

NEAT Board of Advisors Minutes

Monday, February 1, 2022

The annual Board of Advisor's (BOA) meeting of the National Educational Alumni Trust (NEAT) was held on February 1, 2022 in Phoenix Arizona and via WebEx. NEAT Executive Committee (NEC) members in attendance were Amy Button Renz, Amy Lensing Tate, David Wilson, Jeff Alix, John Diamond, Mark Clapper, Reggie Bustinza and Sean McCarthy. Board of Advisor (BOA) attendees were Alex Wheeler of Golden Gate University, Anthony McAdoo of Western Kentucky University, Cindy Jacobs of Central Michigan University, Courtney Marshall of Wichita State University, Heather Pena of the University of Cincinnati, Joanna Bean of University of Colorado Colorado Springs, Kristy Kotek of Roosevelt University, Keli Frigo of University of Wisconsin – La Crosse, Lisa Bartholme of University of Colorado Colorado Springs, Megan Reichenberger of Kansas State University, Robin Stille of Northern Michigan University, Ron Goldberg of RIT, Ryan Meersman of Westfield State University, Steve Seepersaud of Binghamton University. In attendance from USI were Lynne MacMath, Robert Avin, Deborah Graff, Hillary Rumburg, Katie Iannetta, and Patti Mikac.

I. Opening Remarks

The meeting was called to order by David Wilson, NEC Chair, at 1:40 PM MST. The NEAT Executive Committee (NEC) and USI staff members introduced themselves to the attendees.

II. NEAT Business

A. Roll Call. Amy Button Renz, NEC Secretary, took roll call and attendees are noted above.

B. Minutes. Amy Button Renz presented the minutes from the Board of Advisor meeting on February 1, 2021. Amy Lensing Tate moved to approve the minutes. David Wilson Alix seconded. A vote was taken, and the minutes were approved.

C. About the NEAT. David Wilson introduced the NEAT video which was played as an overview to BOA members.

D. NEC Elections

David Wilson presented the slate of new members of the Executive Committee. Anthony McAdoo of Western Kentucky University and Kris Harding of Illinois State University were recommended to serve on the NEC. Jeff Alix moved to accept the slate as presented. Amy Renz seconded the motion. There were no questions or concerns. A vote was taken, and the slate was unanimously approved. A proxy vote from Curt Langford of Texas Tech was included in the vote.

E. NEAT Scholarship Program

Amy Button Renz presented for the Scholarship Committee. The Scholarship Program was established in 2001 to give individuals at member institutions opportunities for professional development. Since then, over \$300,000 has been awarded for scholarships. Recent Scholarships have been awarded to:

- Anthony McAdoo, Western Kentucky University: Executive Coach
- Hope Huneke, Texas Tech Alumni Association: CAMMP Conference

- Jennifer Roche, University of Wisconsin Milwaukee Alumni Association: iModules National Conference
- Lauren Karch, Drexel University Office of Alumni Relations: Pay It Forward: Mentor Program
- Salena Sauber, K-State Alumni Association: Leadership Manhattan
- Scott Dahl, Mizzou Alumni Association: Educational Travel Conference
- The University of Maine Alumni Staff: 2021 CASE All District Conference

Amy introduced Anthony McAdoo to talk about his use of a NEAT Scholarship for an Executive Coach. Anthony explained that Western Kentucky University contributed both financially and in support of his professional personal development with an executive coach. The coaching helped identify areas for improvement in Anthony's leadership skills. These included giving more time to volunteer leaders, peers, and university leaders. The coaching also focused on verbal and written communication skills to be clear, succinct and purposeful as a leader. Heading into 2022 Anthony will continue to build a brand of strategic leadership, communication skills and forge relationships to maximize his influence. He thanked the NEAT for the Scholarship to help him in this capacity.

F. NEAT Grant Program

Sean McCarthy reported for the Grant Committee. The Grant Program was established in 2009 to offer member institutions the opportunity to learn more about alumni relations-related topics that will benefit their alumni relations programming. Since its inception, close to \$188,000 in funding has been awarded to 65 NEAT members for Grant projects. In 2020, eight (8) projects were approved for Grant funds of up to \$27,750. The annual allocation for NEAT Grants is \$20,000 but many projects were not able to be completed in 2020 and additional funds were allowed for 2021 projects. Recent Grants have been awarded to

- Carnegie Mellon: Empowering Student Affairs Professionals to Serve as Alumni Engagement Managers
- College of Staten Island: CSI Alumni Association Board Professional Development
- Northern Illinois University: Campus Partner Training
- Roosevelt University: The Roosevelt University Young Professionals Association Laker Leadership Conference
- University of Colorado Colorado Springs: Leveraging pandemic-related changes to the UCCS student-to-alumni transition program
- University of Detroit Mercy: Becoming a Better U
- University of Maine: DEI Initiative
- University of Maine: Digital Marketing Training for Communications Team
- University of Wisconsin-Milwaukee: UW-Milwaukee Future Alumni Network (FAN) Spring Break "Sprint"ernship Program
- Westfield State University: Pilot Programs Toward Improved Alumni Engagement

Sean introduced Lisa Bartholme to present how the University of Colorado Colorado Springs (UCCS) is using a NEAT Grant for a project entitled Leveraging pandemic-related changes to the UCCS student-to-alumni transition program. Lisa explained that UCCS is a very young campus and the student to alumni transition is very important. It became even more important for the graduates affected by the pandemic. They had a remote learning environment and

even their commencement was virtual. UCCS was interested in learning if this resulted in less connection to each other and the alumni association or were they more connected because of the dramatic shared experience? The alumni office wanted to know what could be done to meet the needs of new graduates and to continue to engage with them. UCCS conducted a survey of new graduates and were able to address some of their findings. This included more personalized touchpoints and inviting three previous semesters of graduates to an in-person commencement in December 2021. Lisa was very grateful for the grant to fund this project.

III. USI Overview

Lynne MacMath, Individual Benefits Leader for USI Affinity, gave an overview of USI.

Robert Avin, VP, Individual Benefits Sales and Client Management, reported on the policies and premium for the NEAT block of business which is healthy and growing. The number of emails and direct mail pieces sent for the Alumni Insurance Program (AIP) was up considerably in 2021 compared to 2020.

Deborah Graff, Director, Strategic Campaign Management, spoke about product and marketing enhancements including a new digital marketing campaign, simplified underwriting for life insurance and a move to MetLife for pet health. Industry trends affecting USI's clients are the continued need for life insurance during the pandemic, preferred communication channels for millennials and the increase in awareness regarding the need for travel insurance. Deb concluded with a review of the life of an AIP marketing campaign.

Katie Iannetta, Director, Business Development, led a discussion regarding the AIP to help USI better serve the clients. Topics included channels for communication, utilizing the AIP toolbox, educational content and product offerings.

Hillary Rumburg, Director, Business Development

IV. Closing Remarks and Adjournment

David Wilson thanked everyone for participating in the meeting. He appreciated that WebEx was used to allow more attendance by BOA members.

Amy Lensing Tate moved to adjourn the BOA meeting; Sean McCarthy seconded. The meeting was adjourned at 2:50 PM MST.