

**Executive Committee Board | Zoom Video Conference**

**Thursday | May 12 | 8:15 am (CST)**

1. **Call to Order:**

A bi-monthly meeting of the UNA National Alumni Association Executive Committee was held at 8:15 am on Thursday, May 12, 2022, via Zoom. President Susan Adams presided, with Executive Secretary present. President Adams called the meeting to order at 8:15 am.

1. **Roll Call and Quorum Report:**

**Present Executive Committee Members:** Susan Adams, Bishop Alexander, Jeremy Baham, Mike Byers, Lisa Clayton, Mary Leigh Gillespie, John Haeger, Will Hodges, Latasha Howell, Anna Milwee, and Christa Raney

**Present Non-Executive Members:** Sherry Wilkes

1. **Approval of Minutes and Agenda:**

John made a motion to accept the 03/17/2022 Board of Director minutes as emailed. Mary Leigh provided a second. The motion passed unanimously.

1. **NAA Officer Standing Committee Reports:**
   1. **Community Affairs Committee, UNA Night @ W.C. Handy Festival—**Latasha reported that the Community Affairs committee helped with the “Squash the Silence” one-mile walk. In addition, the committee will host UNA Night @ W.C. Handy Festival on Tuesday, July 26th, 7:00 – 9:00 pm (CST), featuring food trucks and a live band (Off the Chain). The rain site location is the UNA Mane Room, Pine Street.
   2. **Alumni Awards Committee—**Will reported that nominations close May 20. Will and Bishop’s office will meet to determine the rubric. The committee will then meet early summer to discuss the rubric and will meet again later to pick winners. Bishop added that twenty new nominations have been submitted thus far, and he encouraged Executive Committee members to nominate fellow alumni.
   3. **Nomination Committee—**Mary Leigh reported that she will meet with Bishop and Christa on Friday, May 20 (rescheduled from May 11). She requested that Executive Committee members let her know if they want to continue in their current position.
   4. **Hospitality and Special Events Committee, Lions Under the Lights—**John reported that the tentative date for LUL now conflicts with the UNA football game being held at Toyota Stadium in Huntsville, so he and Bishop will meet again to determine a new date.
   5. **Finance Committee—**Mike covered III.A-C (see III.A-C below). He also discussed the current operating budget and the proposed operating budget. He reminded Standing Committee chairs about his request for budgets for this fiscal year and for next fiscal year. In addition, he wants to finalize this year’s fiscal budget (2021-2022) and get it approved by the full board. He also wants to approve a full year’s budget (2022-2023) at the Summit so that it is ready at the beginning of the fiscal year.
   6. **Faculty and Staff Alumni Affairs Committee—**Lisa reported that the Faculty/Staff mixer has been postponed until September.
2. **Finance Report:** Mike gave the Finance Report.
   1. **NAA Distinguished Endowed Scholarship—**The balance is $34,801.09.
   2. **NAA Greatest Needs Fund—**The balance is **$**35,725.40.
   3. **NAA Current-Use Scholarship—**The balance **is** $2,813.70.
3. **Old Business:** 
   1. **Working Advantage, NAA Alumni Benefits (*Vote Required*)—**Mike reminded and updated the Board on the *Working Advantage* proposal, which has already been voted on. However, he added that he wants to charge alumni $25 a year for a Tier 2 membership, which will include the *Working Advantage* benefit. He highlighted the proposed Tier Membership Program, which will be discussed in more detail later in the meeting. Will, Mary Leigh, and Latasha expressed approval this proposed charge.

Lisa made a motion to charge $25 dues to access the *Working Advantage* platform. Mary Leigh and Jeremey provided a second. The motion passed unanimously.

* 1. **North Alabama Athletics Dinner and Auction, Table Sponsor (*Vote Required*)—**The Lion Pride Athletics Club will host its annual fundraiser Dinner and Auction at the Marriott Conference Center on Thursday, August 11 at 5:30 pm. This year’s speaker is Bill Walton. Tables that seat 8 cost $1,200 each.

Lisa made a motion to sponsor a table. John provided a second. The motion passed unanimously. Bishop requested that Executive Committee members let Sherry know if they want a ticket.

1. **New Business:**
   1. **National Alumni Leadership Summit, Sponsors & Food Expenses—**Sherry has been planning the Summit, and she asked for recommendations for Friday’s catered lunch. Breakfast and lunch on Saturday will be provided by Chartwells. Executive Committee members discussed options.
2. **Discussion:**
   1. **Alumni Benefits, Tier Membership Program—**Mike explained the proposed Tier Membership Program.

**Tier 1 Membership**: Legacy Alumni Association membership level. All UNA graduates are automatically members. No dues required. No enhanced benefits.

**Tier 2 Membership**: All of benefits of Tier 1 PLUS invitations to special events, such as the Alumni Christmas Party and other Association events as well as access to the Alumni Association’s discount program providing nationwide discounts on hotels, theme parks, movie tickets, autos, home appliances, and much more. Dues will be $25/year.

**Tier 3 Membership**: All benefits of Tiers 1 & 2 PLUS membership in the **UNA Alumni Pinnacle Club**. Pinnacle Club members have access to an upgraded tailgating experience at all UNA home football games at Braly Stadium featuring catered food, wine & beer, and a big screen TV featuring the biggest games of the day prior to UNA’s kickoff. Dues will be $75/person or $120/couple per year. New UNA graduates can join at a discounted rate of $40/person or $65/couple per year for the first 3 years after they graduate.

