



Alumni Board of Directors Meeting August 13, 2016 Minutes

Members Present: Autumn Buus, Brian Clevenger, David Conour, Jalee Fifer-Goozen, Jeff Fleshman, Donna Golomb, George Malo, Mark Mueller, Catherine Narup, Katilyn Porter, Sarah Robison, Rich Samonte, Katie Serrano, Michael Trudeau, Jeanne Walsh, Makayla Grove, Keragan White

Members Absent: Aubrey Cunningham, Jim Connor, Susan Glintborg, Matt Harrington, Daniel Hough, Brandi-Harris-Hillard, Josef Robey, Noah Daum, John Esparaza

Blackburn Staff Present: Mark Zobel, Steve Yearson,

Call to Order:

George Malo, President, called the Alumni Board of Directors quarterly meeting to order on August 13, 2016 at 10:00 a.m. at Blackburn College, Demuzio Campus Center. George reviewed the agenda and asked if anyone had items to be added.

Mark Zobel introduced Steve Yearson, the new Alumni Relations Coordinator. Steve will begin his duties on August 22, 2016 replacing Mark Zobel who was promoted to Director of Annual Giving. Steve comes to us with a strong background in non-profit work, having served as a Senior Program Coordinator for the Lions Club International Foundation, and also as a Training Manager for Action for Children of Illinois. He has extensive experience with project management, and also with developing print and web communications, which will serve us well as we set ourselves to the task of developing a better alumni website.

Approval of April 16, 2016 Minutes:

There was a motion by Sarah Robeson and a second by Jeanne Walsh to accept the minutes. The motion passed unanimously to accept the minutes.

Quarterly Reports:

Treasurer's Report

The Treasurer Report was given by Cathy Narup. Cathy reported:

- That the senior banquet revenue was \$1,530 with a cost of \$2,092.51
- Care baskets income was \$4,207 with a cost of \$762.10
- On July 31, 2016, we closed the fiscal year with a cash balance of \$6,128.57

Jeanne Walsh moved with a second by Autumn Buus Warren to accept the Treasurer's Report. The report was unanimously approved and is contained in Appendix A.

Apparel Sales Report

George Malo presented the alumni apparel sales report from Joe Robey. During graduation weekend, we sold one item which was to be picked up by the Graduate. To date, he has not and contact information was not accurate. We are owed commission on two other sales.

He reported that we need volunteers for Homecoming to sell apparel during registration and in the tent. George passed out a sign-up sheet to indicate the best times to work.

The full apparel report can be found in Appendix B.

Trustees Report

George Malo provided a report on the Trustees June 3-4, 2016 meeting held on Blackburn's campus.

He reported that the Trustees:

- approved the FY17 budget in the amount of \$13,020,414
- approved reclassification of \$1.1 million of quasi-endowment to permanent endowment (paying ourselves back for Mahan construction),
- approved pulling from the endowment for MAP money missing from the state, if necessary
- expressed their desire to see Anderson and the fitness center completed, even if that requires funding beyond current sources.

He also reported that:

- the faculty have approved the next step of a new general education curriculum by defining a structure of required courses
- the College approved an 11th required work hour for all freshmen in fall and spring. The additional hour will be used for training, leadership development, and other work-related learning.
- early indications of retention remain strong with projections exceeding the College's five year average. This probably means some of the new initiatives, especially in freshmen advising and the EAST program have worked.
- to advocate for students in need, the Basic Bins program has been created. This program provides basic daily items to students who cannot afford these self-care items such as toothpaste, body lotion, shampoo, body wash, laundry supplies, etc. Donations are being accepted in the Student Life Office. Cash is preferred so items can be purchased as needed.
- we continue a growing partnership with Pictures of Hope, which has resulted in a great deal of publicity and likely students this fall. This organization gave cameras to high school graduates to show what they wanted from life. One girl said she wanted a college education. Dr. Comerford offered her a free education at Blackburn.
- the new Department of Labor regulations regarding overtime have the potential to cost us a great deal of money, affect morale, and may cause realignment of staff positions. A full plan is being worked on to address the potential impact of the regulations.
- we are still concerned with State of Illinois budgets, especially the MAP. The MAP has been funded by the State through December as a stop gap measure.

