



Sam Houston State University Alumni Association  
**BOARD OF DIRECTORS MINUTES**  
Visitor and Alumni Center Auditorium  
Friday, January 11, 2008

Prior to the meeting, the Board of Directors and university guests attended a luncheon in the Peabody Library. Col. John McManners welcomed everyone back and gave an alumni review of 2007. He passed the gavel to Walter Bennett, president for 2008. Walter introduced the new board members to Dr. Gaertner, the University Vice Presidents and Deans. After the luncheon, the Board of Directors proceeded to the John R. Ragsdale Visitor and Alumni Center for our meeting.

**I. The meeting was called to order by President Walter Bennett at 1:05 p.m.**

After welcoming the Board, Mr. Bennett introduced Dr. Gaertner, who showed a Power Point presentation he presented to the guests who attended the Presidential Reception in New York.

**II. University President Update – Dr. James Gaertner**

- Fall enrollment at Sam for 2007 was 16,415, up 3% from last year and 22% from 2002.
- SAT scored for 2007 averaged 1032. The Texas average is 997 and the national Average is 1021.
- There was a very positive article in the US News & World Report which listed Sam Houston as one of the best small colleges. We do not want to become a big, impersonal university, so have kept our ratio of student to professor the same for the past 126 years. Less than 1 to 22.
- The majority of our students are first generation students and come mainly from Harris /Montgomery Counties and the Dallas/Ft Worth areas.
- We are recognized for our Academic Excellence and were named as one of the “best in the West”. We host 6 National Science Foundation Grants, have the only PGM golf degree in Texas, and have the only accredited Banking Degree in the nation. Our Criminal Justice School is world renowned and our Dance and Theater Program is in the Top 25 in the nation.
- The faculty at Sam Houston has received many awards. Among these is the prestigious Piper Award for 3 years in a row. Over 70% of our faculty holds terminal degrees.
- The Athletic Department has won the Commissioner’s Cup, All-Sports trophy three years in a row and our athletes have the highest GPA for student athletes in the Southland Conference.
- The rodeo team has the second most titles in the nation, and ROTC was named the 2<sup>nd</sup> best overall in the 12<sup>th</sup> Brigade, ahead of Texas A & M.
- We have two former students who have won Emmys and Oscars in recent years.
- Our Sam Center is highly praised for the support it gives our students in their academic and personal needs.

- Dr. Gaertner also listed the construction that has been completed in the last few years. This includes the parking garage, the new mall area, addition to the Smith-Hudson Building, the new chemistry/science building, the Bell Tower, Sam Houston Village, Raven Village, and Bearkat Village. Other completions are the baseball/softball complex, the strength fitness center, the health/kinesiology center, the John R. Ragsdale visitor/alumni center, and the new humanities/social studies building now under construction. Future projects include the Bearkat Camp in Riverside and a new performing arts center.
- We now have 79 undergraduate degrees, 52 masters and 5 doctoral degrees. More are planned.
- Tuition/fee costs at Sam Houston are \$5416 for 2 semesters. This compares to \$6437 in other Texas state schools and \$6185 nationally. Our operating budget is at \$204 million. Of this 33% comes from the state and 67% from local funds. Much of this is from tuitions.
- Issues ahead of us include the cost of higher education and a push to open up new campuses close to us which would affect our enrollment. We are so pleased to have 3 on the Board of Regents from Sam Houston.

### **III. University Advancement update – Frank Holmes**

- The Share the Vision Campaign is doing very well. It was kicked off with \$24.7 million in 2006 and now has more than \$39 million committed.
- Approximately 11,000 individuals have supported the campaign.
- Major donors prior to 2004 –only 37 individuals had given \$25,000 or more accumulatively. Since the campaign began, more than 105 have given at least \$25,000. Over 500 prospects have been identified for future giving.
- 75% of the university’s faculty and staff have committed to the 2007-08 Annual Fund.
- Campaign plans for 2008 include more dinners in the Houston area. Other areas targeted are New York, Dallas/Ft. Worth, San Antonio, Austin, and Beaumont.
- We look forward to an emphasis on marketing and public relations, and attention to activities at the Sam Houston Memorial Museum.

