

MSU Alumni Club of Mid-Michigan, INC.
Minutes of Meeting Held May 14, 2008
At the Michigan State University Alumni Association

Board Members Present: Jeff Hicks, Peter Wujkoski, Mike Debri, Carole Sorenson, Dominic Migaldi, Katie Jones, Marcy Bishop-Kates, Rhonda Abood, Liz Hanak, Nathan Clark, David Tyler, Charnita Alexander, Carole Lick, Tim Sambaer.

Board Members Excused: Barbara Sawyer-Koch

Board Members Absent: Mike Schuchaskie

Guests Present: Jim Goodheart

- I. Call to Order 5: 33 pm
- II. Additions to Agenda
- III. Approval of April Minutes
 - a. **Motion** to approve Peter, Rhonda second. **Motion** passed
- IV. Laurie Robison Assistant Director, MSUAA Marketing and Membership Services: New membership campaign.
 - a. Peter invited Laurie to update the Board on the plans for the new membership campaign
 - b. Code Green Global Spartan Engagement campaign. It will be a story that sends “agents” on a mission. This year will be centered on the missing block “S.”
 - c. Current situation is bleak. We have been in a consistent decline in membership. Mid Michigan is a huge target area.
 - i. Current 36,000 MSUAA members
 - ii. MSU is last in the Big 10 for Alumni Association membership
 - d. Proposing an aggressive campaign
 - e. Creative team is meeting tomorrow. Team consists of MSUAA staff, other University creative personnel, off campus “agency” representatives and students.
 - f. There has been the identification of key regions to target; the Mid Michigan area is one of those areas.
 - g. We will also be addressing our lapsed member population
 - h. The campaign will be utilizing market segmentation to appropriately target.
 - i. The campaign will use video, email and direct mail promotional materials
 - j. Jeff Hicks asked when the campaign would be launched. Laurie responded that it was her hope to launch in a month or a month and a half
 - k. Katie Jones asked what Penn State was doing to capture such a high percentage. Laurie responded that in part it may be due to the fact that to purchase athletic season tickets you must be an Association member David Tyler asked if OSU was second. Laurie responded yes. David stated he was pretty sure they tied membership to athletics as well. David

asked if the MSUAA has approached our athletic department. Laurie responded that we had initiated the conversation but so far they are not receptive.

- l. Jeff Hicks stated that he was encouraged that we are publicizing that we are last in the Big 10 because alumni will want to change that fact.
- m. Jeff also asked if we have looked beyond the Big 10
- n. Laurie responded yes, the MSUAA has examined other Universities identified as best practices

V. Report from Executive Committee

- a. Not much to report
- b. Discussion regarding textbook scholarships but most items are in a holding pattern until reports were received
- c. No action items to report

VI. Corresponding Secretary's report: Marcy Bishop-Kates

- a. Did not have a meeting this past month but is planning a meeting before the June meeting
- b. The committee is planning an electronic June e-news letter
- c. Marcy will be sending a form to committee chairs for information. Deadline will be June 1st, 2008.
- d. Kim suggested we send our electronic newsletter in the middle of the month because the MSUAA @MSU is sent on the first of the month.

VII. Treasurer's Report

- a. The report will look different due to the new system in use
- b. The national dues check was received
- c. Carole Lick raised a question on if the Crystal Ball would become its own account. Nathan responded with the new program he would suggest rolling the separate accounts into our main account.
- d. Carole followed up with the additional question regarding getting money for deposits for the Crystal Ball. Jeff Hicks responded that she can submit a check request to Nathan for payment. Nathan will turn around payment in the mail within a day.
- e. We do have tax exempt status back to incorporation but there has been no report on if we will be penalized for not filing in previous years.
- f. Carole voiced that she thought they ruled on our penalty status when we were granted the 501c3 status. Jeff Hicks stated they could have officially ruled but did not at the time. The IRS may still notify us of a penalty.