George indicated that Mark will address the Capital Campaign, which has been quite successful and he will update us on enrollment. The goal of the Campaign is \$25 million and we have \$23.2 million pledged. We expect the final amount pledged to exceed the goal.

Alumni Relations Report

Mark Zobel presented his Alumni Relations report.

- Homecoming: Mark expressed that there has been some confusion among alumni as to who can attend the Alumni Luncheon on Homecoming Saturday. People thought that this was a luncheon only for the Alumni Board. So he suggests we call it The All-Alumni Luncheon for clarity.
- Capital Campaign: This is the largest campaign ever initiated by the College. People are being generous and we have \$23.2 million pledged with goal of \$25 million. We expect to surpass our target amount. Sixty percent of the Alumni Board have participated in this campaign and we would like full participation of the Board. The amount to give is not the issue; we just need full participation.
Mark outlined the senior challenge of graduates donating a dollar for every year they are away from campus. The hope is to get graduates in the habit of donating to the College on a regular basis.
- Fall Enrollments: We have 585 students enrolled for the fall semester. We have the highest retention rate in five years which has shown that EAST (Early Alert Support Team) has been successful. This EAST includes a freshman advisement team, a mentor system to help with academic, work, and social problems.
There has been some recruiting outside of Illinois and the country. This fall we will have a student from Pakistan and central Africa. The MAP recruits within the state of Illinois.

The Alumni Office is made up of Steve Yearson, our new Alumni Coordinator, Mark Zobel, and Mikayla Grove. Mark feels that we need to do more to acknowledge donors. Presently, donors get a personal phone call from a Blackburn student thanking them. Jeff Fleshman asked 'how can we help the Alumni Office?' It was discussed that alumni board members could call donors who give up to \$999 to thank them. Trustees would call people who donate in excess of \$1000 and Dr. Comerford would call donors who exceed \$25,000. Mark would provide a script for the alumni board if we are able to help. How we help will need to be approved by the Advancement Office.

Lunch Break

The Board broke for a tour of the new Alumni Center and lunch in Demuzio Center.

Standing Committee Reports:

Engagement Committee

Autumn Buus Warren discussed plans for the Bar Stool Open. Katilyn Porter verified that eight bars are involved. Help is need on Friday from 1-5 pm. and Saturday am. To help with registration. At this time, participants would sign waivers, pay, and score cards would be handed out with maps of the bar locations. Preregistration is allowed in the Homecoming brochure. T-shirts from our inventory will be given to the winners.

Finance Committee

Cathy Narup reported that we always need to increase participation from the larger Blackburn

community and we need to brain-storm for new fund raising ideas. When donations are given for the care packages, Mark needs to be notified for tax purposes. Cathy Narup will work on the Halloween baskets.

Awards Committee

The Awards Committee report was presented by Sarah Robison.

Six alumni were placed in nomination as Board members pending a successful vetting process. Those successfully vetted will be voted on by the Board through Survey Monkey to recommend them as Board members nominees for approval at the Annual Alumni Association meeting at homecoming. The Association minutes will reflect the new Board members

The committee also recommended that a process be established for seeking nominations for the Outstanding Senior award. The process would include nominations being requested in the fall semester with presentation for selection at the January Board meeting. The student representatives working with the awards committee will develop the process over the next couple of months. The nomination form approved in November 2014 will be used and placed online for student access. Students may also complete an online form for nominations. A motion to accept these changes was made by Autumn Buus and seconded by Jeanne Walsh. The motion passed.

The committee also recommended that the nomination audience be broadened to include faculty, staff, and students who have been on campus for at least a semester.

Appendix C has a copy of the November 2014 form. **Note:** the form will be updated and edited to reflect any changes or the process developed.

Election of Officers

The board voted to place in nomination the following officers to be approved by the Alumni Association at homecoming:

- Secretary: A nomination of Katilyn Porter as secretary was submitted by Autumn Buus and seconded by Jeanne Walsh. The motion passed.
- Treasurer: A nomination of Jeff Fleshman as treasurer was submitted by Cathy Narup and seconded by Rich Samonte. The motion passed.

