

TALLADEGA COLLEGE NATIONAL ALUMNI ASSOCIATION

Fall 2019 Board Meeting

November 14, 2019

The 2019 Fall Board Meeting of the TCNAA was called to order by President Russell Holloway, at 12:10 PM in Swayne Hall, Talladega College. The invocation was provided by Dorothy Jenkins.

Introductions were provided by both members in the room and on the phone (the list of attendees are attached to this report). Chapter reports were provided in advance of the meeting, via e-mail, and were not read at the meeting. Attached to this report is a revision of the Chicago Chapter' report. The agenda was reviewed and a motion to accept was made by Darlene Neely, seconded by Dionne Edison, and passed unanimously. The Minutes were distributed in advance, a motion to adopt was made by Dorothy Jenkins, seconded by Darlene Neely, and passed unanimously.

The President's Report was distributed and reviewed.

The Treasurer's Report, also distributed in advance, was reviewed and submitted for audit. Karen Houston, Treasurer, clarified that the \$35,000 represented on the report is the final payment from the 2018 Legacy Campaign.

The 2020 Triennial Report was presented by Carolyn Thomas, Chair. The Triennial will be held July 30 - August 2, 2020 at the Birmingham Hilton Hotel. Carolyn advised that the guest rooms are \$123.00 + tax per day. Alumni can begin to book their rooms now, and should use the code "TCA" when contacting the hotel. The hotel will also provide a personalized page for the event - BHMHHHTCA20200730. At this time, the registration fee has not been determined. As per the contract, the hotel will provide 96 hotel nights. To ensure that we can accommodate everyone interested, it is imperative that alumni book early, allowing us to increase the number of rooms upon availability. The Triennial will basically follow the format previously used, and a campus trip is being considered. We also discussed having a time allocated for alumni to "chat with the College President", as was done in 2017.

Russell shared that the Chair of the Fundraising Committee, Ralph Harper, was unable to attend. Darron Lockett, a Committee member, shared that the Committee made a push to contact alumni who made a contribution to the 2018 Legacy Campaign, but had not done so in 2019. The Committee also contact alumni via e-mail. A written report will be provided later. The Birmingham Chapter resented a check for \$750.00 for the Legacy Campaign. A discussion ensued about how to broaden support for the Legacy Campaign, including engaging class presidents to solicit their classmates. We also discussed the need to quickly send out acknowledgements for contributions. Marva Goff volunteered to assume responsibility for sending an acknowledgement to contributors.

Russell addressed the issue of "narratives being out there that cause us problems." Those "narratives" include mis-use of funds, theft, and more. Russell impressed upon us that these narratives will negatively impact fundraising and recruitment. He advised us that we must show leadership by not being a part of the conversation, but rather, dousing it with the facts. Russell will work on providing/getting talking points to assist us.

The Membership Report was reported by Norman Campbell, Financial Secretary. Norman explained that we must have 300 members to meet our expenses. He further recommended that national dues be increased to \$50.00 beginning with the 2020 fiscal year. If alumni have already paid their 2020 dues, they will not be impacted. A

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motion to increase national dues was made by Lery Frazier, seconded by Valerie Moore, and passed with 10 favoring this action, and 3 disagreeing.

Raquel Lipscomb Peck, V. President and Chair of Communications & Branding, advised that she spoke with a patent Attorney regarding branding. Most alumni like our current logo. Creating a new brand will cost between \$500 - \$2,500. The Committee is reviewing the current social media platforms being used. We requested a written report to include recommendations.

Russell shared that he shoulders the responsibility for the By-Laws not gaining traction. He advised that 4 - 5 of the by-laws need to be addressed, to include organizational structure and committee structure. By May 2020, we will have structure around the recommendations.

Unfinished Business

A discussion took place regarding the Legacy Fund, and whether we designate the funds. Russell explained how scholarships come out of the general fund. We also discussed the Art Bacon Gallery, housed in the new Museum. The College sent out a solicitation for funds to create the gallery. Russell agreed to follow-up with the College regarding this project.

New Business

Russell discussed the election of TCNAA officers in 2020. He advised that he would like the Committee to have diverse representation geographically. Marva Goff was selected to represent the Board.

We discussed the issue of membership in that a considerable number of alumni choose to join the local and not the national organization. Though that can be accepted, it is imperative that local members are also financial at the national level. We expect Chapter Representatives and Chapter leadership to ensure that members are also active at the national level.

An ad hoc committee was formed to evaluate the College's website. The Committee is being asked to review the website from a student's perspective. Also, to review the websites of other Colleges, and give feedback on how ours compare. Committee members are: Cynthia Ross, Joann Myers, Norman Pitts.