VIII. Committee Reports

- a. Sporting Events: Jeff Hicks
 - i. Report submitted for Board review
 - ii. Yesterday we were granted our license for Poker
- b. Non-Sporting Events: Carole Sorenson
 - i. No minutes submitted

- ii. Meeting set for next Monday
 - iii. The freshman picnic is the most time-sensitive event being planned now. The committee will be meeting with Dave Brown on Monday to site-visit IM West on campus. Our other location choice would be Patriarchs Park.
 - iv. Carole Lick stated that SAF has a new policy that all student leaders must volunteer with a charitable event. Those students may be a good source of extra-hands.
 - v. Jeff stated the Lion King is returning and he recommends buying a block.
- c. Membership Development/Outreach: Peter Wujkowski
- i. Peter stated he will be working with Lori
 - ii. He stated that next meeting he will be issuing a challenge to the Board members to recruit new members.
 - iii. Peter reminded the Board that the tri-county area is a target region for the campaign.
 - iv. MSU does not deserve to be last
 - v. Carole Lick added that she believes there is a sense that people don't want to join something that not doing well or "last." Carole stated we need to tell people that we are not at the bottom in regards to programs and benefits of the MSUAA.
- d. Member Communications/Publicity: Marcy Bishop-Kates
- i. Report combined with the Corresponding Secretary report
- e. Meetings: Clark/Kittleman – no report necessary
- f. Endowed Scholarship/Crystal Ball: Carole Lick
- i. An email was sent late yesterday with meeting minutes
 - ii. Barbara Ball McClure submitted five candidates yesterday.
 - iii. The information provided is limited and Carole has requested additional information that Barbara is gathering.
 - iv. All five candidates have great need.
 - v. The Crystal Ball committee met last week and will be meeting on the 29th of this month at the Henry Center.
 - vi. The Crystal Ball is December 6th.
 - vii. MSUFCU has donated \$5000 and the committee is hoping for a match from the department of radiology.
 - viii. The committee is deciding on the honorary chair.
 - ix. The auction will be expanded and there will not be a marketplace.
 - x. Dominic Migaldi asked if it was a home game night. Carole stated she met with Mark Hollis and he stated it may be a game night but it would be a non-conference game.

- xi. Jeff Hicks recommended putting a couple tickets in the silent or live auction for the golf outing to generate “buzz.”
 - xii. Peter asked why it was not in the LaSalle Club. Carole stated it was changed for financial reasons, the LaSalle Club is expensive.
 - xiii. Jeff asked the committee to investigate asking a parent to become an MSUAA member to qualify for the scholarship. Jeff asked to have Barbara Ball McClure to define “High Need” status.
- g. Undergraduate Teaching Excellence: Carole Sorenson – no report necessary
- h. Textbook Scholarships: Peter Wujkowski
- i. Seven scholarships available 18 applicants.
 - ii. Students applying to MSU today have strong academics, the students are also required to fill out an application and provide proof of MSUAA membership
 - iii. Peter stated we had no Lansing school applicants. Haslett and Lansing Catholic have good applicant representation. Peter stated he called every Lansing school councilor but still did not receive a large number of applications.
 - iv. Angela raised question on the demographics. Peter responded that the students were classified by their residence not school.
 - v. Charnita stated she was surprised we did not get a good response because we have alumni teachers in the Lansing school district.
 - vi. Jeff Hicks stated the low number of applicant is not unusual. We attempt to publicize on our web site, send information to counselors, follow up with phone calls but in the end it comes down the communication within the high-schools.
 - vii. Marcy suggested earlier in the year perhaps send an information letter earlier in the year.
 - viii. Katie stated she gave an application to a professor that has works with the Latino population and he stated he would not get a response due to the MSUAA membership requirement. Individuals in extremely poor situations will not have the expendable income for membership.
 - ix. Rhonda Abood stated the Lansing counselors follow the class therefore each year you will work with a new counselor with the senior staff.
 - x. Marcy stated perhaps we can attend a college fair to get the word out
 - xi. Peter proposed the candidates to the Board for approval.
 - xii. **Motion** to approve made by Carole Lick, Dominic seconded. **Motion** passed.
- i. Golf: Kittleman

- i. The next meeting is this Friday
 - ii. Steve has been collecting auction items
 - iii. One spot available for a non-Board volunteer, if anyone knows interested parties encourage them to register as soon as possible.
 - j. Young Alumni Coordinator/Student Assistance: Liz Hanak
 - i. Minutes submitted
 - ii. MSU & U Open for Business events will be held four times a year instead of monthly due to low attendance.
 - k. Corporate Sponsor: Barbara Sawyer-Koch
 - i. Barbara Sawyer – Koch excused absence
 - l. University Assistance/Mini Grants: Barbara Sawyer-Koch
 - i. Barbara Sawyer – Koch excused absence.
- IX. Meeting Adjourn
- a. Dominic **motioned**, Peter support. **Motioned** passed.
 - b. Meeting Adjourned 6:55pm