

# ADMINISTRATIVE COUNCIL MINUTES

## February 23, 2022

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The Administrative Council met on Wednesday, February 23, 2022 at 9:00 a.m. in the Athens State Ballroom. Present were Dr. Rick Barth; Ms. Toni Carter; Ms. Pam Clark, Recorder; Dr. Andrew Dollar; Ms. Jackie Gooch; Mr. Jeffrey Guenther; Ms. Beth Jenkins; Ms. Belinda Krigel; Dr. Kim LaFevor; Mr. Chris Latham; Mr. Mike McCoy; Mr. Benjamin Shepard; Dr. Stephen Spencer; Dr. Lee Vartanian; Dr. Philip Way; Dr. Catherine Wehlburg; and Dr. Lionel Wright. Mr. Richard Collie; Mr. Jonathan Craft; Dr. Joe Delap; Dr. Keith Ferguson; Ms. Sarah McAbee, Mr. Derrek Smith; Mr. Gary Valcana; and Ms. Debra Vaughn were absent. Special guests were Mr. David Brown; Mr. Glenn Conner, Co-presenter; Ms. Brandy Conway; and Ms. Rachel O'Sullivan, Co-presenter.

Dr. Way convened the meeting at 9:00 a.m. and welcomed everyone. There were no corrections to the January minutes and they were unanimously approved on a voice vote.

Dr. Way stated the focus of the meeting is alumni relations. He asked the members to discuss what we want from our alumni, what alumni want from us and what are we doing in terms of alumni relations. He asked the members to make a list of how alumni can help us achieve our Horizon 2030 goals. The members were divided into five groups for discussions.

Ms. O'Sullivan gave some of the results of the Alumni Interest Survey that was previously emailed to the committee members.

Main themes of survey results are:

- Want to be engaged – emails and printed newsletters.
- Want to hear about our accomplishments – students, alumni, and faculty.
- Image - want to know what good things the university is engaging in. Ensure their degree is valued. How we engage with our community.
- Want to engage with students primarily through scholarships, serving as guest speakers in classes, and helping students with jobs. Some want to help recruit students.
- Want to update information and have easy access to things they want - getting transcripts, buying merchandise, getting swag, and want up-to-date information in the system.

Mr. Conner and Ms. O'Sullivan gave a presentation on "Alumni Affairs" (Attachment). Members were asked to discuss the questions at the end of the presentation and report out.

### **A. Group 1 Academic Programs/Workforce Development – Guenther, Latham and Way**

How can alumni help with academic programs?

- Alumni represent our programs.
- Alumni can help identify areas for gaps.
- Alumni can help build certificates and programs.
- Useful to have a good database of employers.
- Board of Visitors is important in providing input to the colleges.
- Alumni can assist in forecasting future trends in their industry for program planning.

How do we create a reciprocal win-win relationship?

- Alumni provide feedback to set-up a win-win.

How are we doing? Do we need more of the same services and events or different ones?

- Need alumni on our Boards of Visitors for the colleges.

How can we employ technology to assist us in our efforts?

- Have virtual focus groups.
- Expanded and customized surveys may be useful in providing a mechanism for alumni feedback.
- Our alumni are most engaged through LinkedIn, so that could be an outlet to pursue in facilitating a conversation with alumni.

## **B. Group 2 Student Engagement & Active Learning – Conway, Dollar, Gooch, LaFevor and McCoy**

How can alumni help with experiences and internships?

- Alumni can be guest speakers in the classroom or participate in panels.
- Many companies have small projects. We can partner with companies to provide students for those projects. These “mini-internships” would provide experiential learning opportunities for our students.
- We should invite alumni to participate in the career development roundtables. This would be a way to discuss career pathways with students.
- We should make it easy for companies to submit internships, co-op, or project opportunities, specifically through our website.
- Involve our Board of Trustees more.
- Involve our faculty who have industry connections more.

