

## Minutes for the TCNAA Board Meeting - May 5, 2018

### Call To Order

The Spring 2018 meeting of the Talladega College National Alumni Association Board meeting was held on Saturday, May 5, 2018, in Room 2, Swayne Hall, Talladega College. President Eugene Cain called the meeting to order at 8:12 AM.

### Attendees

Eugene Cain - President, Karen Houston - Treasurer, Norman Campbell - Financial Secretary, Zenda Bowie - Former President, Marva I. Goff - Secretary.

(Upon locating the sign-in roster, this info will be inserted.)

### Officers' Report

#### President's Report (presented by Eugene Cain)

- See attached report.
- Proposed that whenever the organization meets, there should be an activity with the goal of raising funds for the College.

#### Treasurer's Report (presented by Karen Houston)

- See attached report
- Chapters are being reminded to file Form 990 with the IRS by May 15, 2018.
- Karen moved to donate \$7,000 to the College at the Alumni Banquet; motion seconded by Zenda Bowie. Motion passed unanimously.

#### Financial Secretary (presented by Norman Campbell)

- Discussed membership trends from 2014 to present. Highest number of financial alumni occurred in 2017 (i.e., election year). Currently the organization has 141 financial members.

### LEGACY CAMPAIGN

Eugene distributed postcards he made promoting the campaign. He solicited assistance with having alumni provide coverage at a tent on Saturday afternoon, to answer alumni questions and collect checks.

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Eugene advised that he has approached the College's vendors regarding participating in the Legacy Campaign. A discussion ensued about whether the organization should encroach upon the College's vendors.

Information about the Legacy Campaign is being posted on the organization's website. To engage younger alumni, Eugene will post info on social media platforms.

*(The meeting was scheduled to end at 9:30AM. Given that the Board still had more business to discuss, President Cain requested that we return after lunch.)*

### **Institutional Advancement**

Seddrick Hill addressed the Board, advising that his office has submitted more than 2.1M in grants. The most important project is "capacity building".

Mr. Hill advised that a Sr. Director of Development and a Director of Alumni Affairs will be hired in one month.

Eugene asked if the organization could piggy back on the College's mailouts to promote the Legacy Campaign. Mr. Hill advised that we could.

We discussed the organization soliciting the College's vendors, and Mr. Hill responded that we should not take the lead on this matter. He advised that we could submit a proposal to the College on this matter.

Mr. Hill advised that there are 13,000 donors in the College's database. The College receives monetary donations from an average of 450 donors per month. The alumni database is from 10 - 11,000 graduates and the College has contact info on 5-6,000.

### **Strategic Planning**

See attached report.

The Committee, chaired by Chris Jones, meets via conference call, with the next call taking place in a week or so.

### **2020 Triennial**

Eugene reminded the Board that a city had still not been designated for the 2020 Triennial. After some discussion, it was decided that Eugene should contact the Charlotte Chapter to persuade them to host the event.

**Minutes for the TCNAA Board Meeting - May 5, 2018****New Business**

Eugene read an e-mail from Joe Lee, Vice President, advising that due to health concerns, he can no longer continue to participate on the Board. Eugene will confer with the Parliamentarian, Houston Brown, to determine how we fill this vacancy.

Submitted By:

*Marva I. Goff*- Secretary

**TCNAA 2018 BOARD MEETING**  
**November 2, 2018**

**ATTENDEES:**

Russell Holloway - V. President	Karen Houston - Treasurer
Norman Campbell - Financial Secretary	Marva I. Goff - Secretary
Darlene Neely (ATL)	Joann Myers (Tampa)
Connie Flannigan	Leroy Frazier (NY)
Anita Elston (Talladega)	Carolyn Thomas (B/ham)
Marilyn Hatcher-Daniels	Darron Lockett (Charlotte)
Vanessa Coleman (Tuscaloosa)	Elizabeth S. Wilson
Angel Goodwin Batts	Leonard Smith
Angela Powell-Smith	Norman Pitts
Regina A. Allen	Betty Joseph Palm

The 2018 TCNAA Fall Board Meeting was called to order at 9:02 AM by Russell Holloway, Vice President. Leroy Frazier led us into prayer. Russell expressed that Eugene Cain (President) is unable to attend this meeting due to a scheduled commitment out of the country.

