

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
COLLEGE

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



TALLA *DEGA*
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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.

Talladega College National Alumni Association (TCNAA) Board Meeting Minutes
June 17, 2020

The meeting was called to order at 8:02 EDT by Russell Holloway, President TCNAA. The invocation was also provided by Russell.

1) General Updates:

Russell stated commencement is still scheduled for August 16th and alumni weekend August 14-15. While some alumni have requested on-campus housing, they have been told no due to incoming students returning August 18.

Administration reported staff returned to work last week. Upon returning, staff were required to go through a check-in station where they were briefly interviewed regarding potential exposure to COVID-19 virus, had their temperature checked, and issued personal protective equipment (masks, gloves, etc.). Russell noted it is his understanding the screening will take place daily.

Russell reported several students, the number believed to be in the low teens, are staying on campus in one of the resident halls and being fed by the college inn. Cynthia Ross added there were up to 28 students housed on campus and were receiving boxed meals. Two of the students have since returned home. Apparently, the students have remained on campus due to the impact of the virus on their families.

2) Transition of Officers:

Russell explained the duties of the offices of Recording Secretary and Treasurer and swore in Leslie Dixon (Secretary) and Taryn Edwards (Treasurer). Both were welcomed by the members.

3) Triennial 2021:

Russell stated he and Carolyn Thomas, Triennial Chair, spoke with representatives from the UAB Hilton concerning the contract with the latest addendum identifying the number of attendees and dates (August 1-4, 2021) for the event. He received an email with original contract without updates. Carolyn suggested mix up could be due to the change in management. Russell will reach out to the appropriate person if he does not receive the new addendum by the following week.

There was a question from the floor. Should we address the impact COVID guidelines may have on provisions in the contract, specifically providing the buffet luncheon? Russell explained we should proceed under the assumption operations will either be normal by next summer or we will amend the contract as needed to meet CDC

guidelines.

In closing this matter, Russell committed to providing a copy of the contract and addendum to the executive and Triennial committee members once he receives it.

4) Membership/Recruiting:

a. Committee update

Norman Campbell, Financial Secretary, reported two new chapters have been formed since November 2019, Texas Chapter and Alpha Affinity Chapter. The Texas Chapter has 5 or 6 members. One of its members is Brandy Todd and its president is Margarette Robinson. One of Alpha Affinity's members, Antonio Storey, stated that its chapter has elected officers and began meeting in April 2020 to establish its EIN#, but was not sure if it had been completed. Darron Lockett, member of the Fundraising Committee, however, stated the chapter's EIN# was complete.

Karen Houston, past Treasurer, explained chapters have a duty to provide EIN#s, chapter officer names, as well as other information to the TCNAA treasurer as required by the IRS and to update the website.

b. Incentives

Norman Campbell suggested sending out decals to attach to the windshield in two sizes 2 x 2 inches and 3 x 3 inches at varying prices to show outward TCNAA membership and support. The item would be provided along with membership dues. The price would range from \$176 to \$245 depending on size and number of decals ordered. The current membership is 259.

Russell added, given the decals, he'd like to discuss with administration the opportunity to request perks for members such as preferred parking spaces and seating at special events such as ball games during Founders' weekend. This would drive minimal cost to the institution.

Norman Campbell shared he has been in preliminary discussion with the book store for discounts for TC paraphernalia. However, they have not reached an agreement on the percentage.

Lastly, Norman Campbell stated in order to establish a booster club, it must be done in conjunction with administration. While they have had some preliminary discussion, nothing concrete to report.

Anita Elston, Talladega Chapter President, offered that members of the Talladega Chapter got in free to basketball games by showing membership to the alumni association.

Cynthia Ross commented she provided information to members a year or so ago concerning benefits we could speak to administration about as well as varying levels of giving. Russell asked Cynthia to forward info relating to benefits to him and those pertaining to levels of membership to Norman Campbell.

c. Pre-alumni

Russell shared with members his intent to appoint Anita Elston, Talladega Chapter President, as a member of the TCNAA executive committee, to leverage opportunities to increase on-campus presence in order to engage student involvement at the freshman, sophomore, and junior levels. For example, students could sign up for zoom meets with alumni with certain skill sets for mentoring, counseling, and guidance. By offering these opportunities to pre-alumni as freshmen, sophomores, juniors, and seniors, we will increase our chances to bring them on as TCNAA members once they graduate. Russell opened the floor for discussion.

Several members commented and offered additional input. Norman Campbell applauded the use of zoom especially for mentorship. Cynthia Ross agreed it always helps to have someone on the ground to move things forward. She advised we should ensure someone is in place during registration to facilitate sign up for zoom meetings. She also suggested to reach out to the Student Government Association and Pre-Alumni Associate presidents. Darlene Neely asked, "What needs to be done to move the plan forward?"