**Tier 4 Membership**: All benefits of Tiers 1, 2, & 3 PLUS an *enhanced* **Pinnacle Club** Membership that provides one special event at the Pierce luxury suite at a UNA Men’s and Women’s doubleheader AND tailgating events with UNA Baseball and Softball (one each). Dues will be $125/person or $200/couple per year. New UNA graduates can join at this level for a discounted rate of $70/person or $110/couple per year for the first 3 years after they graduate.

**Lifetime Membership**: Lifetime membership carrying Tier 4 benefits is available for $750/person or $1200/couple

Mike requested that this proposal be brought to the Summit for discussion and a vote. The goal to implement is Fall 2023. Executive Committee members then discussed the pros and cons of the proposal. Mary Leigh questioned the lifetime membership costs and suggested dropping the years and the fee. Susan added that an extended-year or lifetime membership brings in revenue more quickly. Mike requested that this Executive Committee make a motion to take this idea “in concept” to the Board of Directors for further discussion and the formulation of a formal motion at that time.

Mary Leigh made a motion to present these ideas to the Board of Directors. John, Lisa, and Anna provided a second. The motion passed unanimously.

* 1. **National Alumni Leadership Summit Update—**Bishop discussed the Alumni Summit (Thursday and Friday, June 24-25). He shared the tentative agenda for “Coming Back & Moving Forward” and highlighted a few main events, including one-hour Standing Committees meetings on Friday morning, the Board of Directions meeting from 1:30-2:30, and Saturday’s events. The Academic Conference has been canceled. Gaye Choat is coordinating volunteers.

Sherry asked if the event will require a registration fee. Mike stated he believes a fee is necessary to help offset costs. The Executive Committee discussed options.

Mike made a motion to charge $20 per person and $35 per couple. John provided a second. The motion passed unanimously.

* 1. **Homecoming Alumni Bash Ideas—**Instead of hosting an Awards Banquet, Susan described a three-hour event, from 6:00-9:00 pm to be held on Friday, September 23, 2022, at the Marriott Shoals Conference Center. This event would include local musicians and a DJ. Bishop added that the Association will host a VIP event for Alumni Award winners before the Bash.
  2. **Sponsorships, UNA Nights @ W.C. Handy Festival, July 26—**The Community Affairs Committee needs help finding sponsors for this event. The proposed budget is $5,000 ($2,000 of which pays for the band). We can use one sponsor or multiple sponsors. Please send all sponsor names to Latasha, and she will communicate that information with Bishop.

1. **President’s Report:**
2. **Spring Commencement Weekend Recap, May 6-7**—Susan spoke at all five graduation ceremonies, and they went well.
3. **UNA Campus Updates**—Susan provided the following campus updates.
   1. **Enrollment—**Enrollment numbers project over 9,000 students this fall, so UNA is continuing to grow.

* 1. **Division I Athletics Transition—**This point was not covered.
  2. **Project 208—**UNA had an almost 13% increase in appropriations for fiscal year 2023 (45 million allocations). However, UNA still experiences a huge shortfall when compared to other universities. In addition, UNA received a 3.2 million appropriation from Power Generation Engineering Workforce Development.

1. **NAA Executive Director’s Report:**
2. **Student Alumni Association (SAA) Ambassador Updates**—This point was not covered.
3. **Alumni Job Promotions, NAA Executive Committee, National Outreach Campaign—**A company has provided Bishop with a list of names of alumni who have earned job promotions. Bishop will share approximately five names with each Executive Committee member so that Executive Committee members can contact (phone or email) alumni and congratulate them personally. Bishop will distribute those names next week.
4. **UNA Campaign Update, Advancement—**This point was not covered.
5. **Good News and Campus Announcements:**

Susan and Bishop reported on upcoming events and noted opportunities for Executive Committee members to participate.

1. **NAA Board Member, Dr. Nicole Henderson—**Dr. Henderson received her doctorate degree from Samford University. If you know her, please reach out and congratulate her.
2. **North Alabama Athletics Giving Day**—This event is May 17.
3. **May 30th Memorial Day**—UNA is closed to celebrate Memorial Day.
4. **NAA Board Meeting, June 24th, 1:30 – 3:30 pm (CST)** —The meeting will take place on the UNA Campus in the Gunn Commons Building on the 3rd floor. The guest speaker is Jackie Allen, Director of Wellness & Health Promotion.
5. **Emotional Health & Self-Care Awareness Virtual Panel, Thursday, May 12th—**The panel has been canceled. The Huntsville/Madison County Club hopes to reschedule the event.
6. **Central Florida Alumni Club Mixer, May 31st at 7:00 pm**—The event will take place at The Hammered Lamb in Orlando, Florida. The host for the event is Lawrence Davis, the Club’s President.
7. **Adjournment:**

The meeting adjourned at 9:26 am.

Respectfully submitted,

Christa Raney

Executive Secretary

**Mark Your Calendars – Plan Ahead**

**2022 NAA Executive Board – Virtual**

* ~~January 13, 2022 - 8:00 am – 9:00 am (CST)~~
* ~~March 10, 2022 – 8:00 am – 9:00 am (CST)~~
* ~~May 12, 2022 - 8:00 am – 9:00 am (CST)~~
* July 14, 2022 – 8:00 am – 9:00 am (CST)
* September 8, 2022 – 8:00 am – 9:00 am (CST)

**2022 NAA Board of Directors – Virtual**

* ~~January 20, 2022 – 6:00 pm – 7:00 pm (CST)~~
* ~~March 17, 2022 – 6:00 pm – 7:00 pm (CST)~~
* June 24, 2022 – 1:30 pm – 2:30 pm (CST)
* September 15, 2022 – 6:00 pm – 7:00 pm (CST)