

**EWUAA BOARD MEETING**  
**EWU-Pence Union Building – Room 261**  
**Cheney, WA**  
**January 13, 2007**

**Members Present:** Fran Bierig , Travis Brewer, Strider Denison ,Stacie Fuhriman, Doug Kelley, Karen Kendall, Von Klohe, Micheal Pendleton, Frank Ping, Ron Poplawski, Bonnie Tapscott, Monica Zhang

**Members Absent:** Ricardo Chavez, Laurel Geisbush, Kevin Linn, Curly Rousseau,

**Staff Present:** Kelli Hills, Stacy Olsen, Lisa Poplawski, Gail Potter, Diana Warrington,

**Staff Absent:** Pat Spanjer

**Guests:** President Rodolfo Arévalo, Barbara Richey, Michael Westfall

Meeting called to order by President Von Klohe at 10:15 a.m. with a warm welcome, thank you for coming, and for volunteering their time. President Klohe gave us a reminder of the need for confidentiality as we deal with the business of the Alumni Association and the University.

Meeting was opened with the singing of the EWU fight song.

**Recognitions:**

President Klohe presented Fran Bierig with framed EWU art for the work she has done as liaison with Alumni and staff, on behalf of the EWU Alumni Association. Fran has made many calls, and spent many hours working with numerous projects doing the work of the Alumni Association. She is always one of the first to ask what needs to be done and how she can help. Thank you Fran Bierig for outstanding contributions.

A sympathy card to be sent to Ricardo Chavez and his family on death of his mother-in-law. Thoughts are with he and his wife Esther at this time.

President Klohe reviewed the agenda for the day.

M/S/C to approve the minutes of October meeting. Doug Kelley motion, seconded by Travis Brewer and unanimous approval.

Introductions of new members:

**Kelli Hills** – Has been hired as the new Phonathon Coordinator replacing Allison Grass.

Lisa Poplawski also announced another new staff addition. **Pat Spanjer** has been hired as the Assistant Director of Annual Giving. Pat will replace Erin Grouke.

**Karen Kendall** is a new board member attending her first meeting. Karen works for the City of Spokane Valley in the Planning Department. She also owns a scuba diving shop, Atlantic Aquatic, and offers classes. Welcome to Karen and thank you for volunteering.

**Frank Ping** is a new board member attending his first meeting. Frank is a computer programmer by day working with a casualty insurance company. In his spare time he enjoys cycling and is an avid wine aficionado.

All remaining members present introduced themselves and briefly talked a little about themselves.

**Guest MIKE WESTFALL – *Vice President for University Advancement***

Mr. Westfall is the new Vice President for University Advancement at EWU. He comes to us today with one month on the job. He thanked the board for the opportunity to be a guest and talk about his vision and plans for EWU University Advancement.

Mr. Westfall expressed his thanks to the members for past service and support. He is greatly impressed with the potential he has seen as he has visited with the various boards and talked with members and volunteers. He stated the challenge now is to build on this solid foundation and be a strong advocate for the boards. Mike has had one planning meeting already with the staff of Alumni and Annual Giving office. His stated charge is now to improve on the areas, increase awareness in and for each of the areas, and increase services to EWU alumni.

Barbara Richey was acknowledged for her hard work on branding of the University over the past months. Mr. Westfall acknowledged there has been a void of leadership due to the vacancies in the President's Office and in the time it has taken to fill his position. He acknowledged and thanked the staff and expressed they have been great at filling the vacuums. Staff have been stepping up, making calls, and maintaining programs and policies with great dedication. Mr. Westfall talked about his vision of where we are going, the future work with the EWU Alumni Association Board, his work with future strategies and the process of working together. His vision includes being a strong advocate for staff, gathering and listening to many ideas and suggestions and then going forward with as many as possible.

There are to be some changes in the structure of Alumni & Annual Giving Office. These changes are made to better define the roles of the personnel. Mike has evaluated all roles, made some suggestions and changes for better effectiveness and efficiency and these will be put into place as appropriate with a stated goal for better stewardship of alumni and donors.

