

**Ball State University Alumni Association  
Black Alumni Constituent Society  
May 7, 2011**

**Members Present:** Renee Akins, Phil Anderson, Mike Chisley, Fred Cox, Dee Dee Gray, Alivia Johnson, Pam Morris, Carl Radford, Sue Taylor, Laura Waldron and Allen Williams. Guests: Michael Blair, Chip Jagers and Cameron Radford.

**Call to Order**

The meeting was called to order at 10:20 a.m. by President Pam Morris.

**Welcome and Introductions**

The board of directors welcomed guests Chip Jagers, MA72EdD85, University Development; Michael Blair, '97; and Cameron Radford, '06 to the meeting.

**Minutes**

Minutes from the March 5, 2011 meeting were unanimously approved by a voice vote following a motion from Chisley and second from Radford.

**Scholarship Fundraising Update**

Chip Jagers, Executive Director of University Development, explained that a little more than \$10,000 is in fund #461 Black Alumni Constituent Society Endowed Scholarship. In order for the scholarship to be endowed and awarded, the account must have a minimum of \$25,000. Jagers has arranged for \$7,500 in Foundation matching funds IF the other \$7,500 is contributed by June 30. Jagers requested that the board of directors assist him and Stephanie Arnold in contacting Black alumni and requesting contributions to the scholarship. He will provide 10-15 contribution forms for the board to share with alumni and friends. The board agreed to assist in raising \$7,500 by June 30. If the goal is met, \$7,500 will be matched by the Foundation and the Black Alumni Constituent Society Scholarship will become endowed.

**Black Alumni Society Book Scholarship (Fund #462)**

Morris, Chisley and T. Robinson created a rubric in April to assist the Book Scholarship Committee with evaluating applications. The committee looked at strength of academic record, leadership, financial need and plans to contribute/be involved with the alumni society now or in the future. Akins reported that the selection committee met a week prior to this board meeting. While the committee could select up to ten recipients, there were only seven applicants in the pool. The committee recommended awarding a \$200 Book Scholarship to all seven applicants. Radford made a motion to accept, followed by a second from Cox, and unanimous approval from the board of directors.

Morris noted that \$1,400 was spent from fund #462. The \$1,100 balance will roll forward and be used for future scholarships. At the reunion, pledge and donation forms defining scholarship funds will be available to all attendees. When Morris sends an award letter to scholarship recipients, she will request a photo to be used for a reunion presentation. Johnson agreed to create a Power Point showcasing scholarship recipients.

**Alumni Council**

Chisley reported on the [April 30, 2011](#) Alumni Council meeting. He noted that the BSUAA 501c3 status was formally approved. This is a common practice for alumni associations. Budget cuts were a focus of discussion at the meeting. There was much concern about funding formulas and the politics involved, as well as the impact on students and

programs. Chisley questioned if the state considered how budget cuts will increase the "brain drain" in Indiana and how this will help the state attract new business? Williams agreed that cuts impact professional hires and the number of students that can be served. Chisley served on the [GOLD](#) (Graduate of the Last Decade) selection committee. Forty-five nominees were narrowed down to eight award recipients. He noted that the applicants submitted extensive background materials, including resumes and letters of support. The committee also looked at giving history and the Alumni Involvement Index. Moving forward, Chisley would like to make alumni more aware of all the factors that go into award selection – including giving history.

Chisley stated that Ball State will play IU football on September 3 at Lucas Oil Stadium. Home games include Ball State versus Army on September 24 and versus Temple on October 8 ([Homecoming](#)). Radford expressed an interest in having a pre-game outing in conjunction with the game, and using a suite. He will look into opportunities.

### **Publicity and Outreach**

Morris reported that Akins and T. Robinson had worked diligently on a brochure promoting the scholarships and activities of the BACS board of directors. A new group photo had been planned for the day's meeting but, due to member absences, it has been rescheduled for the next meeting.

Johnson and Gray hosted a table at the Celebration of Excellence on Friday, May 6. They had a great time, met with many new graduates and raised awareness about the Black Alumni Constituent Society. The new BACS brochures were available at the table. Gray added that Patricia Lovett, director of the Multicultural Center, was very appreciative of their participation. The board of directors thanked the Johnson and Gray for their outreach. Michael Blair, a board of directors nominee and guest at this meeting, was the keynote speaker at the Celebration of Excellence.

Gray said that she and Johnson would like to see the BACS being more visible and attending more alumni events. The board can then use Facebook, email and Twitter to remind alumni to "Look for this in the mail" or "See you at the TinCaps outing!" Johnson suggested the board consider a social for recent graduates to provide info about the reunion and the society.

### **United Way Breakfast at Expo – July 16, 2011**

Morris asked if the board of directors was interested in purchasing a BACS table at the United Way Breakfast again this year. Cox supported the motion and noted that the board began sponsoring a table because the event is what the board is all about – volunteerism. The board of directors unanimously agreed to sponsor a table at the breakfast. Akins, Chisley, Cox, Johnson, Morris and Radford plan to attend. Seating is limited but a few spots are still available. Board members should let Taylor know their attendance plans as soon as possible. Cox and Radford said they will defer their seats if new members would like to attend.