The agenda was reviewed and a motion to accept such was made by Leroy Frazier, with a second by Darron Lockett. A unanimous vote took place.

Russell reminded the Board that the Minutes and Reports were distributed electronically. A motion to accept the May 2018 Minutes was made by Vanessa Caldwell, with a second by Darron Lockett. A unanimous vote took place.

Russell advised that during the May meeting the Office of Institutional Advancement agreed that the TCNAA (i.e. Legacy Campaign) could piggyback on a pending booklet/communication they were preparing. At this time, we do not know the status of that communication. It was brought to our attention that a tri-fold publication was mailed out regarding Founder's Weekend and did include a mention about the Legacy Campaign. A poll was taken and of the 14 alumni in the room, only 2 had received this mailing.

**CORRESPONDENCE**

Darlene Neely presented two (2) forms of communication she received from Eugene: (1) a resolution in memory of Edward Savage, MD, and, (2) a communication he sent to Attorney J. Mason Davis expressing our sympathy on the death of his wife, June Fox Davis, also an alumnus.

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**OFFICER REPORTS**

Eugene had submitted a video to be played during this meeting. Unfortunately, the Executive Committee was unable to view the video due to technical issues. Russell will request that Eugene resend another link and it will be distributed to the Board.

Russell shared that membership has increased and the Executive Committee has focused on the 2020 Triennial. He went on to provide an overview of the Legacy Campaign. Though the objective is to raise \$150,000 by the end of the year, we have achieved some "measured success" in terms of numbers of people participating and in dollars collected. Russell recognized Leonard Smith and Norman Campbell for their leadership in securing donors. In the case of Leonard & Kathy Smith, they singlehandedly contacted 2,000 alumni about the Legacy Campaign. Russell also advised the Board that Eugene receives and welcomes regular input from alumni. As it relates to invigorating alumni Chapters, both Eugene and Russell are willing to visit Chapters upon invitation.

**TREASURER**

Karen gave highlights of the Treasurer's Report (see attached).

Karen requested that whenever there is a change in Chapter leadership, particularly as it relates to the President and Treasurer, she should be advised immediately.

The Treasurer's report was submitted for audit.

Karen confirmed that as of 10/30/18, the Legacy Campaign has raised \$35,704.97.

**FINANCIAL SECRETARY**

Norman advised that there are 213 members, and 100 recent grads. Norman reiterated that our membership is based on the calendar year. During 2017, the TCNAA had 345 - 348 members. Norman agreed to submit an electronic report to the Secretary for distribution. A motion to accept the Financial Secretary's report was made by Darlene Neely and seconded by Vanessa Coleman. A unanimous vote took place.

Norman confirmed that we have two (2) new Chapters coming into the organization - Montgomery, AL and Greater Texas. A discussion took place about incorporating Selma alumni into the Montgomery Chapter. Norman agreed to contact Mrs. Porter for further action.

# TCNAA 2018 BOARD MEETING

## November 2, 2018

### **STRATEGIC PLAN**

Joann Myers reviewed the Strategic Plan. Joann reviewed the initiatives and shared that they should be prioritized, per the recommendation of the Board. A discussion took place about Strategic Initiative 1, which focuses on capacity building, and may be considered the foundation of the other initiatives. A motion was made by Leroy Frazier to: "Accept the Strategic Plan as a recommendation for moving forward and to table any further action or vote pending review at the May 2019 meeting." The Motion was seconded by Darlene Neely and a unanimous vote took place.

We discussed the need to review the By-Laws. As such, we determined that there should be a called meeting of the Executive Board/full Board to establish a process for revising the By-Laws.

### **BUDGET**

Karen prepared a budget report (see attached) with projected recommendations. A motion to accept the Report as a recommendation was made by Darlene Neely and seconded by Leroy Frazier. A unanimous vote took place.

### **LEGACY CAMPAIGN**

Russell reiterated that the Legacy Campaign is scheduled to end 12/31/18. There will be another e-blast going out to solicit donations. It was recommended that this e-blast include photos of the new construction taking place, since it may inspire people to participate. Leonard Smith agreed to take photos this weekend and forward to Eugene for inclusion in the e-blast.

Karen requested that Matching Gift forms should be sent to her for processing.

