

**NIU Alumni Association Meeting  
8 Nov 2018  
7-8pm  
(218) 339-6463 Passcode 4400#**

Called to order 7 PM – adjourned 8:05 PM

**Distinguished Attendee:**

Jeff Kimmons '79, LTG (Ret), NIUF Board Liaison

**Attendees:**

Mike Nienhaus '07, President

Christal Archibald '14, Vice President and Maryland Network Lead

Jennifer Rollings '04, Board Secretary

Tom Van Wagner '94, At-Large

Not Present, provided report: Mike Edgerton '00, Membership Chair

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**SUMMARY:** Membership Committee Chair Mike Edgerton '00 reported that the Alumni Association now has 473 members, up 19 since the last report. The Alumni Association budget report indicated the Alumni Association was responsible for a net gain of \$5,521 for the NIU Foundation in FY 2018, including \$3,152 generated from event revenues. The Board had the first in a series of discussion on developing a strategic approach to membership. No decisions were taken, and the discussion will continue at the next few meetings to help plan and prioritize a membership strategy to help the AA prepare for future growth. RADM Richard W. Schneider, Membership Committee Chair Mike Edgerton '00, and Katherine Coviello '04 responded in advance they could not participate.

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**Minutes Approved** The board unanimously approved the minutes of the September 2018 meeting provided by Board Secretary Jennifer Rollings '04. There was no formal meeting in October due to lack of quorum. In lieu of a formal meeting Christal Archibald, Jennifer Rollings and Tom Van Wagner had an informal discussion on the topic of membership.

**REPORTS**

**Membership:** Membership Committee Chair Mike Edgerton '00 provided the 11th monthly membership report of 2018. He is planning on drafting a revised membership email to new members to include a summary of current benefits and items of interest such as events, the LinkedIn site, and the Café Press. He reported that the association welcomed 19 new members, all are in alumni status, bringing the total membership to 473.

**Membership Enrollments:**

Apr-16	33
February- 17	344
November 7	473

**Café Press:** No report.

**LinkedIn:** Vice President Christal Archibald '14 reported LinkedIn Group membership is at 509.

**Budget:** President Mike Nienhaus '07 reported budget number as provided by NIUF CFO Pat Miorin. The budget year runs from 1 October to 30 September. The Alumni Association is a program of the NIUF so all revenues, expenses, and cash flow through the NIUF accounting ledger and bank accounts. We do separately account for the Alumni Association operations so there's a tracking mechanism in place to see how the alumni are doing – as well as the board and their operating budget. There is no separate bank account for the alumni as all transactions are run through AFCEA's portal, and internal controls.

Tom Van Wagner '94 noted that Alumni Association events netted \$3,186 for the year. The other cash positives are things the Alumni Association isn't involved with but gets credit for on the budget: donations are being made without active encouragement by the Alumni Association, and the class ring and customized Diploma Frames sales are both managed by the NIUF Exec Director Ray Cross in coordination with the NIU Alumni Relations Office. He asked if Mike Nienhaus can get the report for 2017, so that we can track our progress over time and show the positive impact of the NIU AA on the NIU Foundation as the organization grows.

**In FY18 for the Alumni Association (AA):**

**REVENUES: \$16,273**

- Events – (G2G, receptions, Homecoming, etc.) \$13,938
- Alumni Miscellaneous (Donations): \$1,390
- Royalties - \$945 (Sales of customized frames, rings. No payments from Café Press Store in 2018.

**EXPENSES: \$10,752**

- Event expenses – for the G2G dinners, etc.- \$10,752

**NET: \$5,521**

**For FY19 the AA budget (based on inputs from the AA)**

**Estimated Revenues: \$15,400**

- Event projected cost: \$12,950
- Alumni Donations - \$1,500
- Royalties - \$950

**Estimated Expenses: \$14,820**

- Event projected expenses - \$14,620
- Marketing Costs (brochures, flyers etc.) - \$200

**Projected Net: \$580**

Tom Van Wagner '94 noted that the Alumni Association should look to provide better inputs to the NIUF Budget for FY 20, since by then we will have a better idea of the how many events we will hold in a year, how much they cost and how much they might generate in revenue, based on our growing experience running events in FY 17 and FY 18.

