

**NIU Alumni Association Meeting
10 October 2019
7-8 pm**

218-339-6463 Passcode #4400

Participants:

Christal Archibald '14, President
Mike Edgerton '01, Vice President
Matt Arbor, '16, Membership Chair
Amber Abramowski '16 – Volunteer Coordinator
Maria Hayden '16, NYC Network
Eric Hammersen, '05, Texas Network
Kathy Coviello, '01, Huntsville Network
Tom Van Wagner, '94, NIU Liaison
Isadora Kaplan, '18

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SUMMARY: Welcomed Isadora Kaplan '18 to the call, who is a willing volunteer wherever there is a need. Membership is up 69 members since last report, for a total of 643 members. New address for LinkedIn Manager: lucky@systemicedge.com. David Southworth replaced John Duselis as the Midwest Network lead. The membership chair presented an updated “welcome to new members letter.”

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Approval of Minutes: The Board unanimously approved the minutes for the October meeting.

II. REPORTS

Budget Report– No budget report.

Membership report – As of 4 October 2019, the AA membership has climbed to 643 members, an increase of 69 members since the last report. The majority of new members are from the class of 2019. All new members have been (or will soon be) contacted and welcomed into the Association.

Below are the approximate numbers of AA members for the last ten graduating classes along with the total graduates, comparing AA membership lists to graduation data provided by the NIU Alumni Office.

Class Year	Members/Graduates	Percentage (all numbers approximate)	
2019	56 of 225	21%	
2018	76 of 281	27%	
2017	62 of 263	24%	
2016	53 of 294	18%	(AA Membership Site Goes Live)
2015	9 of 252	5%	(Alumni Association Established)
2014	26 of 334	11%	
2013	26 of 274	3%	
2012	17 of 312	5%	
2011	10 of 288	3%	
2010	22 of 294	7%	

Comment: The statistics indicate a significant difference between the classes of 2010-2015 and the classes of 2016-2019, given NIUAA establishment in 2015 and membership database online in 2016.

Opportunity: If the AA can put special focus on marketing NIUAA to the classes from 2010 to 2015 over the next six months, it can potentially recruit another 200-300 new members from those classes by the end of 2020, putting us close to the 1,000 member goal. The class of 2020 will likely put us over the top.

Matt Arbor also provided a draft of an updated Welcome Letter to send out to new registrants. In response, Eric Hammersen identified such a letter could also appear on the NIUAA web page, as well as providing information to the NIUAA LinkedIn page. While on the call, several participants joined the NIUAA group on LinkedIn, as well as connected with each other. Dr. Hammersen further recommended utilizing the NIUAA web page for quarterly updates, with which Maria Hayden concurred.

Dr. Hammersen also suggested sending out a letter to the NIUAA members, challenging each to perform outreach to at least one other graduate of NIU (or any predecessor) as a way to boost the numbers.

Christal Archibald addressed the concerns about the NIUAA web pages, stating the Executive Board has put out a call for a Strategic Communications Officer to manage such issues. Volunteer Coordinator Amber Abramowski agreed role of “Web Minder” was a pressing need.

Volunteer Report – SMSgt Abramowski reported that five personnel are interested in volunteering, with two having committed. Amber also stated Lt.Col. Rob Chambers, stationed at PACOM, has volunteered to lead the NIUAA Oahu Network.

New York Network: Maria Hayden '16 made contact with 3 additional alumni (Mike Richter, Alexander Miranda, Jonathan Snyder, and Keith Masback), for a total of 5 alumni. Maria, along with these alumni, will be setting up a happy hour meet-and-greet in November.

Midwest Network: Christal Archibald removed John Duselis' email addresses from the NIUAA Executive Board email distribution list, and added David Southworth's email address (dsouthworthjr@gmail.com).

Huntsville Network: Kathy Coviello reported plans for a G2G dinner with Dr. Tom Friedman from NSA; she still needs to confirm the venue. Kathy further asked about a speaker's gift; Tom Van Wagner assured a copy of a book by NIU president emeritus would be made available. Kathy Coviello also mentioned General Jack Whiting, the J2 during Operation Desert Storm, as well as the 20 year anniversary of the attack in China during Tienamen.

