EWUAA Board Meeting  
April 6, 2006  
Bellevue Community College “C” Building

**Board Members Present:** Fran Beirig, Strider Denison, Drew Henrickson, June Johnson, Ray Johnson, Doug Kelley, Ron Poplawski, Travis Brewer, Mike Dempsey, Tim Hatley, Von Klohe.

**Absent Board Members:** Terri Hayman, Katheryn Hendrick, Kory Kelly, Frank Klarich, Bonnie Tapscott,

**Staff Members Present:** Lisa Poplawski, Drew Rieder, Alisun Dvorak, Diana Warrington

Guests: Dr. Rodalfo Arévallo- President of Eastern Washington University, Dr. Brian Levin-Stankeivich- Special Assistant to the President, Barb Ritchey, Director of University Relations, Gerilyn Hausback – Associate VP for Advancement. Kat Langenhiem – Director of Development, Jeff Gombosky- Director of Government Relations, Lori Connelly- Associate to the President, Darla Padgett- Vice President Columbia Management.

**The board was called to order:** 11: 49 am

**Directors Welcome- Lisa**
- Introduced Diana Warrington, Alumni and Annual Giving Coordinator. She will be the lead for on campus events for current students such as commencement and family weekend. She will also start planning for a student-alumni group.
- This is Drew Rieder’s last board meeting; Drew hopes to continue being part of the Alumni Association.
- Drew’s position has been posted online and in the newspaper. The job will be filled before April 26th. Lisa may contact board members to ask if they would like to be on the selection committee. The job will work with “friend raising”, business relationships, and assist with developing chapters. This job will be intertwined with Lisa and Alisun duties.
- She would like to continue having meetings on the west side. She appreciates the board’s patience with all the changes and how slow things seem to moving along.
- Drew Henrickson announced that he would be resigning his position with the board effective after the June board meeting. He would like to continue working with cultivation and the golf tournament.

**Welcome and EWUAA President’s Address- Doug**
- Addressed that there has been transition and that there are opportunities and challenges. He wanted to stress that things are happening with Alumni behind the scenes to rebuild the organization.
- We are really beginning to more forward aggressively with cultivation and he is excited that we are planning on starting a student alumni group
- Thanked everyone for traveling to the meeting and for their dedication to Eastern’s Alumni organization

**Approval of the January 2006 Meeting Minutes -Doug**
Drew Hanrickson motioned, Ron Poplawski seconded it, approved by all members.
Voting/approval of new board members - Doug *(New member nomination hand out)*
- Kevin Linn was formerly on the board and would like to come back
- Jeff Orwick will be approved on contingency if he is selected since he has not confirmed his intent.
- We have eight returning board members with seven vacancies to fill.

**Action Item:**
The Nominating committee is asking for a blanket approval for the nominees. Stacie Fuhriman, Kevin Linn, Laural Zovko, Michael Pendleton and Ricardo Chavez. Jeff Orwick pending his intent.

Drew Henrickson motioned, Von Klohe also motioned, June Johnson seconded. The five new members were approved and Jeff Orwick was approved pending his intent.

Cultivation – Lisa *(Friend-raising coordination and Tracking FY07 handout)*
- Beginning July 1, 2006, all EWU staff friend-raising and cultivation expenses will be incurred by a separate budget from the EWUAA.
- We are trying to get to a point where the cultivation tracking process is automated. The database is pre-production and should be up and running quickly. The database will be very user friendly.
- Once the committee has decided the targeted alumni population, each committee member will be assigned 5-10 alumni in coordination with the Director of Alumni and the Foundation Office. The selected alumni will be assigned as prospects in the database.
- The alumni office is creating an online form that enabled board members to input cultivation reports directly into the EWU database. Reports will be assigned to your EWU database account. Once the report is submitted online, reports may be requested in order to view a contact list of all “friends” associated with each board member.
- If a board member moves on, then his or her assigned alumni will be reassigned to someone else.

Volunteer Database- Lisa
- The volunteer database is built and contact/volunteer cards are available for data collection. The cards are easy to fill out and are self-mailers.
- The information will be entered into the database and then a thank you card will be sent out.

Annual Giving- Lisa
- The annual giving plan is just maintaining until June 30th. When the new cycle starts July 1st, we can make adjustments.” The plan is in a static state due to regulations beyond the control of the alumni office. Changes can and will be made to further the Alumni and Annual Giving office's plan in July of 2006.
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- We want to make sure the communication flow from both alumni and annual giving is balanced.

Events- Lisa *(Alumni Events FY07 handout)*
- Trying to divide events into four key geographic areas; Spokane, Western Washington, Portland and TriCities. The goal is to have all the events laid out at the beginning of each year.
- We want to put on a few really big, strong events, not several little one.
- Away football games will be at OSU and Colorado and we are hoping to do something in Denver.
- We are doing a large event at Homecoming and an all-year’s reunion.

**Action Item:** We would like to have one or two members to lead a group to discus events that the board would be responsible for. We would like to have the events solidified by the June board meeting.

Von Klohe, Ron Poplawski, Strider Denison, Drew Henrickson, Fran Biering, will act as members of the event committee and will arrange a phone conference to discuss further.

