

MSURA BOARD MEETING MINUTES

FEBRUARY 3, 2021 VIA ZOOM

Attending: William Anderson, Jacqueline Babcock, Roger Baldwin, Dave Brower, Angela Brown, John Forsyth, Mike Gardner, Anders Johanson, Dan Mackey, Pam Marcis, Bruce Smith, Liz Thomas, Rick Vogt

President Roger Baldwin called the meeting to order shortly after 10:00 am.

Minutes (Babcock): *It was moved and seconded the minutes from the January meeting be approved. Passed unanimously.*

President's Report (Baldwin): Roger has sent a request to the President of MSU to speak at the May annual membership luncheon. He received a message to call the President's office, but was unable to connect by phone before the meeting. He will update the board when he has more information.

The fundraising committee is ready to proceed with the three year scholarship and technology fundraising effort. The goal is to raise \$60,000 in three years with a kick off in April 2021. Emphasis will be on the scholarship portion of the fundraising to avoid confusing the message. \$32,000 has already been pledged. Board members are asked to inform Roger of financial commitments by March 1. For PR purposes the hope is that all board members will contribute in any amount. Lead donors are Straightline and MSU Federal Credit Union. Angie Brown is working with Cheryl Pell on some articles to send to media outlets such as *MSU Today*, *Lansing State Journal*, etc. Board members should send ideas of media outlets to be used to Angie. She will also contact scholarship recipients to ask about some of their stories which might be used in the campaign. Still undecided is whether or not to use funds for a brochure. Jacqie Babcock suggested contacting labor unions on campus to include in their newsletters. Mike Gardner suggested we inform MSU employees of the opportunity for their child or grandchild to apply for a scholarship which might encourage a donation, as well. The MSU Development online giving link does not allow for multiple year sign ups so a form to donate over the three year period will appear in the August newsletter. Rick Vogt will contact Chuck Webb and his wife to ask if they will be Honorary Chairs for this fundraising effort. Pam Marcis reminded the group the quilting group is making an MSU themed quilt that can be used in a raffle or auction for a fundraising activity. A complete outline of the fundraising effort is included at the end of these minutes.

Dave Brower made a motion to proceed with the three year scholarship fundraising campaign starting April 1, 2021 with a budget of \$600 for the first year for expenses. Pam Marcis seconded. Passed unanimously.

Vice President's Report (Vogt): Rick reported everything is set for the February 8 monthly membership meeting via Zoom next week. This presentation will concentrate on bias in thinking about millennials and generation X populations. If there is interest in the presentation there is the possibility of a series of these talks related to other populations.

Straightline will start a series of short financial presentations on March 10.

Rick will arrange for a meeting of the committee to look at our publications soon.

MSURA is now working with ASAP Printing direct for printing of the newsletter. Mailing will still be through the MSU Mailroom. There is a small budget savings.

The College of Music has decided to be an underwriter with the discounted amount for the April/May newsletter.

Treasurer's Report (Brower): January 2021 revenues totaled \$181.99, including \$178.00 in donations. Expenditures totaled \$710.57, including \$401.81 in printing charges and \$282.88 in postage charges. Through January 31, 2021 revenues totaled \$10,275.80 and expenditures totaled \$7,764.87. Net revenues exceed expenditures by \$2,510.93 and the Association's net asset balance at January 31, 2021 was \$40,869.57. As of January 31, 2021 the MSURA Endowment had a balance of \$117,202.16, an increase of \$100.00 from the prior month. The income account had a balance of \$5,112.30, net of \$2,500 for the second semester disbursement for our two MSURA scholarships.

Mike Gardner moved and Dave Brower seconded to approve the Treasurer's report. Passed unanimously.

Scholarships (Brown): The deadline for applications is March 1.

John Gardner moved and Jacqie Babcock seconded to fund a one year third scholarship for 2021-2022 if three qualified candidates are identified. Passed unanimously.

Angie asked that any board members who want to assist with the review of scholarship applications contact her by mid-February. The Board talked about the desire to see more minority populations apply for scholarships. The Admissions Office does not (and will not) include ethnic background information with the applications sent to us. Our efforts will need to focus on notifying diverse groups each year that the scholarship applications are available and urging eligible students to apply.

Friend of the Year (Babcock): This is delayed until the Annual Meeting is confirmed.

HR/Benefits (Mackey): Humana has started calls to MSURA retirees about wellness checks. The idea of an advantage program is involving individuals in their own health care management and well-being. The calls have been received with a mixture of responses ranging from thinking it is

a scam call to participation. Future communications will inform retirees this is something they may find beneficial. Mike Gardner did comment he had success with Humana and the need for some specialty drugs.

Communications/Underwriters: No update

Bus Tours: No update

Annual Meeting: No update

Technology (Forsyth): Board members were asked to review the MSURA website and send suggestions to John. Comments were that it is very text driven with a lot of information. In general, however, everyone felt it was quite good and fairly easy to manage. IT is urging websites to use “buttons” to navigate, but it is a lot of time and effort to make this change. We do want information on current events to be easily visible and we do want to be sure there is easy access to donation links when we start up the scholarship fundraising campaign. One suggestion was to shorten the description for upcoming speakers. Another suggestion was for more social events to be listed. The board will hold further discussions on possible social events. Roger suggested we ask Association members not on the board to look at the website and give the board feedback of what should appear and any suggestions about navigating the page.

Interest Groups: No update

United Way: No update

The meeting was adjourned at 11:35 am.

Submitted by Jacqueline Babcock, Secretary

Proposed MSURA Scholarship Endowment Fund Drive Update:

- Proposed kickoff date: April 2021
- Duration: 3 years
- Base Goal: \$60,000
 - 100 percent Board support will assist with our publicity and incentivize member giving.
 - If possible, please indicate your intention to contribute by March 1.
- Pledges to date: \$32,000
- Lead donors include:
 - StraightLine, MSUFCU
- Publicity:
 - Articles in newsletter, updates in E-Notices
 - Kickoff article
 - Profiles of prior donors, scholarship recipients
 - Progress updates
 - Website page dedicated to fund drive, including link for donations
 - Other potential outlets: *MSU Today, Lansing State Journal*
 - Developing graphic/banner to focus attention
 - Brochure under discussion
 - Other forms of publicity welcome
 - Marco Schimizzi of Advancement will write articles in consistent format upon our request
- University Advancement Office support:
 - Will design a pledge form for MSURA
 - Will collect donations, send acknowledgement letters
 - Provide samples of acknowledgement letters, fundraising brochures
 - Provide progress updates on donations received
- Proposed Budget:
 - \$600 for year one of fund drive
 - Budget proposal for each subsequent year will be submitted to MSURA Board for approval