

Marion Military Institute
Alumni Brigade Board of Directors Meeting
November 3, 2018

Roll

Present: Camie Jones, President Alumni Brigade; Colonel David J Mollahan, USMC (Ret.), President, MMI; Suzanne McKee, Vice President for Institutional Advancement; O'Neal Holmes, Director of Alumni and Community Affairs; B. King Curry, Secretary, Alumni Brigade; Sam Givhan, Vice President for Joint Fundraising Initiatives, Alumni Brigade; James P Rudicell, Ben Lee, Robert Fuller, Jeff Logan, Lesley Dyer, David Coleman (phone), Lani Strange (phone), Ethan Hamilton (phone), Lee Baker (phone)

Special Presentation

COL Passmore and Lt. Col. Raczkowski joined the meeting to accept a check from the Alumni Brigade Board for the golf tournament. After the check presentation, COL Passmore thanked the board for the gift and introduced Lt. Col Raczkowski, the Deputy Director of the Leadership Center, who runs the day-to-day operations of the Center. He also reported that they have hired an assistant, Sergeant Major Jerome Jones. COL Passmore informed the Board that the Center has sent top cadets to the leadership seminars at VMI, the Naval Academy, and the Air Force Academy, and that 40-60 cadets will have opportunities to attend a leadership conference this academic year. He thanked the Board again for the gift to the Leadership Center.

Welcome

Brigade President Camie Jones called the meeting to order at 10:00 AM welcomed and thanked everyone for their participation, welcomed Jeff Logan to his first meeting, and opened the meeting with a prayer. Mr. Logan gave a brief introduction. He is a 1984 graduate of MMI and his son's both attended MMI. He works for Lehigh Hansen as an Operations Manager for the concrete division. He lives in Bibb County.

Approval of Minutes

The motion was made by Robert Fuller to forego the reading of the minutes and accept them as presented. Lesley Dyer seconded. Motion passed.

MMI Update

Enrollment – There was a dip in enrollment for 2018-2019 with 400 students. The reasons for the decrease were the turnover in the Enrollment office and the delayed launch of the website. However, there was a 4% increase in retention. They have implemented two standing committees; the Retention Committee, headed by Dr. Susan Stevenson and the Recruitment Committee, chaired by Brittany Crawford. Both committees have representation from many departments and routinely meet to discuss ways to retain and recruit students more effectively. COL Mollahan stressed that this is an institutional effort as opposed to an enrollment effort. The applications are back on track for Fall 2019. The school hosted Preview Day yesterday and had 85 prospective students on campus and received 23 applications. Camie Jones commented that other community colleges have had dips in enrollment and COL Mollahan added that the University of Alabama had a 10% drop in their incoming class due to the shrinking size of high school graduates. COL Mollahan stressed the importance of retention and student success of our current students and mentioned the Academic Success Center and the QM as invaluable tools in this effort to retain students.

Scholarships – The Foundation awarded over \$120,000 in scholarships this academic year. This is a valuable tool for recruiting and retaining students.

Appropriations – February and March mark the pre legislative cycle for the 2020 appropriations budget. COL Mollahan reported that they have asked the Chancellor for a 7.55 increase, roughly \$650,000, to help offset the personnel related increases. These include the Academic Success Center and increases in payroll.

Academic Dean – Lt. Col Timothy Ullmann left at the beginning of the academic year and David Ivey has accepted the position of Chief Instructional Officer. He will continue to teach his course load. Mr. Ivey is very well respected among the faculty and staff and the hope is for him to remain in the position long-term.

Academic Success Center – 600 students have visited the center this school year. The final employee, the Student Success Specialist, has been hired to recruit students to the center.

Facilities - The HVAC renovation was completed in Wilkerson. The only items left are a few interior areas to paint. The ROTC Department offices will also get a facelift in the near future. The cadet parking lot has been completed by the Buildings and Grounds area. This parking lot allows the Commandant to regulate cadet activity and unloads the front of campus such as the quad. Polk, Hanna, and College Street have been paved using Foundation dollars. COL Mollahan mentioned that he is in communication with the City of Marion to recoup some of the expense to repave the city street. Additionally, the jet on the parade field has been painted and looks much better.

Flight – COL Mollahan mentioned that they are in the final stages of negotiating a two-plus-two agreement with Auburn's Aviation Management Program and Naval ROTC Program. He reported that they are pursuing a program with a commercial airline such as Delta. Sam Givhan asked about additional personnel to meet the increased demands of the flight program, and COL Mollahan responded that the school would look into hiring additional flight instructors and ground school instructors as the program grew.

Lee Baker asked how the Alumni Brigade could help with the upcoming appropriation. COL Mollahan asked that in the January meeting, the Brigade board contact their state senators and representatives and ask them to fully fund MMI.