Golf- Drew R.
- Tournament planning is going very well. We have a $15,000 sponsorship with Banner Bank. Visited them down in Walla Walla. We also ran past the idea of sponsoring the Alumni office. Did not talk in detail. They would like to employ our alumni. They would also like to sponsor lunch and will have four teams.
- There are 7 sponsors and 7 potential. The event is covered for all costs.
- Teams/ or working on a team – Travis, Tim, Ron, Mike, Drew. We would like to have one team per development officer (shooting for 4 teams). Foundation will buy 1 foursome. 25 teams overall with a potential of 7 more.
- Alisun Dvorak will now be the point of contact for the golf tournament

Budget- Lisa *(Alumni Association Proposed Revenue & Expenses hand out)*
- Eva Cunningham is the principal accountant for the foundation and helped to create a holistic budget. All accounts are represented on the budget handout.
- As of fall quarter we should begin getting checks from MBNA (quarterly)

**Action Item:** We were at a point when money from Piper Jeffery has not moved since 2004. We are in the negative and are thinking about moving money from Piper Jaffrey to the Alumni Association Account." The Piper Jaffrey account is a reserve account for the Alumni and Annual Giving budget. The current 2005-2006 Alumni budget is running a negative balance and we need to move money from the Piper Jaffrey account to the Alumni Association Account to cover the deficit
Ray Johnson motioned to make the transfer of $35,000 from Piper Jaffrey to the Alumni Association Account, Drew seconded it, Mike Dempsey called for a vote. The motioned passed by all board members.

- We have requested a new signature card to update signatures on the Piper Jaffery account. Ray is the only current member on it.
- Budget should be used in all decision making for the upcoming year’s events.

**Committee Reports:**

**Killin Dinner/Dance - Doug**

**Action Item:** Historically we have uses and Killin as an investment for cultivation. (1 table $675 for 10 people). Done 2 tables in the past. Invited targeted cultivated alumni as guests to both Killin Dinner and Ron Raver

Drew Henrickson moved to use $1,000 for cultivation at Killin, seconed by Travis Brewer, motioned passed by all.

- The cultivation committee will determine how to pay for the remainder due to pay for both tables at Killin.
- No funding will be used for Ron Raver.

**New EWUAA President Nomination - Doug**

**Action Item:** The nominating committee moved to nominate Von Klohe as the new EWUAA President.

Mike Dempsey motioned, Fran Bierig seconded it. The motioned was passed by all.

**University Updates - Brian Levin-Stankevich**

- Good basketball season. Spring enrollment we are up 18 FTE from last spring. Enrollment has been up the past 18 quarters.
- Looking at enrollment long-term trends for the future. We will also be focusing on enrollment management and retention.
- We have closed the gap in the last few weeks will be closer to 2004’s enrollment for the 2006-2007 school year.
- Saw the first eight applications from our counterpart in China. We have seen a jump in Saudi and UEA students.
- Pakistani educations will be on campus soon to learn redevelopment strategies for their education systems.
- Working with WSU to utilize the Riverpoint campus for Get Lit.
- Currently searching for new Dean of Students, Athletic Director and Advancement VP.

**University President Updates - Dr. Rodolfo Arèvalo**

- Met with the Governor and talked about the number of student who are of color that are graduating with four year degrees. She was very concerned about tuition cost increases and is looking at preferred funding models.
He would like to continue the trend of access and success at EWU. 55% percent of the freshmen class is first generation and 18% are of color.

Will look at expanding marketing and focus on improving the quality of degree programs by developing “centers of excellence”.

Over the next 90 days he will focus on:
  Learning from groups, faculty, community and students.
  Getting feedback on university strengths and weakness. After that phase he will begin to draft a 3-5 year plan.

Toured BCC and is pleased with progress and would like to see continued growth.

Would like to see us as more of a state institution than a regional institution.

He has worked with Alumni in the past to develop the regional chapters. He would like to go and meet with alums in different locations if possible. Thinks that Alumni can play a key role with recruiting new students.

Possible Affinity Program Presentation- Darla Padgett

Upromise 529 Savings Plan
  No revenue comes into alumni office
  Not asking donors for additional money
  Not impacting donations you are already getting
  Not asking donors to do anything they don’t already do
  Setting up ongoing stream of money
  Money collected will be used by the Alumni Association to grant student scholarships.

Upromise has agreements with hundreds of national companies that will reward patronage with cash rebates for college

Accumulated savings can be regularly transferred into the 529-college savings plan account from Columbia Management.

Please e-mail follow up questions to Darla at darla.k.Padgett@columbiamanagement.com

Legislative Update -Jeff
  We secured pre-design funding for Hargraves, Williamson and Patterson renovation projects.
  We are looking at selling the Spokane Center and relocating those programs to Riverpoint. There is also a strong possibility that we will construct a new building at Riverpoint.

Business- Doug
  Doug would like to revisit the bi-laws at the June board meeting.
  The next board meeting is June 10, 2006 at Darnell Resort, Chelan.. If you have not already done so please call to make a reservation ASAP. See you all there.

Strider Dennison motioned to adjourn the meeting, seconded by Drew Henrickson.

Meeting adjourned at 3:35