### **2019 FUNDRAISING**

The Board brainstormed several ideas for 2019 fundraising:

- A Legacy Campaign, with some tweaking
- Chapter-focused fundraising
- Raffle
- Alumni Reunion Weekend focus

We concluded that the Legacy Campaign is a viable project, and should be given another opportunity, with modification that include:

- Shorten timeframe
- Increased reminders

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- Include an envelope that is sent out and includes levels of giving
- Place a thermometer on website reflecting progress
- Offer installment plan

Angel Batts moved that "the TCNAA 2019 Fundraiser will be a version of the Legacy Campaign, augmented with a focus on Chapter participation and Alumni Reunion Weekend solicitations." Karen Houston seconded the motion and the vote was unanimous.

There was also a recommendation that the verbiage used on the postcard be revised and circulated before publication.

### **CHAIRMAN OF THE BOARD**

Chairman Isaiah Hugley shared that student enrollment is up from 2017 (782 students), and currently at 1,217. He also advised that "alumni giving is up". Mr. Hugley indicated that the College is in good financial shape and stressed that he is "proud of the College's leadership and work being done by the Trustee Board."

Chairman Hugley advised that the Trustee Board concluded its work very early, around 1:30 PM, since most of the work had been done in Committee.

### **COLLEGE PRESIDENT**

Dr. Hawkins shared that the SACs review has been positive, and that the College is in compliance in all areas. He also reiterated student enrollment and advised that the student body is very diverse, including representation from foreign countries. Dr. Hawkins indicated that the City of Talladega will invest \$300,000 on "the side street where the Harvey Museum will be." The Dormitory will house students in January 2019. The Student Center is expected to be finished by August 2019, and the Harvey Museum by 2019 Alumni Reunion Weekend. A Masters program has started and includes 6 students.

Dr. Hawkins indicated that the College has an international recruiter. The band now includes 300 students and there will be a concert band added in the Spring.

### **COMMUNICATIONS**

Darlene Neely shared a concern about the need for a standard form to be used for Chapter communications. Darlene expressed that we need to be more proactive of alerting alumni to condolences, chapter news and individual accomplishments. Eugene also developed a form with a similar mission, but did not address condolences. Darlene agreed to consolidate the forms and send it to the Executive Board for action.

## **TCNAA 2018 BOARD MEETING November 2, 2018**

### **2020 TRIENNIAL**

Marva Goff summarized the work of the Board to identify a city to host the 2020 Triennial, to no avail. As such, a sub-committee (Norman, Zenda & Marva) was established by the Executive Board to identify a city, by Founder's Weekend, to host the 2020 Triennial. After consideration, Birmingham has agreed to host the 2020 Triennial!

Please note that on or about 10/28/18, S. Florida expressed a desire to host the Reunion. At that point, we had been engaged with discussions with B'ham, and though they had not said "yes", the leadership felt that it would be a "yes".

A motion was made by Vanessa Coleman to approve the selection of B'ham as the host city for the 2020 Triennial. Darlene Neely seconded the motion and the vote was unanimous.

### **NOMINATING COMMITTEE**

Russell shared that though the agenda called for a discussion on the 2020 Nominating Committee, he was advised that appointing a chair does not happen at this meeting, but "late in 2019."

### **FUNDRAISING EVENTS**

Russell led the group in a discussion about the TCNAA hosting a fundraiser during Alumni Reunion Weekend specifically to support the operational costs of the organization. He reiterated that this concept was initiated by Eugene. The following ideas were mentioned and/or discussed:

- Annual Golf Tournament (ie. Jesse Henderson Memorial Golf Tournament)
- Alumni Walk.Run (i.e., 5K)
- Raffle
- Phone-A-Thon

Leroy Frazier made a motion for the TCNAA to sponsor "an on-site raffle during Alumni Weekend as a fundraiser for the organization's operational costs." The motion was seconded by Darron Lockett and the vote was unanimous.

### **COLLEGE DONATION**

Karen Houston proposed a motion to make a \$15,000 donation to the College today. The motion was seconded by Norman Campbell. The motion was not unanimous, there was one (1) nay.

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**CHAPTER REPORTS**

Most Chapter Reports were distributed electronically. The Birmingham Report was distributed and will also be sent with the Minutes.