Capital Campaign Update - Suzanne McKee presented the Marion Made Capital Campaign report to the Brigade Board stating that they have raised over 7 million in cash and pledges of the 9.24 million goal. She presented the direct mail piece and informed the Board that this is a combined effort with the annual end-of-year annual fund ask. Mrs. McKee She reported that 3.3 million has been invested back into the school: 64% in Cadet Life, (QM, Barracks HVAC/Windows), 17 % facilities (faculty and staff housing and Chapel wing renovation), 11% Academic Affairs and Cadet Development (Leadership Course and Classrooms). The following project are about to commence: endurance trail, Chapel refurbishment, classrooms renovations, and the Hall of Honor moving to the Lovelace Home.

Sam Givhan reminded the Board that they are able to make a charitable contribution out of their IRA that counts as part of your minimum distribution. Suzanne also mentioned that we are in the process of revamping their giving page to include more ways to give to MMI.

President's Report

Camie Jones began her report by thanking everyone who attended Move-In Days in August. She mentioned that they had a great showing of young alumni to come back and volunteer. Ms. Dyer asked why the young alumni are coming back? Ms. Crawford explained that the early involvement of the young alumni is a testament to their positive time while at MMI, the increased social media and email presence, and relationships formed with advancement staff while a student. Robert Fuller explained that he has trouble keeping up with social media and all the events, especially MMI Alumni Connect.

Mrs. Jones reported that she attended the Auburn Mixer in September. Mrs. Jones thanked Lani Strange and Jody Sanders for their effort to put on the inaugural golf tournament. She also reported that over 60 people were present for the Tuscaloosa Mixer at Baumhowers and the MMI Softball game at UA. She mentioned the upcoming events: the Dove Shoot, Give Day, and the Christmas Reception. Ms. Jones expressed to the Board that the proposed meeting in January in Mobile will be rescheduled to a conference call in January. Ms. Dyer expressed her concern that the original intent of the meeting was for the Board to show their support for new mixer venues. Lani Strange asked to clarify that the conference call would be in January and the Mobile Mixer would be February 1st. Ms. Jones said that she was correct and let the Board know that there are several people who have expressed interest in having a mixer in Mobile. Ms. Dyer asked how many alumni have expressed interest and Ms. Crawford responded that they have talked to 4 or 5 alumni. Lee Baker explained that the original

intent of the combined mixer was to have the Board meeting and mixer on the same Saturday and not split between Friday evening and Saturday morning. Ms. Crawford explained that weekend events have historically not been well attended and she was advised by Norman Pitman to consider doing the mixer during the week.

Key dates to remember: Alumni Brigade Conference Call: January 24th and the Baseball Steak Dinner: January 26th, Graduation: December 14th, Band Trip: February 9th.

Treasurer's Report

O'Neal Crawford presented the financial report in Logan Gray's absence. She presented the statement of activities and the statement of financial position. Cash is \$59,651, RSA Account: \$83,247, and Certificate of Deposit: \$11,000 with total assets of \$153,898. The updated investment policy passed in the last meeting will be reflected in the next financial report including the investments being moved to the permanently restricted assets. She also mentioned that the lifetime membership fund will also be reflected in the next report. The temporarily restricted funds are the United Appeal fund balance.

Ms. Crawford reviewed the management report including the golf tournament proceeds for the quarter, memberships, regional events, interest income, merchandise sales, and the appeal fund. She mentioned that the memberships this quarter were very high, due to the membership drive, but there were no lifetime memberships. The Expenses in the report included School Support (\$1,333.33 for MMI Alumni Connect Mobile App and the \$3,522.00 for the Move-In-Days welcome dinner), the regional events (Tallahassee Mixer, Birmingham Mixer, Huntsville Mixer, and the Maryland Mixer), Golf Tournament, Operating, and the Executive Director's Salary. She also thanked the board for the bonus given last quarter.

The motion to accept the treasurer's report was made by Robert Fuller, Pat Rudicell seconded. Motion passed.

Nominating Committee Report

Camie Jones led the discussion about Brigade Board nomination. Nominations who have already been submitted includes: Mike Pegues '72, '74; Carl Ardrey '73 '74; Bill Bittner '68-'74; Wayne Norton '80. The following are alumni who have expressed interest in joining the board: Curtis Strange '90; Gus Colvin '85; John Anderson III '90; Courtney Deason '93; Beau Crum '85 '87, Jonathan Hard '03; Jay Morrow '87. Ms. Jones stated that the nominating committee has to reach out to the following people to encourage them to submit a formal nomination. Ms. Crawford asked they the Board go around the room to discuss potential candidates and informed them of having at least 6 slots available as there are 16 current members of the Brigade Board. Pat Rudicell suggested that we get a wide range of candidates to cover multiple generations. Ms. Dyer requested that the nominees are aware of the requirements the board. Ms. Crawford said that she would add the Commitment to Serve requirements on the website.