- Lisa Poplawski will be now be Director of Alumni Advancement. She will still have oversight of Alumni and Annual Giving areas, but stewardship will become more a part of her duties as she deals with constituents.
- The merging of Alumni and Annual Giving offices was a great move. The messages that come from both areas should be complimentary and non-competitive.
- In future there will not be combinations of asking for gifts and alumni event programming.
- We will maintain the excellent events we now have and seek to expand to more global events.
- We will look to increasing segmentation with more programming: Young Alumni events and associations, involving more students on campus, and getting them more engaged while they are here, working more closely with Career Services, developing a strong Alumni portal, exploring some best practices from examples around the country at other institutions that can be implemented here are just a few of the areas for growth.

University Relations should control every medium of how message goes out to public. An example is making the Web Page more inviting and user friendly. In the area of Annual Giving, there will be ways the Call Center will be used more extensively. Some examples given were to invite alumni to events, thank you calling to donors and keeping alumni aware of what is happening on campus. There will be a new focus on how we can better target within our base of donors. How can we service our young alumni, faculty, staff, mature alumni. How can we provide and add value to the relationships we have, and grow others, in order to get investment in time, financial, and advocacy for EWU from our Alumni?

Mr. Westfall is requesting one-on-one meetings with each board member. The meetings are to include members of Eagle Athletic Association, the EWU Foundation , and members of this EWU Alumni Association Board. The purpose of these visits will be an opportunity for him to hear viewpoints, ideas and suggestions. Melody Graham, Administrative Assistant, will be calling to schedule those appointments with each board member. Mike has asked that in the mean time each board member think about what they would want to do but are unable to and the reasons why, be it lack of time, resources etc. His stated commitment is getting as many resources and supportive things as he can put in place to help us do our jobs and grow the associations. The budget has continued to go up, but fund raising has not increased much. His anticipation is that with some of the plans he will put in place soon, there will be increases in fund raising very quickly.

There are presently two proposals out for \$1 million each. If those come in ahead of schedule we will be well on track for the year. There are important relationships in place already. With more resources put into the alumni engagement processes, events that are more global, and inclusive, better stewardships, and more people becoming more active, we are more apt to get the financial investments we expect and need.

Approval has been giving to change working titles of personnel as follows:  
Lisa Poplawski will become the Director of Alumni Advancement. There will be an Associate Director and an Assistant Director for Alumni and an Associate Director and Assistant Director for Annual Giving. These titles more clearly define roles to our constituents as we go about the daily business of the two areas. This will also give personnel a chance to move up in the future and promote from within as much as possible. The intention is that it is our job to keep people as tied as possible to the University, advance relationships, and make the experiences at the University better for all EWU students.  
We are looking for as much input and open communication between the constituents as possible.

Goal: Build a culture, staff, resources and history that become distinctly Eastern Washington University.

Questions:

What will the relationship be between Career Placement and University Advancement?

MW: It is not as profound and pervasive as it needs to be. We need to provide more services after students leave here. One example is creating a much better portal for alumni to use to access services and information.

We do not have a lot of data on employment for alumni. We need to collect more of that. We are producing well-educated graduates. We need to be able to utilize those graduates more. Lisa Poplawski has been working with Career Services in the last year with a program that is partially up now and in the stage of gathering alumni data. Career Services has money allocated for travel to different corporations. They have been great partners and the hope is to expand the relationship with them as their portal becomes more active.

Spokane Task force: What is our relationship there? How do we articulate EWU there? Many employers have many connections to EWU in this area. We need to see more EWU gear, more license plate covers etc. that make the university more visible.

MW: Branding and awareness should and will be doing more.

Von Klohe: We have talked about campus, career and community previously. Engagement will get us to cultivation and giving.

Bonnie Tapscott: CHAMPS sports wear store in Northtown is now carrying EWU gear.

