January 7, 2006
Alumni Board Meeting
PUB 261

The board meeting was called to order at 10:40 a.m.

Board members present: Fran Bierig, Tim Hatley, Drew Henrickson, Kory Kelly, Doug Kelley, Von Klohe, Ron Poplawski, and Bonnie Tapscott

Absent board members: Travis Brewer, Mike Dempsey, Strider Denison, Terri Hayman, Kathryn Hedrick, June Johnson, Ray Johnson, and Frank Klarich

Staff members present: Lisa Poplawski, Drew Rieder, Erin Grouke, and Kylie Gaard

Guests: Dr. Brian Levin-Stankevich, Interim University President, Barb Richey, Director of University Relations, Gerilyn Hausback, Interim Associate VP for Advancement

I. Welcome and EWUAA President’s Address – Doug Kelley
   • Thanked board members and let them know he appreciated their time and involvement.
   • Need to embrace change because it has been a constant theme this year and will continue to be with our new hires (President, Athletic Director, and VP for Advancement).
   • Appreciates Lisa’s similar style and communicating with her as we try to come up with ideas on how to improve.
   • In the next 12 months sees us as being sharp, focused, and vital to the President, University, and campaign.
   • There has been lots of Eastern publicity (Erik Meyer and Payton Award, clips during GU game). Passed around media tracking sheet.
   • It’s not just about athletics, but it’s a great opportunity to engage alumni.

II. Approval of September 2005 minutes
   • Drew Henrickson motioned, Fran Bierig seconded it, and all approved.

III. The State of the Alumni Office Address – Lisa Poplawski
   • We have done a lot of personnel changes, relearning things, and reevaluating how and why we are doing things, our outcomes, and what’s missing.
   • Vision/Role of Director
The big thing we are working on is the concept of integrating communication; i.e., if athletics is sending something out we insert a list of our events. Also, working on methods of communication and gearing up Enews.

Creating a contact card. Contact cards are a self-mailing card that enables alumni to indicate their interest, update information, and track volunteer hours. Information collected will be put into our database and track the people we are meeting with. This way we can show the progress we have made.

Need for organized cultivation and an organized structure for increasing volunteers.

- **Alumni/Annual Giving Transitions**
  - Discussed the responsibilities of the open position in which Kylie Gaard is now doing. Duties include administrative support, student support, reception area, on-campus connection person, and mailings.

- **Impact of Changes at EWU and Interoffice**
  - New President, Dr. Rodolfo Arévalo, announced on Monday, January 9, and will start on April 3.
  - Next board meeting on April 6 in Bellevue. President will be at our next board meeting. Everyone is invited to Foundation meeting the following morning.
  - Below is a schedule of events surrounding our next board meeting:
    - April 6 – EWUAA Board Meeting 11:30-3:30 p.m. working out details for a Bellevue Community College meeting site.
    - April 6 – EWU Night at the Mariners (RSVP due March 3). Enjoy dinner at the stadium with alumni, friends and family at the Bullpen Market. Watch the Seattle Mariners take on Oakland in the EWU alumni section located at field level. Dinner: 5:30 p.m.; Game: 7:05 p.m.; Cost: $50
    - April 7 – Foundation Board Meeting 9-11:00 a.m. at the DoubleTree Hotel. Please let Lisa Poplawski know if you would like to attend.
    - April 7 – Eastern Edge: Cyber Security by Dr. Shovic 11:30-1:00 p.m. at the DoubleTree Hotel; Cost: $45; RSVP (509) 359-7099
  - With new President comes new hires (VP of Advancement and Athletic Director). There will be a selection committee for both and someone on the board can be apart of it. Kory Kelly will be on selection committee for Athletic Director. If anyone would like to be on the VP selection committee please let Doug Kelley or Lisa Poplawski know.

- **Six Month Strategic Plan/Focus**
  - Really focused cultivation and volunteer management (what chapters are, how we use them).
Meeting five new alumni every week on both sides of the state that we can engage.

Be out in the community more and work with the board to help us do that, working on a plan to do that, and what the message is.

Hold advisory meetings; for example, Doug Kelley is hosting a Spokane wine tasting meeting to discuss our wine tasting events. There are five alumni attending, four at which are not currently engaged with the University and are thrilled to be asked.

Doug Kelley said that we need to try to focus and line-up everything. Confident that through continuing progress and focus we will be in a great position to really execute and communicate with people to re-engage alumni. Need to focus and quantify the value we can bring back to the University.

Doug Kelley suggested targeting alumni through Annual Giving calls.

- Packet Overview
  - Doug Kelley commented that the Eastern Edge’s are a great place to bring alum. Also, in the third week of June there is a Big Sky Alumni Director’s Conference, which would be a great opportunity for our new EWUAA President to attend and learn what other people are doing.
  - There is no organized Higher Ed Day.