**NIU Foundation Update:** No report.

## OLD BUSINESS

### Events Recap

**Maryland Network Events:** Christal Archibald '14 reported that the G2G with Peter Zwack '85 in Millersville, and the G2G in Annapolis with Admiral "Bill" Studeman '68 both went very well. She reported that the Happy Hours didn't seem to resonate with the Fort Meade network – attendance was spotty – so she cancelled the remaining happy hours and has none on the schedule moving forward. Christal reported that she is looking at several G2G events in CY 2019.

**Boston Network Events:** Jim Spotts '01 reported that the 3<sup>rd</sup> annual New England Network event was an awesome opportunity! The evening started out with a tour of the Coast Guard Sector Boston's Command Center, the DOMEX Lab, and USCGC SENECA both of which included the invited speaker Assistant DHS Secretary Nate Jensen. The tour was followed by G-2-G dinner of Ernesto's North End pizza, cold beverages and cannoli with DHS Assistant Secretary Nathaniel Jensen. Tom wrapped up our discussion by updating us on all the great things happening at NIU and how other regional alumni chapters are gaining momentum. Our thanks also go out to the Coast Guard First District and Sector Boston Staffs for their support in coordinating last Thursday's event. Jim reported that the next event is a G2G dinner scheduled for January 31<sup>st</sup>, 2019 at the Red Blazer in Concord, NH from 1800-2000 with Will Luti. He is looking at a spring event is scheduled for mid-May 2019 on the NH Seacoast.

Tom Van Wagner reported that the alumni events are having a "ripple effect" of positive impact on USG organizations. For instance, when the Maryland Network scheduled the G2G with BG Peter Zwack, Christal Archibald took the opportunity to make him available to speak "inside NSA" the same day, and he attracted 300 NSA attendees "inside the building" for a classified discussion. Also, when the Alumni invited DHS Asst Secty Jensen for a G2G, the USCG Base Boston took the opportunity to provide him a tour of their ops center and tour a Cutter that had just completed real work counterdrug ops in the Eastern Pacific.

**Alabama Network Events:** Dennis Young '90 reported that the 3rd Annual Huntsville-area Networking Event for NIU Alumni, the G2G with BG Kevin Wulfhorst, '06 went great. General Wulfhorst is the Assistant DCS, Army G2. BG Wulfhorst had some great points on current goings on in the Army intel world. Mg (R) Leide was great with all his experience with Deseret Storm as GEN Swartzkopf J2.

### **NEW BUSINESS: Discussion On Membership.**

The Board had a free-ranging discussion on membership, in order to plan for anticipated growth. While the organization is small now- just approaching 500 members, what does it look like when there are 3,000 members? How can we structure the organization, its processes and communications to be able to have an effective organization when the AA is full up and running.

No decisions were taken, but ideas were presented in the hopes of laying in place the processes, manning, and policies needed to grow to a fully mature organization.

The notes (attached document) captures some of the thoughts and ideas discussed for consideration, with some time spent at the next several meetings to work towards a draft for the board to establish a strategic approach to membership and allow it to plan and prioritize actions moving forward.

**Actions for next meeting:**

1. Mike Nienhaus provide 2017 budget numbers
2. Request updates on Café Press initiative from Soren Rose
3. Continue the Strategic Membership discussion, add ideas, input from Membership Chair
4. Subcommittee meet to discuss event calendar for 2019 (proposed Tuesday 11 Dec Phone Call)
5. Collate inputs for the 2019 NIU AA Calendar of Events.
6. Plan a Celebration for the 500<sup>th</sup> member milestone.

**NEXT MEETING:** The next meeting will be held on Thursday, 13 December 2018 from 7-8 pm via conference call. **218-339-6463 Passcode #4400.**