Eugene Cain shared that there are 39 students from Michigan currently on campus. During their upcoming Christmas party, they will match each student with an alumni mentor. They will also solicit funds for the Legacy Campaign.

The Board also engaged in a discussion about having alumni as a continued presence during Freshmen orientation. The purpose is to establish relationships with students, develop/nurture an awareness of the significance of the college experience, and help them understand what it means to be a "degan.

Karen Houston reminded the Board that the IRS form 990 must be filed by the end of the year. This report should be filed by the Chapter Treasurer. It was also recommended that this item be placed in the By-Laws.

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A motion to adjourn at 4:35 PM was made by Dionne Edison, seconded by Darlene Neely and passed unanimously.

Submitted By:

Marva I. Goff - Secretary

ATTENDEES:

Russell Holloway

Luther Garrison (New York)

Raquel Lipscomb Peck (phone)

Marilyn Hatcher Daniels (phone)

Karen Houston

Cynthia Ross (phone)

Norman Campbell

Jacqueline Turner (Talladega)

Marva I. Goff

Zenda J. Bowie

Darlene Neely (Atlanta)

Dionne Edison, Ph.D. (Tuscaloosa)

Darron Lockett (Charlotte)

Leonard Smith

Joann Myers (Tampa)

Valerie Miller Moore (Los Angeles)

Anthony McGhee (Chicago)

Leroy Frazer (New York)

Dorothy Jenkins (Charleston)

Carolyn Thomas (B'ham)

Clintonia Patterson (B'ham)

James Reynolds (Huntsville)



TALLADEGA
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Talladega College National Alumni Association

Spring Board Meeting

May 2020

TCNAA President's Report

This has been a most unusual year for the Talladega College National Alumni Association. The uncertainty created by the response to the COVID19 pandemic forced us to cancel several planned events and alter the formats or execution of others. Much of our schedule for the remainder of the year is linked to events at the college. We are in frequent contact with senior administrators and staff and I will update the organization as information becomes available.

As you will recall, the previous administration established a strategic planning committee to evaluate the needs of the association and to propose actions for addressing those need. Committee recommendations can be grouped into four categories: 1) Membership; 2) Fundraising; 3) Communications and branding; and 4) Organizational structure. We can report progress in all areas, but much remains to be done.

The membership committee made a push to expand our rolls prior to the 2020 TCNAA election. The committee chair (Norman Campbell) contacted individuals in areas where a chapter had lapsed as well as in areas with sufficient numbers of alumni to support establishing a new chapter. This effort continues, with one or two areas showing promise. With the approval of the chairperson I contacted several hundred Talladegans to encourage them to become financially active. The strategic plan recommended that we rethink the definitions of what constitutes a chapter, suggesting that we not rely solely on geographic proximity as the organizing format. We are piloting a program to allow affiliations based on common interests. At least one affinity group, the Men of Alpha Phi Alpha, is positioned to meet all the requirements to become a chapter. I am excited by this prospect and will push to have our regulations modified to embrace affinity groups.

The TCNAA Board approved the Legacy Fund Campaign as the primary fundraiser for the organization. Author and entrepreneur Ralph Harper, '83 agreed to chair the fundraising committee. The committee's efforts were focused on the wrap-up of the 2019 Legacy Campaign and positioning for an early kickoff in 2020. I felt that a successful second year of the campaign would establish a culture of giving that would sustain our efforts over many years. The 2018 drive raised just over \$90,000.00, while the 2019 campaign finished with just over

\$72,000.00. We are behind on our efforts for 2020, but I have taken actions to get us back on track.

In our meetings and conference calls it is frequently noted that the organization fails to attract participation from our younger alumni. A review of our rolls shows that 78% of paid memberships are from persons who graduated prior to 1990, and only 5% graduated in 2000 or later. We established a communications and branding committee which has a goal of engaging that younger group through social media and other tools familiar to the demographic. Recognizing that this is an ever-evolving process I encourage you to contact our Vice President, Racquel Lipscomb-Peck, and give input and feedback.

The TCNAA Board agenda has been driven by the recommendations found in the draft strategic plan. That plan has not been formally adopted because many of the recommendations require changes to the bylaws prior to implementation. I appointed a committee chaired by Leroy Frazer to review the bylaw and to report proposed changes during the May general body meeting. To date I have not seen the committee report, and the general body meeting has been postponed. Areas that I feel need attention include:

Identity	Subject
Article III, Section 1	Organizational Component
Article III, Section 2 A	Geographical Component
Article IV, Section 1 A	Nominating Committee
Article VI, Section 2	Vice President
Article VI, Section 6	Parliamentarian
Article VIII, Section 2	Meetings

I want to commend local chapters for the work performed in support of Talladega College. Chapters have provided financial aid to students, participated in career planning events, represented the association and the college at recruiting fairs, and responded generously to fundraising appeals. Early in my tenure I stated that I was available to travel to assist in chapter activities. I will modify that statement to say that, once social distancing is no longer required and travel is safe, I will be available for chapter events. I look forward to that time.

