

AP Committee Meeting Minutes  
February 21, 2011

Present: D. Laughlin, B. Cole, B. Wallace, C. Hendree, S. Richardson

Guest Speaker: Chris Barbee, Director of Alumni Relations

- Since Barbee's arrival in 2002, alumni numbers have gone from 40,000 to just under 80,000.
- Mission of Alumni Association is to promote, assist, and perpetuate the goals and objectives of GVSU, to draw together alumni for service to each other, GV, and our communities.
- Alumni support is 6-7%. One half of alums are from 1990 and up: population is young in age, careers, and family.
- Trying to stay in contact with alumni, always thinking of ways to engage them.
- New programs:
  - Young Alumni Council. Hosts events for alumni 35yrs and younger for networking (finding jobs or other professionals in your area), educational (such as "Life 101 class: buying a house, retirement planning, etc) sessions, fun activities (attending a sporting event at GVSU). Try to keep them involved in GVSU.
  - Volunteer Program. Community Outreach Week March 21-26, 2011. Goal is to have 50 projects that week, up to 30 so far. All across the U.S. Also volunteers for Homecoming Celebrations, Freshmen Move-In, etc.
- Three Goals for the Alumni Association right now:
  - #1: Increases in alumni participation, attendance at alumni events, volunteers by 20%, use of media to reach out to alums, and usage of alumni house.
  - #2: Participation in 50<sup>th</sup> Anniversary Celebrations, Rockin' on the River, Alumni Awards celebration, Art Prize reception, Homecoming events, and reunion events.
  - #3: Strengthen procedures and infrastructure of the Alumni Association.
- ~80,000 GVSU alumni, 58,000 in Michigan, 35,000 in tri-county area.

Reports from Sub-Committees

- Awards: Using rubrics to determine the winners for each award, found that some faculty were nominated due to "holes" in the system. Still very high numbers of nominees, will decide on winners at March 16<sup>th</sup> meeting.
- Professional Development: Asking for the Election schedule. B. Cole answered with: Nomination forms will be handed out at the AP luncheon in April, online opens then as well. First half of May will be online elections, results to be posted in mid May.

#### Open Discussion:

- An AP staff member asked us to discuss titles and compensation. Specifically Assoc. Director vs Asst. Director. Discussion tabled until next time when more AP Comm. members in attendance.
- An AP staff member asked us to discuss scholarship opportunities for children of COT and Faculty. No opportunities for the children of AP staff. Discussion will be held at next meeting due to poor attendance.
- Poor attendance at AP Committee Meetings? 5 members present today. Inviting speakers, being able to discuss issues, plan for upcoming events, etc.....