MW: The practice of outsourced licensing and depending on a contractor to get into stores could be problematic. There is an ongoing review of the contract now. The issue is not just getting in stores, but having clear stated visions. We need to identify what we are all about to outside community. We are viewed as good regional, comprehensive institution. We will need more definition of who, what, we are and be more strategic. This plan will be articulated through branding. Structure will be solidified. We will catch up to the wonderful enthusiasm of our volunteers and turn more people into advocates.

Mr. Westfall was thanked for his contributions and welcomed to the University.

### **Guest - Barbara Richey- *Director University Relations***

Ms. Richey talked about the progress of the branding and referred members of the board to the many changes in the web site that have taken place recently. Discussion also occurred regarding the following:

- 125 yr campaign and celebrations in April.
- Eastern Magazine progressing well.
- Totally enhanced photo gallery that is interactive with ongoing updates.
- In February, new E recruiting to go out. The goal is to make more interactive for all Alumni.

Alumni web site has been updated. It is much easier to navigate, with more tools, Right now, it is virtually changing everyday. With the addition of Lance Kissler, we now have more experienced person to help improve the web site. Lance is able to mentor our student as well and together they have made great improvements to the pages. The 125 year celebration page has lots of fun things for people to do. The Fight song is scheduled to be re-recorded at a higher quality; there is currently a lower quality MP3 version available online.

Affinities and Events are being advertised more.

Eastern Magazine will be out in two weeks. Barbara asked that they be given feedback for new stories and given ideas for articles that need to be included on an ongoing basis..

There are some vacancies in the department that will be filled soon. Dave Meaney, formerly of KXLY has joined the staff. Pat Spanjer has moved to Alumni Relations as Assistant Director of Annual Giving and that position will be filled soon.

The staff is continuing to work on branding and the 125 year celebration month of events in April. President Arévalo's Investiture will be held April 19 on campus

### **Dr. Rodolfo Arévalo – *EWU President***

The focus for the upcoming Legislative issues for EWU will start next week. Governor Gregoire's focus for this sessions is K-12 and issues of higher education. There are some very positive budget items that relate to higher education.

The major effort by Governor Gregoire is to fund "Washington Learns". This initiative seeks to create change in elementary education outcomes by intervention in early learning. To do this there will be initiatives to improve kindergarten making it a full day, and early childhood education. There will be attempts to put increased focus on science and math learning. These initiatives will be focused in public schools.

In higher education initiatives there will be requests to fund the high demand programs. Health sciences, engineering are examples. Prosperity Partnerships is a west-side group of individuals. Their focus is to increase funding of FTE numbers at the public universities. This session the budgets are focused at increased production of high demand professional students. For EWU, engineering, technology, health sciences, education programs would benefit. The goal is 3500 additional FTE students in high demand areas. For EWU this would offer great potential in health science, engineering programs. FTE increase for us would be 300 additional slots over two years.

There is very little initiative in infrastructure dollars and dollars to operate existing programs. There are substantial needs in such items as money for tutoring students and advising of students to help them be successful. There will be efforts to try to increase those dollars. There are a number of legislators that see the need clearly. However, we don't know at this point if there is enough support. There is a requested increase of \$5 million to TRIO type programs.

We had ten capitol projects. Five to six are ranked highly. Finishing the remodel of Hargreaves is in the budget. Money to update Patterson and Williams Halls are not in there. There is money for some minor capitol improvements. The goal will be to get money back in for Patterson and Martin-Williams Hall. Patterson is largest classroom. Lots of classes take place there. There is great need to remodel whole building to be able to offer better technology experiences for students. Martin Hall needs increased ability of students to be engaged in current technology but that facility is very lacking in resources and equipment to be able to do that. There will be effort to try to get that money into the budget.

There will be effort to get the state to fund more needs and scholarships. The state needs to provide more financial aid to students. We need that issue to be in the forefront of this legislative session. Seventy-five per cent of EWU students receive some form of financial aid. Our students have great need and a primary focus for us will be to see if they can get it.

We are in the later stages of search for a new Provost. January 18 and 19 will be the first candidate visit of the five that will be interviewing. All but one are from outside of Washington. There were 75 applicants. The search committee did a great job of identifying qualified candidates to lead the academic units.

