

**Ball State University Alumni Association
Black Alumni Constituent Society
January 22, 2011**

Present: Renee Akins, Phil Anderson, Mike Chisley, Ebonee Cooper, Fred Cox, Teresa Jeter, Pam Morris, Charmaine Powell, and Carl Radford.

Guests: Michelle Harrell and Ed Shipley

Call to order

The meeting was called to order at 10:05 a.m. by President Pam Morris.

The minutes from the November 13, 2010 were unanimously approved following a motion by Fred and second by Mike.

Welcome

Pam welcomed new board member Renee Adkins, MA09 and gave her the opportunity to introduce herself to the board. New board member Kendale Adams, '97 was unable to attend the meeting.

Alumni Council Report

Mike reported the next Alumni Council meeting will be held Saturday, January 29, 2011. He encouraged members to take a moment to obtain an iConnect Lifetime E-mail account. Using this email account for board communication would ensure uninterrupted communication due to changes in email addresses. Ed explained how iConnect accounts can be obtained.

Old Business

Pam informed the board that the first book scholarship awards will be presented at the reunion in August. Currently the amount raised for the scholarship is \$1,745. Pam will email the scholarship application template to the book scholarship committee on Monday, January 24. The committee is comprised of Pam, Renee, Carl and Ebonee.

A brief discussion followed on ways to continue to raise alumni awareness on the opportunities to contribute to the following funds:

- #401 Ball State University Alumni Association (operations)
- #408 Black Alumni Constituent Society (operations) – awards, reunion costs, etc.
- #461 Black Alumni Constituent Society Endowed Scholarship (\$25,000 minimum)
- #462 Black Alumni Constituent Society Book Scholarship (annually expendable)

Reunion

This year's theme is "Each 1 Reach 1". After reviewing the two reunion logo options, the board voted unanimously on the logo with the reaching hands following a motion by Fred and second by Carl.

Ed will have the BSUAA staff put together a "Save the Date" email using the new logo. Once created, he will email it to Pam, Fred, and Renee for approval.

Discussion followed on ways to publicize the reunion. In addition to the reservation mailer, suggestions included Facebook, group emails, LinkedIn, and radio and television community announcements. Upon Pam's request, Fred volunteered to chair the publicity endeavors.

The awards committee's next meeting is February 26 at 8:30 a.m. Additional nominations are needed. Ed

will have an announcement put on Facebook calling for nomination. Ebonee will also do an outreach by providing a link to the Web page.

The initial discussion regarding reunion activities included adding the Art Museum on the campus tour, mini Greek reunions, workshops, and picnic style lunch. Charmaine suggested the addition of the Art Museum on the campus tour as there is a Black art exhibit (unfortunately, that exhibit will end prior to the reunion). Some alumni have mentioned they would like to bring back the Saturday afternoon picnic. Mike pointed out that the picnic was discontinued for a few reasons which included hot temperatures and logistics. Fred mentioned that having two heavy meals close together may not be a good idea. Mike suggested having an ice-breaker activity to engage younger and older alumni. Teresa suggested having only one workshop and then a picnic style lunch. Charmaine suggested having mini-Greek reunions as many Greek alumni have mentioned wanting to have a gathering. Mike mentioned several of the Greek groups are having regular reunions this year. It was agreed that communication could go out to encourage attendance for many different groups, Greek alumni among them.

Ed will contact the potential keynote speakers mentioned in November's meeting to expedite securing a speaker. Potential speakers include Linda Clemmons, Priscilla Burris-Dames, Tim Brown, and Stedman Graham.

Pam and Charmaine will contact Bill Kimes with University Banquet and Catering to see what new ideas he may have for the menu so that menu selection can move forward.

Action on hotels and hospitality will resume next meeting.

Phil and Mike will take care of the music.

Michael White will again take photos. He will bring a different background screen which will modify the photo process.

Carl raised a question as how to proceed with publicizing for the reunion and fund raising opportunities. Ed suggested sending out two separate forms of communications – the first to invite people to the reunion and the second to ask for gifts to the various accounts and providing information on donating to the accounts at the reunion. Having the scholarships presented to the recipients at the dinner will be a great segue for distribution of donation information.

Adjournment

The meeting adjourned at 11:30 a.m.

Next Meeting

The next meeting will be held on ~~February 26, 2011~~ March 5, 2011 at 10:00 a.m. EST (Muncie time) in the Alumni Center Board Room following the awards committee meeting. (Note: meeting day was changed on February 15, 2011).

Submitted by MEH

Following the meeting, seven guests joined the board members to discuss ways to engage younger black alumni and to see what activities would attract the younger generation to the reunion. Guests joining the meeting included Michael Blair via phone, Jarod Crowley, Deidre Gray, Alivia Johnson, Almeca Jones, Kevin Merriweather, and Tammy Robinson Pam gave a brief report on the history of the reunion. Discussion items included:

- Younger alumni are conditioned to come back for Homecoming rather than a reunion.
- Communication styles differ; younger alumni use email, texts and social networks such as Facebook to advertise gatherings.
- A suggestion was made to have alumni who were active with different groups head up the communication efforts when trying to get younger alumni to come to events.
- A suggestion was made to promote activities occurring at Homecoming but still have the reunion in August as a special event.
- Conduct a survey to see what activities and workshops would interest younger alumni.
- The BACS should be more active with student programs or activities so that students have an opportunity to learn what the BACS does. This should help encourage students to become more engaged alumni.
- The formation of sub-committee groups was suggested as a way to have alumni leadership focus efforts on getting younger alumni back for the reunion.
- Use smaller groups to get the message out about events. Different sectors of alumni communication differently – use different forms of communication to appeal to all sectors.
- Guests were invited to serve on the program committee with co-chairs Charmaine and Teresa.