



Saturday, May 22, 2021
Quarterly Board Meeting
UWG Coliseum

I. Call to order/Welcome

Melanie Hilderbrandt called the meeting to order at 9:08am

II. Attendance

See attendance sign in sheet and zoom record of attendance.

III. Approval of Minutes

Christopher Sanders presented the minutes from the February 27, 2021 meeting. Brad Mock provided the motion for approval with a second from Steve Anthony. The motion was approved

IV. Committee Reports

Awards Committee (Tracey Thompson): Christopher Sanders spoke on behalf of Tracey Thompson. The Awards Committee successfully conducted Thriving under Thirty and Annual Alumni Awards celebration. Looking forward to the next 12 months, the committee would like to figure out systematic ways to keep award recipients and nominees engaged in UWG activities. A few suggestions were to: make personalized phone calls to these individuals inviting them to campus for Homecoming or Alumni Weekend, host a private reception for past and present award recipients at both the Thriving Under Thirty and Alumni Awards galas, provide optional feedback interviews for those who were nominated but weren't awarded (especially for Thriving Under Thirty), and lastly developing an award category that recognizes amazing achievements of alumni that occur after 30 but maybe before 65.

Alumni Engagement (Michael Davis): 2021-2022 focus will be centered around driving momentum. During the past year, the committee hosted and attended several virtual events. This Fall, football will return to UWG so will tailgates. These are crucial events that engage large amounts of alumni. The committee will continue to examine ways to improve the UWG app, build out chapters/networks, and find local events for UWG to have a presence.

Board Development (Steve Anthony): Committee completed board applications and interviews for potential board members. The Committee also got needed bylaw updates passed. Looking forward to the next 12 months, Board Development wants to improve the website so that it is easier for alumni to find the board application, improve the overall interviewing process, create more opportunities for team building, build a potential pipeline of board applicants by engaging UWG Seniors, and creating an explanation narrative for the website and social media outlets that explains the Alumni Association.



V. Executive Director Report

Allyson Bretch notified the board that Alumni Relations migrated their database over to Razor Edge. The mentoring program is progressing well. Currently there are more mentors than mentees. Alumni Relations is working on their metrics and strategic pillars based on the University's strategic plan.

VI. Chair's Report

This was Melanie's last Chair's Report. She spent her time reflecting on the success of the Board during times of transitions. From a new University President to COVID, the board had to constantly adapt to changing times. During her time, the Board was able to launch a new app, a stable mentoring program, pull off signature programming, add virtual programming, re-ignited Alumni networks and chapters, moved Alumni tailgate location, and lastly hired a new Alumni Relations Executive Director.

VII. Treasurer's Report

Philip Cochran presented his Treasurer's Report which was distributed to each board member. He reminded everyone that annual giving must be in by June 30, 2021. Last year we had 100% board giving and focused on repeating that achievement in 2021.

VIII. Old Business

There was no new business.

IX. New Business

Brad Mock presented key 2021-2022 dates.

X. Adjournment

Meeting adjourned at 10:51am in preparation for the Annual Alumni Board Meeting.

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

Secretary