**Fran Bierig:** : Lisa Brown, majority leader was at her neighborhood meeting in November. Ms. Brown talked about the cost of tuition rising, more money to students in state financial aid, more money for enrollments and more money for the high demand fields particularly math and science students.

Dr. Arévalo. : EWU students carry 13.5 average credit load. One idea is looking at ways to increase that load. There is discussion to provide incentives to students who take more credits to finish quicker. Some form of rebate to students may be possibility. Students would receive refund of tuition if they finished in a shorter amount of time.

Spokane Center building will be put up for sale within next few months. The hope is to sell within few months. The respective departmental Deans are working on transition plans to move programs. Ideas may be to bring some back to campus, make room available at Riverpoint campus and discussions are ongoing with WSU. Discussions are ongoing with the Community Colleges for some space availability there.

The Recreation Center building is progressing well

Seahawks have just announced they will not be returning to campus for the final training camp. Due to pregame in China, they are not able to be here long enough making it practical to return. The impact to campus may be less than it is to the City of Cheney. Coaches have wanted to be able to hold more sports camps and they will be allowed to do that now with more space available.

Fran Bierig: Is there any discussion occurring with the school districts in Spokane that might make more math and science classes available to students in Spokane?

Dr. Arévalo: He does not have information readily available at this time. He knows that we do some work that articulates with programs that are offered now. The problem with public schools is that requirements are very low in terms of demanding curriculum. Discussion is ongoing that might create a default curriculum that was college preparatory. If a student did not take that curriculum, students would have to opt out. This would increase the academic demand on the students.

Strider Denison: Since you have been here, how do you see our role in the ability to

become ambassadors to groups to help in recruitment? Are there specific disciplines?

Dr. Arévalo: We need to look at how we can develop a stronger Alumni core for the institution. We have lots of alumni across the state – in excess of 80% of our alumni live and work in Washington. How do we connect for development, recruitment, groups or clubs that bring more students to university is one suggestion. Ask individuals in student affairs and other outreach and recruitment areas that would listen to us and let them tell us what motivates students to come to EWU.

Identify how we can begin to attract other students that are not in high school. The 17-20 year age group is declining. The 25 to 40 years age group is increasing. We need to market to those who do not have a degree but population is growing. How do we get those students to come to the university and how can we mentor them is a key for us.

Committees broke into small groups during lunch for further discussion

## **COMMITTEE REPORTS**

### **BUDGET-*Travis Brewer - Treasurer***

The spreadsheet needs to be updated with current expenses. We are in a good shape cash-wise. Expenses: Communications, events, all pretty much self explanatory. The majority of funds spent are on give back items. Board administration includes the expenses for board meetings.

We are in very good shape to fund the scheduled upcoming events and activities. Travis will give detailed break down of expenses and revenues. There is a better spreadsheet available that will be distributed to all members soon. There is a new software compatibility issue that needs to be resolved. When that is done a better report will go out to all.

Diana Warrington tracks all events expenditures for internal office use purposes. She will continue to keep that and it might be an easier to read format. We will continue to work with the University Relations office to bring the budgets report together and get it updated. We will continue to work on getting data produced in a more useful format. Follow FY 07 budget line items as that is an accurate figure

### **LEGISLATIVE – *Ron Poplawski***

Chris Marr is the new 6<sup>th</sup> district legislator and also a former WSU Regent. He will have a lot of input to the Higher Education issues because of his experience.

Discussion occurred about an idea to send a document over to the legislators before Higher Education Day that would put some of the issues in front of the legislators. There is a need to get more grass roots communication out there that would address our issues.

Suggestion was to do an email. That form would be less costly. The message could be that we are EWU Alumni and we have people that are coming to you to talk about our needs and issues. Discussion occurred about putting together a link on the web site that would ask Alumni to sign

their name to our letter that would be forwarded to legislators. That would be a simple way and less time consuming for people to react. It was suggested that we should give people bullet points, but the letters should be in their own words as it has been shown that process makes a better impression on legislators than boiler plate letters.