Our agenda for the remainder for 2020 includes the following priority items:

- 1) Bylaws update
- 2) Legacy Campaign
- 3) Communications and branding
- 4) New chapters and chapter formats
- 5) Increased membership

Finally, be reminded that these are difficult times for Talladega College, HBCUs, and almost all institutions of higher education. I recently read one analysis that states that 5% of US colleges will likely fail during this pandemic. Talladega College's star has been ascending in recent

years. Let us commit to financially support our alma mater so that Talladega College is not in the five percent. Thanks.

Russell Holloway, '70
President

TALLADEGA COLLEGE NATIONAL ALUMNI ASSOCIATION
2020 Officer Election
Final Report

of Ballots Mailed -251

of Ballots Returned – 131

TCNAA 2020 – 2013 OFFICERS*

President - Russell Holloway

Vice President - Racquel Lipscomb-Peck, ED

Financial Secretary – Norman P. Campbell

Secretary - Col (ret.) Leslie Lee-Dixon

Treasurer - Taryn C. Edwards

- Positions uncontested

of Ballots “Returned to Sender, Bad Address” – 8

Listed below are returned ballots:

Brightharp, Myrtis

Holmes, C

Coakley-Watkins, C.

Jones, J.

Love, M

Whipper, L

Hobbs, Williams, F

Edwards, T

2020 Election Committee

Marva I. Goff, Chair

Marilyn Hatcher-Daniels

Ja’nelle M. LaCroix

Denise Perryman



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Talladega College National Alumni Association

2020 Treasurer's Report

(January 1, 2020-March 31, 2020)

Balance Brought forward:	\$42,919.73
Revenue:	
Dues:	
154 Members 2020 (\$7,429.33 total)	
1 Member 2021, 22, 23 &24	
Legacy 150 Fundraiser 2019 (\$8,596.98)	
Legacy 150 Fundraiser 2020(\$0.00)	
Donation paid for Stop payment (\$40.00)	
Bank transfer to Triennial Account (\$519.70)	
2 paid Registration for Triennial 2020	
Total Dues, donations & Fundraiser:	\$16,586.01
Total Beginning Balance and Revenue:	\$59,505.74

Expenses:

Contributions:

TC donation to College ARW 2/1/20-ck# 1376	\$10,000.00
Replacement of loss check #1364 by college	
TC donation to College Founders Day	\$ 0.00
TC donation to College	\$ 0.00
Total contributions Expenses:	\$ 0.00

Recurring Expenses:

MG Ballard Designs (\$600.00)	
Go Daddy (\$0.00)	
Constant Contact (\$210.00)	
Total Recurring Expenses:	\$810.00

Other Expenses:

Bank debit to Triennial Acct (\$1,019.70)	
Renewal domain name TCNAA.com website (\$190.00)	
Bobby T. Martin, CPA (\$300.00)	
Stop Payment Fee (\$36.00)	
Lunch for Spring Meeting (\$0.00)	
Lunch for Fall Meeting (\$0.00)	
Total Other Expenses:	\$1,545.70

Total Expenses: \$12,355.70

Ending Balance \$47,150.04

Submitted April 30, 2020

Karen Y. Houston, Treasurer

kyh_78@yahoo.com e-mail

404-317-3050-cell



Talladega College National Alumni Association

Financial Membership Report

April 30, 2020

Area	#Paid Members 2020	#Paid Members 2019
Atlanta	35	63
Baltimore/DC	5	13
Birmingham	26	27
Charleston	34	18
Chicago	12	14
Columbus (Ga)	5	9
Detroit	13	17
Western Car	5	5
Huntsville	7	9
Jax*	10	0
LA	7	16
Macon	8	12
Miami	10	9
Mobile	2	4
NY/ NJ	5	7
RDU	12	17

Talladega College National Alumni Association, 627 West Battle Street, Talladega, AL 35160, Email: www.tcnaa.com

Talladega	11	31
Tam Bay	14	18
Tuscaloosa	9	7
Alpha Beta	10	N/A
TN*	0	5
TX	9	3
MO*	0	2
Total	<hr/> 249	<hr/> 307

*includes Memphis, Ok. City, Savannah, NOLA, Vt, Co, and Mo.