

**Metropolitan State University
Alumni Association Board Meeting**

April 2, 2019, 3:45 – 5:30 p.m.

Library 301, Library and Learning Center, Saint Paul Campus

Board members attending: Sandy Best, Steve Campos, Ron Edlund, Akmed Khalifa (by phone), Isaac Muhammad (by phone), Andrea Steen, Irene Wright

Staff attendees: Rita Dibble, Kristine Hansen and Noriko Ramberg

Irene Wright convened the meeting at 3:46 p.m.

Update on the vice president of marketing search:

Rita Dibble updated the board with the recruitment of vice president of marketing, communications and recruitment, which was elevated to be its own division by the president. The posting for the position closed on April 1. The search committee will select 12-14 semi-finalists from the 55 eligible applicants. They will conduct phone interviews for this pool and choose four candidates for the on-campus interviews. There will be a public forum for these four finalists, and the board members are invited to attend the forum. The committee will then make recommendations to the hiring supervisor (president) to make the final decision. This person will be closely working with the IT group as well as Dibble on the strategic integrating marketing issues.

On a side note, Dibble mentioned that Ginny Arthur has been recognized as one of the “Women in Business” honorees this year by *The Saint Paul Minneapolis Business Journal*.

Introduction of Office for Equity, Inclusion and Affirmative Action by Craig Morris:

Morris explained the work his office does in hopes to seek other ways that they could collaborate with the Alumni Board for better alumni engagement and commitment in the effort to bring the awareness of equity and inclusion, which are not always synonymous to diversity.

Metro State is a minority-serving institution (MSI) with 46% student diversity and ranks high nationally in the Social Mobility Index—assessment for the value of higher education institution to lift students to higher socio-economic levels than they came from. It also received the Higher Education Excellence in Diversity (HEED) Award and has been designated as an Asian American Native American Pacific Islander Serving Institution (AANAPISI) in recent years. Morris’s office works to ensure the level and recognition remain high so that Metro State is eligible for additional federal funding.

Ways that Morris’s office can support the Alumni Board in general and also with its efforts to increase the inclusivity and diversity of the board in terms of community representation include:

- committing to do a better job communicating with the board by sharing his equity/diversity-related community events calendar that he manages and possibly collaborating on projects that his office hosts.
- Extending an invitation to the monthly Equity & Inclusiveness Counsel meeting (Fourth Friday of each month at 10 a.m. in the Saint Paul Room, New Main) to discuss equity goals, programs, critical diversity issues, policy reviews and more.
- offering support in the mentoring and recruitment efforts of prospective board members from other unrepresented communities.

Approval of notes from Feb. 5 meeting:

Motion to approve the notes moved by Sandy Best, seconded by Steve Campos, and the motion passed by a unanimous vote.

Financial Report by Sandy Best:

- *Income*
 - 82% of the budget has been received to-date.
 - We are slightly ahead on receiving the projected income from commissions and event registration.
- *Expense*
 - 47% of the total allotted expense budget has been spent to-date.
 - Best reminded the board that we are at 67% into the fiscal year, and the expenses from the budget tend to occur in the latter part of the fiscal year.

Motion to approve the FY19 financial report moved by Ron Edlund, seconded by Akmed Khalifa, and the motion passed by a unanimous vote.

Discussion on the Alumni of the Year criteria:

Hansen presented the draft of revised criteria. The updates are:

- greater emphasis on service to the university, focusing on how he/she can be a champion for Metro State values
- the addition of the second award, Emerging Alumnus/Alumna Award, for someone who has recently graduated or under 40 years of age and is doing great things in the early part of his/her career or volunteer work
- nomination form has been updated to reflect the revised criteria

Hansen recommended that:

- the nomination deadline for the 2019 award be extended until June 30 to allow the committee enough time to deliberate for selection.
- the revised nomination form be shared with the entire Metro State community and also be included in the monthly e-newsletter for publication.

Motion to approve the revised Alumni of the Year criteria and to apply to the 2019 round of application moved by Khalifa, seconded by Best, and the motion passed by a unanimous vote.

Revised board expectations and responsibilities for 2019-2010:

Per recommendation by Charlie Shepard of Gonser Gerber, the document was revised to make some of the language more active, verbal-oriented and state concrete actions that the board is expected to take in order to support the university.

Motion to approve the revised board expectations and responsibilities moved by Edlund, seconded by Best, and the motion passed by a unanimous vote.

Nominations Committee report by Irene Wright:

- Sam Mwangi and Lyna Nyamwaya agreed to join the board starting September. They are invited to join our June board meeting as guests and also to alumni-related events.
- Eight alumni are interested in joining the board. The committee will conduct interviews in hope to add two new board members in September. Less enthusiastic candidates will be invited to serve on committees.
- Linda McCann will resign from the board due to personal issues. She will make some recommendations for possible candidates to the board.

Office Updates:

- Alumni Volunteer Recognition event will be rescheduled for a date in June.

New Business:

- Ad-hoc committee, staffed by Best, Edlund, Andrea Steen and Carmen Shields, investigated the marketing tactics to increase the alumni involvement. They researched other universities' websites to get ideas; the list of findings will be forthcoming from Best.
- Edlund pointed out that better marketing and promotion for alumni discount and eligibility for career-related workshops are imperative.
- Edlund will share the list of universities he researched with their alumni benefits and programs in a PDF format.
- Steen suggested clearer, more descriptive wording on the first page of the Alumni Awards application form. Hansen will make suggested edits and finalize the document.
- Edlund suggested having marketing materials available at the Metro in Your Neighborhood gatherings and actively follow up with the participants.
- Hansen will look into getting a blue, Metro State polo shirt for board members.

Wright adjourned the meeting at 5:15 p.m.

Respectfully submitted,
Noriko Ramberg, Office Coordinator