Lisa Poplawski is in the process of putting together a one-page flyer that explains our issues for Higher Education Day. Lisa stated there has been a list of 20-25 people developed who have said they are willing to be advocates for EWU.

**Action: Strider Denison and Ron Poplawski will divide up the list of prospective advocates and call each person on list. The list will be sent to them.**

### **Higher Education Day proposed agenda:**

8:00 a.m. Briefing to all attendees including designated staff, students, board members, advocates, alumni.

Alicia Kinne, ASEWU President and Lisa Poplawski are meeting and working together to organize the day's events and expectations. Suggested that students dress professionally and appropriately. Also, suggested that students may wear like shirts or some other garment that would readily identify them as EWU student supporters.

There will be a coordination with students of information that is released and given to legislators and other parties. This is to make sure that the same information goes out and has issues that are from the Alumni perspective as well.

We will be sharing the time in Olympia with other large groups of constituents. Legislators are very particular about who they will meet with due to time limitations. We are trying to be very strategic and make sure there is representation from as many different areas as possible. Alicia Kinne is in process of marketing to get students from as many districts as possible. The plan is for those students to be matched with Alumni from those districts. We want to match up as many students and alumni as possible so that we can get as many appointments as possible., Jeff Gombosky and Katie Jones are responsible for setting appointments with the legislators

Noon – Lunch with the legislators

Appointments with Legislators will follow that.

Dinner at the Governor's Mansion again with legislators will follow that.

Invitations will go out in the mail on Tuesday, January 16, 2007 to the list of selected representatives.

The legislator appointments take the format of about a 15 minute meeting with the legislator to get questions and issues out to them and have meaningful discussion. Students and volunteers tend to make the biggest impact. There is a better chance of getting them to hear a request if the word comes from someone other than a staff member. Students will be trained on etiquette and protocol before they go. There are 23 spots available at lunch and dinner. Coordination is

ongoing to minimize staff slots so as to give more opportunity to Alumni, students, faculty and alumni-at-large. There are four confirmed board members ready to attend. Lisa Poplawski is working with the President's staff to fill the list. Board members will have priority. Stacy Olsen will represent the Alumni Advancement office and help with organization of events that day.

**Action: Board members are asked to send Lisa Poplawski input and their ideas about Higher Education Day**

**Action: Barb Richey will be organizing items of interest to be placed at EWU tables This will allow better recognition for EWU and more consistent information and hand out materials are given.**

**MARKETING: - *Bonnie Tapscott***

### **Palm Desert Raffle**

Net of about \$1000 after expenses for the air fare/condo raffle. It was a successful project. The committee met in December to talk about Affinities programs and direction.

Discussion occurred about the ability to send out email advertisement on a monthly basis. Liberty Mutual would be the first one. That would be followed by License Plate renewal program, Spring Gear availability from Field House, Fall Gear availability around Homecoming, License renewal again in late fall and follow up with EWU gear for holiday gift giving in November.

The Emails would be simple advertisements. The next step is to coordinate with communications department for Alumni to get the advertisements put together and get them out. The first one will probably be with Liberty Mutual and goal is to get it out in February.

Discussion occurred regarding the issue of the emails being seen as spam mail and the ability to get through individual subscribers' email filter systems. Suggestions included putting notice up on web site to ask alums to make sure their addresses filters are enabled to let the ENews and the advertisements through. Alumni should be encouraged to set their filters to let the emails through. A suggestion was made that something might be put on the subscription page. Alumni would be asked to make EWU a trusted site. The idea should be to make the process for them to get the message as simple as possible so they keep getting the messages.

Mass Enews is sent out but there are several board members who are not getting theirs. Please continue to share your thoughts and suggestions about how we can keep up with technology to get messages out to Alumni. There will be more research done by Diana Warrington as part of her new duties to keep up with the ever changing and new technology.

Diana Warrington met with IT personnel yesterday. First EBlast will go to all people in Millenium very soon. It will be the first test. The return address will be [ewualumni](mailto:ewualumni). The piece

that will go out is done, but the addresses need a little more testing. Speculation is that it will go out in early February.