### IV. Budget

- Refer to green budget handout.
- Budget broken up into how much was spent on actual events, so we can see where we are losing or gaining money.
- “Actual Budget” is the revenue and expenses of last year, while “Proposed Budget” is the revenue and expenses for this year.
- Merit Financial was taken off this year in terms of revenue because they defaulted. We received about $1000 a month from them and in return they received information about our alums. They sent a letter saying that they would cease to use information sent to them.
  - **Action Item** – Drew Rieder will confirm with Merit Financial that they have ceased to use our information by next week.
    - Merit Financial has ceased using any of our information since our contract cancellation in March of 2005.
- We have been losing money with off-campus football and basketball pregames, but we hope to get sponsorships with the rest of our events or make a little based on what we charge.
- **Action Item** – Lisa Poplawski will adjust budget for Puget Sound Chapter Golf. It needs to be removed from this FY06 budget and placed in FY07 budget. The revenue and expenses will be in FY07.
  - This adjustment will project a $40,000 loss this year.
- If we do put ourselves in deficit we do have the Piper Jaffrey Account from MBNA that started out at about $100,000 and now is $57,000. These
funds can be used to increase alumni events. If we do find ourselves in deficit it should be for a short time, and we should add more affinities and sponsorships to support events so this doesn’t happen.

- Von Klohe would like to have the amounts from all accounts presented on budget handouts.

V. Presidential Update – Dr. Brian Levin-Stankevich, Interim University President; EWU Community Engagement

- Thanked everyone for giving up their Saturdays to the University
- Enrollment continues to grow, but we are reaching the top of the wave and will begin to see a downward trend. Transfer numbers are significantly dropping.
- The University continues to diversify program offerings and update programs.
- Microsoft put a call out for proposals to ease transition of education, and Eastern and the Cheney School District received one of the grants. This grant helps students with the transition of math and literacy as they go through middle school, high school, and college.
  - Need to graduate students in four years, but this hasn’t been happening because of curriculum creep (adding courses to curriculum).
  - Bill Williams is using various technology to try and prevent losing 20% of students each year by trying to get them involved early and keep them involved.
  - Need to prevent students from being lost, and this is what we are trying to do with Cheney School District.
  - Proposal to use old Mattox Building as a math emporium where students use technology to learn math and teachers are there as a resource. This could work with Eastern and Cheney High School, and it would create business opportunities and enliven 1st Street.
- We need fight songs and athletic events as a showcase of how we get people together. However, we must remember we are a serious university and are doing serious work in the community. At the end of the day we are an academic university.
- Alumni Relations creates these events that get messages out through event style and communication.
- The messages we hear a lot from people is that the University is friendly, welcoming, and provides opportunity, but we don’t hear quality and excellence very much. We need to constantly focus on the quality we offer because other universities are not any better than us.
- Need to encourage the mix of students and faculty and engage community. In the community there needs to be a constant noise of what we are doing, awareness, and demonstrate how many alumni we have and get them more engaged.
• Gerilyn Hausback said that we need to interject Eastern into our conversations because you don’t know if you are surrounded by people who went to Eastern unless you ask.
• Drew Henrickson said that Eastern has the same offerings as other schools and gives some students who may have squeaked by in high school a second chance to a college degree.
• Our business students are in the top 10% of business graduates in the country.
• Need more measurements.

VI. Alumni’s Focus on Community Engagement – Lisa

• Focus on Communication Tactics
  o Strategic correspondence (thanks, congrats, info request, follow-up to events/evaluate (events module))
  o Contact cards
    ▪ This information would be translated into Millennium (Eastern’s alumni/donor database).
    ▪ Hope to have them ready in the next month
  o Website/Enews/Eagle Finder/Lifetime e-mails
    ▪ The better data we have the better we can be strategic.
    ▪ Eagle Finder opens so many opportunities. Alumni can update their own information electronically and we can receive feedback from that.
    ▪ Lifetime e-mails are going through the approval process, and the contract will be through Hotmail.
    ▪ Gathering of information starts when the student enrolls at the University, and not just when they leave.
    ▪ Hopefully, Eagle Finder and lifetime e-mails can be rolled out at the same time (estimated time Spring 2006).
    ▪ Need Enews to be consistent.

• Focus on Alumni Involvement
  o Growing volunteer base through targeted committee structure
  o Increasing number of new alumni at an event (invite structures)
  o Hosting valued events that target many audiences
    ▪ Meeting the needs of all our alumni through a variety of events including educational, cultural, and professional enrichment.
    ▪ Goal is to have all of our events laid out for an entire year, so there are no surprises.
  o Networking/cultivation focus
  o Earlier notice of alumni events
    ▪ Communicate with communications office so mailings go out in a timely fashion.