Names brought up at Meeting:

Alex Lopez '92
Mike Hill '61
Paul Underwood '70
Tyler Yeager '09 '11
Kalen Early '17
Tim Ragland '13
Douglas Fitzgerald '04 '06
Rodney Thurman '74
Samuel Carter '69 '71
Hannah Blalock Moses '09

Ms. Jones asked the Board to brainstorm names for the honored teacher. The following names were discussed: Rankin Sherling, Rodney Wilkerson, Col Stanley Bamberg, and Sam Stevenson. Lani Strange suggested that we look at the previous year's list to get ideas for teachers. Ms. Crawford said she would provide the list to the

nominating committee. Lesley Dyer recommended Rankin Sherling for his work in Ireland. Ethan Hamilton suggested Stan Bamberg saying he was always available for guidance. Suzanne McKee suggested Sam Stevenson.

Camie Jones suggested that we honor the football team at Alumni Weekend 2020. She mentioned that those people have not been honored since she has been at MMI.

Membership Committee Report

Lesley Dyer presented that Membership Committee Report. She mentioned the importance of signing up for MMI Alumni Connect and was pleased with the increase in users. She asked that each board member reach out to five classmates to encourage them to join. She apologized to the board that the last three months have been challenging with other commitments, but she is ready to get back to work with the class agents.

She also let the Board know that the Class Agents Handbook will be completed by next meeting.

Executive Director's Report

MMI Alumni Connect: 457 active users. She reported that the mobile app is ready. The annual cost will be \$2,000 annually.

Memberships: The Alumni Brigade has 1,113 members, annual 737, and lifetime 376. She reported that the annual fund solicitation and membership drive was very successful by grossing \$12,488 from 302 donors. She also reported that the membership letter included a special letter to current lifetime members asking them for additional support which yielded 27 gifts totaling \$4,650 in additional revenue.

Events:

Ms. Crawford presented a recap of the 2018 events. Move in Days was very successful with 26 volunteers, 151 Parents Platoon Memberships, and the Brigade fed over 650 people on Monday. The cost of the Welcome Dinner and hospitality was \$3,720. She explained that it is a revenue neutral event, but it gets parents and cadet engaged from the beginning of their MMI experience. These memberships turn into shotgun ticket sales, annual fund gifts, and even capital campaign gifts.

The Brigade sponsored the Marion Made Challenge on September 8th. The race drew over 150 racers to campus. Several alumni participated in the race and she mentioned that this is a great recruitment event for the school. The next race will be held in March. The proceeds of the event go to support cadet organizations.

The Brigade provided hospitality for Parents Weekend. She invited the Board to the Christmas Reception scheduled for December 6th and graduation is December 14th.

Mixers: Ms. Crawford presented the return on investment for the mixers by showing the date, cost to Brigade, cost to host, total cost, number of attendees and format. Ms. Dyer asked if the events will happen at the same time every year, and Ms. Crawford responded that that is the plan for 2019 and moving forward. Mr. Baker asked if we are tracking attendees to donor conversion and Ms. Crawford said that she could generate that report. She also presented the 2019 Spring Schedule including, Mobile, Dothan, Orlando, West Alabama, and Montgomery Mixer.

Old Business

MMI Golf Tournament: Ms. Crawford thanked the Co-Chairs of the MMI Golf Tournament, Jody Sanders, Curtis Strange, and Lani Strange. She reported the outcome of the event:

Total Revenue: \$16,115

Entry Fees: \$3,060

Extras: \$955

Sponsorships: \$10,125

AB Membership: \$25

In-Kind Donations: \$1,950

Expenses: \$5,162.00

Net Revenue \$8,978

Leadership Center Gift: \$7,631.30

Alumni Brigade Cut: \$1,346.70

The date for next year's event is September 30th and she already has a title sponsor for next year.

Dove Shoot: Ms. Crawford briefed the Brigade Board about the status of the Dove Shoot. There are \$41,800 in sponsorships, \$17,170 in shotgun sales, and \$4,550 in hunt tickets, totaling \$63,520. She informed the Board that we are on track to meet or exceed last year's revenue.

She encouraged the Board to sell shotgun tickets, help with set up, and bring a door prize. Sam Givhan asked that we get the word out to hunters to bring their own atvs. Ms. Crawford said she would be able to email participants.

MMI Give Day: Ms. Crawford reported about the plan for Give Day on November 27, 2018. Give Day will be a 24 giving blitz including emails campaigns, social media posts, phone-a-thon, and on campus events. She asked that the Board volunteer on campus, share on social media, and give.

With no other business the meeting was adjourned.

Respectfully Submitted,
O'Neal Holmes, Executive Director