Williams stated that he and his son worked a Ball State booth at Expo for the past two years. He will check with Charles Haynes about participating again this year. Williams requested reunion "Save the Date" cards and BACS flyers for the table.

### **Dr. Brown**

Morris relayed her conversation with Dr. Myland Brown to the board. He wanted to make sure that "distinguished alumni were acknowledged by the group in some way." Williams said that acknowledgement could be made at the dinner. Gray suggested that "fireside chats" in the Alumni Center could engage alumni across generations. She noted that it would be wonderful to capture this oral history. There was interest in filming this in the Alumni Center Library at the reunion.

### **Membership**

Morris plans to hold new member orientation in the coming months. She hopes to include a couple of board veterans in the day's discussion, go over the Constitution, etc. Taylor will email potential dates to the new members.

## **August 5-7, 2011 Reunion**

### ***Photography***

There was discussion regarding photography at the reunion. Michael White will take candid photos on Friday and Saturday. He will not sell CDs but he will take orders and payment for prints. Pre-sold prints will be available on Saturday evening. Chisley requested that the university take the group photo and the board agreed.

### ***Entertainment***

Cox reported that he has not yet cancelled DJ Thomas Griffin. Other DJs were contacted and their contracts were presented for review. The board of directors decided to support a current Ball State student, DJ Brad. The board agreed to go forward with the current fee structure, but it was requested that they try and negotiate a lower price. The board of directors/attendees will specify the types of music the DJ plays in advance.

### ***Hospitality***

Williams would like to expand hospitality throughout the weekend. His memorabilia display will include photos and articles about Distinguished and Outstanding Black Alumni recipients. Eventually he will gift all items to the Multicultural Center.

### ***Publicity/Communications***

Cox and the publicity committee are working on media contacts in the Indianapolis area. He proposed purchasing an ad on 1310. Due to budget constraints and concerns that this publicity would reach more than BSU alumni, the board decided against this.

The board of directors were asked to promote the [reunion website \(www.bsu.edu/alumni/blackalumnireunion\)](http://www.bsu.edu/alumni/blackalumnireunion), the society's [Facebook page](#) and the reunion's [Facebook event page](#). If you do not have a Facebook account, visit [here](#) for more information. Social media and word of mouth is the best way to bring more alumni back for the reunion.

Gray requested that the board of directors set a price to attend the dance only. She and Johnson volunteered to host a check-in table for it. There was concern that alumni won't consider attending the awards dinner at all, and will miss the mission and legacy of the program. It was asked whether that would be fair to the award recipients? Gray emphasized that she did not want to take anything from the awards, but that she believes that attending a first alumni event can be intimidating for some. Attending the dance only might be a good introduction into alumni events. There can still be ways to promote the purpose – scholarship and award recognitions. Blair agreed. He said that there is a "freshman aspect" to new activities. Coming back to BSU is new for many and "there is a disconnect." Radford said he would not vote against trying this, but he is doubtful that people will drive this distance just for the dance. Gray believes that people will travel. She said that most who attended the Homecoming mixer a couple of years ago did not attend the game or the tailgate, only the mixer.

There was discussion on cost for the dance only. It was noted that there would have to be food at the dance due to the serving of alcohol. It was decided that \$15 might be charged for the dance only. This should help cover some expenses of the DJ and hors d'oeuvres. Individuals attending the dance only must prepay and have a nametag at the door to enter. Taylor is checking with catering to determine whether \$15 will cover the added expense.

Cox moved to add a line item on the reunion flyer for attending the dance only. Gray seconded the motion and the motion passed. There was also discussion about putting scholarship information on the flyer. It was decided that gift information would be available on tables, not in the flyer.

### ***Program***

Chisley and Crowley will emcee the dinner program. Cox has a written program in progress and will send it to Taylor after the meeting. Williams wants to acknowledge the passing of Dr. Robert Foster at the dinner. It was decided that

a photo of Dr. Foster will be on display near a pillar candle. His passing will be mentioned in relation to his position at the university. A candle will be lit in memoriam of him and others who have passed.

### **Shirts**

After much discussion, the board decided to go with embroidered, black polo shirts in men's and women's fits and black t-shirts with imprinted reunion logos. The polo will be more formal with Ball State Black Alumni and the cardinal head embroidered on the sleeve. The t-shirt will feature the reunion logo. After a motion from Cox, and a second from Radford, the board approved the shirt ideas.

### **BACS Foundation Accounts**

Black Alumni Society account numbers are: #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. **As a reminder, the endowed scholarship needs to have an additional \$7,500 in contributions by June 30 in order to qualify for matching Foundation funds.**

### **Next meeting**

The meeting adjourned at 2:15 p.m. The next meeting is scheduled for Saturday, June 4, 2011 at 10:00 a.m. in the Ball State University Alumni Center. A group photo will be taken for the website and society's brochure.