



Alpha Rho Alumni Chapter
Board of Directors Meeting Minutes
08/17/2016

Call specifics: 304-362-8484 and <http://www.uberconference.com/wvupikapp>

Call to Order: A regular meeting of the Board of Directors, Alpha Rho Alumni Chapter, was held via conference call on Wednesday, August 17, 2016. The meeting convened at 6:03 PM EST with President & Chief Executive Officer, Tom Begley presiding. Recording of minutes was taken by John George, Secretary.

Members of the Board in attendance:

- Patrick Farley, Member at Large
- Jason Hyett, VP- Chief Information Officer
- John George, Secretary - Chief Communications Officer
- Patrick Folio, Treasurer - Chief Financial Officer
- Chris Denson, VP- Chief Operating Officer
- Tom Begley, President & Chief Executive Officer

Others in attendance:

- Bob Laughner, AP 68

Not in attendance:

- Jordan Feathers, VP- Chief Risk Officer
- Craig Winkelmann, VP- Fundraising
- Matt Loffa, Executive Vice President
- Anthony Graley, Regional Leader for Charleston, WV
- Erik Baldwin, Regional Leader for District of Columbia

Reading of Minutes from last meeting:

Suspension of the reading of minutes from the last meeting was motioned by Brother Patrick Farley and seconded by Brother Bob Laughner.

Officer Reports:

Regional Leaders- Bob Laughner, Twon (Anthony Graley)

- Recap of the Journey of Hope North team visit to Pittsburgh & TransAmerica Team visit to Charleston
 - Bob mentioned seeing the young men of the Journey of Hope interacting with the youth in Pittsburgh. Alpha Rho had a good representation. Patrick Farley indicated that they know the date of return next year and his company is super excited to continue their support. Additionally some of the JOH participants indicated they will be settling in Pittsburgh soon.

- Jason Hyett relayed information about the friendship visit in Charleston. The JOH participants were friendly, welcoming and excited to see alumni. They intend to return next year to the same clinic where the organizer's husband is a Marshall Pi Kapp.
- Tom along with Bob and Patrick indicated that we now have a good blueprint to build on future events and thanked those for handling this year.
- Regional Governor New Role and how we can take advantage of this in our regions
 - Tom and Jason learned more about the new role of regional governors. They used to have some governance over the Chapter Advisor and student chapters. Now the role has switched to simply to engage alumni in their regions with various fraternity events regardless of chapter affiliation.
 - David Corey is the DC Regional Governor and Brian Kirn is the NY Regional Governor. David Corey was connected to Erik Baldwin and Brian Kern will be connected to Matt Loffa in NY.
- Tom expressed the need to get active on promoting Homecoming and making plans to bring people to Morgantown. Word of mouth needs to pick up on social media so we can get some road trips from our regional areas. Need to start driving attendance and website rsvps.

Member at Large- Patrick Farley

- Update on History Project - Patrick has been sending out monthly emails to Archons, but has seen limited response. Patrick is now going through various archives to identify officer positions along with awards, special events etc. He explained the shared google document (displayed via uberconference) with a spreadsheet full of tabs for the different research areas the need to be edited. Patrick indicated that Craig Winkleman has a box of historical items

VP- Chief Risk Officer- Jordan Feathers

- Not present.

VP- Fundraising- Craig Winkleman

- Not present. Tom indicate that we need to get the new phase moving as we haven't had a contribution in a while. Plus the Alumni Chapter of the Year gives a golden opportunity to ask for support.

VP- Chief Information Officer – Jason Hyett

- First, Tom commended Jason on stepping up to attend Supreme Chapter in Austin, Texas. Additionally his efforts on the website and social media contributed to the Alumni Chapter award.
- Jason indicated that he was informed at Supreme Chapter of the resources that the National office provides for graphics and content. Let him know if there are any changes or updates needed on the new website design. Also, he needs content to add to the site. Jason explained some details of the web pages (via uberconference). He is now using a Word Press design program from Go Daddy.
- Jason mentioned the #TBT (Throw Back Thursday) pictures on social media. He asked that folks tag the pictures if they know who are in the pictures. As learned at Supreme Chapter, the

number of views, etc. are important and necessary with social media use. The national office is looking for content including upcoming events and they want us and other alumni involved. Jason requested that everybody share and retweet the various post and pictures to drive up the views and activity. Jason has researched some promotion aspects to boost social media posts along with some items to give away like koozies or a keychain and such.

- Homecoming Blast Message Campaign – Tom has requested repeated email messages along with post on social media to drive rsvps for Homecoming. Tom asked Jason to add the current rsvps so it can be seen who is coming.
- Spring Alumni Weekend Marketing – weekend dates have been set for April 21-22, 2017.

Secretary - Chief Communications Officer - John George

- JG dropped off the call. Tom indicated that we are going to restart a monthly email newsletter to compile items for those that don't utilize social media as much. It will include birth announcement, weddings, etc.