• Alumni/Benefits Services
  o Marketing methods and opportunities (committee)
  o Growth of new affinities and sponsorships
- Variety of programs and a variety of people you can go to for support.
- Increased Recognition
  - Thanks and congrats correspondence
  - Anything we send out we can track by placing them in Millennium.
  - Volunteer Database
  - We are building one in Millennium. This way through the contact cards we can keep track of volunteer hours and recognize them.
- Award/Benefactor Dinner
  - Also recognizing volunteers at certain levels. There is a certain amount of money assigned to volunteer time.

VII. What is our (my) purpose and role as an Alumni Board member? – Lisa
  - Passed over.

VIII. Board Committee Reports
- Advancement Update – Gerilyn Hausback
  - We have had a few new hires Lisa Poplawski (Director of Alumni Relations and Annual Giving) and Bruce Armstrong for Printing and Creative Services. We have also had two departures of development officers.
  - Fundraising as of November 30 was $1.6 million in gifts; for the same 5-month period last year it was $850,000. There were a total of 18 major gifts totaling $1.2 million.
  - Kresge Foundation gave $250,000 outright for equipment in the Computing and Engineering Building and a $250,000 challenge.
  - Currently, we are at 30% ($9.7 million) of our campaign goal of $32 million. We hope to get $6 million this year. We will not go public until the new President feels comfortable.
  - The colleges, Athletics, DEO, and Student Affairs came up with a list of priorities that were focused on community engagement, faculty/staff support, and resources for students.
  - Thank you to all who sold tickets for the Governor Martin Raffle. We sold about 200 tickets and made about $15,000 that will be used to pay for a portion of the Governor Martin Alumni House mortgage.
  - We had a ticket giveaway that offered free tickets to alumni to try and get them back to the University. We had about 30 people respond and two who have made donations.
  - Dr. Brian Levin-Stankevich is speaking at the Spokane Club on January 17 at 5:30 p.m. Call Gerilyn Hausback or Von Klohe if you would like to attend.
- Executive Committee Report – Doug
  - Passed over.
• Chapter Report
  o Passed over.

• Legislative Report – Tim Hatley
  o Governor proposed $42 million capital for Eastern last year, but
    was reduced to $30 million.
  o Level of miscommunication between legislators and Eastern.
  o Need to send letter to delegation letting them know we lost out last
    year and would like to make it up this year.
  o **Action Item**: Lisa Poplawski will try to receive a legislative report
    from Kathryn Hedrick.

  • Lisa spoke with Jeff Gombosky regarding the concerns and he said that
    EWU received more funding dollars last year than in all of Eastern’s history. He verified Tim’s
    explanation regarding a loss of dollars in Eastern’s requests
    in the final hours last year, but Jeff said that this was
    largely due to Eastern trying to do a “wheel and deal” in the
    final moments with regards to the nursing center. Needless
    to say, it backfired. The result, EWU, against
    recommendations, requested monies from the
    supplementary budget during this term to make a point
    regarding last year’s cuts at the end. However,
    supplementary dollars are for emergent issues and not for
    capital building. Hence why, the OFM indicated that
    EWU’s current requests do not meet the requirements. Jeff
    recommends that Eastern accept the loss and show respect
    toward the decision in order to sit favorably for the next big
    session. Jeff is also happy to meet with the board at any
    time to clarify Eastern’s positions and requests.

• Board and Awards – Bonnie (boards) and Fran (awards)
  o Boards
    ▪ The main thing is we need a replacement for Doug Kelley.
      Mike Dempsey, June Johnson, and Bonnie Tapscott are on
      committee. Kory Kelly and Von Klohe were nominated. Kory
      Kelly can’t at this time, but Von Klohe is very interested.
    ▪ We also have board positions that need to be replaced.
      • **Action Item**: Individuals need to contact Doug Kelley
        or Bonnie Tapscott about reappointment or if you
        would like to be removed from board by next week (see
        contact sheet and by-laws regarding your term).
      • If you need to be replaced but would like to stay on the
        board the President can request you to stay on for
        another term.
      • Doug Kelley said we need to be adding new board
        members each year.
      • **Action Item**: Email Bonnie Tapscott if you have any
        nominations for new board members.
Lisa Poplawski nominated a list of individuals based on grad year, location, and specialty area so that we have a diverse mix. Once the nominations are in then there will be a phone interview. We will discuss again at April meeting, vote in June, and they will take office in September.

- **Awards**
  - **Mini-Grants**
    - One mini-grant given out fall quarter. Next deadline January 13, 2006.
  - **Alumni Awards**
    - Drew Rieder said there is one person that has been selected for achievement award, and they are calling for nominations through e-mail, website, and *Eastern* magazine for the other two awards.
    - Other suggestions for seeking nominations were from deans, faculty, and through *Good Morning Eastern*.