Russell explained that the bylaws must be changed to reflect the Talladega Chapter President as member of the TCNAA executive committee. Leroy Frazer, and his group will meet and make a recommendation to the Board and they will vote on the matter

In the interim, Russell can appoint two non-officer Board members to the executive committee. He has spoken with existing at-large board members and they have agreed to step down to allow him to appoint new members while the bylaws are being changed. He will appoint Anita to one of these positions this year.

5) Fundraising:

a. Legacy Fund

Russell announced Eugene Cain agreed to serve as Chair of the 2020 Legacy Fund Committee. In this capacity he is responsible for directing increased participation as well as contributions to the fund. Eugene is preparing correspondence to go out to the full body in the near future.

Russell acknowledged confusion continues to exist between funds attributed to the Legacy Fund and the College. Norman Campbell reported, according to his records,

\$12, 316.49 has been donated by 21 unique contributors. Russell stated, counting funds sent to the College, \$13, 560 has been contributed to the Legacy Fund. Norman explained, for example, if members use PayPal, they are recognized for giving \$100, while we receive \$97 and change. A member suggested we consider using other payment avenues. While Russell agreed, he noted this will need to go through the executive committee and treasurer.

Russell reminded chapters that he has asked they give \$1K each year for the last two years. While several chapters have done so, we need all 17 chapters to reach this goal and sustain it. Russell clarified that the chapter goal is cumulative. He also reminded members they are asked to give at the Founders' Level (\$100). Chapters are recognized on the website. Individuals contributing to the chapter gift receive a letter from Russell. While the Legacy campaign runs until December 31st, Norman asked members to send their contributions as soon as possible.

Racquel Lipscomb Peck, Vice President and Chair of Communications and Branding, asked whether the Legacy Fund received a check from the Miami Chapter. Karen and Russell stated Miami was not on the list of contributors. Chester Fair commented that the list needed to be updated and Russell agreed. Norman Campbell asked Raquel to send her inquiry to him for follow up.

Someone suggested those sending in checks, other than through their chapter treasurer, should identify the local treasurer chapter account on the check.

Darron asked if Russell could send out a newsletter explaining how Legacy funds are used. Russell said he was working on the newsletter and would include an appeal to contribute to the Legacy Fund as well. It should be out by end of the week.

Leroy brought up the gift given by the President and wife of Netflix to Morehouse (\$20M), Spellman (\$20M), and United Negro College Fund (\$100M) that aired on CBS Morning News earlier in the day. It sparked conversation about going after "big" donors given current events. One member agreed that we should put together packages and identify potential lofty donors for significant funding streams.

There was a lot of support for adding a mid-tier between \$1,000 and \$5,000. Russell asked for a name between sustainer and champion. He agreed to insert it and send out to the group.

6) Bylaws

- a. Committee update
- b. Status of Immediate Past President

c. Proposal for Talladega (AL) Chapter

Leroy reported the committee met via zoom June 8th and reviewed the bylaws and strategic plan. The group will meet every other Tuesday beginning June 22nd. They will focus on proposed changes to the bylaws to include Russell's proposal to add the Talladega Chapter president as a member of the TCNAA Board and clarify the position of the immediate past president. The goal is to have a draft by the end of the summer.

Russell commented, in the past, the immediate past president served as a member of the Board and executive committee. However, the bylaws state the immediate past president serves as a member of the board only. He recommended the bylaws are amended to reflect traditional practice.

Russell further stated that he will appoint Eugene in the second at-large position to serve on the board while the bylaws are being amended.

7) Other

Russell informed the group he shared an email with the executive committee June 16th in anticipation of releasing a communication (e-blast) to the general body on Wednesday, June 17th. He stated feedback he received from members was mixed, mostly supportive, with some push back. He read the email (see below) to the group and solicited feedback. Racquel commended Russell for sending it out. Others chimed in saying that it was the absolutely right topic and forum to encourage discussion among ourselves and others.

The Statement:

"When I wrote my last update to the organization, I could not have imagined anything supplanting COVID19 and mandated restrictions as our most critical concerns. The feelings of frustration and lack of power emerging from those events likely propelled the global responses to the videotaped death of George Floyd. Those responses and the multiculturalism of the responders raise the possibility that we are at a tipping point—a point when we can confront discrimination and bias, embrace diversity, and make institutional reforms that address systemic racism. I encourage you to share your thoughts on these events with each other and, if you are inclined, with me. This is an opportunity that we cannot afford to ignore. That said, allow me to return to the business of the National Alumni Association." Email June 16

8) Adjourned

A motion to adjourn at 9:32 EDT PM was made by Darlene Neely, seconded by Brenda Cross, and passed unanimously.

Recording Secretary

Leslie Dixon

ATTENDEES:

Russell Holloway
Racquel Lipscomb Peck
Karen Houston
Marva I. Goff
Darlene Neely
Darron Lockett
Joann Myers
Leroy Frazer
Carolyn Thomas
Cynthia Ross
Chester Fair
Taryn Edwards
Anthony McGhee
Brenda Cross
Norman Campbell
Norman Pitts
Connie Flanagan
James Reynolds
Marilyn Hatcher Daniels
Leslie Dixon
Anita Elston