**CHOIR ROBES**

Darlene Neely spoke about the need for the College Choir to obtain new robes. Currently they do not wear the same robe, and many are discolored. Darlene received a quote (see attached) from a company, and she is asking Chapters to consider what they can do to help defray the costs of providing robes. The Board discussed the need to seek sponsorships for underwriting this cost. As such, Leonard Smith agreed to ask his brother, Dr. Paul Smith, to solicit Honda for this venture.

A motion was made by Leroy Frazier to adjourn the meeting with a second by Darlene Neely. The meeting adjourned at 4:05 PM.

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Marva I. Goff, Secretary

**TCNAA Board Conference Call**  
March 18, 2019

**ATTENDEES:**

Anta Elston - Talladega  
Brenda Cross - Chicago  
Darlene Neely - Atlanta  
Leroy Frazer - New York  
Vanessa Coleman - Tuscaloosa  
Chester Fair - Miami  
Charlene J. Mitchell - Detroit  
Darren Lockett - Western Carolina  
Tony McGhee - Chicago  
Joann Myers - Tampa  
Roslyn Earl - Tampa  
Carolyn Thomas - B'ham  
Racquel Lipscomb - B'ham  
Marilyn Hatcher Daniel - New York  
Russell Holloway  
Karen Houston  
Norman Campbell  
Zenda Bowie  
Marva I. Goff

The meeting was called to order at 8:03 PM by Russell Holloway, President. As background, non-members of the Board were invited to participate and advised that they would not have voting privileges.

Russell began the meeting by recalling the March 10, 2019 e-mail from Eugene Cain, giving his resignation. The Executive Committee met on March 11th, and in accordance with our By-Laws, named Russell as president. Russell shared that he cares about the opinions of Board members and is available to have discussions with you when you feel the need. He asked that meeting attendees take the Executive Committee at its word that the information presented is appropriate and encouraged us to share a consistent message to help move the organization forward.

**RETOOL YOUR SCHOOL**

The Home Depot HBCU initiative has 27 days to go, and Talladega College is currently in 5th place in Cluster 3. Alumni are encouraged to vote daily, using smart technology (including tweets and Facebook).

**Vice President Vacancy and At-Large Candidates**

Russell advised that according to our By-Laws, the vacancy for Vice President can be made by the Executive Committee. After some discussion, we received clarification that candidates for consideration

## **TCNAA Board Conference Call**

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can come from the alumni body (i.e., member of the Association). This vacancy is expected to be filled relatively soon. Russell is interested in receiving recommendations and will also advise the body of such via e-mail.

According to our By-Laws, the President can appoint 2 Directors to join the Executive Committee in an At-Large capacity. Joann Myers has accepted Russell's invitation, and he expects to appoint a second Director. The By-Laws indicate that At-Large members must be a member of the Board.

### **Strategic Plan Update**

Joann shared that the Strategic Planning Committee has recommended that the By-Laws be updated. During the November 2018 TCNAA meeting, the organization decided to have a meeting of the Exec. Committee/Board to form/appoint a Committee to review and recommend changes to the By-Law. Russell noted that our By-Laws call for the Parliamentarian to chair the Committee. Marva agreed to reach out to Eugene to gain status on this recommendation. As info, for this organization, the Parliamentarian serves at the pleasure of the President. Russell plans to identify someone to assume this position.

### **FUNDRAISING**

The Tom Joyner Campaign continues through this month and ends 12/20/19. Chapters/individuals making a \$2,500 donation will be privy to a 30-second spot on his show. To date, at least 4 chapters plan to rise to the challenge.

The Legacy Campaign continues through 2019, and Chapters are expected to donate at least \$2,000. Russell also advised that last year, we asked Board members to support the campaign, and we are asking that in 2019 as well. Russell will speak with our Webmaster, Marva Ballard, to gain insight on how we can use Constant Contact to reach more alumni and ultimately increase engagement. Russell clarified that the Legacy donation was unrestricted in 2018, and 2019.

### **Spring Board Meeting**

Russell has reached out to Chairman Huguley to coordinate schedules for our May meeting. He will advise the Board as soon as he can.

A motion to adjourn at 9:14 PM was made by Brenda Cross and seconded by Darlene Neely.

Marva I. Goff - Secretary