Treasurer- Chief Financial Officer- Patrick Folio

- Patrick indicated that we currently have \$6900.72 in checking account. Supreme Chapter budget was \$3,000, but we spent \$981.11 less. That amount will be used for the promotion aspects that Jason will be using to promote our social media presences.
- Patrick will be going through the budget and use a running tally to move amounts from one line item to another. He will not be zeroing out the budget and instead rolling the 2016 budget into the 2017 fiscal year. To make budgeting easier, Patrick will research changing the fiscal year from April to the calendar year. Tom asked Patrick to propose by email and we will vote in the September meeting.
- After discussion Patrick motioned to amend the Social Media and Electronic Line item to include Marketing as well as moving the Supreme Chapter surplus amount of \$981.11 to the Social Media, Electronic and Marketing line item for Jason's social media promotional item purchases. Motion was seconded by Jason Hyett. Tom requested vote with all ayes and zero nays; therefore, motion was passed unanimously.
- All expense reports have been completed and checks will be in the mail on August 18, 2016.
- Homecoming budget – Patrick reviewed last year's budget and indicated it was \$20 for early registration with \$25 or \$30 for on-site registration. Currently Jason indicated that registration cost is \$45 now and \$50 at the event/tailgate. Guests will be \$20 each. The location is blue lot press box sign, Lot D sign.

Vice President- Chief Operating Officer- Barney Denson

- Barney indicated that we haven't move any further on the strategic planning document.
- Tom spoke with Dr. Lori Hart and she mentioned our report was the most comprehensive report by a chapter.

Executive Vice President- Matt Loffa

- Not present. Tom is going to ask Matt to push Homecoming weekend to the younger alumni to provide a great mix of attendees.

President- Chief Executive Officer- Tom Begley

- Update on Chapter Advisor Search Committee - Roy Baker from WVU Greek Life has agreed to chair the search committee. This will provide a stake for him in the selection of the next advisor. With a voice in the search, this should help with the return possibilities to campus. Also on the committee will be Jordan Feathers and Brant Bush. Tom, Mike Turner, Eric Dyson will be in and in an advisory capacity; however, the recommendation to the Board will be voted on by Roy, Jordan and Brant
- Supreme Chapter Recap – Tom indicated it was amazing and incredible experience. As a Pi Kapp you should want to be at one in the future. The first thing you experience is being challenged upon entry. We received high regards and remarks for the work our Alumni Chapter is doing. It was great to have Durwood Owen sit at our table during the awards program and announcement of our Alumni Chapter of the Year award. Really proud of the recognition received and awareness we have across our fraternity nationally. Tom and Jason spoke with everyone from Christian Wiggins, Mark Timmes, Dr. Lori Hart and others who will have influence over our re-chartering.
- The “Call 5 Campaign”- Tom indicated our outreach program has been print, social media, emails and such. However, we have to be face-to-face at events and on the phone. He is asking everyone on the Board to call 5 guys a month who are within a few years of your era in Morgantown and time in the Chapter. Simply pick up the phone and call with the purpose of:
 - 1) touch base and find out what’s going on with them,
 - 2) find out if they have updated their contact information on our website,
 - 3) invite them to Homecoming/ Spring Alumni Weekend or Regional events,
 - 4) give them a quick rundown on plans to bring back Student Chapter and
 - 5) ask them to contribute to the Alumni Chapter.

We need to get them to contribute what they can, and with a few months of this we can engage more alumni to become active both by attendance at events and in membership contributions. We need to commit to doing this and get comfortable talking to a friend rather than a cold call. Let’s get started this month and try to get guys excited about homecoming.

- Contribution Campaign - Phase 2. Tom expressed we have to get more guys to give and ask unapologetically for the benefit of their chapter. Need to be cordial, but fearless in ask. We’ll take \$5.00/month if that’s comfortable. Be sure to familiarize yourself with the online contribution process so you can relay to others.
- After Homecoming we need to form the 40th Re-chartering Anniversary Celebration Committee. Patrick Folio will be in an advisory roll, but Tom needs suggestions for a committee chair.

Old Business:

Future Undergraduate & Other Important Items (pinned and tabled for future consideration)

- Pinned for future discussion - Alpha Rho newsletter should be added back to the Undergraduate responsibilities when they return to campus.

New Business:

- None

Open Floor for Members In good Standing (I) - Open to all Members wishing to discuss any topic:

- Patrick Farley indicated he just sent 28 email invitations to homecoming.
- Tom shared his acknowledgement of the accolades may go direct to him. Though he wanted to thank each person individually for their work and dedication and we couldn't be here with all of us. While in Austin, Tom learned the new term being voluntold of what to do. Though again thanks to everyone as we did an incredible thing this past year for our alumni chapter and undergraduate chapter. Now it is time to build on that foundation.

Scheduling Next Conference Call

- Wednesday, September 21, 2016 6:00 PM EST

Adjournment: A motion to adjourn meeting was presented by Patrick Farley and seconded by Jason Hyett. No opposition. Meeting ended at 7:32pm.