



Saturday, October 3, 2020
Quarterly Board Meeting
UWG Coliseum

I. Call to order/Welcome

Allyson Bretch and Melanie Hildebrandt called the meeting to order at 9:16am

II. Attendance

See attendance sign in sheet.

III. Approval of Minutes

Christopher Sanders presented the minutes from the August 7-8th Board Retreat. Peggy Smith provided the motion for approval with a second from Steve Anthony. The motion was approved

IV. University and Board Officer Update

Dr. Brunen gave a quick university update that covered students returning to campus which included current COVID procedures. She also stated that there was a slight increase in student enrollment and strategic planning interviews continue. On a personnel note, executive searches begin to fill CFO, Alumni Relations Executive Director, and Career Management Director positions.

Allyson Bretch provided the board some keyways on how alumni can directly help the University by 1) completing a review on Niche, a college rating website, to increase UWG's overall rating and 2) continue being a digital Wolf by pushing UWG social media content. The board was given an update on the UWG business directory and potential homecoming activities.

Melanie Hildebrandt provided her Chairwoman's and Treasurer's report. She reminded the board of their financial giving responsibility and advocated for the donations to happen during A-day. Funds given during A-day have a direct impact on a student's ability to continue their education. She also asked board members to find at least one activity to participate in during A-day.

Financially, the ending balances are \$64, 531.60 for the Alumni Association, \$39,165.00 for the Legacy Scholarship, and \$95,528.00 for the Association Endowment. Board giving currently sits at 23%.

V. Committee Reports

Awards Committee (Tracey Thompson): Awards committee selected Thriving under Thirty recipients



and provided procedural improvements to be implemented next year. Alumni Awards gala was canceled due to COVID but examining ways to recognize winners until the gala can be rescheduled.

Alumni Engagement (Michael Davis): New alumni app is live. There will be a virtual Atlanta Alumni event on October 14th. Committee is focused on launching local chapters to increase alumni engagement. The committee also wants to engage in local events to help increase awareness to alumni.

Board Development (Steve Anthony): Completed updates to board application on the UWG website to make the application process easier. Committee will shift focus to reviewing bylaws and specific articles associated with board attendance.

VI. Old Business

No old business was brought forth to the board.

VII. New Business

The board was treated to three separate panels looking at different aspects of athletics. The board heard from several UWG coaches, players, and administration staff. Following the board, a tour of the Coliseum and athletic administration building was provided.

VIII. Adjourn

Board meeting adjourned at 12:00pm

Approved by the University of West Georgia Alumni Board of Directors this ____ day of

_____, _____.

Secretary