How are we doing? Do we know? Do we need more of the same services and events or different ones?

- We’re doing better than we used to, but we have some work to do.
- We should take a look at the separation of duties from alumni and advancement. Advancement should take on more of the event responsibility so we can make sure we are involving the right group of people.
- Continue to do the Alumni events (golf tournament, homecoming, graduation reception) but look at adding regional events. This could be an Athens State Alumni Night at a Trash Pandas game, a meet-up/networking event at Stovehouse in Huntsville, or the brewery in Decatur.
- Consider getting our alumni involved in Transfer Day. This is a good opportunity for students to meet alumni who went through the same process and can provide guidance and support.
- Let’s engage alumni who are working at Athens State. Ask them to participate in the classroom as guest speakers or in panels.
- Better utilize the information we know about alumni for commencement speakers.
- Take a look at the current alumni board. Are they a true representation of our active alumni? Consider the idea of having regional alumni committees.

### **C. Group 3 Student Success & Enrollment – Brown, Carter and Vartanian**

How can alumni help with student success?

- Alumni database by business sector
- Involve our Boards of Visitors
- Utilize Handshake
- Alumni to mentor and give ideas to students

What do alumni want from us?

- Engagement
- Accurate contact information
- Need good swag to promote the university
- Share our alumni's success stories

### **D. Group 4 Resources – Barth, Krigel, O'Sullivan, Wehlburg and Wright**

How can alumni help with resources?

- There is a need to assist our graduate students with their writing level.
  - Alumni could contribute monetarily to develop a program or for writing resources.
  - Alumni who write professionally could act as writing coaches for students.
- There is a need for a mentorship program in every major.
  - Alumni would act as professional mentors to students to help prepare them in their chosen careers.
- When academic programs are in development, we engage with alumni to support the new program.
  - We need to continue these relationships once the program is launched to continue to support the students and the career paths.
- There is a desire to highlight historic alumni on campus.
  - This could be developed as a sculpture garden or other artistic endeavor.
- Increased scholarships
- Build stronger alumni relationships with Career Services.
  - This should help facilitate career skills, internships, and job placements.
- Develop class fundraising challenges and incorporate into Homecoming.
- Launch Homecoming with College Cocktail Hours.
  - The College Cocktail Hours would highlight either a student(s), alumni, or faculty stories and offer an engagement opportunity for alumni.
  - This would encourage alumni to engage with the college and others with similar backgrounds, not just their friend group at Homecoming.
- Start early to build alumni relationships.
  - Incorporate alumni activities into the classroom.
  - Help students build the professionalism and networking they need to succeed.
  - Utilize this as a tool to build alumni – student relationships and networks.
- Endow faculty chairs and professorships
- Demonstrate alumni financial contributions through bows or signs during Homecoming.

- Make a physical demonstration so that contributions will be noticed.

How are we doing?

- The Alumni Association appears to be siloed away from Advancement, the Foundation, and the University. We need to find ways to merge their mission with that of the University.
  - Eliminate the \$25 annual Alumni Association Fee
  - Include all alumni as members of our Athens State family
- During campus events (Bicentennial, Livingston Lecture & Concert Series, Title III) we need to find ways to incorporate and highlight alumni and their contributions.
  - How can we better involve and identify our notable alumni?
- We need to tell and share more student stories.
  - During convocation we can use student and faculty stories to inspire and reinforce the good that we are doing.
- Develop a faculty series called – My Favorite Lecture
  - 3 times a year highlight one faculty lecture
  - Share it online and on social media
  - This can be shared as an alumni and student engagement tool
  - This is also a recruitment tool

#### **E. Group 5 Outreach/Community Involvement – Conner, Jenkins, Shepard and Spencer**

How can alumni help with community involvement?

- Identify alumni who are leaders of the community.
- Cultivating relationships with current students.
- Use community leaders and faculty to mentor.

Are our Alumni Association structures appropriate? What obstacles need to be overcome?

