status of the Alumni Apparel Online Store hosted and run by a local business, Cubby Hole. Currently, the Alumni Store is in a process of growth by identifying new items to sell and improving the web-site. Dick and Ryan Tosch of Cubby Hole worked on this project all summer to get the store on-line so that sales would be available for Homecoming, September, 2013. Because of this effort, sales were able to be made using credit cards at homecoming! Please visit the site for purchasing Blackburn Alumni apparel at <http://www.blackburnalumni.com> .

Dick is also finalizing the contract with Cubby Hole and the College.

### Trivia Night

Mike Trudeau presented an update of the Trivia Night. We are not able to have trivia night in January, 2014 because of too many problems and conflicts of dates. We will need to set a date in the future after some questions around logistics and costs are answered. Mike will be working on this matter.

## **New Business**

### Senior Banquet

Although the Senior Banquet, to be held on January 25, 2014, is organized by students, the Alumni Board sponsors the dinner and decorates the tables. We will need some volunteers after the January Board of Director's meeting to help decorate and attend the banquet. Students usually present photos of seniors (then and now) and play trivia games with awards for winners.

## **Committee Assignments**

Angela Duffy called for a reorganization of some of the committees and assigned members to them. The four working committees of the Alumni Board of Directors and membership are as follows:

### Financial Committee (also includes fund-raising and capital campaign activities)

Autumn Buus

Cathy Narup (*Chair*)

Katie Porter

Mike Smiley

Mike Trudeau

### Alumni Connections (includes Affinity group and alumni activities, homecoming)

Aubrey Cunningham

Daniel Hough (*Chair*)

Joseph Robey

Richard Templeton

Awards

Lucretia Pitts-Barrett  
Donna Golomb  
George Malo  
Dick Russell (*Chair*)  
Tim Schultz

Student Events (Move-In Day, Senior Banquet)

Susan Glintborg  
Jalee Fifer-Goozan  
Vickie Mosley (*Chair*)  
Mark Mueller  
Lindsay Leach, Sr. Rep  
Amanda Gerson, Soph. Rep  
Jacob Maag, Jr. Rep