



**Alpha Rho Alumni Chapter
Board of Directors Meeting Minutes
10/20/2020**

Call specifics: <https://us02web.zoom.us/j/88487283887>

Call to Order: A regular meeting of the Board of Directors, Alpha Rho Alumni Chapter, was held via conference call on Tuesday, October 20, 2020. The meeting convened at 6:03 PM EST with Tom Begley, President & Chief Executive Officer presiding. Recording of minutes was taken by John George, Secretary.

Members of the Board in attendance:

- Brandyn Snyder, AP 854 - Social Media Chairman
- John George, AP 385 - Secretary - Chief Communications Officer
- Patrick Folio, AP 147 - Treasurer - Chief Financial Officer
- Erik Baldwin, AP 412 VP- Chief Operating Officer
- Tom Begley, AP 284 - President & Chief Executive Officer

Others in attendance:

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Not in attendance:

- Anthony Graley, AP 359 - Regional Leader for Charleston, WV
- Ken Berko, AP 367 - Regional Leader for the Carolinas
- Kienan Battin, AP 812 - Vice President - Recent Graduate Officer
- Patrick Farley, AP 67 - Historian
- Jordan Feathers, AP 438 - Vice President - Chief Risk Officer
- Randy Lapcevich, AP 175 - Vice President - Fundraising
- Jason Hyett, AP 466 - Vice President - Chief Information Officer
- Andy Dunn, AP 288 - Executive Vice President

Quorum was not met and meeting will be recorded as informal.

Recap of NonhomeHomecoming 2020:

- Squares fundraiser for the Ability Experience went well as \$950 was retained. John George shared that the virtual tailgate went well with 17 in attendance throughout the morning
- Tom Begley, David Goldberg and Patrick Folio were at the game
 - o Tom and Patrick shared some of the game day experience regarding masks, tickets, tailgating
- John George will share unanswered trivia questions with Brandyn Snyder who will post on social media
- Need to get rid of shirts Large and Extra Large sizes; have about 25 left; need to advertise on social at \$30 each.

Fundraising & Formal Room Project:

- Mike Turner and Eric Dyson want to get it started. However, we need to ramp up fundraising as we move towards transitioning to new Board members in a year and half.
- Tom will get with Randy Lapcevich, Patrick Folio and Erik Baldwin to schedule a session to brainstorm in person and formulate the next phase of fundraising after Covid.
 - o Patrick mentioned that he and Randy spoke and individual donations have slowed or are nonexistent right now. We need to focus on getting members and paying dues until we can ask for more money. None of this matters if we don't have members.

Spring Alumni Weekend:

- We'll still need to plan for a Spring Alumni Weekend in case restrictions lift. Therefore details are needed for programming, hotel information, etc. and the marketing behind the event.
 - o What we do right now, it about the Alumni Chapter and being able to strengthen our operations. If the Student Chapter wants to be involved great, but they aren't engaged right now.
 - o Brandyn Snyder shared an idea to rent cabins at Cooper's Rock with appropriate social distancing in the Spring to get members. Tom thought it is a great idea for recent graduates as it's a less expensive experience.

Engagement:

- Use zoom to capture some guys of our eras to get people to join for fun. With larger events some members don't know everyone and choose not to join. Each board member hosts a call for members that want to join.

When Covid restrictions lift, we need to have a great in person Spring Alumni Weekend

Tom Begley's Recap Email to the Board

Hey guys,

We had what I thought was a good discussion tonight that I wanted to recap for the benefit of those of you who couldn't join (which was most of the Board). Do me a favor and give this a read. I think what we hit on tonight can serve all of us well going forward.

After reviewing the NonHomeHomecoming event this past Saturday, I brought up the fact that the event wasn't well attended, but that we should be happy with the fact that we actually HAD an event that was attended at all. John George said that he felt that the call was fun and that those who did attend ranged from a 78 Rechartering member to a May graduate with many in between.

That got me thinking and talking about where we find ourselves now. This is such a strange time with COVID. I think we're (The AC as a whole and our Board) experiencing a fatigue of sorts that just comes from getting the shit kicked out of us in our personal and professional lives for most of 2020 due to the virus. Nobody is excited about doing things anymore. Perhaps the novelty of doing things virtually has worn off because most of us have to work virtually and deal with the frustrations that accompany that.

But.... This past Saturday, we did what VERY few Alumni Chapters have done across the country. We met. We held an original event (at least it was original in my mind). We raised money for the Ability Experience (we're donating \$2,000). In short and in truth, we experienced success. Perhaps it wasn't the exact type of kick ass event that we're now used to, but we succeeded nonetheless. So.. Let's enjoy that and use it to build towards the future.

I told the guys on the call that I view this period of time in a similar way to what we experienced immediately after the Charter revocation in 2015. If you recall, we had the mindset that we were going to hold events no matter what. We didn't care what the turnout was. We knew that simply holding the event was important. And we also decided that no matter how the event went, we would publicize it, tell our members how awesome it was, and use that event to market our next event. That strategy worked, and as you know, we never have had an in person event that has had a lower turnout than the prior ones.

It's the same now during COVID. We have got to turn our attention to planning for the future when we do come out of COVID. We need to continue to have these virtual events, regardless of how many turn up, and tell everyone how awesome it was after the fact, then use it to promote the next series of events. At the same time, we will begin to plan for Spring Alumni Weekend and Homecoming in 2021 in the off chance we're able to have it. We need to plan for our Formal Room project and make that a reality sooner rather than later. We'll use our social media strategy to keep our guys engaged, we'll restart the monthly newsletters and Alumni Spotlight and we'll make out reach to our era guys in an effort to make sure our members KNOW we're still here and we're still operating.

If we do this, once the world starts to look more like normal, we will be in a much better position to make a push to grow the base of members who are willing to regularly and consistently support us financially. We'll be in a better position to have our new graduates hop on to what we're doing and become engaged Alumni members. And we'll be in a better position for this Board of Directors to transition to the next group of leaders in 2022.

So.... All this to say. Let's all keep our heads up. Let's all think about what we can do individually, as Board members in the respective positions we hold, to contribute to building the momentum we need over the next year and a half to springboard us towards our 100th Anniversary and beyond.

There's a lot of work to do. But if we all rededicate ourselves to some simple things that don't require much more effort, we'll get to where we want to be.

Finally- Our Student Chapter is having a really tough go of it during COVID, as are a lot of Student Chapters across the country. Let's once again be an example for them to show them what is possible when you have a common goal and a good attitude.

It was a good meeting! It was nice to feel reinvigorated.

Scheduling Next Conference Call

- Tuesday, November 17th at 6:00 PM EST (third Tuesday of each month)