- Need connections between alumni, faculty, staff, and Alumni Association.
- Need more involvement – charter for the association board allows for up to 25 members. There are currently 12.
- Open alumni award nominations.

Dr. Way thanked Ms. O’Sullivan and Mr. Conner for their presentation and the committee members for their input and stated the next meeting will be joint with Strategic Planning. The meeting adjourned at 10:28 a.m.

Respectfully submitted by: Pamela Clark

Attachment: “Alumni Affairs” PowerPoint Presentation



# ALUMNI AFFAIRS

## ATHENS STATE UNIVERSITY



**Administrative Council Presentation | February 2022**



# Alumni Affairs: By the Numbers

- Total Living Athens State Alumni: **42,589**
- Living **Graduated** Alumni: **33,445**
- Living **Non-Graduated** Alumni: **9,144**
- Full-Time Staff for Alumni Affairs: **1**
- Alumni Association Volunteer Board Members: **12**



# National Alumni Averages vs. Athens State

	National Alumni Affairs Averages	Athens State Alumni Affairs Budget
Total Expenditures, including staffing, alumni magazine, and events	\$640,000	\$149,672
("The Column" Alumni Magazine)		(\$35,349)
Expenses per Alumnus	\$13.00	\$3.51
Alumni Affairs Full-Time Employees	7.9	1
Alumni Association Annual Dues	\$0	\$25



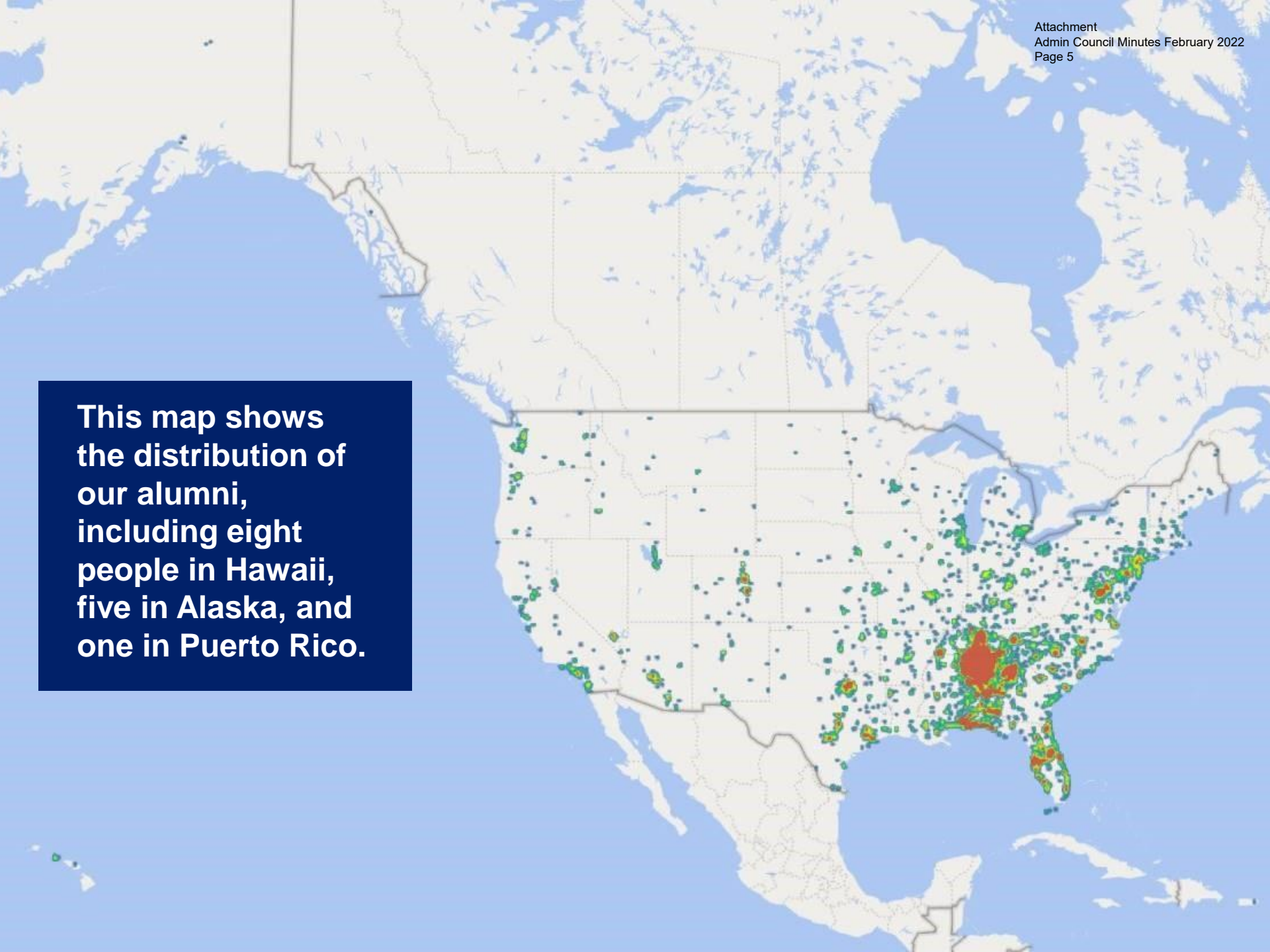
# Who Are Our Alumni?