### **IV. Quality Enhancement Proposals (QEP) - Dr. Dick Eglsaer – Assoc. VP Academic Services**

Dr. Eglsaer presented a proposal for 3 areas that SHSU is currently in the process of getting accredited. These are:

- Proposal for a Common Reader Program – many students are not reading, one in four adults read NO books last year. This program would initiate a common intellectual experience among students, faculty, staff and administrators that strengthens the academic atmosphere. The book would relate to material in many first-year courses. All incoming freshmen will read the book.
- Proposal for an Integrated Science Course - It is documented need because 60% of freshmen are not passing science. This will be done by using the scientific method to teach a course similar to the popular Myth Busters TV program.

- **Proposal for Integrating Writing in the Disciplines** - It is proven that when you write something, you give it more thought. The program would train faculty to integrate writing-to-learn strategies within existing classes.

Dr. Eglsaer was looking for input on which proposal to use for the QEP. Many comments from the Board leaned toward the writing.

**V. Roll Call – Barbara Bright- The following members were present:**

Walter Bennett	John Hoyt	Kenneth Ross	<u>Not in Attendance</u>
Linda Rushing	Sally Kelly	Dick Rydzeski	Ron Koska
Barbara Bright	Jack Kyle	Summer Sanford	Charles Mallery
George Buckow	Susan Lenamon	Carol Schwarzbach	Jerry McGinty
Ronny Carroll	Dianne MacKenzie	Sonny Sikes	Robert Wallace
Jack Compton	Scott McCarley	Mike Sizemore	Don Ward
Chester Crawford	John McManners	Marcus Stephenson	
Marta Edwards	Jill Bell Myatt	Mary Ellen Thornton	
Alan Fletcher	Kirby Nash	Alan Tinsley	
Cutty Gilbert	Ed Owens	Brian VanDelist	
Marie Hayden	Dennis Reed	Angela Varner	

**VI. Approval of November minutes.** Motion by Cutty Gilbert. Second by Ed Owens. Motion passed.

**VII. Financial Report – Jack Compton**

- Ring sales have dropped. It seems we have caught up with back purchases from past graduates. We need to develop a plan to increase interest in buying rings.
- Gifts for 2007 were significantly more than expected due to 2 very sizable donations. These are not budgeted for 2008, because you can't plan on this happening.
- Life memberships have gone up and we hope this trend continues.

**VIII. Alumni Relations Report – Charlie Vienne**

- Charlie reported that he was excited about 2008 and was looking forward to working with the new Board.
- He asked all members to check their personal information in the binder and report any changes that need to be made.
- If you haven't received your parking tag, get your vehicle information to Brigitte Peres. Keep your tag on your mirror when on campus. Do not park in handicap or visitor parking. All other parking is permitted.
- As events happen, the Alumni office needs all Board members to respond, letting them know if he or she will attend and any guests they may be bringing.
- Board socials after the meeting – spouses are welcome.

- Service Award – 30,000 emails were sent out. Nominations are due by February 1. Distinguished Alumni nominations are due April 1. You can download the forms from our website.
- We are ready to kick off the Alumni Enhancement Campaign. See the flyer in your binder for naming opportunities. We hope to have a dedication for this at homecoming.
- Check the Events Calendar in you binder for upcoming events. This will continually be updated throughout the year.
- The official Board Photograph will be taken at the next Board meeting.
- We will vote on the Board nomination voting process at our next meeting.
- The Tuition Raffle grossed \$30,101 and netted \$18,775. This is up from last year. Our winner this year was from Tomball.
- The Student Alumni Association is doing well. Both of our Board student reps this year are members. We now have about 30 members and hope to increase this to 100 in 2008.
- A committee has been formed to plan a class reunion for all SHSU graduated from 1959 to 1969. It is being planned for 2009.
- Look for your E-Newsletter emails and the special page being made for Board members.
- Spring Alumni Receptions will be held in San Antonio, Brenham, Austin, Dallas, Ft. Worth, and Houston. Once dates are secured you will be made aware of it.
- Charlie asked all committees to develop written plans when taking on new projects which will require significant funding. The plan needs to focus on how the Board will raise the necessary funds to see the project through to completion.

