

BLACK ALUMNI CONSTITUENT SOCIETY BOARD OF DIRECTORS
Meeting Minutes
June 26, 2010

Members Present: Phil Anderson, Mike Chisley, Fred Cox, Teresa Jeter, Pam Morris, Charles Payne, Ed Shipley, Sue Taylor and Laura Waldron. Present via telephone: Ebonee Cooper. Guest: Monica Peterson from University Development.

Call to Order

The meeting was called to order at 10:10 a.m. by President Pam Morris. Mike questioned if the meeting had a quorum to conduct business. Due to having only twelve active members, the quorum was met by the six voting members present and the faculty representative.

Minutes

Minutes from the April 24, 2010 meeting were submitted by Michelle Harrell and unanimously approved by a voice vote following a motion from Fred and second from Phil.

Alumni Council

Mike reported on the May 1, 2010 Alumni Council meeting. He noted that scholarship and award committees met prior to the meeting to select recipients. Mike also met with the media/technology committee. He was impressed to learn that those over age 60 are the fastest growing group on Facebook. In addition, the council previewed the new Cardinal Corner website (<http://shop.ballstateuniversityalumni.com/>). The BSUAA will also be revisiting the merchandise options. Mike said that more Ball State publications, specifically the *Alumnus*, will be electronic to save expense. The magazine's six issues will alternate between electronic and printed publications. Laura asked the board to provide the BSUAA with feedback on the electronic issue of the magazine (<http://en.calameo.com/read/000014947f5be10a52a6f>) and to join the Alumni Association on LinkedIn, Facebook and Twitter (<http://cms.bsu.edu/About/AdministrativeOffices/Alumni/Services/Networking.aspx>).

For more information on the May 1 Council meeting, the minutes are available online (<http://cms.bsu.edu/About/AdministrativeOffices/Alumni/Groups/AlumniCouncil/MeetingMinutes.aspx>). The next meeting is scheduled for September 11, 2010 at the Alumni Center.

Homecoming 2010 – Rock the Red

The board of directors voted to participate in the Homecoming festivities offered by the BSUAA – the parade and Black Alumni Constituent Society packages. One package includes the Friday awards dinner, Saturday's parking pass, pre-game buffet, game ticket and post-game ticket. The second package is only for Saturday's game day events.

Teresa will organize the board's Homecoming parade entry and will turn all forms into the Homecoming Office. She expressed an interest in having a float versus the annual car entries and is checking into the opportunity.

There was some discussion about having an event outside of the BSUAA Homecoming activities, particularly as it relates to raising awareness and dollars for the new scholarship endeavors. Ultimately, it was decided that small receptions with the Development office would be a more appropriate venue.

There was also discussion of an additional social alumni event at Homecoming. Several board members were concerned about the amount of time and resources an activity would take from the society's budget, scholarship efforts and reunion planning and costs. After much discussion, the board made the decision to save funding for the 2011 reunion and focus the Homecoming outreach on the parade, pre-game, game and post-game activities. The board would like to have some "save the date" materials available at the pre-game buffet.

To raise awareness of Homecoming Day activities, board members were asked to make their attendance plans known. Ebonee administers the BSU Black Alumni group on Facebook (search BSU Black Alumni) and Keith administers the Ning site (<http://ballstateblackalumni.ning.com/>). In addition, the Alumni Association has a Facebook page for the Black Alumni Constituent Society (search Ball State Black Alumni Constituent Society).

Membership

The current board of director vacancies were discussed at length. Mike voiced his concern that there may be additional vacancies after the 2011 reunion. He pointed out that five people were invited to attend the day's meeting to learn more about membership and one was not interested, one could not attend and three did not respond to the invitation. He asked the board to think about what the alumni society is doing and how is it being promoted. Mike added that the group has relied on the reunion but its numbers were down slightly in 2009. There was discussion that the scholarship focus will be a wonderful opportunity for the board, as could participation during a school year activity that includes students.

Several board members expressed concern about the reliance on the telephone to participate in meetings. It was suggested that phone participation should be occasional. For the most part, individuals who only participate by phone have not been active with the group. Ben is the exception, Mike noted. Phil asked if there were limitations on how many members can be from out of the area. Fred said there were no specific limitations but that all members need to be here for meetings. Mike pointed out that the Constitution indicates a maximum of three absences allowed. He does not believe that phone conferencing should count as attending the meeting. The board agreed that physically attending meetings should be the number one responsibility of the membership.