- **Alumni Living in Alabama: 32,323**
- **We have alumni living in all 50 states, D.C., and Puerto Rico.**
- **The oldest living alumna is Sarah Cobb Wilder in Mobile, Alabama at age 106.**





**This map shows the distribution of our alumni, including eight people in Hawaii, five in Alaska, and one in Puerto Rico.**





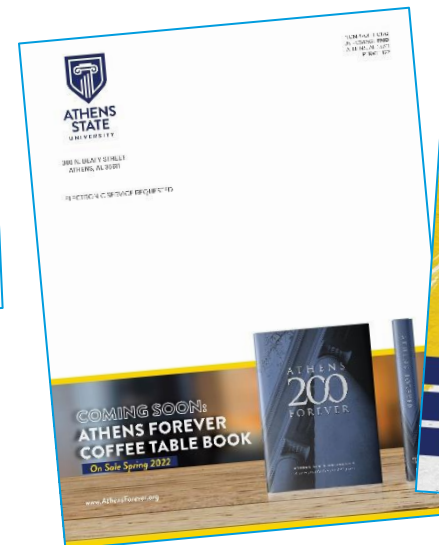
# Alumni Outreach: Advancement

- **Marketing & Communications**

- “The Column” Alumni Magazine Distribution:  
**Approximately 40,000 per issue (39,075 – Winter 2022)**
- e-Newsletter Monthly Email Newsletter Distribution:  
**Approximately 13,000 per month (13,057 – February 2022)**
- Alumni Participation at University Events:  
**Approximately 500 active alumni participants**



**eventbrite**





# Alumni Outreach: Events

Graduation Reception



2021 Golf Classic



Homecoming 2021 – “50 Year Club”



Holiday Open House



# Alumni Association Recruitment

- Complimentary Membership upon Graduation (1 year): **661**
- “Friends” Partnership with Listerhill Credit Union: **228**
- Current Annual Memberships (year-to-year): **12**
- Individual Lifetime Memberships: **399**
- Joint Lifetime Memberships: **67**
- Honorary Memberships: **1**