**Action: Diana Warrington to keep Bonnie Tapscott updated on the progress of the technology.**

## **AFFINITY PROGRAMS**

As a marketing committee we are looking at ways to boost participation and recognition, emails, direct mail. They are here, they are great revenue and people need to use them.

MBNA wants to meet to discover new ways to market that. Terms of contract are to be reviewed. It is believed it is a two year term. It is Bank of America.

### **Fieldhouse:**

There is a new design for a 2007 graduation T-shirt to marketed to graduates at an approximate \$10 price. They will get a congratulations and a 10% coupon off their next purchase from Fieldhouse. Plans being finalized now for a web site opening in February and to run through approximately 2-3 weeks prior to graduation. The shirts will be sold at graduation.

Lisa talked about Criteria for Affinity Partnerships (see handouts). Until we have stronger marketing programs, it may not be of benefit to add more. Companies who inquire about Affinity marketing programs, can be referred to our web site to have them see what being an Affinity program partner requires. If there is still interest after that a partnership could be discussed.

It was proposed to the board that we could develop and implement an Affinity marketing and process into procedures. The Affinities need to be very low maintenance on our part.

**Action: Review the handouts and it will be on agenda for next meeting.**

## **EVENTS - *Diana Warrington***

The committee is meeting on a regular basis. The goal is to produce a list of upcoming events that can be proposed to EWUAA Board by next meeting that can be voted on.

### **Family Nights – January 20 at Men’s Basketball and Feb 3 at Women’s Basketball**

There is an outstanding response to Basketball Family Night. To date we have received over 300 RSVPs. An EaglePass letter was mailed to approximately 20,000. Alumni can respond for up to 4 free tickets. They can purchase four hot dogs and four drinks for \$15. There will be a poster contest, pictures with Swoop, face tattoos and players will sign posters after the game. We are hoping for repeat of fall event. The same format will be used for the Women’s game. So far we have about 60 signed up for the Feb 3 game. We can use volunteers. This is a very good data collection event and Alumni engagement opportunity. It is also a builder for Athletics. There are Pregame things for kids to do at both events.

### **Wine Tasting in Spokane**

Vehrs is distributor again for Wine Tasting in Spokane scheduled for May 4<sup>th</sup> at Beacon Hill Winery. Frank Ping has done a lot of research and has contacted Candace Frasher, EWU Alumni, about doing an educational piece this year. She has written a book about wine tasting and has committed to do about a ½ hour educational session at the event and would also offer her book at a discount. This sort of event will offer something for attendees to take away in a fun and learning customer engagement. Well planned, rich, robust programs are well received and the response to attendance increases. Original plan was to find EWU alumni that were connected to the wine business. We are continuing to work on expanding the events. Michael is working to get more alumni wine owners on the list for the wine tasting. The issue is that they have to be licensed through a distributor. We are also looking at other ways to get EWU Alumni wineries listed.

It was a fantastic and well received event last year and little has been changed. We have really outgrown the space, but if we can utilize outdoor space this year it will work a little better. There may be an increase in the price of the wine this year.

A suggestion was we made may want to look in to adding cheese tasting with the event.

Another suggestion is to consider setting up case price discount to Alumni and the proceeds are sent back to the Alumni as an Affinity Program.

### **EWU Night at the Mariners – April 13, 2007**

The same format as last year will be used and a similar menu for the meal. The meal starts 5:30 with the game start at 7:00. There are 150 seats reserved . Draw back is Bull Pen only holds 150. Other available venues are inside and away from people and not nearly as attractive. We will stay with the Bull Pen venue. \$50 price for ticket includes meal and game ticket. Seats are located up a level this year. This was done to not increase the cost of the event and still make great seats available.

