

## UM VPAC Conference Call

1/5/2020

**Attendees:** Robby Brueggeman, Kay Butts Pruett, Destiny Hayden, Kiwi Komai, Justin Averette; Dakota & Bria!

- **Reminder of VPAC Structure/Mission moving forward** (agreed to in 2019)
  - Scalable alumni club that can adapt based on the needs of the individual year. We just focus on the things that we do to support our mission which is the College Night Endowment Fund and the Vintage Voyage.
  - Any other projects/activities/events will only be conducted if there is a volunteer that steps forward to lead the requested initiative.
- **VPAC Finances (Robby)**
  - Current Financial Status: as of 11/20/2019: \$2738.46
  - Total donated for CN ticket sales: Minimum \$650
  - Recurring VPAC donors: Jasmine Boykin, Pam Fraley, Amy Johnson, Destiny Hayden Keracher (begins 12/15/19), Rachel White, Joshua Jones, Kathryn (Kayln) Wolfe, Robby Brueggeman, Eve Freeman, Ashleigh Cocke, Fred and Tara Miller
  - List of donors since the start of the new fiscal year: Courtney Bennett, Jasmine Boykin, Andrew Brown, Eric Browne, Robert Brueggeman, Ashleigh Cocke, Pamela Fraley, Carrie Giglio, Lauren Hall, Alisha Hicks, Amy Johnson, Joshua Jones, Jennifer Key, Kerry Komai, Fred Miller, Joy Perryman, Desmond Porbeni, Jessica Prince, Sam Ranelli, Margaret Sanders, Angela Sanders, Richelle Smith, Rachel White, Kalyn Wolfe, Tracy Woollen
  - The current \$5k endowment pledge is paid off.
  - \$XX is restricted funds specifically for the Vintage Voyage.
  - We have monthly donors that will add \$XX? to that amount before college night weekend.
  - Goal is to keep around \$800 in the account at the minimum since the average CN costs around \$700.
  - Cowtail Quarterly printing is around \$200 (Alumni Office can print? Kay will follow up with Tiffany to find out)
  - UM Alumni Association still owes the VPAC \$100?!?! - @robbly - has this been transferred yet? (for our AWESOME float) Robby will follow up to find out what's going on with this
- **Fundraising Successes (Kay)**
  - Update on Endowment (\$5k paid)

- Fundraising to reach the next circle of giving is \$10k. Deadline is Jan 12th to make a formal pledge to be published in 2020 CN program.
- If we're able to donate approx. \$1,000 now, we would have the next 5 years to pay off the other \$4,000 to meet that total goal of \$10k. Robby will send email to Jacob to make official pledge
- Next Steps in Fundraising:
  - Kerry to send Kay time slots and duties for sign up genius to help create/setup/sell Purple Swag.
  - Kay, Destiny & +Kalyn- to call for pledges for endowment; recurring donors
  - Other ideas to fundraise?
  - Note:
- **2020 events (Kay)**
  - All of these are set up as FB events already
    - NOTE: We need access to the VPAC website. All the athletic events, etc. have been added to the VPAC google calendar which is supposed to automatically update the website calendar but it's not. Without the login/password info I can't trouble-shoot to figure out what is going wrong.
  - Alumni Dinner - Sat 1/25/2020
    - Not the night of cue-to-cue
      - Kay will see about setting up a sign up genius for a coffee and doughnut
    - Pizza & Spaghetti in Palmer- Kay will set up sign up genius as well as send out email and social media to promote
    - <https://www.signupgenius.com/go/30E0845A9AB2FA2FB6-alumni2>
  - Homecoming Feb 5 - 8th
    - Facebook event is set up.
    - Hotel room block is set up. Deadline to book rooms with discounted rate is
    - Kay to put reminders on social media.
    - Specifically for 1/17/20 deadline for hotel room block
  - Welcome Bags
    - Volunteer to take the lead on these? Otherwise will be removed from list of 2020 projects. 40-50 name block bags, plus 30-40 extra (about 100 bags total)
    - Kay will put Social media shout-out to solicit for volunteers to see if anyone wants to take that on
    - 1/18: Carrie Giglio and Heather Bush Windham expressed interest in taking this on. Kiwi sent FB message to both to give them info on the bags, etc.
  - Friday Night Dinner

- Robby: We would probably go somewhere better, however we need to figure out where that would be.
- Robby - going to determine if Zapopan or Red Zone is preferred location for Friday Night welcome dinner. Kiwi can help research/talk to venues for options.
  - Robby contacted Zappopan in Calera and confirmed they are a completely smoke free restaurant. They are building an extra room that can accommodate 30 or more people.
- Saturday Homecoming Reunion
  - Wills 201
  - Brunch - Kay reached out to C's Coffee in Montevallo to see if they can help with something affordable. If not, possibly they can provide carafes of coffee, and Kay can pick up platters of fruit, etc from Costco.
  - Kay will have an answer regarding C's or Costco by next call
- Sunday Farewell Brunch
  - Kay and/or Kerry and/or Robby - whoever gets there first, ask for a grouping of tables.
- Vintage Voyage
  - PJ Party -Saturday 1/18/2020
    - Kay confirmed with leaders that there is an expected attendance of 200 to the purple pj party
    - Russell to coordinate volunteers and vehicles for purple pj party.
    - Vintages don't rent vehicle for this evening, just spend \$50 for trash bags and water. Low key - less expense than college night weekend where voyage is used for both active purples and vintage purples
  - College Night weekend
    - Russell Hooks volunteers for Friday night driving of vintages for karaoke night.
    - Victory Party Saturday 2/8/2020
    - Fish - will coordinate rental for college night weekend as well
    -

## Communications

- Cow Tail Quarterly

- Kay: suggests making it an email version that is quarterly so that it's actually a quarterly version. Schedule will be:
  - February 2020 - printed and email
  - May 2020 - email
  - September 2020 - email
  - December 2020 - email
- Justin - volunteered to help with writing & Kiwi willing to help with layout/graphic design
- Feb Edition Articles:
  - Peppy Purple Potluck Thanksgiving Dinner - Brett Bell **Deadline of January 17th**
  - Historical piece - Justin to write. Kay to send idea of historical piece with contact info for living vintage to discuss history of archived piece and current times, etc. etc.
  - Kay suggestion: Historical piece on the 2000 reversal decision; revisit Alabamian articles, interview those leaders, how the game changed after that bc of the reversal (Marion, Laurie Middaugh, Cynthia Shackleford good sources for this). Can mention how CN changes every few decades, i.e. co-ed leaders introduced 40(?) years before. Justin would be a great voice for this article; has access to the Alabamian article(s). **Deadline of January 17th**
  - Interview with Leaders - Justin can help write-- Brett to send list of previous questions; next centennial, etc. Kay will send email to leaders and Justin to introduce them. **Deadline of January 17th**
  - College Night time capsule - Kay will ask Marion to write something about the capsule that was created last CN, to be buried this CN. Need some insight into the whole thing
  - College Night Endowment update & how to contribute; make a listing of donors in this fiscal year as well as recurring donors - Kay & Destiny
  - Other ideas? If we're at the 5 year mark of Vintage Voyage, maybe an article about that--how it helps, who it helps (actives and Vintages), pics of the van decorated, sustaining donors who donate specifically to VV. Kay to ask Fish for quote on the impact of VV or anecdotes
  - Kiwi available to help with copy reviewing/editing
- May Edition Articles:

- New Elected Leaders
- College Night 2020 recap
- Photo feature/blurb on annual UM Gulf Coast Alumni Mardi Gras parade event in Mobile? Kiwi, Eric Browne, Stephanie Baugh Shaw have pics from 2019; should have ones from 2020. (Not strictly a Purple event)
- Other Ideas? Will revisit other ideas after College Night
- Any other projects?
  - Need to be brought to the next meeting for discussion if we want to add to the 2020 lineup.
  - Purple Swag: ask Vintages and Actives for ideas on what they want--what kind of items would they like to see/buy at CN this year. (Kiwi to create SurveyMonkey/Google form for people to fill out; send to Kay to help publicize/ spread the word)
  - Kay to create a "official VPAC donor" graphic for approvals, send to Kiwi--OR when Kay gets overwhelmed, just message Kiwi and say 'Make this, kthx'
  - 25% of proceeds of
- Social Media Management
  - Kay is looking for anyone who can assist with approving new member requests, sharing upcoming events on social and doing general monitoring of the group page, posting to the UM VPAC profile and responding to messages.
    - Kerry & Brett to assist
    - Robby to send log-in credentials to Kerry.
  -
- VPAC Website:
  - Robby to see if he can login to website via Weebly using credentials Kay sent via email
- Upcoming VPAC Calls: Jan 19, Feb 2; March 1; June 7
  - Kay check to find out why emails/invitations aren't being sent on for Vintage Calls, etc (VPAC Google Calendar)

## UM VPAC Conference Call

1/19/2020

**Attendees:** Kay Butts Pruett, Robby Brueggeman, Destiny Hayden Keracher, Russell Hooks, Kiwi Komai, Brett Bell, Carlton Hall, Justin Averette

- **Reminder of VPAC Structure/Mission moving forward** (agreed to in 2019)
  - Scalable alumni club that can adapt based on the needs of the individual year. We just focus on the things that we do to support our mission which is the College Night Endowment Fund and the Vintage Voyage.
  - Any other projects/activities/events will only be conducted if there is a volunteer that steps forward to lead the requested initiative.
- **VPAC Finances (Robby)**
  - Task for Robby: Need to know exactly how much we have as of now (since January's monthly sustainers have been charged now) and how much we could say we are allocating to Endowment so we can share with those that the fundraising committee is calling in the next 2 weeks. If we continue to add those funds to the overall total it will show growth to encourage others to donate and get their names listed in donor acknowledgements.
  - Recurring VPAC donors: Jasmine Boykin, Pam Fraley, Amy Johnson, Destiny Hayden Keracher, Rachel White, Joshua Jones, Kathryn (Kayln) Wolfe, Robby Brueggeman, Eve Freeman, Ashleigh Cocke, Fred and Tara Miller
    - Task for Robby: Can we get a list of how much per individual so that we can run some projection numbers of how much just our sustaining donors will bring in revenue in 2020 so that we'll have a better forecast for the endowment payments.
    - Fundraising Advantage by sharing in CowTail Quarterly: We can calculate monthly donors that will add \$XX? to that amount between this college night weekend and college night weekend 2021 and then set a goal from there that we can share in cow tail quarterly, on our fundraising committee calls, etc. to grow that sustaining donor base.
    - Task for Robby: Need to make sure this is the most recently up to date list so that we don't leave anyone out of the cowtail quarterly - donor acknowledgements.
  - List of donors since the start of the new fiscal year: Courtney Bennett, Jasmine Boykin, Andrew Brown, Eric Browne, Robert Brueggeman, Ashleigh Cocke, Pamela Fraley, Carrie Giglio, Lauren Hall, Alisha Hicks, Amy Johnson, Joshua Jones, Jennifer Key, Kerry Komai, Fred Miller, Joy Perryman, Desmond Porbeni, Jessica Prince, Sam Ranelli, Margaret Sanders, Angela Sanders, Richelle Smith, Rachel White, Kalyn Wolfe, Tracy Woollen

- Task for Robby: Need to make sure this is the most recently up to date list so that we don't leave anyone out of the cowtail quarterly - donor acknowledgements.
- Expenses for 2020 are estimated:
  - \$XX = Vintage Voyage
  - \$60 = Welcome Bags
  - \$200 = Brunch
  - Anything else?
  - *Goal is to keep around \$800 in the account at the minimum since the average CN costs around \$700.*
- Alumni Office will be printing the cow tail quarterly so that \$200 expense is saved from the budget.
- UM Alumni Association still owes the VPAC \$100?!?! - @robby - has this been transferred yet? (for our AWESOME float) Robby will follow up to find out what's going on with this
- **Fundraising Successes (Kay)**
  - Update on Endowment (\$6k paid)
  - We are officially pledged for \$10k and have paid \$6k toward that goal.
    - It is Kay's personal goal to raise enough in pledges, sustaining donors and one-time gifts to pay off the pledge by College Night 2021.
  - Next Steps in Fundraising:
    - Destiny, Kay & Kalyn - vintage purple fundraising committee
      - We created a list from the VPAC email list of emails and phone numbers for all 360 "officially registered" VPAC members and have divided it by the three of us for 120 contacts each.
      - We will call and/or email everyone of these individuals to either 1) thank them if they are a current donor or sustaining donor or 2) Ask them to make a one-time gift, become a sustaining donor, or make a pledge to payoff a designated amount in a designated amount of time.
      - It is the goal of the committee that we all complete all of our calls/emails by the time College Night shows open.
      - If you'd like to see the fundraising scripts, notes, and donation information that we are providing when we call [visit this google doc.](#)
    - Kerry selling purple swag - update:

- The volunteers are the most important part, please sign up to volunteer if you are able.
- Crystal Crim confirmed--will help during Brunch (this makes a happy Kiwi)
- ~~Kerry is going to create a survey to share on social media looking for purple swag ideas to determine what to make for the pop up shop.~~
- Kay created [signup genius for volunteers needed.](#)
  - Setting up a sign up genius for a coffee and doughnut ?
- Kay working with Kiwi to create a "official VPAC donor" graphic for VPAC Preferred/approved vendors to show that they are committed to supporting the alumni club through the sales of their products.



- 25% of proceeds (gross revenue) coming to VPAC. In exchange receive listing on website, promotion on social media and inclusion in cow-tail quarterly.
  - Task for Robby: Add this graphic and a blurb about how to be a preferred vendor to get these benefits to the website. Encourage them to email [vintagepurples@gmail.com](mailto:vintagepurples@gmail.com) to learn more.
- 2020 events (Kay)
  - All of these are set up as FB events and are on [www.vintagepurples.com](http://www.vintagepurples.com)
  - Alumni Dinner - this upcoming Sat 1/25/2020
    - Pizza & Spaghetti in Palmer- set-up beginning at 4:45PM and dinner being served at 5:30PM
    - <https://www.signupgenius.com/go/30E0845A9AB2FA2FB6-alumni2>
  - Homecoming Feb 5 - 8th
  - Welcome Bags - 1/18: Carrie Giglio and Heather Bush Windham expressed interest in taking this on. Kiwi sent FB message to both to give them info on the bags, etc.
    - Christine also chimed in on FB - can kiwi reach out to her as well? Can respond as UM VPAC on facebook to ask the three women who wants to take the lead and the others can volunteer their time to assemble the bags?
    - Kiwi has sent email to Christine and Heather with info re: bag items, inventory leftover, how many we need, etc. CC'd VPAC email and will let Heather and Christine know when I find out how much budget we have available for the bags. Carrie G. will let Kiwi know if she is able to help out.
  - Friday Night Dinner



- Robby: Zapopan in Calera is now non-smoking and they are building a new additional room that should be complete by the dinner and it should hold up to 30 people and we'll have that room.
  - Would willing they donating a % back to VPAC if so we'll want to include that in the promotion? Robby will talk to them in person that night to ask
- Task for Kay: update facebook event and share on social. Encourage rsvp so that we have estimated count for restaurant.
- Saturday Homecoming Reunion Brunch
  - Wills 201
  - Brunch - C's coffee is not an option, costs are redic. Brunch is coming from Costco because Kay thinks that Panera isn't worth the money or headache and we need to try the Costco route once to see if it's a better long term solution.
    - Kay is bringing her personal single-cup keurig coffee maker and several jugs of water to use for making solo cups of coffee, this makes much more sense because we always have tons of leftover containers of coffee. Our crew has been historically more interested in orange and grape juice, water and sweet tea. Go figure.
    - Ashley (Kay's wife) has generously offered to pick up the brunch items (fruit, bagels, cream cheese, - anything else that doesn't require cooking) on her way to Montevallo on Friday. If anyone knows the Costco options for brunch foods and wants to chime in with suggestions please feel free.
    - Kay is adding to the sign-up genius for a couple of volunteers to cut bagels, arrange platters, etc. in the conference room of the hampton inn on friday night after the welcome dinner.
    - Need to start college night packing list somewhere on google drive in google sheets
      - [https://docs.google.com/spreadsheets/d/1rlsBXeraNUnxw\\_4-kBIV0isjSmTLgLi-4D\\_MhGXQXv0/edit#gid=838311507](https://docs.google.com/spreadsheets/d/1rlsBXeraNUnxw_4-kBIV0isjSmTLgLi-4D_MhGXQXv0/edit#gid=838311507)
- Sunday Farewell Brunch
  - Kay and/or Kerry and/or Robby - whoever gets there first, ask for a grouping of tables.
- Vintage Voyage
  - PJ Party -Saturday 1/18/2020- last night, how did it go?

- Russell: "Safe & productive party!" (He is trying to find out info about how many rides were given, etc)
- College Night weekend
  - Russell Hooks volunteers for Friday night driving of vintages for karaoke night.
  - Victory Party Saturday 2/8/2020
  - Fish - has reserved van rental for Friday and Saturday of College Night and will manage the pick-up, return and volunteer management associated with the Vintage Voyage.

## Communications

### ○ Cow Tail Quarterly

- Kay: suggests making it an email version that is quarterly so that it's actually a quarterly version. Schedule will be:
- Justin - volunteered to help with writing & Kiwi willing to help with layout/graphic design
- Kiwi - do you have the program/application that Eve used so that we can use a pre-existing template? Publisher; yes
- Who is editing/signing off on this? We don't have Eve or Ashley Kelly this year so while Kiwi has volunteered to do layout and design we need final proofing, reviewing, etc. process.
- UM needs PDF version Friday 31st
- DEADLINE TO KIWI: JANUARY 28th
- Justin volunteers to copy-edit the final version.
- Feb Edition Articles:
  - Peppy Purple Potluck Thanksgiving Dinner - Brett (sent article to Kerry)
  - Historical piece on decision reversal of 2000 - Justin (will send tomorrow)
  - Interview with Leaders - Justin (ready to go)
  - College Night time capsule - Kay waiting to hear from Marion - requested by 1/24
  - College Night Endowment update & how to contribute; make a listing of donors in this fiscal year as well as recurring donors - Kay waiting to hear from Jacob in advancement office - requested by 1/24

- 5 year mark of Vintage Voyage, - Fish and Russell are co-writing-requested by 1/24
  - Kiwi available to help with copy reviewing/editing
- May Edition Articles:
  - New Elected Leaders
  - College Night 2020 recap
  - UM Gulf Coast Alumni Mardi Gras parade event in Mobile? Kiwi?
  - Other Ideas? Will revisit other ideas after College Night
- Social Media Management
  - Kay is looking for anyone who can assist with approving new member requests, sharing upcoming events on social and doing general monitoring of the group page, posting to the UM VPAC profile and responding to messages.
    - Kerry & Brett to assist
    - Robby to send log-in credentials to Kerry.
  - Instagram - Russell is volunteering to create and manage an Vintage Purples instagram account to appeal to the younger soon-to-be Vintage Purples. He will set up account under the [vintagepurples@gmail.com](mailto:vintagepurples@gmail.com) email, link it to the UM\_VPAC facebook account, and post and manage it for the next year (at minimum). He will send the password information to [vintagepurples@gmail.com](mailto:vintagepurples@gmail.com) so that it's on record.
- VPAC Website:
  - We have it updated, there are some updates from this call that Robby can make.
- Upcoming VPAC Calls: Feb 2; March 1; June 7 - Kay added these to google calendar, they should be updated for everyone. They are also updated on calendar on website.

**\*\*\*ADD NOTE TO 2/2 CALL: EVERYBODY START TAKING VITAMIN C TODAY! Lots of crud going around; boost your immune system now and you'll be glad you did!\*\*\***

## UM VPAC Conference Call

02/02/2020

**Attendees:** Kay Butts Pruett, Robby Brueggeman, Destiny Hayden Keracher, Kalyn Wolfe, Kiwi Komai, Brett Bell, Alisha Fish Ranelli, Justin Averette

- **Reminder of VPAC Structure/Mission moving forward**
  - Scalable alumni club that can adapt based on the needs of the individual year. We just focus on the things that we do to support our mission which is the College Night Endowment Fund and the Vintage Voyage.
  - Any other projects/activities/events will only be conducted if there is a volunteer that steps forward to lead the requested initiative.
- **VPAC Finances (Robby)**
  - Current Financial Status: as of 01/24/2020: \$2040.12
  - Recurring VPAC donors: List made and sent to Kiwi. Requested updated list from UM. Requested updated account statement from UM.
  - Estimated monthly recurring donations: \$80
  - Task for Robby: Can we get a list of how much per individual so that we can run some projection numbers of how much just our sustaining donors will bring in revenue in 2020 so that we'll have a better forecast for the endowment payments.
  - Expenses for 2020 are estimated:
    - \$300 = Vintage Voyage
    - \$60 = Welcome Bags
    - \$200 = Brunch
    - Anything else?
    - *Goal is to keep around \$800 in the account at the minimum since the average CN costs around \$700.*
  - UM Alumni Association still owes the VPAC \$100?!?! - Tiffany Bunt has stated to me multiple times that this is being looked into. Spoke with Marion about it at the volleyball game.
- **Fundraising (Kay)**
  - Update on Endowment (\$6k paid)
  - Next Steps in Fundraising:
    - Destiny, Kay & Kalyn - vintage purple fundraising committee
      - all 360 "officially registered" VPAC members and have divided it by

- If you'd like to see the fundraising scripts, notes, and donation information that we are providing when we call [visit this google doc.](#)
  - Kerry selling purple swag - update:
  - Kay created [signup genius for volunteers needed.](#)
    - Task for Robby: Add this graphic and a blurb about how to be a preferred vendor to get these benefits to the website. Encourage them to email [vintagepurples@gmail.com](mailto:vintagepurples@gmail.com) to learn more.
- 2020 events (Kay)
  - All of these are set up as FB events and are on [www.vintagepurples.com](http://www.vintagepurples.com)
  - Kay to make electronic sign in sheets so no manual typing needed - google forms.
    - Bring iPad/laptop/tablet: Kay, Kiwi, Fish
  - Homecoming Feb 5 - 8th
  - Welcome Bags : Christine Marino and Heather Bush Windham
    - They have maximized budget
  - Friday Night Dinner
    - Robby: Zapopan in Calera is confirmed, events have been updated.
    - Test Google Forms at dinner-Kay
  - Saturday Homecoming Reunion Brunch
    - Wills 201
    - Brunch - Kay is adding to the sign-up genius for a couple of volunteers to cut bagels, arrange platters, etc. in the conference room of the hampton inn on friday night after the welcome dinner.
      - Need to start college night packing list somewhere on google drive in google sheets
      - Find Local Volunteer - someone with ice chest and a couple bags of ice.
        - [https://docs.google.com/spreadsheets/d/1rlsBXeraNUnxw\\_4-kBIV0isjSmTLgLi-4D\\_MhGXQXv0/edit#gid=838311507](https://docs.google.com/spreadsheets/d/1rlsBXeraNUnxw_4-kBIV0isjSmTLgLi-4D_MhGXQXv0/edit#gid=838311507)
  - Sunday Farewell Brunch
    - Kay and/or Kerry and/or Robby - whoever gets there first, ask for a grouping of tables.
  - Vintage Voyage
    - Fish: Van is booked and she'll be there to drive it.
    -

## Communications

- Cow Tail Quarterly
  - viewing/editing
- May Edition Articles:
  - New Elected Leaders
  - College Night 2020 recap
  - UM Gulf Coast Alumni Mardi Gras parade event in Mobile? Kiwi? (Not happening this year :())
  - Other Ideas? Will revisit other ideas after College Night
- Social Media Management
  - Facebook - Kay is grateful to those who are helping to approve new member requests.
    - Kay has drafted several posts to go into the group to push engagement over the homecoming weekend.
  - Instagram - Russell is updating over the college night weekend to grow our followers.

#### VPAC Website:

- We have it updated, there are some updates from this call that Robby can make.
- Robby will make those updates this week so that the website is updated and in line with what CowTail Quarterly that is being passed out. Kiwi to send verbiage re: Preferred Vendor
- **Upcoming VPAC Calls:** March 1; June 7; Sept. 13; Dec 13 - Kay added these to google calendar, they should be updated for everyone. They are also updated on calendar on website.

**\*\*\*ADD NOTE TO 2/2 CALL: EVERYBODY START TAKING VITAMIN C TODAY! Lots of crud going around; boost your immune system now and you'll be glad you did!\*\*\***

## UM VPAC Brunch Business Meeting

02/08/2020

- **A reminder of VPAC Structure/Mission**

- Scalable alumni club that can adapt based on the needs of the individual year. We just focus on the things that we do to support our mission which is the College Night Endowment Fund and the Vintage Voyage.
- Any other projects/activities/events will only be conducted if there is a volunteer that steps forward to lead the requested initiative.

- **Introduction of Stephanie Shaw (Kay)**

- She has been serving as the VP of Alumni Clubs (a committee of the BOD that I sit on) and was the mastermind last year's Centennial parade. Some exciting news for those who don't know, at the luncheon in an hour Stephanie will be inducted as the President-Elect for the UMNAA.
- She's a Vintage Purple, President-Elect of the UMNAA, mother of a freshman purple who is the cast this year and she'd like to share a few words on behalf of the alumni association this morning.
  - Stephanie
- Speaking of luncheon, thank you to the Vintage Purples who are attending which is amazing to have the representation of an affinity-based alumni club.
  - Read the names of those attending
  - Not too late to attend, you can pay at the door. Yes, you miss part of the tailgate but you also get a lovely meal and to network with some great folks. So if you can't attend this year think about making plans to join us next year.
  - Last UMNAA update - the alumni award nomination schedule is out - see the postcard. We'll be sending out this info via email next week so please be on the lookout and let's support our Vintage Purples doing amazing work in their professional careers and volunteerism for UM. We've already had some Vintages that have won a few of these awards, let's nominate even more!

- **VPAC Finances (Robby)**

- Current Financial Status: as of 02/28/2020: \$2k
  - Budget post-CN: \$1500
  - Scalable Alumni Club and what that means to be financially independent

- Speak about getting involved in local and regional alumni clubs in showing how the VP club is run and giving back to the recruitment of future students and engaging with alumni
- Three events a year: Thanksgiving dinner, alumni dinner, homecoming brunch - free events for families and prospective students while networking with active students who will be entering the workforce (all the official events are alcohol-free and family-friendly)
- **Fundraising (Kay)**
  - \$6,000 in of a \$10,000 goal
  - We need your dedication today through a one-time donation or more importantly an impactful long sustaining gift that you can set up customized for what works best for you and your household. You can make a pledge of a designated amount with payments at whatever \$ amount works best or you can become a monthly sustaining donor. For \$5 a month you can provide \$60 a year that goes towards
  - These gifts contribute to some of the following things: Vintage Voyage making sure students get home safely. Ita bout making sure our actives get home safely.
  - The CN Endowment: \$100,000 makes sure the CN game is provided \$4,000 a year for things that are needed such as new cheerleader uniforms, new athletic gear, replacement of Palmer technical needs for the game of College Night, safety lights for the side spaces, new tools for the sides and painting supplies.
  - 3 ways to give -
    - Pledge - cert
    - Visit <https://www.montevallo.edu/give/traditions-fund/> and there are three types of donations: (Always select The Vintage Purple Alumni Club when donating!)
    - ONE TIME DONATION
      - - Select the box "Make a single gift" and select an amount or click "other" to insert the donation level that you would like to make.
      - - Select "The Vintage Purple Alumni Club" under the Designation section. We will earmark your donation for the CN Endowment Fund.
    - MONTHLY ONGOING DONATION
      - - Select the box "Make a single gift" and select an amount or click "other" to insert the donation level that you would like to give on a monthly basis.
      - - Then check the box "Make this a monthly gift"
      - - Select "The Vintage Purple Alumni Club" under the Designation section.
    - PLEDGE TO GIVE



- - - Select the box "Pledge to Give" and select an amount or click "other" to insert the donation level that you would like to make.
- It will populate a field labeled "Pledge Duration" that will allow you to select how many months you would like to pay off the pledge.
- - Select "The Vintage Purple Alumni Club" under the Designation section.
- Speaking of which, let's recognize those who have already supported. If you've given to the VPAC or CN ENdowmentet please stand.
- Round of applause
- If you have donated, make sure you proudly wear your pin.
- Those of you who are going to come up to computers and make a donation today we'll give you your pin!
- **Thank you to Volunteers who made this happen - read names from cow tale quarterly - come up for a picture**

## UM VPAC Conference Call

03/01/2020

**Attendees:** Kay Butts-Pruett, Robby Brueggeman, Kiwi Komai, Brett Bell, Alisha Fish Ranelli, Destiny Hayden Keracher, Christine Marino Soria, Justin Averette, Libby Medicus, Carlton Hall

### A reminder of VPAC Structure/Mission

- Scalable alumni club that can adapt based on the needs of the individual year. We just focus on the things that we do to support our mission which is the College Night Endowment Fund and the Vintage Voyage.
  - Any other projects/activities/events will only be conducted if there is a volunteer that steps forward to lead the requested initiative.
  - **VPAC Finances (Robby)**
    - Current Financial Status: as of 02/28/2020: \$2510.14
      - The above total includes reimbursement for Vintage Voyage and Welcome Bags which has not been processed yet.
      - Was \$2040.12 as of 01/24/2020
      - Raised \$1020 over College Night!
    - Recurring VPAC donors
      - Estimated monthly recurring donations: is to be determined, waiting on UM report
        - Was \$80/month as of 01/24/2010
        - Increase of \$TBD per month
        - Will have an accurate forecast next meeting (summer) due to having to wait for multiple months to pass to see who/how much is donated
      - Task for Robby: Projection of how much we will have in the account at the end of the year (12/31/2020) based on recurring VPAC donors: \$3310.14
        - Based on \$80 per month recurring donation. Does not take into account random donations/donations made when purchasing tickets for CN in Nov
- \*Followup - Robby, Kay, & Libby for alumni office information and recurring and monthly donor information
- 2020 Expenses Finalized (have those been subtracted from overall revenue in the account? Yes)

- UM Alumni Association still owes the VPAC \$100?!?!
  - Sent another email to Tiffany Bunt requesting a status. Kay and Robby spoke with Marion over CN about this money.

\*Kay to add lifetime giving of Komai Oh My to VPAC. Giving \$100 donation from proceeds of CN 2020.

- Have all the expenses been submitted to Robby?
  - Kay - yes on 2/12
  - Kerry - Still waiting.
  - Fish - Yes and has been mailed.
  - Christine - emailed Robby and will process this week
- **Fundraising (Kay)**
  - Update on Endowment (\$6k paid - how much can we transfer from account following this College Night fundraising successes?
  - Kay moves to move \$1,000 to the endowment fund. Kerry seconded. Motion carries.
  - Next Steps in Fundraising: Fundraising committee to touch base before next call to create next steps continuation of CN efforts.
- **Membership Database**
  - In fundraising efforts, there were many bounced emails that were discovered that all need to be updated in the address book.
  - Likewise, the registration lists for
  - Do we want to move from google based list to Constant Contact or a similar system? Kay and Robby to review
- **2020 events (Kay)**
  - Review all activities that we completed:
  - Vintage Voyage: Fish and Russell
    - How many rides were given?
      - 3 groups of rides given to actives at victory party
      - There were also alumni designated rides given over the course of the weekend.
      - Could there be a designated parking spot at the tailgate from the college night committee?
        - 2021 Task - @kay to ask UMNAA & UM Police for approval for 3-4 spots for the Vintage Voyage & Purple PopUp Shop. Maybe a water station with water and crackers.
        -

- Welcome Bags: Christine Marino and Heather Bush Windham
  - Bags Created = 60
  - Bags leftover = 21
  - Christine: The process went smoothly and was super easy to create all the bags. Happened quickly and no issues. In 2021 if we want to do anything personalized purple side, we'll have to do a bulk order because there are no more vintage purple giveaway items.
  - Going to get ideas and pricing together for a few options (Christine and Kerry and whoever else would like to help) for the next meeting to see what swag we would want to order for the next CN season.
  - The premium item for donors or monthly donors or CN endowment (Destiny look at options) donors.
- CowTail Quarterly: Kerry Komai
  - Newsletters printed = 150
  - Distributed = 150
  - Challenges: Timing and Project Management - kerry and kay need help in pulling it together
  - We had alot of article ideas and put some aside, that helps in forecasting planning and we weren't' struggling for space and it worked out well but we need to manage the project more moving forward to be organized.
  - Clark said he could help with layout. Change from Adobe to Publisher
  - Kerry needs to recruit help for next issue layout
  - Task: @kerry - send out a doodle to set committee meeting for anyone who is assisting with cowtail quarterly to compile ideas, assign tasks and report back in vpac meeting what needs to
  - Doodle: to all communications folks to set committee meeting.
  -
- Unofficial Friday Night Dinner: Robby
  - Attendance = 31 in photo and 40 with all the "come and go" folks
  - Robby: It helps if Robby gets the day right.
  - Kay: It was FINE. #NotRealProblems
  - Robby: They handled it with grace and we still all sat together. Kay is right, it was fine.

- New space was a hit with members of VPAC who attended. Kay and Brett would like to donate balloons to make it festive next year.
  - Saturday Homecoming Reunion Brunch: Kay
    - Attendance = 83
    - Fifth year running, largest Alumni gathering during homecoming.
    - Purple pop up shop went well with help this year setting up for event. It worked well to have the alumni cabinet make sure there were a dedicated 6 volunteers in place to unload all the cars.
    - BEST VOLUNTEERS EVER EVER EVER
    -
  - Unofficial Sunday Farewell Brunch: Kerry
    - Attendance = 19
    -
- **Communications - Kerry**
  - **All of these ideas will be transferred to a committee meeting.**
  - **@kay to send doodle to set committee meeting time.**
  - May Edition Articles:
    - Newly Elected Leaders
    - College Night 2020 recap
    - UM Gulf Coast Alumni Mardi Gras parade event in Mobile? Kiwi? (Not happening this year :())
    - Update on College Night Endowment - VPAC pledge
    - Letter from Jacob Gordon in the Advancement Office
  - August Edition Articles:
    - Kick-off to school note from Leaders
    - College Night 2021 highlight of events
    - Founders Day Reminders
    - Thanksgiving Potluck Reminders
    - Tickets sales
  - **December**

- Hotel room block
  - Update on ticket sales
  - Alumni dinner
  - Highlight the thanksgiving potluck dinner
  -
- February
- 
- **Web/ Social Media Management**
  - Facebook: need volunteer to do more social media engagement on facebook
  - Instagram - Russ:
    - @fish -will reach out to nicole ann anderson
  - VPAC Website - Kay has been working on this, especially since it'll be shared in Montevallo Today in an upcoming article \*hopefully\* -
    - Updated:
      - "Give" page with endowment information that is updated in the 3 ways to give as well as updating some language as to where the money goes (since we don't pay for the newsletter anymore, etc)
      - Kay - make new graphic for \$7k pledge fulfillment-- FEEL FREE TO DELEGATE THIS TO KIWI
      - Kiwi send Kay total donation to VPAC from KOM over last ? years; and send list of donors from CTQ
      - Added the "VPAC Preferred Partners" logo and some language to explain what a preferred vendor is.
        - I think this should be its own page under the "Give" section.
        - Need recognition for Komai's Oh My
      - Divided the "archives" page into 2 pages: CowTail Quarterly newsletters & Alumni Club meeting minutes
      - Added all Cow Tail Quarterlies to the website in historical order
      - Added all minutes from all meetings in the last two years. I think it's overkill to post the past six years, we can always provide upon request since they are on file.
    - Needs to be updated:

- New page with donor recognition that recognizes all donors in the new fiscal year and has a special notation next to those that are recurring/monthly donors as well.
  - +kerry - can you send kay list to add to website.
- Move preferred partner information and highlight on a separate page for a better endorsement of businesses who give back
- Create Thank You to volunteers with pictures of volunteers over years
- Destiny note: updates are fantastic! Love the giving page, I thought I had and wanted to ask about was could we add something at the top or just somewhere as soon as you land on the page that calls out to recent grads asking them to "register as a Vintage Purple" or something to that effect that they could click on and it would take them straight to the contact info form? I know they can get to it traditionally on the contact page, but I thought maybe putting something right there on the landing page that calls your attention to it would help drive new grads to registering with us. Even if they don't volunteer right away, we can at least get them in our database.
- There is probably much more to do but this is at least a good start. I would love if anyone else wants to volunteer to comb through the website, make recommendations for changes so that we can have a clean, updated and helpful website to share and promote our group.
- @kay - set committee meeting to talk about communication and constant contact to transfer all signup and email changes, etc. To a more organized and less volunteer dependent situation.
- **2021 Planning- which of these programs and events are we committing to for the upcoming year so we can schedule, budget and find volunteers to begin planning?**
  - **Programmatic Initiatives**
    - Endowment Fundraising
    - Vintage Voyage
      - Grow this to include more of the CN/UM community over the weekend, possibly?
    - UM Student Food Pantry
      - Kay: UM has a new building dedicated to counseling and support services. This includes a larger space for the student food pantry. The need has grown and they are struggling to keep up with the students who are in need of not just food but also toiletry supplies, household basics, etc.

- Kay: I think that VPAC can easily support this important initiative by collecting items at every event that we hold then we simply deliver them to the pantry when the event is over. It won't take much extra work and could make a big impact directly for the students that we are here to serve.
- Libby: Also supports faculty and staff
- Kay: Make three VPAC events an opportunity for people to give at each of those events. That would be 3 large donations each year to the food pantry from VPAC. (Potluck, Alumni dinner, Homecoming brunch)
- Kerry: Can create an item to put on website/in next several CTQ, social media that has info about pantry, specific needs, items wanted, when to bring/how to donate, etc
- Carlton: put on social, hashtag, website,
- **Official VPAC Events** (alcohol-free, family-friendly & financially independent of UMNAA)
  - Thanksgiving Potluck Dinner
  - Purple Side alumni dinner
  - Homecoming Brunch
- **Unofficial Events**
  - Friday Night welcome dinner
  - Sunday Farewell brunch
- **How to Best Engage Graduating Seniors as they become Vintage Purples**
  - Christine: As a newly graduating senior, how do we engage them earlier? New blood, new ideas, etc. Should it be a mixer or a meeting? Before graduation? What we do as an alumni club? (IT'S FUN!) a networking event? Vintages at their local alumni clubs?
  - Libby: I see that there is a smooth transition from senior to alumni. It was always a "what do i do? How to get involved?" and now we need to communication that and hold their purple hands to have them join a committee and help out. Give specifics of how they can help and what to do.
  - Carlton: We make the emphasis on donating time if you can't financially afford to donate any money because things can be so tight in the beginning. stress that time, rather than money, is important to helping VPAC.
  - Brett: Agreed that it takes time to donate money and it 's more important to focus on time so folks are invested and when they have the money they will invest financially.



- Libby: would like to see a smooth transition from student to alumni, give specifics how they can help, what to do.
- Christine: asking UM Purple Family FB group what THEY would like to see
- Kay: what about something around graduation or graduation practice? Somewhere where they have to be already? An opportunity to get vintage purples involved with their local alumni clubs to network with other purples in their geographic areas.
- Christine: There is something where you pay \$5 and get a meal, she will send all the information to kay and robby to look at what options there might be to engage graduating purples to sign up for email updates.
- **Upcoming VPAC Calls:** June 7; Sept. 13; Dec 13 - Kay added these to google calendar, they should be updated for everyone. They are also updated on the calendar on the website.
  - Kay: set up social media events for future calls

## UM VPAC Conference Call

04/19/2020

**Attendees:** Kay Butts-Pruett, Robby Brueggeman, Christine Soria, Brett Bell, Carlton Hall, Alisha Fish Ranelli, Justin Averette, Libby Medicus, Destiny Hayden Keracher

### A reminder of VPAC Structure/Mission

- Scalable alumni club that can adapt based on the needs of the individual year. We just focus on the things that we do to support our mission which is the College Night Endowment Fund and the Vintage Voyage.
- Any other projects/activities/events will only be conducted if there is a volunteer that steps forward to lead the requested initiative.
- **Need for emergency meeting**
  - The University of Montevallo has created a student relief fund in response to the COVID-19 crisis that has forced UM to take all learning virtual through the end of the spring semester and through all summer sessions.
  - The student relief fund is to provide financial assistance to all current UM students facing hardships. These funds will be available to help with food insecurity, housing insecurity, purchasing requirements for online classes and any other financial needs that are directly related to the COVID-19 pandemic.
    - Examples of what the money has been requested for have included medication, utility bills, food, etc.
  - The university is receiving 6-8 applications a day and 95% of them are qualifying for funding.
  - How to donate:
    - <https://www.montevallo.edu/give/annual-giving/>
    - Select "COVID-19 Student Relief Fund" in the Designation box
    - Under the Billing Address section SELECT the checkbox that says "Make this gift on behalf of an organization" and enter "Vintage Purples" for the Organization Name.
    - This will tell Montevallo how many Vintage Purples are supporting the COVID-19 Student Relief Fund. We want to track this information so that we are able to share with the UMNAA the full support of the VP alumni club both through the group and by its individual members.
- **VPAC Finances (Robby)**
  - Current Financial Status: as of 04/17/2020: \$3,096

- Confirmation: This is the total after the VPAC already made our \$1,000 installment payment to the CN endowment fund last month.
  - Recommends that we can donate \$1,000 comfortably.
- **Motion for VPAC to donate \$1,000 to University of Montevallo's COVID-19 Student Relief Fund**
  - Kay moves to move \$1,000 to the fund.
  - Libby seconded.
  - No objections
  - Motion carries.
  - Next Steps:
    - Robby: To email UM to make the transfer from our account to the student relief fund
    - VOLUNTEER NEEDED: To craft email draft to send to all VPAC members to share with them the fund information, that VPAC is donating and we're asking anyone who is able to donate as well
      - ? Should we include a quick intro to the new leaders and just call this the Spring CowTale Quarterly?
      - Group: Yes
    - Justin - will draft a paragraph to share what VPAC is doing to support the student relief fund and encourage others to donate.
    - Kay - will put together an introduction to the new leaders and combine the information to make a digital version of the CowTale Quarterly.
- **Web/ Social Media Management**
  - Facebook: Kay will make graphic that can be shared (see end of the meeting notes) to show the donation.
  - Instagram - Russ: to share graphic on instagram and put link to make a donation in the account description to encourage additional donations to the relief fund.  
<https://www.montevallo.edu/give/annual-giving/> and make sure to select "COVID-19 Student Relief Fund" in the Designation box and write "Vintage Purples" in the checkbox that asks Organization Name under the billing address.
  - VPAC Website - Kay to add:
    - Notes from this meeting (also need to add notes from 3/1 meeting)
    - Information about student relief fund and what VPAC is doing to help
    - Donation graphic

- **Upcoming VPAC Calls:** June 7; Sept. 13; Dec 13 - Kay added these to google calendar, they should be updated for everyone. They are also updated on the calendar on the website.
  - Kay: will set up social media events for future calls to make sure all VPAC members know that they are invited to join

	1001	<i>Date</i> <u>April 20, 2020</u>
<div style="display: flex; justify-content: space-between;"> <div style="width: 60%;"> <i>Pay to the Order of</i> <u>UM Student Relief Fund</u> </div> <div style="width: 35%; text-align: right;"> <div style="border: 1px solid black; padding: 2px 10px; display: inline-block;">\$ 1,000.00</div> </div> </div> <div style="text-align: center; margin-top: 10px;"> <i>One Thousand and</i> <sup>00</sup>/<sub>100</sub> <i>Dollars</i> </div>		
<div style="display: flex; justify-content: space-between;"> <div style="width: 40%;"> <i>For</i> <u>COVID-19 Student Relief Fund</u> </div> <div style="width: 55%; text-align: right;"> <div style="font-family: cursive; font-size: 1.2em; margin-bottom: 5px;">Vintage Purples</div> <div style="font-size: 0.8em; margin-bottom: 5px;"><i>Authorized Signature</i></div> </div> </div> <div style="font-family: monospace; font-size: 0.8em; margin-top: 10px;">       : 123456789:000123456789*1001     </div>		

## UM VPAC Conference Call

06/07/2020

**Attendees:** Kay Butts-Pruett, Alisha Fish Ranelli, Carlton Hall, Zach Banks, Destiny Hayden Keracher, Libby Medicus, Christine Soria, Kiwi Komai, Josh Martin, Robby Brueggeman, Jason Styres, Eva Shears, Kalyn Wolfe, Justin Averette

### A reminder of VPAC Structure/Mission

- Scalable alumni club that can adapt based on the needs of the individual year. We just focus on the things that we do to support our mission which is the College Night Endowment Fund and the Vintage Voyage.
- Any other projects/activities/events will only be conducted if there is a volunteer that steps forward to lead the requested initiative.

### ● VPAC Finances - Robby

- Previous Financial Status: as of 04/17/2020: \$3,096
- Current Financial Status: as of 06/05/2020: \$2772.65 (includes the \$500 donation to Student Relief Fund)
- Outstanding business: Does the UM Alumni Association still owe the VPAC \$100 from the 2019 College Night Centennial Parade?
  - Robby: Yes. Sigh.
- Robby: Professional Coaches Erin & Tonya have refused payment for the Purple Love-In tonight, I recommend we reallocate that \$500 to the student relief fund?
  - Robby: Make a motion to reallocate the \$500 to the student relief fund.
    - Kiwi: seconds the motion
    - In favor: All.
    - Nay: None.
    - Motion carries.

### ● Fundraising - Kay

- Student Relief Fund
  - VPAC donated \$1,500.
  - Vintage Purples donated \$460.
  - Total of \$1,960 donation driven by Vintage Purples.

- All those who donated have been recognized on the [VPAC website](#).
  - Update on Endowment (\$7k paid toward \$10k pledge)
    - Not currently fundraising for endowment due to the immediate need of the Student Relief Fund. Do not anticipate issues in meeting our pledge goal by waiting until next College Night season to begin fundraising for the endowment again.
  - Kerry: I want to do another fundraiser through Komai Oh My. There are some cow keychains that folks have been wanting and I'd like to set it up to run as a fundraiser for the group.
    - Kay: Fantastic, just let us know the details. We can include you in on the next fundraising sub-committee group call.
  - Jason- I volunteer to join the fundraising committee.
    - Kay: Awesome, I'll add you to the group when we send out a doodle for our next sub-committee meeting. Thank you!
- **Membership Database - Destiny**
  - Super Shoutout to Destiny who volunteered to take over the database management and she has already had a training session with Kay to learn where everything is and has updated the database.
    - Destiny: VPAC needs to move from google based list to Constant Contact or a similar system so that less manual work is involved in updating the database. We'll be looking into this in the near future. Anyone with recommendations of what they've used and had good experiences with please share with me.
      - Jason: I've got experience using AirTable and could share with you how it works.
- **Upcoming Programmatic Initiatives**
  - **UM Student Food Pantry** - we will begin asking that people bring items to donate to the food pantry at all VPAC events since all events are free.
    - Christine: Volunteers to be the local VPAC contact for taking donations to the food back in Puryear House.
  - **Purple Love-In TONIGHT!** - Carlton
    - Registration = 81 (11% are active purples).
    - Carlton: Get ready, we're going to have a good time, a special experience.
  - **Virtual Side Song** - Zach
    - Getting started. The committee has met once and will be meeting again tomorrow night. We are currently looking to get outreach to get older alumni involved. We would like some of the older alumni.

- The process of how we are going to record will be outlined and provided within the next week.
  - Based on the 2000 edition.
  - Deadline to submit Aug. 1 with the goal of having it completed by Sept. 1 and the students can use it for recruitment, promotion, or however they need it.
  - All questions will be sent to [pvshidesong@gmail.com](mailto:pvshidesong@gmail.com).
- **North Central University, Minneapolis, MN** - Josh Martin
  - <https://www.forbes.com/sites/michaelnietzel/2020/06/04/a-university-president-challenges-every-college-in-america-to-fund-a-george-floyd-memorial-scholarship/#5af7ac2f52b2>
  - Josh: Can VPAC encourage Montevallo to join this initiative?
  - Kay: Yes, I can share on social to engage others to encourage UM to join.
- **Communications - Kerry**
  - CowTale Quarterly - All of these ideas will be transferred to a committee meeting. Will set up a "doodle" to identify the best dates.
    - Kay to promote the Doodle to join the communications committee on Facebook.
  - August Edition Articles - going to shift to July in order to support the side song recording.
    - A kick-off to school note from Leaders.
    - College Night 2021 highlight of events.
    - Founders Day Reminders.
    - Thanksgiving Potluck Reminders - TBD.
    - Tickets sales.
- **Web/ Social Media Management**
  - Facebook: Kay has been managing. Still looking for volunteers to help with responses and engagement.
  - VPAC Website - Kay has been updating. Anything to be added/updated? Please submit a request and allow for two business days to be completed.
    - Libby: Volunteering to be the new website manager.

- Kay: Fantastic! I'll set up a time where the two of us can hop online together and I can show you how the website is structured, etc. so that we can transition it to your management. Thank you!

- **Alumni Club Administration - Kay**

- Asana - for project management of all projects and tasks. It creates automated reminders that are generated from the platform. Free platform up to 20 users.
  - Another big benefit is that users can comment on different events and projects so that there is documentation that is universally accessible to everyone.
  - It also allows you to "clone" tasks and their sub-tasks which would assist with the events that we do annually.
  - Kay has been running a beta test with a small group of volunteers for the Purple Love-In.
  - Thoughts from those who have tested the platform?
    - Destiny: It's been great for the few projects that we've done so far and I appreciate the automated email reminders. I also got a unicorn that danced across my screen when I completed some tasks. (It was delightful)
    - Christine: We only used it a little but it was nice to have everything in one place, not just things that were assigned individually. Just to have those extra reminders and one spot of all documents. And the unicorn was the big kicker.
    - Kalyn: "Love Asana!"
  - If we're willing to try it, we can begin starting now and see how it goes in the "off-College Night" season and if we like the way it assists in tracking, communication, and automated reminders then we can implement it across the board during the busy College Night season.
    - Group agrees to roll out a larger beta test of Asana.
- UMNAA Alumni Club Guidelines
  - The Alumni Association is going to be releasing a "Club Handbook" that outlines the structure that alumni clubs should be following. It'll be the first that many alumni clubs, ours included, will have received any suggestions/guidance from the UMNAA about how to operate and maintain an alumni club.
  - Greg Lee, the VP of Alumni Clubs, is looking to the Vintage Purples to provide feedback based on our unique perspective of being the oldest and one of the very few alumni clubs that is affinity-based rather than being geographically based.
  - We'll need to create a sub-committee to review this handbook, outline what we are and are not aligned with and create a list of what things we need to change in our current alumni club structure and which of the recommendations we need to push back on due to the difference of ours being an affinity-based club rather than a geographical-based club.



- Kay will send out a doodle to those who volunteer so that we can identify a meeting time that works for most people.
  - Volunteers to join this sub-committee:
    - Kiwi
    - Kalyn
    - Christine
    - Carlton
    - Kay
    - Destiny
    - Josh
    - Libby
    - Alisha "Fish"
- 
- **Upcoming VPAC Calls:** Sept. 13; Dec. 13 - Kay added these to google calendar, they should be updated for everyone. They are also updated on the calendar on the website and set up as Facebook events.
    - Kay: Will set up all the 2021 meetings on FB and in google calendar by the Sept. meeting.

## UM VPAC Conference Call

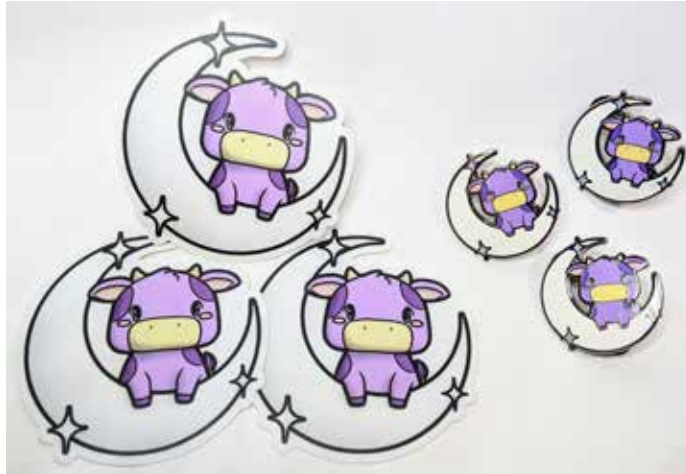
09/13/2020

**Attendees:** Kay Butts-Pruett, Robby Brueggeman, Carlton Hall, Zachary Banks, Alisha "Fish" Ranelli, Kiwi Komai, Brett Bell, Kalyn Wolfe, Christine Soria, Justin Averette, Destiny Keracher, Eva Hammock

### A reminder of VPAC Structure/Mission

- Scalable alumni club that can adapt based on the needs of the individual year. We just focus on the things that we do to support our mission of supporting the University of Montevallo Alumni Association and the Purple Side. The currently prioritized projects are the College Night Endowment Fund, the Vintage Voyage designated driver project, and the UM Student Pantry.
- Any other projects/activities/events will only be conducted if there is a volunteer that steps forward to lead the requested initiative.
- **VPAC Finances - Robby**
  - Previous Financial Status: as of 06/05/2020: \$2,772.65
  - Current Financial Status: as of 09/11/2020: \$ 3,115.14 (Could be donations unaccounted for; Robby is waiting on follow-up emails to find out, and will update records)
  - Outstanding business: Does the UM Alumni Association still owe the VPAC \$100 from the 2019 College Night Centennial Parade?
    - Robby: Yes they do and we're never going to get that money.
    - Kay: Is it time to put this ghost to rest and count it as a loss?
    - Robby: Yes.
    - Attached list of 2020 fiscal year donors to Asana task. Can deliver in email to whomever if needed.
- **Fundraising - Kay**
  - Update on Endowment (\$7k paid toward \$10k pledge)
    - Robby will provide a more accurate number prior to the release of the CTQ.
    - Not currently fundraising for endowment due to the immediate need of the Student Relief Fund. Do not anticipate issues in meeting our pledge goal in the next three years that we have left remaining in our pledge agreement. We are waiting until next College Night season to begin fundraising for the endowment again.
  - Update on Cow Design on Pins/Stickers for endowment fundraiser

- Kiwi: Pins and 3" vinyl stickers are here; they're super cute, and I'll be posting pics and info soon. The CTQ will have pics/info/link to buy.
- Check on setting up the possibility of adding a donation option when purchasing pins/stickers



- Plans for upcoming fundraising - waiting to make plans until we have more official plans from UM as to how "virtual homecoming" will operate to determine the best approach.
  - In the meantime, focusing on donor stewardship. The fundraising committee has committed to doing a "thank you call-a-thon" to all those who donated in the current fiscal year that ends at the end of this month. Robby provided that list last week so it'll be divided amongst the fundraising committee to make thank you appreciation calls in the upcoming weeks.
- **Membership Database - Destiny**
  - Updates on moving database from google-based list to different platform
    - Destiny: Doing another update from the sign-up list to the google database by EOD today 9/13
      - Transition to a new database is on the back-burner until I'm not the only employee in my company working. Will evaluate again once I return to a relatively normal work schedule.
      - Destiny will update the google database again later this month in the days prior to the release of the CTQ to ensure that any new sign-up receive the newsletter.
- **Upcoming Programmatic Initiatives**
  - **UM Student Food Pantry** - Question for Christine: Are they still taking donations in person given the pandemic or are all donations to the food pantry being made financially?

- Christine: The answer before everyone came back to campus was that they were accepting gift cards to area stores. Will reach out and confirm if/how items/monetary donations are still needed/wanted.
  - Get a snippet of info to add something to the CTQ for September
- **Purple Love-In! - Carlton**
  - Kay: People expressed interest in wanting to have more love-in's but no one volunteered to support setting up additional ones.
  - Carlton: The love-in was a huge success and we had a great turnout. It has spawned other "chats" among groups of people to allow for more informal gatherings of purples to support one another.
  - Kerry: I think that it was a great event but agree that we don't need to put in a lot of effort to make more of them happening if people are meeting their needs in smaller online group gatherings.
- **Virtual Side Song - Zach**
  - Zach: We are at a pivotal point, things have been delayed but we are getting ready to send the email to people of how to make the recording.
  - The date to push out the actual recording will be pushed back.
  - Currently, there are 100 people signed up to participate. We expect that number to dwindle when it comes to the actual recording process.
  - The estimated date to submit the recordings will be early October. Exact dates will be sent in the email that is sent \*hopefully\* tomorrow.
- **Communications - Kerry**
  - CowTale Quarterly, Edition 3 - Fall 2020.
    - Kerry: We have nailed down which articles we are going to do and which ones are being pushed to the Dec. edition.
  - September Edition Articles
    - TBD - A kick-off to school note from Leaders. Kick to December, maybe a note regarding College Night? Kay will reach out to them and see if they have something they'd like to share or if they want to wait until December when they have a better idea of what their plan will be.
    - TBD - Student Emergency Assistance Fund and Food Pantry (orig. assigned to Kalyn)--Kalyn will reach out again with Christine's help to get some info
    - Mask Making Initiative (Kerry) Christine will reach out to Tiffany for updated numbers for masks, monetary donations, etc

- Virtual Side Song (Carlton)
- CN Endowment Update & cow pin and stickers fundraiser (Kerry)
- Promo Ad for 2021 CN testimonial participation (Kalyn)
- Reminders:
  - Upcoming VPAC meetings
  - Follow us on social
  - Thank you to our supporters in this fiscal year- use Robby's most updated donor list
- **Web/ Social Media Management**
  - Facebook
    - Kay has been managing. Still looking for volunteers to help with responses and engagement.
      - DON'T LET THE ROBOTS IN, Y'ALL (approving friend/group requests)
      - Moderating group posts/comments if needed
      - Sharing official information from VPAC/leaders/university
      - Brett has volunteered to help watch the group and moderate if/when needed.
  - Instagram
    - Russ: Kiwi will probably reach out to get him to post a pic of the stickers/pins to encourage sales/donations
  - VPAC Website
    - Libby: Updates needed to be made:
      - Remove Krista video call for content
      - Remove purple love-in information
      - Add: Virtual side song information on how to participate (use the email that Zach will be sending out this week)
      - Add: these meeting minutes
      - Add: Call to join the "2021 virtual events committee"
      - Add: All 2021 meeting dates

- **Alumni Club Administration - Kay**

- Asana - for project management of all projects and tasks. Still in beta testing through the College Night season to see if it assists with organizing the workload and volunteers. We'll evaluate in the March meeting if this is how we want to proceed.
- UMNAA Alumni Club Guidelines
  - The Alumni Association has released a "Club Handbook" that outlines the structure that alumni clubs should be following. It's the first that many alumni clubs, ours included, will have received any suggestions/guidance from the UMNAA about how to operate and maintain an alumni club.
  - Greg Lee, the VP of Alumni Clubs, is looking to the Vintage Purples to provide feedback based on our unique perspective of being the oldest and one of the very few alumni clubs that is affinity-based rather than being geographically based.
  - We took volunteers at the June meeting to create a sub-committee to review this handbook, outline what we are and are not aligned with, and create a list of what things we need to change in our current alumni club structure and which of the recommendations we need to push back on due to the difference of ours being an affinity-based club rather than a geographical-based club.
  - Kay will send out a doodle to these volunteers so that we can identify a meeting time that works for most people.
  - Volunteers to join this sub-committee:
    - Kiwi
    - Kalyn
    - Christine
    - Carlton
    - Destiny
    - Josh
    - Libby
    - Alisha "Fish"
    - FYI - Kay is not eligible to be on the committee due to a conflict of interest by serving on the Alumni Clubs Committee of the BOD.
    - Will need someone among this list of volunteers to be the "project lead"
      - Who volunteers as tribute?
      - Alisha "Fish" - I volunteer as tribute.
      - Brett - is willing to co-lead with Fish.
      - Carlton - willing to co-lead as well.

- **Annual events - how to pivot in virtual times - Kay**

- Purple Potluck - canceled due to safety concerns around COVID-19
- Alumni dinner - pivot to local delivery to side, no alumni to attend physically
- Homecoming activities - need to begin brainstorming what would be most impactful in a virtual setting for alumni, outside of attending whatever "virtual" show the students are

able to put on. Another love-in? A virtual purple dance party? A zoom happy hour? A virtual watch party of youtube videos of previous shows?

- Sub-committee to come up with recommendations for the Dec meeting. Who volunteers to sit on this committee? Who volunteers to lead this group?
  - Robby \*will serve as the committee lead
  - Kay
  - Kalyn
  - Carlton
  - Christine
  - Destiny
  - Brett
  - Zach
  
- Kay to send a doodle to those on the committee to identify a time to meet.
- Then that meeting time will be published on social media to find other volunteers to join.
- Kay: Upcoming VPAC Calls: Next meeting is Dec. 13
  - Kay will set up all the 2021 meetings on FB and in google calendar. Those dates are:
  - 01/10/2021, 01/24/2021, 02/07/2021, 03/07/2021, 06/06/2021, 09/12/2021, 12/05/2021

## UM VPAC Conference Call

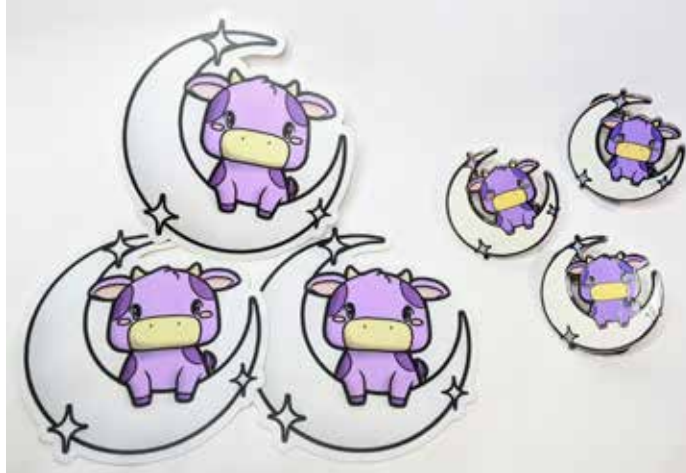
12/13/2020

**Attendees:** Kay Butts-Pruett, Robby Brueggeman, Carlton Hall, Destiny Keracher, Kiwi Komai

### A reminder of VPAC Structure/Mission

- Scalable alumni club that can adapt based on the needs of the individual year. We just focus on the things that we do to support our mission of supporting the University of Montevallo Alumni Association and the Purple Side. The currently prioritized projects are the College Night Endowment Fund, the Vintage Voyage designated driver project, and the UM Student Pantry.
- Any other projects/activities/events will only be conducted if there is a volunteer that steps forward to lead the requested initiative.
- **VPAC Finances - Robby**
  - Current Financial Status: as of 12/02/2020: \$ 3,682.63
- **Fundraising - Kay**
  - Update on Endowment (\$7k paid toward \$10k pledge)
    - Not currently fundraising for endowment due to the immediate need of the Student Relief Fund. Do not anticipate issues in meeting our pledge goal in the next three years that we have left remaining in our pledge agreement. We are waiting until next College Night season to begin fundraising for the endowment again.
      - Robby: I feel good about our monthly sustaining revenue by the time College Night airs. We will be able to donate \$1,500 around the time of College Night which makes us only owe \$1,500 in the next two years which we should be able to do.
      - Kay: I am confident that even without any active fundraising during the pandemic, when we all reunite in 2022 for College Night there will be enough excitement that we'll be able to fundraise the remaining \$1,500 in a single year.
  - Previous Meeting update on Cow Design on Pins/Stickers for endowment fundraiser
    - Kiwi: Pins and 3" vinyl stickers are here; they're super cute, and I'll be posting pics and info soon. The CTQ will have pics/info/link to buy. These are ready. It's just a matter of when/how we want to push these out.
      - Kay: Draft some facebook posts and I'll get them scheduled.
    - Kiwi: There will be an option of adding a donation option when purchasing pins/stickers.
    - Kiwi: will get numbers to estimate how much we can predict to bring in for the stickers & pins





- - Kay: Previous efforts to focus on donor stewardship were halted due to the negative outlash over UM's decision on how to execute College Night. It was decided to not put the members of the fundraising committee in a difficult position of having to absorb opinions of donors by making "thank you" calls since the decision of how college night is executed is not something that this alumni club has any control over. It didn't make sense to put our fundraisers in that position so we opted to keep the recognition of donors to the website and future editions of the CTQ for now.
    - Kay: There are no plans for upcoming fundraising - waiting to make plans until we have more official plans from UM as to how "virtual homecoming" will operate to determine the best approach. The feeling currently is to not fundraise, just focus on people supporting one another during these hard times and once the pandemic is over then we focus on fundraising again. We are fortunate to be financially stable enough to ride out this pandemic.
    - Kay: We should send a "thank you" note to those who donated in the previous fiscal year to thank them for their support.
    - Robby: I volunteer to write those thank-you notes.
- **Membership Database - Destiny**
  - Updates on moving database from google-based list to different platform
    - Destiny:
      - The database was updated in November so we're mostly up to date. We have not received a lot of new registrations recently due to the time of year but I'll check again tonight. I'll certainly make sure to update again before the next communication is sent out.
      - Transition to a new database is on the back-burner until I'm not the only employee in my company working. Will evaluate again once I return to a relatively normal work schedule.
- **Upcoming Programmatic Initiatives**

- **Virtual Side Song** - Carlton
  - As of November 13, an email was sent requesting more submissions. Shortly before that, we had approximately 90+ people registered but only 20 people submitted their recordings. Aiming for having it out after the Spring semester begins.
  - Carlton/Zach: Draft up 3-4 short posts letting people know how easy it is to participate (lip sync option, etc) and encouraging them to submit a video, and who to reach out to for help? Reach out to recent grads specifically?
- **Communications** - Kerry
  - CowTale Quarterly
    - Kay: We didn't do a Q3 and that's ok. It's also ok if we don't do a Q4 because we're all a little underwater. But the bigger question is where do we want to take this moving forward?
    - Kerry: The best approach is going to be to focus on the CTQ that comes out around the time of College Night. We can set a communications committee meeting for early January to map out the articles that we want to include in the version that will be published then.
    - Kay: Will set up a doodle poll to get this committee meeting scheduled in the next week.
    - Remember to give Destiny time to update Database before sending out any communications/CTQ
- **Web/ Social Media Management**
  - VPAC Website
    - Libby: Updates needed to the website:
      - Kerry: Add link to Komai's Oh My store for pins/buttons. She will provide the language to be added to Libby.
      - Carlton: Update the side song project with new info/requests. He will provide the language to be added to Libby.
- **Alumni Club Administration** - Kay
  - UMNAA Alumni Club Guidelines
    - The Alumni Association has released a "Club Handbook" that outlines the structure that alumni clubs should be following. It's the first that many alumni clubs, ours included, will have received any suggestions/guidance from the UMNAA about how to operate and maintain an alumni club.
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- Brett
- Zach
- Robby: Is going to put out some feeler on what people want to do in a virtual College Night environment. It's hard to exactly decide what to do since we don't know the UM's plan but we do want to get an idea of what people want to do.
- Kay: Upcoming VPAC Calls: Next meeting
  - Kay will set up all the 2021 meetings on FB and in google calendar. Those dates are:
  - 01/10/2021, 01/24/2021, 02/07/2021, 03/07/2021, 06/06/2021, 09/12/2021, 12/05/2021
  - The plan is that ALL sub-committees will have met by 1/10 so that meeting is just an update from all sub-committee leads of the status of all projects. A decision will be made during that meeting as to whether or not the 1/24 meeting is necessary since College night will be in March instead of February in 2021.