8/26/23 | Minutes
Alumni Board of Directors New Member Retreat

I. 8:30 - 9:30AM New member orientation (EC)
   ● Welcome and Introductions
     ○ EC introduced themselves along with Allyson, Kate, and Kathleen Pine (SAA Chair)
   ● Alumni Board of Directors Overview
     - Who we are and what our role is — Christopher discussed overall board duties
     - Expectations
       - Ashley discussed giving; Justin spoke on board involvement (attending events, interacting with students, etc)
     - Task Forces (overview of each task force, their roles) discussed by Ashlyn
     - Allyson went over the current Alumni & Constituent Engagement Staff
     - Questions

II. 9:00AM Coffee & light refreshments set
III. 9:30AM Arrival for board meeting; Coffee & Networking

Alumni Board of Directors Retreat and Quarterly Meeting

IV. 9:15 - 10:20AM Headshots
V. 10:00AM Allyson welcomes. Agenda for the day. Transition to group photo.
VI. 10:40AM Recognition of new members. Recognition of new EC/Chair.
VII. 10:45AM Christopher - welcomed the board and vision cast
     A. Vision for his 2-year term is “FOR” (For the students, for each other, for UWG) and being 1% better in everything we do
VIII. 11:00AM Dr. Brunen/Allyson - Alumni & Advancement Updates
     ● Dr. Brunen: Spoke on importance of task forces, what other UWG boards are doing, creation of the Research Corporation, quiet phase of
fundraising campaign, new science and mathematics college opening in Fall 2024

- **Allyson**: Shared how board members have already been involved (event volunteering, internship opportunities, Christopher connecting Dean Johnson to Marcus Foundation)
- **Heather**: 88% of board gave financially last year, Legacy Scholarship distributed to 5 students instead of 2, discussion of minimum giving requirement
- **Kate**: Gave an update on the mentorship program, number of students enrolled (115), alumni enrolled (65), asked board members to sign up; gave an update on Student Alumni Association (SAA)

IX. 11:30AM - 12:30PM Lunch & Learn with Dr. Kelly

- 11:30 Get food
- 11:45 Dr. Kelly
  - Spoke on how university is creating easier processes from enrolling all the way to graduation
  - Revealed that a 10-year plan (ending 2033) is underway and will include institutional partnerships, degree offerings, connections with businesses/partners
  - UWG has partnered with Great Point Studios in Douglas County to provide learning opportunities
  - Dual-enrollment partnership with Douglas County has begun
  - UWG is investing in a historic precinct to curate UWG history
  - FY 2023 was the highest fundraising year in UWG history

- 12:05 Q&A
  - How are we marketing to high schoolers? - Crawford Strategy has aided in this with billboards in key markets. Meetings with principals and superintendents are happening.
  - How are we preparing for the enrollment cliff? - Dual-enrollment with Carroll and Douglas Counties with Coweta coming; expanding adult learning opportunities.
  - How does financial aid communicate with accepted students? - Financial aid proactively reaches out and is investing in a more “concierge service” plan for individual situations.
○ How is UWG engaging Greek Life? - Almost every home in Greek Village has been renovated. Assisting Greek organizations in their own outreach efforts to gain new members. A new director of Greek Life with a proven track record is joining the university.

○ What was the strategy behind new UWG signage? - Designed and installed by DeNyse Signs; more signage to come.

○ Where do funds with the upcoming financial campaign go if certain milestones aren’t reached? - Donors ultimately decide. If some milestones aren’t reached, certain programs won’t happen.

X. 12:30PM-1:00 pm Jason Carmichael updates
   A. Athletics is actively recruiting
   B. New opportunities for athletes to ensure they’re “ready to launch” at graduation are being developed (resume workshops, internships, networking, etc).
   C. Student-athlete scholarships are needed to ensure these students won’t need to supplement their financial aid.
   D. Number of donors year-over-year up 120%; 81% increase in number of gifts.
   E. West Commons now provides a “fueling station” that focuses on proper macros and nutrition for athletes. Providing a meal plan for student athletes is a future goal.

XI. 1:00 Closing business
   ● Each EC member report-out
      ○ Vice Chair: Resources- use your business cards, take swag
      ○ Secretary/Treasurer: Share about A Day, keep the team updated if you are unable to attend meetings, put meeting dates from the magnet on your calendar, note additional meeting date
      ○ Task Force Liaison: Meetings outside of board meetings, goal setting for each task force, looping in staff to any meetings with other UWG staff
   ● Kate closing remarks
      ○ Will provide links to board members (Google Drive, GroupMe)
      ○ Board members to receive football tickets for Nov. 4 game
      ○ Spoke on upcoming event with Nancy Richards Farese.
Announced homecoming theme, dates, and events. A homecoming email will be sent in the near future.

XII. 1:15-2:00 pm Task Forces
    ● 1:15 instructions
    ● 1:20 meet with first task force
    ● 1:40 meet with second task force

XIII. 2:00 Tour/Board Networking