SE VA/Tidewater Network: Matt Arbor reported no significant developments. He offered one of his subordinates who has a hobby in graphic design, which raised ethical concerns. With respect to any graphic design endeavors, Dr. Hammersen suggested using either the NIU Foundation logo, or the NIU Alumni Association logo, but not the NIU logo.

Texas Network: Eric Hammersen identified Dominic Pohl, '95, Executive Director of the 16th Air Force, Joint Base San Antonio-Lackland ([biography here](#)), as the senior alumnus in the area. Dr. Hammersen contacted Mr. Pohl in an effort to partner with Hank Bailey and him in order to harness the energies of the largest concentration of NIU alumni in the area, located on Joint Base San Antonio-Lackland.

Tampa Network: Reporting for Frank Figg '05, Tom Van Wagner stated the “Burger Burn” networking luncheon for current students, staff and local alumni which occurred on Friday, 20 September, at CENTCOM was successful. Tom briefed the board on the great model currently in place in Tampa, where each current student is assigned an alumni mentor, according to the Campus Director Chris Marshall '97.

III. BUSINESS:

A. Old Business: On-line Merchandise store.

Tom Van Wagner provided an update on the Follett's on-line store initiative, stating that Follett is ready to go, final details of how to process any proceeds from the store to the NIUF was being decided. The store is expected to be open for business between Halloween and Thanksgiving 2019

Brief discussion occurred on the NIU JPME accreditation, as well as congressional transfer of NIU degree-granting authority from SECDEF to the DNI, which should occur during FY2020.

Dr. Hammersen commented on research he performed into foundation-alumni association constructs, and found a widely disparate field. Eric suggested communicating with current students at their dodiiis email addresses, in order to acclimate them into joining the alumni association upon graduation. Tom Van Wagner explained that the dodiiis.mil email addresses expire shortly after students graduate.

Dr. Hammersen reiterated the challenge letter, and committed to drafting a letter for the joint signature of the NIUF president (General Hayden) and NIUAA president (Christal Archibald).

B. New Business –

AA President Christal Archibald '14 proposed budget for 2020 based off of this year's (FY19) numbers for submission to the NIUF Board of Directors for inclusion within the **NIUF FY20 Proposed Budget**.

Tom Van Wagner remarked the AA "ask" would be strengthened if we had at hand what our net was in 2019, which he believes was a net positive experience for NIUF in the net balances.

Total FY20 Estimated Budget = \$4,500 (\$1,000 + \$3,500) = \$4,500

\$250 to generate a high resolution NIUAA logo suitable for marketing purposes;

\$750 for marketing materials NIUAA Network Leads will hand out at events.

\$3,500 to support 15 events, which could be broken down as follows: Four events—Northern VA Network (NOVA is aiming for one G2G dinner event per quarter); two (2) events—Maryland Network; Nine (9) events, divvied up amongst the various regional networks

- ✓ **FY20 Socials/Networking:** (3,500 at a cost of between \$200 to \$250 per event).
- ✓ **G2G Dinners** are currently structured as cash negative (-\$180/event). Some end up cash neutral.
- ✓ **NIUAA Book Events**—structured as \$25/head, with the number of attendees depending on the author. The base/min. price for a venue is \$1k.

2019 Homecoming. Estimated attendees: 50-60. Estimated cost: \$2,000. Estimated Revenues: \$2,250. (Revenue generating event)

Follett's Online Store. The newly-established online store should generate additional revenue, especially with the transfer of all NIU logo paraphernalia to this online platform. Revenue is expected to increase as NIUAA membership increases—as well as the number of association events increase.

Close/Adjourn: President Christal Archibald '14 promptly adjourned the meeting at 8PM.

NEXT MEETING: Scheduled for Thursday, 14 November 2019 from 7-8 pm via conference call.