### **Wine Tasting at Lower Columbia – May 18, 2007**

Event is scheduled at Stoneridge Event Center and is tentative but very close to finalization. Stoneridge is a former winery. The capacity is 250. There is \$600 charge for facility rental. This will give the opportunity to expand to include other wineries. Stacy Olson and Ricardo Chavez have worked with them and they have suggested some caterers for the event. We will look into the having the education piece with Candace Frasher there as well. Ricardo Chavez has worked very hard on this event and he is recognized for his work.

Mark Hughes, Golf Coach for EWU met with Stacy Olson to talk about a caravan golf trip. A tentative plan is to be in Tri Cities on May 18<sup>th</sup>. They are asking if we want to put together a golf outing at the same time as the wine tasting. The event would tie in with Athletics , with wine tasting and the board meeting which will be there the next day. The potential for this to be a big weekend for EWU in the Tri-Cities area is great. This is an opportunity to outreach with better events in other parts of state.

Portland pregame event was successful, the Family Nights at basketball are successful and it looks like the Mariners event is going to be successful. We are getting some quality events put in place in other parts of the state.

At the coffee stops last fall the spring events were marketed and there is excitement that we are bringing events to the different areas.

Stacie Fuhrman acknowledged for hard work.

**Action: Please send suggestions and ideas for events to the committee members.**

### **CULTIVATION – *Doug Kelley***

Doug Kelly, Brenden Genter and Von Klohe met to talk about cultivation and engagement activities. They have selected a segment of graduates and will set up an engagement call strategy, do test call and see how it works. Contacting people leads to cultivation, to involvement with EWU ,to eventual donors. We are having great response to our events and it is being noticed. Alumni volunteers greeting people at games and events, and being involved in more stewardship will help us be successful.

After an event each attendee has been sent a Thank You letter. They are invited to go to the web site and asked to complete the survey about the event. It is also an opportunity to let them know what else is available.

The question is what we can do to move them to the next level. How do we embrace those people next?

Suggestions: Make a Calendar available to people through mailings, at the games etc. that lists upcoming events.

Board members could volunteer for a phone night to call people about events and let them know what is available. Suggested that it could be a quarterly call event to remind people of what is happening. We now have successful events, we now have data to use. The next step could be to use Board Members to volunteer to work on events to be more successful.

We are now starting to track the volunteers and we are inputting their interests and what they want to do in Millenium.

Diana Warrington is able to generate an RSVP list that could be used in either a phonathon call format or just ask board members to split up the list and make calls to attendees.

**Action: Monica Zhang and Diana Warrington will work together to set up a volunteer phonathon event.**

## **HONORS AND AWARDS – *Diana Warrington***

The Benefactor's Dinner has been moved back to spring with a date to be announced very shortly. Melody Graham is working on the event and she will be getting back to the Alumni staff. Board members will be kept up to date on this

## **Golf Tournament – August 13, 2007**

The tournament is to be held at Meridian Valley Golf Course in Kent, Washington this year. Proposal has been submitted and the name is now changed to **4<sup>th</sup> Annual Banner Bank and EWU Alumni Scholarship Golf Tournament**. Banner Bank will be matching up to \$5000 and this will make the event an even more beneficial and successful event. There will be more opportunity to participate in sponsorships. Several different options being discussed to be able to bring more individuals into participation by splitting up the ability to sponsor a hole.

The question was asked if marketing could be put on the web site as a way to link for the sponsors from the Golf Tournament page to the businesses who will be sponsoring holes, etc. Stacy Olson will have an update at next meeting.

## **Coffee Stops**

There have been more successful coffee stops since the last meeting. Stacy Olson and Lisa Poplawski went to Tri Cities area and visited at Columbia Basin Community College, Lockheed Martin and Battelle. They were assisted with those events by Ricardo Chavez at Columbia Basin, Kevin Linn at Battelle and Peter Turpin at Lockheed-Martin. Stacy and Von Klohe also did another stop at Desautel Hege in Spokane. Nine of eleven employees there are alumni. More stops are scheduled in February. They have been fun and successful. The concept is still keeping the format very simple. Bring coffee in, say hello and get out. Cravens is now supplying coffee and cups. We are bringing some other goodies along. These are just very short meetings with alumni and anyone else who may be interested in Eastern.

