



**NAA Executive Board of Directors Meeting
Friday, January 8, 2021
12:00 – 1:00 PM
Virtual Meeting (Zoom)**

I. Call to Order:

The first of 4 Board of Directors meeting of the UNA National Alumni Association Board of Directors was held on Friday, January 8, 2021, via Zoom. President Mary Leigh Gillespie called the business meeting to order at 12:02 pm. Beginning with a moment of silence.

a. Roll Call and Quorum Report:

Present Board members: Susan Adams, Bishop Alexander, Lisa Clayton, Mary Leigh Gillespie, Will Hodges, Savannah Liles, Justin McGill, Gale Satchel, and Christy Waters

Present Board-at-Large members: Jeremy Baham, Mike Byers, Gaye Choat, Ryan Clayton, Mike Curtis, Chris Depew, John Hager, Mike Holt, Latasha Howell, Ann-Marie Irons, Mason Kirkland, Eric Kirkman, Anna Milwee, Tina Smith, Sherri Stewart, and Denise Watts.

Absent Board Members: Christa Raney, and Tosha-Paige Whitten

Absent Board at Large Members: Kimberly Alewine, Rita Buckley, Clayton Grider, Allison Hall, Melanie Harris, Nicole Henderson, Cody Holder, Chris Whitten, and Chelsea Yarber.

Present Non-Board Members: Chloe Brownell, Alumni Relations Grad Student, Charlie Gordon, UNA Student Alumni President, Monica Perkowski, Myers and Associates Representative, Barbie Terry, UNA Assistant VP of Advancement, and Sherry Wilkes, Alumni Relations Senior Administrative Assistant.

UNA Club Presidents: Chris Burrell, Birmingham/Jefferson County, Jeanne Cook, Mississippi, Tyler Delano, Tuscaloosa, and Josh Lambert, Shoals Area.

b. Approval of Minutes:

Mary Leigh asked for a motion to approve the 11/10/2020 Board at Large meeting minutes, and Justin McGill made the motion and then was seconded by Mike Byers.

II. Campus Speaker- *Women of Influence*:

Mrs. Barbie Terry, Assistant VP for Advancement and Major Gift Development Officer, provided information on the updated Presidents Cabinet where a gift of one thousand dollars can go towards any area on campus, unlike in the past where it was only allocated to the 1830 fund. Mrs. Terry then discussed the main topic of her guest appearance which was Women of Influence.

The Women of Influence, headed by Mrs. Dena Kitts, is a philanthropic group of women that meet twice a year to discuss things happening on the campus, take tours, and vote on how to use monies collected through membership. To become a member, it requires a \$250.00 dollar donation within the fiscal year, which is October 1 – September 30, which amounts to \$21.00 dollars per month. Of course, more can be given but \$250 is the minimum. There is also the option to begin an endowment with \$10,000 dollars. All monies go into the current use fund for a full year and then 1/3 goes to Caring for the Pride, which serves faculty and students that can apply to receive help for current needs. The other 2/3 will be voted on by the members on how to use those funds. Some examples Mrs. Terry gave were, beautification of the campus, purchasing meal plans for students, travel for students, scholarships, computers for online classes, research, and even faculty support.

The main purpose of the group is for women to become involved in many areas and meet with other philanthropic women that have a love for UNA and want to help. Men cannot join but are welcome to give gifts in honor or in memory of someone and the individuals name will be included in the membership and they can also come to the meetings and be a part.

III. NAA Officer & Standing Committee Reports:

a. Financial Report: Justin gave the totals for the Association balances but reminded that totals are still coming in and there is nothing outstanding. He also reminded the members about the fountain pledge that will come out annually.

- i. Greatest Needs Fund-** \$43, 186.25
- ii. Endowed Scholarship-** \$29,225.21

- b. Alumni Club/Affinity Group Report-** Mary Leigh asked everyone to look over the standing committee chairs and co-chairs email that was sent so they are aware of areas they can help with. She then asked for any club reports.

Bishop reported for Derek Malone, leader of the Alumni Affinity Book Club, that there are currently (9) spots available to join the book club. Malone is starting with 20 Alumni spots. If anyone would like to sign up or know of an Alumni that would like to be a part of the book club, please have them to sign up.

- c. Celebration Saturdays-** Chloe Brownell, Graduate Assistant to the Office of Alumni Relations, explained to the board what celebration Saturdays, which is highlighting exciting news from Alumni, i.e., job promotions, engagements, family additions, graduations, etc. and then sharing on the Alumni social media pages. Chloe is accepting submissions from all Alumni and asked the board to send the information to her email @ cbrownell@una.edu or the Alumni office email alumni1@una.edu.
- d. Student Alumni Association Ambassadors-** Charlie Gordon, President of the SAAA, which is the newest RSO on campus spoke to the board members about what the SAAA have been doing. He discussed supporting the Promising Alumni winners, their initiatives, and highlighting their successes. The SAAA are also helping with homecoming initiatives, the legacy initiative, the finalization of the fountain and caring for the pride. They are currently planning to begin fundraising initiatives to help with the caring for the pride fund. Applications for next year's new SAAA have begun.

IV. Old Business:

There was no old business to discuss.