**Total Alumni Association Membership:  
1,368 Members**



# Alumni University Involvement

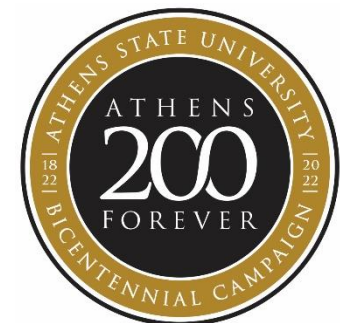
• Alumni Association Board .....	12
• Foundation Board .....	11
• Board of Visitors .....	5
• Board of Trustees .....	3
• Employed at Athens State .....	93
• Employees in Alumni Association .....	29
• Alumni Donors .....	1,384
• Alumni Donations to Capital Campaign .....	\$3,415,903



**ALUMNI ASSOCIATION**  
ATHENS STATE UNIVERSITY



**FOUNDATION**  
ATHENS STATE UNIVERSITY





# Alumni Association & Advancement

	Alumni Association	Advancement
<b>Events</b>	Schedule events; offer input; provide some manpower and limited funding (Alumni Awards)	Planning; Implementation; Funding
<b>Communication</b>		“The Column;” Monthly e-Newsletters; Social Media; Email Blasts; Annual Giving; Mailing Lists; Contact Information
<b>Engagement</b>	Board Meetings	Relationship Building; Recruitment for University Involvement; Partnerships
<b>Fundraising</b>	Event Fundraising: General & Scholarships; Paver Campaign	Capital Campaign; Scholarships; Annual Giving; Events; Emergency Student Assistance; General Fund; Fiddlers; Paver Campaign; New Partnerships (Listerhill & Wallace State)



# Alumni Association & Advancement

	Alumni Association	Advancement
<b>Alumni Officer</b>		Glenn Conner
<b>Finances</b>		Tonyia Bowling
<b>Communications</b>	Board Meetings	Chris Latham Lauren Blacklidge Assanti Miller
<b>Events</b>	Alumni Board Volunteers	Monteia Moore Chad Burgreen All Staff
<b>Fundraising</b>	Alumni Board for Events	Keith Ferguson David Brown Rachel O'Sullivan Brandy Conway
<b>Partnerships</b>		Brandy Conway Glenn Conner
<b>Data &amp; Mailing Lists</b>		Tim Dempsey Chelsea Green
<b>Scholarship Awards</b>		Tonyia Bowling Chelsea Green Staff



# Alumni Association Board of Directors

- **Betty Ruth Oliver**, President ('82)
- **Tony Smith**, President Elect ('76)
- **Brion Daly** ('18)
- **Sharon Zirbel**, Finance Chair ('78)
- **Felicia Mucci**, Staff Representative ('93)
- **Carolyn Crow** ('78)
- **Veronica Edmiston** ('90)
- **Ann Entrekin** ('70)
- **Beth Horn** ('01)
- **Deb Schaus** ('90)
- **Vicki Stevenson** ('87)
- **Frank Williams** ('96)
- **President Philip Way**, Ex Officio





# Income & Expenses

## 2021 INCOME

**Golf Tournament**  
**Fiddlers Convention**  
**Listerhill Partnership**  
**Paver Project**

**\$46,876** (*Annual Scholarships*)

**\$8,439** (*Unrestricted*)

**\$3,945** (*Unrestricted*)

**\$108,200**

**\$86,560** (*80% Endowed Scholarships*)

**\$21,640** (*20% Unrestricted*)





# Alumni Association Membership Benefits

- **Employment assistance through the Career Development Center**
  - 423 alumni contacts with Career Development Center over 3 years
- **Access to resources provided by Kares Library**
  - 109 alumni have used this membership benefit
- **10% discount at Athens State University Bookstore**
- **Discounts at select hotels, including Wyndham Hotels**
- **Discounts at Theatre Huntsville, U.S. Space & Rocket Center, Broadway Theatre League, and others**
- **20% off facility rentals at Athens State University**
- **Wellness Center discount**
- **Special Rates on Loans at Listerhill Credit Union**



