AGENDA ITEM #1
Approval of the Minutes of December 14, 2020:
A motion was made to approve the minutes as submitted. The motion was seconded and carried unanimously.

AGENDA ITEM #2
FACP Report:
No report was given as the subcommittee has not met. Next meeting is TBD.

AGENDA ITEM #3
CPSAC Report:
CPSAC has not met since the previous meeting and is scheduled to meet on February 25, 2021. A report will be provided at the next Planning and Development committee meeting.

The Major Repairs and Renovations subcommittee met earlier in the day, and the report will be sent upward for review. Jared will update this committee on information as it is approved.

AGENDA ITEM #4
Alumni Affairs Update (Christina Million, Associate Vice President and Executive Director,
Alumni Association):

Ms. Million gave an overview of the Alumni Affairs department as a year-end review. She reported that Life membership has been growing at a pace of 97% over the past six years. She displayed several examples of the 110-120 events held over the year, mostly virtual at this point. Ms. Million showed website stats for Alumni Affairs and explained the new email format now being sent out versus the Panther News previously distributed. She said the updated website has a new address – alumni.gsu.edu. She showed the engagement Alumni Affairs has had through social media platforms, with most occurring through Facebook and Instagram. The Association also has a presence on Twitter and LinkedIn, but with lesser engagement through those platforms. She explained how social media has been a crucial component of engagement in the past year, particularly since COVID has caused restrictions of most in-person events. She encouraged committee members to go to the Alumni website to read the stories of ways GSU alumni have been involved in COVID-related activities.

Ms. Million reviewed the attendance numbers at 62 local and regional events held prior to the COVID shutdown and through the 64 virtual events held since the first week of April 2020. Network events were also organized in various regions – 24 in all. Traditional events had participation from 18 states, while virtual events had participation from 34 states and even some from foreign countries. Eighty-eight percent of participants are within Georgia, though, making up the majority of attendees. Ms. Million explained the demographics of traditional and virtual event participants – more women over men, and newer alumni over those who had graduated in earlier years. She said 77 percent of alumni attending a traditional event also participated in a second or repeat event, while virtual events were not able to capture the same repeat attendance.

Ms. Million displayed representations from several student events held prior to the COVID shutdown, including “Dinner with 12 Panthers” – a 3-day event which involved 10 hosts and 40 students. A total of 17 student events were held prior to the shutdown. She explained that the scholarship program awarded over $70,000 in the past year, and sponsorships have increased greatly, from $7,000 in 2017 to almost $33,000 in 2020. Ms. Million reviewed the revenue and expenses of the Association ending in fiscal year 2021 and explained gifts to the investment accounts as well as scholarships.

For 2021, Ms. Million explained the change in Alumni Association membership, where annual dues will no longer be charged and all alumni will be equally invited to events and functions. She said the Association will keep the Life membership designation, as those dues also fund a scholarship endowment for the university. She said the Association was planning to put a better metrics system in place to capture engagement of its members through various efforts. She also said there is an increased focus on the Association’s stewardship to its alumni donors.

Several questions were asked of and responded to by Ms. Million:

(1) whether engagement numbers would be shared with each college in order to encourage further engagement, and Ms. Million ensured they would be available;

(2) regarding scholarships given from the Alumni Association, and Ms. Million explained
they are all displayed on the website and students can access applications for them on the site;

(3) the cost of Life membership and the dissolution of the annual membership. Ms. Million explained the various levels and costs of membership and explained that the annual membership was no longer being charged and all alumni would be invited to every event and function that the Association holds.

(4) regarding the gap of engagement between the downtown campus and Perimeter College campuses, Ms. Million stated engagement has increased over the past two years, though not as much as the Atlanta campus. However, student events have been held at the Perimeter campuses and the Association is expecting greater engagement through these efforts.

There being no new business, the meeting was adjourned at 2:33 p.m. after Mr. Poley thanked Ms. Million for her informative presentation.

Respectfully submitted,
Donna Nichols