**IX. Recess for Committee Meetings.**

**X. Committee Reports**

**1. Golf Tournament - Dick Rydszeski**

- a. The tournament will be held on April 12 at High Meadows Golf Club.
- b. Last year we had 88 golfers and we are hoping for a full field of 144 this year.
- c. We are well ahead of where we were in plans for this year. Brochures will go out first of Feb.
- d. We already have a \$2,500 corporate sponsor and looking for more.
- e. A crawfish boil will be held after the tournament. Cost to the Crawfish Boil for non golfers is \$25. Everyone is invited.
- f. There will be a silent auction and a helicopter ball drop and we are asking the Board members with help obtaining auction items.

**2. Distinguished Alumni/Service Awards – John Hoyt**

- a. Nominations for Service Awards due February 1
- b. Nominations for Distinguished Alumni due April 1
- c. Download forms are available from the Alumni website
- d. We will revise the by-laws and procedures
- e. A date will be set to review and select nominees

**3. Development – Marta Edwards**

- a. Phase 2 of the organ restoration, \$10,000
- b. Annual Maintenance of the organ will be approximately \$1,300 annually
- c. Presidential Grave Markers to be installed – 5 remaining at \$700 each. Would like to mark one a year beginning with Arleigh Templeton
- d. We will work with the Alumni Office on the room sponsorship/plaque campaign
- e. We will work with the Alumni Office to identify new sponsorships for tailgating and other alumni events
- f. Continue to promote the brick pavers for the Alumni Garden and benches for the Bell Tower and campus

**4. Scholarships – Mary Ellen Thornton**

- a. We netted \$18,775 after expenses on the tuition raffle. The winner was Emily Ulrich from Tomball
- b. We will be using the online Scholar X Program for applications this year
- c. The committee will meet on February 1 to learn about the program.

**5. Membership – Scott McCarley**

- a. Goals were set for 2008 which were to increase membership to 7,250. Dues paying membership retention is good but we want to increase complimentary membership retention to 1%. We will work with the survey results from last year. We will meet with the clubs to assist in membership drives
- b. Project #1 – to develop the “Parking Garage Model” which will have a box to check at registration for Lifetime memberships at \$50/semester
- c. Project #2 – To develop an Alumni Speaker’s Program to aid professors and will help raise awareness of the Alumni Association
- d. Project #3 – To coordinate with enrollment management to have alumni volunteers when the Go-Kat-Go Truck and Trailer are at events in, or near, their hometown
- e. Other projects are being considered

**6. Homecoming Parade – Sonny Sikes**

- a. 2008 float will be bigger and better! Sonny plans to add two new bales of hay! Great idea!

**7. Homecoming Gala – Dianne MacKenzie**

- a. A meeting will be held on February 8<sup>th</sup> to begin planning for 2008

**8. Board Nominations – Kirby Nash**

- a. Review by-laws for term limits
- b. Determine how we hold elections – by mail, internet or a combination of the two

**9. Legislative/Internal Issues – Mike Sizemore**

- a. Develop an email list of Board member’s political connections
- b. Begin planning for a 2009 Austin celebration around Sam Houston’s birthday. It would be held somewhere like the Bullock Museum. We will invite the 181 members and staff of the legislature, the Governor, LT Gov. and the higher Ed Coordinating Board. We will make this a signature Event. We are seeking sponsors. This will be held every odd numbered year when the legislature is in session. On off years, we will host a small alumni event.

**10. Clubs**

- a. Damien Presley, president of the Black Alumni Club reported that their goal was to increase their membership and get attendance up at their functions

- b. Daniel Valdez, president of the Hispanic Alumni Club, told us that they were excited about their club and were working on attendance and student recruiting to Sam Houston University. They held a toy drive at Christmas
- c. All clubs were interested in the Go-Kat-Go truck/trailer to promote interest
- d. Review the Club Leader Manual
- e. Work with the Alumni Office to establish new clubs
- f. Create two new clubs for 2008

**XI. No Unfinished business**

**XII. New Business**

- 1. Scott McCarley told the Board about the Christmas Tree Lighting ceremony and suggested we become involved next year. Scott and Barbara Bright have volunteered to collect food/money for the food drive. We could all go together – a good chance to get involved with the students. It was suggested that the Parade committee take this project over as an annual event.
- 2. The Board members would like to have shirts. Charlie will have a vender at our next meeting to show us what we can get.

**XIII. Meeting was adjourned at 4:10 p.m.**

Barbara Bright  
Secretary