Mike suggested the electronic/phone attendance issue be addressed in the Constitution. Teresa stated that this should be explicitly stated to new members as well. Pam agreed and said she would work on a Statement of Understanding for the board of directors. Mike said it should be sent to all on the board and not just new members. Teresa agreed and was also supportive of adding this statement to the Constitution.

Pam suggested that the group devise a strategic plan. This will allow the society to follow a given direction with measurable goals. Pam, Mike, Fred, Teresa, Phil, Charles and Sue will serve on the strategic plan committee. They will propose a draft, vet it with potential members, non-members and bring to the board for discussion. The strategic plan committee will meet on July 7, 2010.

Minority Student Scholarships

Monica Peterson from University Development and Pam shared the BACS Fundraising Strategic Plan with the board of directors. These action steps have benchmarks with measureable outcomes. Fundraising for the BACS has four goals – contribute to the established scholarship fund for Black with the greatest need and merit based; contribute to the established book scholarship fund – greatest need and merit based; contribute to the BACS Freshmen Leadership Scholarship under the AB Floyd Leadership Scholars Program; and contribute to the BACS fund. Strategies to meet these needs will include pledge cards, fundraising calls and looking at contacts, meeting one on one and possibly with Monica or Chip, or meeting in small groups at in-home receptions and events of that nature.

Fred would like parents to know that their students can get a scholarship for books. Maybe this student will give back later. The BACS has been talking about doing something like this since 1987. Pam said she mentioned the scholarship when she spoke to graduating seniors. They can give back at a later time and help another student along. Charles said the board needs to cultivate a culture of giving. Giving should be like a monthly bill...consistent. Monica added that whatever an individual can give now would help. Every dollar benefits a current student. When alumni see students benefiting, they will give.

Teresa suggested the board utilize minority students to make the fundraising calls. Ask friends to hook up with one another – each one, reach one. Themes are powerful. Ask a friend to match a small amount. Monica added that bringing students to the one on one or small group meetings would also help alumni see who is benefiting from scholarship dollars.

Pam inquired about summer student programming. Monica said that Dreammakers is in its second year. High school juniors and seniors visit campus, meet with the president and vice presidents, receive a book scholarship from Barnes and Noble. It would be great if the BACS could be a part of this initiative. Pam agreed that it would be nice to be involved with recruiting students. Charles added that the Summer Scholars program is also a great opportunity for outreach. He also added that the board should keep involved with the Celebration of Excellence. Pam spoke to new graduates last spring.

Fred pointed out that actions speak louder than words. He would like the BACS to raise \$500 by January and give out a book scholarship right away. BACS will review applications based on need.

Charles is willing to put together a letter for black faculty regarding the scholarship. Monica will assist.

BACS Foundation accounts to support include: #408 Black Alumni Constituent Society (awards and programs), #461 Black Alumni Constituent Society Endowed Scholarship and #462 Black Alumni Constituent Society Book Scholarship. The AB Floyd Scholarships are #30223.

August 5-7, 2011 Reunion

Pam would like to introduce book scholarship winners at the 2011 reunion. If alumni can see the students whose lives are touched, it may bring them to the reunion and encourage them to support scholarship efforts. She would like to promote the reunion at Homecoming – more than just a save the date card. She noted that it would be nice to have a reunion theme.

Fred said he liked Teresa's "Each One, Reach One" idea because it can encourage alumni to bring a friend to the reunion. Phil added, "Each One, Reach One and Elevate the Future." There was also discussion regarding submitting names to the BACS via the Facebook and Ning sites. The BACS would make the final decision and submissions would become the property of the BSUAA. No compensation is available for use of theme.

Next meeting

The meeting adjourned at 12:50 p.m. The next meeting is scheduled for Saturday, November 13 at 10:00 a.m. ET/Muncie time at the Ball State University Alumni Center. In addition, a meeting has also been set for Saturday, January 22, 2011 at 10:00 a.m. in the Alumni Center.