- *Eastern* magazine went off great and had very positive feedback. The next one will be in mailboxes on February 7. Kory Kelly asked that if anyone has any feedback or comments to please share with him or Doug Kelley.

- There will be a plasma screen billboard as you enter the University on Washington Street near the football stadium. University Relations will have complete control over it, and it was a generous gift ($50,000) from Spokane Teachers Credit Union (STCU).

- **Special Committees**
  - **CUDA**
    - Fran Bierig and Von Klohe brought out our CUDA glassware (flutes, schooners, coffee cups, shot glasses, pitchers)
      - So far, we haven’t sold any glassware online.
      - Prices for glassware: $8.95 for big pint, $5.95 for mugs, $9.95 for schooners, $24.95 for pitchers, and $12.95 for flutes.
    - Other sales included 24 in October, 5 in November, and 4 in December.
    - **Action Item:** Look into having a booth inside the football stadium to sell AA logo items.
      - Kylie Gaard received approval for a booth inside the football stadium from Laura Biviano, Assistant Athletic Director.
    - Discussion of looking into another vendor besides CUDA because of some issues we have had with them. Discussed the company FieldhouseShirts.com.

**IX. Board Business**
- PS Golf Tournament (board member involvement) – Drew R.
  - Wednesday, July 19, 2006.
o 3rd annual tournament, and they usually take 3 years to get off the ground.
o We have had more teams every year and losing less money each year.
o This year we would like two teams per hole for a total of 36 teams.
o $1000 for a team sponsor (Tee and Green Sponsor).
o Would like to either break even or make money.
o Internal committee with Development, Alumni, Athletics, and a west-side committee to come up with sponsorships.
o Suggested places to ask for sponsors: Banner Bank, Weldon Barber, Sisco, Pepsi, Seattle Seahawks, and alums in the realty business.
o Alisun Dvorak is in charge of logistics, while Drew Rieder is in charge of the sponsorship piece.

- Cultivation/Networking to achieve community engagement goals – Drew
  - New title: Assistant Director of Alumni and Donor Relations
    - Out in community meeting with alumni who donate under $250-1000 and under $10,000 and move them towards a greater affinity to University.
    - What’s going to help you cultivate?
      - Von Klohe: contact card. Eastern lapel to give out.
      - Doug Kelley: a universal weekly e-mail (did you talk to someone this week) to remind you if you did connect with someone and didn’t give them a contact card. See what your prospect list is because we might know someone on the list.
      - Lisa Poplawski: a one sheeter that gives topics of cultivation.
      - Drew Henrickson: mission of University cards to handout (handed out by President- in packet).
      - Drew Rieder: general alumni business cards.
      - **Action Item:** look into how much it would cost to buy in bulk the Eastern pins.
        - A request is out to the vendor. The alumni office does have a small supply if you would like to request some for hand outs.
  - Next Board Meetings (Location? Event? Date?) – Lisa/Doug
    - Next board meeting April 6 in Bellevue at the DoubleTree; (425) 455-1300.
    - Board meeting June 9-10 in Lake Chelan.
      - **Action Item:** Lisa Poplawski looking into hotels.
        - Still getting final costs. It is looking like the Campbells Resort will be the most convenient and reasonable.
    - Mariners Night on April 6. Postcard sent out in early February.
X. Affinities/Sponsorship Updates (MBNA) – Drew R.

- MBNA is up at the end of month and will automatically renew if we don’t default.
  - The contract has been extended for two more years. This contract could also be renegotiated for a longer duration.
- US Bank credit card is a possibility.
  - **Action Item:** make certain it is only a one-year renewal.
    - *It is an automatic two year renewal.* We needed to have given them 90 days notice in order to end or alter the contract that expired on Jan. 31.

- Nelnet
  - Student loan consolidation partner.
  - Offering two new services: private loan consolidation and parent plus loans (if parents still have student loans).
    - Drew Rieder: our contract is for one service, but this could increase our revenue. They wouldn’t send out more material, but piggyback on material already being sent out. There is no upfront.
    - **Action Item:** Drew Rieder asking about the fact that there is no upfront, but by accessing our list Nelnet is receiving a tremendous amount of value.
      - Not a feasible option.
    - **Action Item:** Drew Rieder asking if they have introduced this to other schools and what did they get from it.
      - Drew called several references and all schools gave the added on services glowing approval. We will sign the contract this week.

XI. Next Steps/Future Agenda Items/New Committees/Assignments

- Future Agenda Items: MBNA update, majority of time talking about cultivation and who’s doing what, meet new President, and any updates on nomination committee.

XII. Meeting Adjourned: 3:30 p.m.