V. New Business:

- a. Alumni Insurance Ad-Hoc Committee Update by Mr. Mike Byers**

Mr. Mike Byers, NAA Board Member discussed with the board the Ad-Hoc Committees review of proposals for the Alumni benefits program. He explained that the committee met and had presentations made by Meyer and Associates and Michael Cahn. These are both primarily insurance programs. Revenue can be potentially gained by these programs would come through property and casualty insurance which would include auto, home, and life offered to alumni. The committee almost unanimously felt that the presentation given by Meyer & Associates was the better presentation. The presentation was much more detailed, outlined the commitment to the association as well as the expectations of the members, a clearly defined

marketing plan as well as a clearly defined time able to execute the plan Both offered Liberty National insurance, however in addition, Meyers also several ancillary products and other insurance companies that they partner with and would be involved with the program such as: travel insurance, health and supplemental, long-term care and disability, small business cafeteria plans, pet insurance, identity theft insurance, all being potential revenue sources for the association. The major revenue contributor being PNC insurance. Meyers also offers a real estate referral program that could potentially be another major revenue source. The payout to the Alumni Association was higher than what was offered by Michael Cahn. The Meyers & Associates proposal is being presented to the board.

b. Meyer & Associates Representative, Monica Perkowski

Ms. Perkowski was introduced by Bishop and then addressed the board. Ms. Perowski added information about the company being the oldest company in the market and have been since 1973 and are solely focused on Alumni insurance and benefit programs. Ms. Perkowski stated that these programs are given to alumni either at a discount or a product that is not on the open market, which are definite benefits to individual alumni. Revenue for the Association can be gained depending upon how many alumni participate in the program. Meyers & Associates goal is to boost marketing, have a predefined marketing plan, and then implementing the program once voted on by the board. If the agreement is accepted, it can begin within a week of acceptance. Ms. Perkowski will be the person of contact.

Mary Leigh asked Bishop if the packet/proposal was sent to the board at large, he stated that he had sent everything via email. Mary Leigh let everyone know they can view the PowerPoint and video presentation along with the proposal by referencing back to the email Bishop sent out. If there are any questions board members may reach out to Ms. Perkowski or Bishop.

Dr. Gillespie proposed for a vote on the Meyers & Associates proposal since the Ad-Hoc unanimously agreed to bring this company's proposal before the board. It was motioned by ? and seconded by John Hager. The motion passed unanimously.

VI. Discussion

a. None

VII. NAA President's Report:

- a.** President Kitt's report and the entire Alumni Association thanked members for joining the board at large, volunteering their time and talent to the University.

- b. **UNA Fall '20 Commencement Recap-** Dr. Gillespie stated the turnout was great for all six ceremonies, which will probably be how the ceremonies will go for the next few commencements. They can be viewed on YouTube.
- c. **UNA now has a Business Doctoral program**
- d. **UNA Enrollment** up 9.28%
- e. **UNA SOAR Orientation** can be signed up on the website www.una.edu/orientation
- f. **UNA Founders Day** is Monday, January 11,2021. Celebrating 191 years
- g. **Project 208** is going well. Dr. Kitts continues to fight to receive funding from the state for UNA.

VIII. Alumni Directors Report:

- a. Bishop stated that through project 208 the university has received 15 million to go to construct the new computer science and mathematics building coming in the near future.
- b. **E-board packets** will be coming to board members. These packets will include general university information, and a fact sheet about serving on the board.
- c. **Spring Homecoming Update-** March 11-14. Some events are invitation only due to covid taskforce recommendations and concerns. Homecoming subgroups meeting next Friday with updates and the actual Homecoming Committee will meet the end of the month. The Homecoming website should be up and active mid-February. There will be a Fall Homecoming also. Update coming soon.
- d. **The Legacy Initiative Pledge-** Bench proof sent to everyone. Bench should be ready for in person preview on March 11 before Light the Fountain. Tentative event for purchasers/donors on that same day before the public.
- e. **The Fountain Update-** Should be completed in two weeks but will not be lite until March 11 at the Light the Fountain ceremony. Pictures sent to board members.
- f. **ASUN Athletic Conference Update-** 3 additional universities may be added to the conference. Dr. Eric Kirkman, chair of the ASUN committee was asked

about the conference. He stated the D1 transition is going “wonderful”. Update about additional universities joining the ASUN in February.

IX. Alumni News and Campus Announcements:

Dr. Gillespie and Bishop reported on upcoming events and noted opportunities for Board members to participate.

- a. North Alabama’s Men’s Basketball-** January 8
- b. Founders Day-** Monday, January 11
- c. MLK Day-** Monday, January 18. UNA is closed. The MLK march will begin at the Gunn Commons Bldg, at 11:00. Box lunches will be served.
- d. The Black Alumni Association** will have a virtual meeting event Monday, January 25 at 7:00 PM
- e. UNA Step Sing-** January 28-30 at Norton Auditorium. General public with limited seating. Tickets are \$25.00.
Bishop stated that Friday night is **ONLY** for the general public and once the tickets are sold out there will not be any sold at the door. Faculty and staff and student can attend the show on Thursday. Saturday is by invitation only. Charlie clarified that there are only 500 tickets per night. On Thursday night faculty and staff are reserved 100 tickets and 400 for students.
- f. Celebration Saturdays** – January 30th. Submission go to the Alumni Association at alumni1@una.edu or Chloe at cbrownell@una.edu
- g. Next BAL meeting** will be on April 9th at 10:00 AM – 11:00 AM

X. Adjournment

The meeting adjourned at 12:49 PM