



Quarterly Board Meeting

Saturday, February 26, 2022 | 9 a.m.

UWG Newnan Lecture Hall

Virtual meeting login: Available upon request

Minutes

- I. Call to Order and Welcome Brad Mock

- II. University Advancement Updates Dr. Meredith Brunen
 - Stone Student Innovation Lounge
 - Dr. John Ferling Scholarship - Endowed Scholarship for Graduate History Student
 - United Voices Gospel Choir Endowed Scholarship for future choir members
 - Spring football game & Tailgate March 16th - Pro Wolves to coach
 - Presidential Black Tie Gala sold out - March 26
 - Brave like a Wolf alumni weekend april 29-30

- III. Presidential Updates Dr. Brendan Kelly
 - Biggest challenge for UWG - enrollment down 10% in US
 - Will take 10-15 years to fix
 - Signed partnership with Atlanta Hawks - College Park Skyhawks - Talons (eGaming)
 - Guaranteed scholarships, guaranteed job shadowing, guaranteed campus visits
 - Working to give students more than 1 high impact experience in 4 years of college
 - Launched eGaming - Hired coach Lee - new facility
 - New undergrad computing degree approved and students being admitted
 - New masters degree approved in Digital & Social Media
 - Where can Board help - wellness, direct involvement in some way
 - Guerilla marketing campaign to get curated UWG works in local businesses

- IV. Athletics Updates Jason Carmichael
 - Baseball walk-off excitement
 - Basketball last home game - senior day - men to make playoffs
 - Track finished up - finished 3rd - upgraded space from 1996 Olympic set up
 - Upgrading more athletic spaces on campus - baseball, hanger
 - April 2nd - will host first track meet in 40 years - will celebrate alumni - tailgate
 - Creating internships with carroll co schools for athletes and sport mgmt
 - Spring football started, spring game 3-16

- Trent Ross has moved over to Athletics as Deputy AD
- Harlem Globetrotters coming 3/16
- Women's Golf - 2021 GSC champions entire roster back this year
 1. Number 2 ranked male golfer plays for UWG
 2. Opportunity for golf event with a player
- Working on being a better Div 2 competitor before looking to move up divisions
- Looking to learn from model of Grand Valley State athletics success strategy
- Looking at North Alabama example of making the jump too soon

V. Student Perspective

Caroline Nicholson

- Started as dual enrollment at Newnan campus
- Stayed for undergrad
- Worked as student assistant
- Bachelors of arts in french in 3 years
- Started grad degree in english in 2021
- Planning to get PHD in creative writing and wanting to become a professor

VI. 10:15 am -10:30 am

BREAK

VII. Program: UWG Newnan

Dr. Russell Crutchfield
Dr. Ralitsa Akins
Dr. Jennifer Jordan

VIII. Executive Committee Reports:
Executive Director's Report

Allyson Bretch

- Events all over the state
- Trip to Greece still has spots available
- Campbell HS career fair
- Homecoming will be Oct 1st
- Upcoming board meetings and retreat
- Sign up for Remind if you have not already done so

Chair's Report

Brad Mock

- Task forces have become more active - great
- Big theme moving forward student engagement with a career focus
- Every meeting moving forward will have an action item
 - Today was professional clothing drive
 - Next action item - Postcard writing to prospective students
 - Want board to think of and create more action item ideas
- Goal for the year to fully fund legacy scholarship - \$6,000 to go
- Can't miss low hanging fruit

- Board members need to be attending events
- Meet students where they're at; create relationships

Vice Chair's Report

Christopher Sanders

- Networking event with leaders later today
- Graduation events and gifts to create db of new grads
- Spring campus showcase April 30th
- Create better mentorship opportunities
- CSI will host Professional Women's panel
- Final toast combining with turning of the tassel event

Treasurer's Report

Philip Cochran

- Currently at 70% giving
- Thanks Ashley for chairing Aday - 1.4 million
- Legacy scholarship at 45k - getting to 50k allows us to add 1 more scholarship
- Amending legacy scholarship eligibility

Secretary's Report

Brian Nichols

- Digital Wolves - working on Branding what it means to be an alumni/alumni board
- Creating communities
- Challenge to create digital space for board collaboration
- Digital business cards to meet students and young alumni where they're at
- Alumni weekend TF - t shirt design, event ideas, band feedback
- Alumni Awards - tf voted on award recipients and sent out recognitions
- April 30th alumni awards event - looking for volunteers

IX.	Old Business Approval of Minutes*	Brad Mock Brian Nichols
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X.	New Business	Brad Mock
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XI.	12:00 pm Adjourn	Brad Mock
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* Requires a vote