At the Tri Cities we began by making a copy of a list of alumni and they were contacted to let them know we were coming. The lists were updated and that gave opportunity to update our database. These were again, very well received there.

Suggestion was made if we want to approach and look into developing additional relationship with Starbucks. More discussion should occur on this. For right now, we will focus on the east side.

## **Eastern Edge**

Eastern Edge on west side will be postponed from April 12, 2007 date. The thinking at this point is we are not getting the right population. We need this to be a corporate focused event. Strategy will be to work through this with west side board members. We want to be able to have a very successful event with a ground work approach and research more of what will be successful over there. The needs are different.

Spokane Eastern Edge is scheduled for Friday, March 9. Judd Case, Dean of College of Science, Health and Engineering, will be featured speaker with a presentation on his discovery of the fossil skeleton in Antarctica and the National Science Foundation recognition. He will also speak about the economic benefit and impact to the area of the Turnbull National Wildlife Refuge.

This event has been drawing up to 200 people, it gets great news coverage for EWU and is well received. It will be in the Les Schwab room again at the Spokane Veterans Memorial Arena. There will be more information out soon.

### **Eagle Finder**

There are some software issues that need to be addressed. This item will be tabled until we get more information.

### **License Plate Sales**

The sale of EWU license plates is starting to generate more revenue. We will need some help and marketing to generate more scholarships and get the funds allocated to students. Need to get the news out about the scholarship availability.

Need better utilization of the advertisements. Suggestion is to advertise the plates and who the recipients of the scholarships are. We also need to get the word out about the great job we are already doing with this program.

Suggestion was made that if the EWU license plate is noticed maybe a note could be left to say thank you for purchasing the license plate.

We are reminded that Alumni can bring other alumni to a basketball game with tickets that are available. It is a chance to introduce alumni to the games, other EWUAA board members and develop some new relationships. The tickets were purchased for men's basketball games. Let Lisa Poplawski know if and when you need them.

Barbara Richey has advised that work is ongoing on new tag line for University. There will be more information coming soon

### **Young Alumni**

We are receiving quite a few requests about getting involved. Diana Warrington is researching what could be done to support the young alumni population. Work is being done in what could happen in Seattle area especially.

### **Corporate Volunteers-**

Suggestion and discussion that we put together an information kit that could be given out to alumni who volunteer to help within their work place. This might include things like an "Ask me about EWU" button or badge, T Shirt, application packets, etc. Those corporate volunteers might send Emails updating coworkers about EWU information and what is happening. They could be given a supply of give away items to share EWU within their company. We need to be prepared to give volunteers something they can do and participate in when they volunteer to help

us. Supplying them with a volunteer kit such as this would be a way for them to do something even though they may be very busy.

The question is asked how many businesses in the Seattle area have lots of EWU grads. Stacy Olson gave us the information of there being 16 companies identified on the west side that have very large numbers of EWU alumni.

The question was asked about lodging for board members when they attend out-of-Cheney area meetings and if there are suggestions for hotel properties with discounted rates available to volunteer board members.

We should be able to negotiate a corporate rate for our members at some venues.

**Action: Lisa Poplawski will get information and send it out to members.**

The ballot for the slate of officers was taken and tallied:

New Officers:

Fran Bierig – Vice President

Travis Brewer - Treasurer

Kevin Linn - Secretary

**Future dates:**

Michael Roos event at March 10 at Northern Qwest casino to benefit Athletics.

April 13 Bellevue – EWUAA Board Meeting

May 18 Tri Cities – EWUAA Wine Tasting

May 19 in Tri Cities – EWUAA Board Meeting

Financial Aid Night- This tentatively set for March 27 at Spokane Teachers Credit Union on Nora. If anyone is interested in participating please let Von Klohe know. Volunteers will have the opportunity to read scholarship applications and get a sense of what student needs and ideas area.

Respectfully submitted

Gail Potter

Program Coordinator

Alumni Advancement

Attachments:

Criteria for Affinity Partnerships

Updated Board Roster