# Annual Alumni Awards

- Distinguished Alumnus Award
- Dr. Angeline Nazaretian Distinguished Service Award
- Outstanding Alumni Achievement Award in Arts & Sciences
- Outstanding Alumni Achievement Award in Business
- Outstanding Alumni Achievement Award in Education
- Alumni Loyalty Award
- Outstanding Recent Graduate Award
- Deweese & Jim Beasley Appreciation Award

2019



2018





# Data & Records

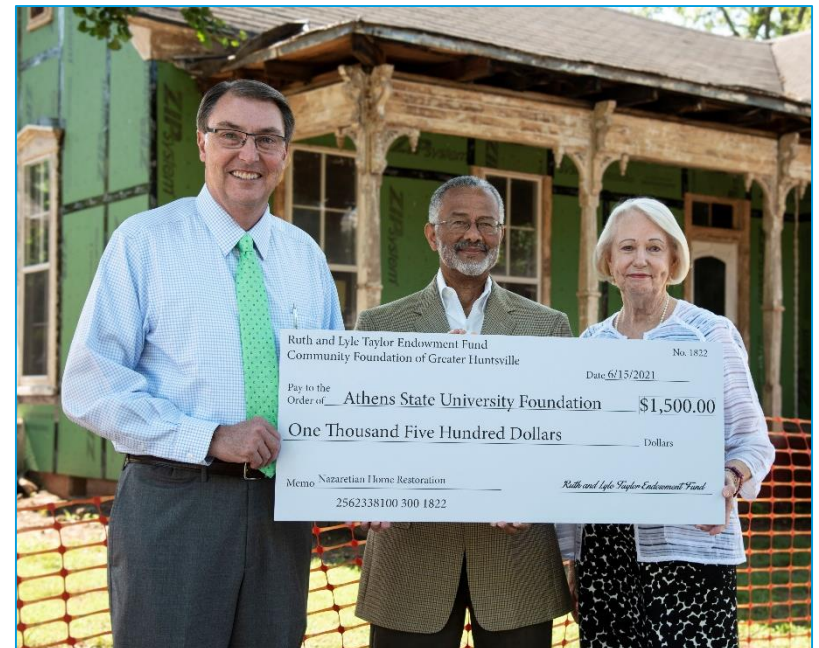
- **New alumni are added to the database upon each graduation cycle**
  - Each graduate receives the first year of Alumni Association membership for free
- **All data and alumni files are continually updated as we receive new information**
  - Births, deaths, marriages, employment updates, etc.





# Ongoing Projects

- **Alumni Association & Office of University Advancement**
  - Paver Campaign
  - Nazaretian Home Renovation





# Impact of Alumni Association

<b>Annual Scholarships Awarded</b>	<b>\$31,776</b>
<b>Endowed Scholarships Awarded</b>	<b>\$10,776</b>
<b>License Plate Tags (385)</b>	<b>\$17,682</b> <i>(University Scholarships)</i>

## Engagement & Communication Opportunities for Alumni





# Advancement Goals for Alumni Affairs

- **Host events virtually, on-campus, and off-campus for alumni and alumni affinity groups (business, education, etc.)**
- **Partner with each college for mentorship opportunities for current students and increase career mentoring and placements**
- **Expand Homecoming to engage different alumni groups, including affinity groups and classes**
- **Partner with faculty to produce online seminars, news, and hot topics in areas of subject matter expertise**
- **Increase listings of alumni employment in database records**



# Where We Need Your Help

- **Focus Group: 93 employees who are alumni**
- **Please get involved!**
  - Participate or donate to the Alumni Golf Classic
  - Donate to Scholarships — Annual or Endowed
  - Buy a brick paver (prices from \$200 to \$2,000)
- **Ideas for reaching online alumni**







# Questions?



# Questions for Discussion

- 1. How do we create a reciprocal win-win relationship?**
- 2. How are we doing? Do we need more of the same services and events or different ones?**
- 3. How can we employ technology to assist us in our efforts?**
- 4. Are our Alumni Association structures appropriate?**
- 5. What obstacles need to be overcome?**