A motion was made by Autumn Buus and seconded by Jeanne Walsh to accept the sophomore Representatives to the alumni board. The motion passed. Rebecca Acosta '19 and Anthony Harper '19 are the new representatives.

Old Business:

There was no old business presented.



New Business:

Donna Golomb, Sue Glintborg, and Cathy Narup were recognized with certificates for serving on the Alumni Board

With no other business, the meeting was adjourned at 2:50. The next Board meeting will be November 5, 2016 and the All Alumni Association Meeting will be held October 1, 2016.

APPENDIX A

Blackburn College Alumni Board Financial Report July 2015-June 2016

Beginning Balance (7/1/15)		\$ 4,597.36
Revenues:		
	Senior Banquet	\$ 1,530.00
	Care Packages	\$ 4,207.00
	Apparel- Sales and Commissions	\$ 575.50
	Meeting Refreshment Donation	<u>\$ 72.00</u>
	Total Revenues:	\$ 6,384.50
Expenses:		
	Senior Banquet	\$ 2,092.51
	Bar Stool Open- Bus Deposit	\$ 150.00
	Awards and Gifts	\$ 1,243.51
	Care Packages	\$ 762.10
	Postage	\$ 316.62
	Supplies	\$ 146.72
	Brunch Guests	\$ 12.23
	Meeting refreshments	<u>\$ 129.60</u>
	Total Expenses	\$ 4,853.29
Current Cash Balance (7/1/16)		\$ 6,128.57

APPENDIX B

Apparel Report

To: Blackburn Alumni Board of Directors

From: Joe Robey

Subject: Apparel Sales for the second quarter of 2016

Sales:

As of August 9, 2016, there has been 1 sale, which was at Graduation and was to be picked by the Graduate. To date he has not, and the contact information provided by his mother and relayed to Cubby Hole was not accurate. We are owed commission on 2 other sales

We had 156 hits on the site in the last 3 months. That's 1.73 hits per day, but we have no way to determine where they came from, or if it is bot activity or actual human clicks.

Looking Ahead:

We still need to figure out a way to encourage buying and visits to the site, which brings me to another new point. The Cubby Hole has sold its sign business and is migrating to a new online platform that will allow them more flexibility and faster updates. I don't know as of this report if it will cost us more money for them to maintain and manage our online store. To remind the board, to date, we have had to pay nothing for Cubby Hole to manage the site for us

In any event, we may be able to modify and change items more often and expand the offerings easier with the new platform, which may encourage buying. A drawback of the new platform though is that it can only count hits. There is no way to determine whether it is a bot searching the web or a human shopping for apparel.

I will have additional information on the new platform later.

Respectfully submitted

Joe Robey

APPENDIX C



Nomination for Outstanding Graduate

Each year, the Alumni Association Board of Directors recognizes one (or more) outstanding new graduates for their service and loyalty to Blackburn College and the community through demonstrated involvement in campus and community organizations and activities. Scholarship is a consideration, but a blazing hot GPA is not required. The Board feels that the best people to nominate prospective award recipients are those who know them best, their fellow graduates.

Please take a few minutes to think about a fellow graduating senior who you think has had an impact on Blackburn, the community, or you and his/her classmates during their time here and complete the form below as thoughtfully as you can. You may use the back of the form if you need more space. When finished, send the completed form to: Dr. Mark Zobel; Coordinator of Alumni Relations; 217 Ludlum Hall.

About the Nominee:

Name:

Date:

Major/Minor (if known):

All Work Assignment(s) (if known):

Campus/Community
Activities and
Memberships,
Accomplishments:

Please Provide Responses to the Following Questions:

1. Why do you believe this student stands out among his/her classmates in terms of service and loyalty to Blackburn and the community? That is, what characteristics, attributes, or actions make this student excel or different when compared to other students?

2. How do you feel this student has impacted Blackburn, the community, and his/her fellow students?

3. How did this fellow senior inspire you? Be precise.

About You (not required, but helpful if we have questions):

Name:

Email Address:

Phone: