



**Foundation and Alumni Association Task Force mtg**

**Thu 2/6/2020, 3:45pm-4:45pm**

**Woodman Alumni Center – Foley Conference Room**

**Members present:** Co-Chair Elizabeth King, Co-Chair Courtney Marshall

Academic Affairs - Bobby Gandu, David Wright

Finance and Admin Lauren Smith

Research-Innovation - Tonya Witherspoon

General Counsel – Misha Jacob-Warren (sub for Stacia Boden)

Foundation Board Members – Debbie Haynes, Dan Peare, Jeff DeGraffenreid and Denis Dieker

Alumni Board Members – Bill Luebbert, Laura Bernstorf, Shawn Penner, Vic Everett

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Dr. Jay Golden spent the first portion of the meeting by introducing himself and his vision is for the future of Wichita State University's Foundation and Alumni Association.

- We need to – Advance the University to a National Level
  - Coordinated effort, data, understanding of what we do, fill in any gaps that may occur if/when merger occurs.
  - Golden encouraged the task force to look at what is the best structure of an office of Foundation and Alumni Association – a holistic approach to best serve the university
  - Identify what can be done in the near-term, mid-term and long term
    - Emphasize importance of “Wichita State University”
    - Elevate our marketing to share what’s happening with the industry and peers

Each task force member took time to introduce themselves and their connection to WSU.

The Task Force completed an activity that allowed each member to share what they felt is important to them as we think about the values our organizations must have in order for a merger to be successful:

- Integrity – honesty, transparency
- Improved Contact/Engagement
- Communication and Coordination – Synergies
- Increase pride
- Update perceptions – we need alumni to recruit their children, parking on campus, etc.
- Identify the on-campus experience. We want alumni and donors to come here for more than just a visit but for an experience.
- Clear Vision
- Inspiring – pay it forward

Elizabeth and Courtney shared with the group that at the next task force meeting, they would provide a list of universities that would be beneficial to reach out to for insight on a merger between the Foundation and Alumni Association.

Meeting adjourned @ 4:45pm

Next meeting scheduled for Wednesday, March 4 @ 11:30am