

James Madison University
Black Alumni Chapter
General Body Meeting
July 31, 2004 ~ 2pm

I. Call to Order

- A general body meeting of the James Madison University Black Alumni Chapter was called to order at 2:30pm in the Varina Library, Richmond, VA. Micelle Johnson, Melanie Hayden, Kara Maffett, Kristin Brown, Renita Moore, Jennifer Johnson, Stephanie Crute, Tyson K. Brown, Latara Branch, A.M. Brownlee, Ronique Jordan, Monyette Martin, Natalie Whitehurst, Harold Thomas, Samatha Shepherd, Andrea Jones, Randy Jones, Courtney Smith, Ashla Hill, Natoya Hill, Renita Johnson, Tiffany Johnson, Dawn Smith-Barnes, Shavalyea Wyatt, and Natasha DuMerville were in attendance. The President was in attendance.

II. Reading and Approval of Minutes

- The Secretary read the minutes from the February general body meeting
- The minutes were approved as read

III. Officer Reports

IV. President

- **Goals:**
- Communication and Membership
- Reconnecting with alumni that we aren't reaching
- There are over 2500 in database, addresses are not current
- Assisting JMU with Diversity Initiatives
- 4% of population is currently African-American
- \$\$\$\$
- We have an endowed scholarship (given to 2-3 students annually)
- We need to increase our scholarship fund and operating budget
- Get alumni to come back to campus and see how much things have changed
- What can be the draw?
- Mentorship program
- Significant piece of the puzzle
- Connecting black alumni with incoming and upper class students
- Trying to keep it simple/not taking on too many activities but move forward

B. Vice President

a. REGIONAL REPRESENTATIVES

- | | |
|-------------------------|--|
| Role | <ul style="list-style-type: none">▪ Serve as liaison between the BAC and JMU Alum in his/her region▪ Coordinate and report social, career/networking, athletic, and community service events.▪ To join the JMU Alumni Chapter in his/her region. |
| Current Representatives | <ul style="list-style-type: none">▪ Atlanta: Cassandra Murphy▪ Charlotte, NC: Jaime Alsop▪ Metro DC: Mike Andrews, Joylyn Hopkins, Donna Taylor▪ New York/NJ: Deidre DeLoatch |
| Representatives Needed | <ul style="list-style-type: none">▪ Charlottesville▪ Lynchburg▪ Richmond▪ Roanoke▪ Tidewater▪ Across the U.S. |

STUDENT REPRESENTATIVE

- Role
1. To identify needs of the African American community on JMU's campus and to identify specific ways that the BAC can help.
 2. To gather information from other African American organizations at roundtable meetings.
 3. To provide the BAC with a list of events where our presence and/or involvement could be an asset.
 4. To report this information to the BAC at general body meetings, which are held 2-3 times per year.
- Current Representative
- Morgan Dye, Senior at JMU
 - 03-04 Vice President of the Black Student Alliance
 - Co chair for the Entertainment and Talent Committee of Students for Minority Outreach
 - 04-05 President of BSA
 - Member of SMO for a fourth and final year
 - Hope to be involved with the planning committee for the MLK Programming Events for 2005

WEBSITE www.jmu.edu/alumni/chapters/bac/

New Features

- President's Corner
- Diversity @ JMU
- Employment and Career Resources
- Link to the Alumni Association to update your contact information
- Link to the Madison Fund to Give to the BAC Scholarship
- Alumni Survey
- Bios and pictures of executive board (coming soon)

C. Treasurer

- \$684.38 balance
- Black Alumni Giving
 - How do we connect with them to get them to give?
- List names on patron list
- Work with the VP for Development at JMU, Joann Carr
- Incentives – show the importance of giving; alum want to hear good news about blacks at JMU
- Put scholarships recipients on website
- Thank You for Giving on website
- Organized effort (i.e., 50/50 campaign/company matching program) - businesses who match are on the Madison Fund website
- Fundraiser/Meeting
- Get people in the community to give
- Christmas party
- Serve as ticket takers at events
- Corporate sponsorship - swap internships for donations
- Auction
- Concessions (high schools, JMU Convo)
- Joint golf tournament with other black alumni chapters
- Class goals/drive
- The Madison Fund will be calling this fall for the BAC scholarship
- This year's goal: \$2000

V. Committee Reports

Communications

- o Jennifer Jackson
- o Monthly updates – sign sheet to get on list,
- o Communications committee – works closely with regional reps to get information out to alum in your area
- B. Mentoring
 - o Scholarships – 3 \$1000 scholarships (Britney Leftwich, Brian McLebe, Brandon Borne)
 - BAC will contact throughout year and students will be recognized formally at homecoming
 - o Bridging of the 2 programs – Centennial Scholars (Diversity Commission) and Pathways to Success (Academic Advising and Career Development – Erin _____)
 - 1st Year – BAC mentor, pathways mentor junior, CS freshman
 - 2nd Year – BAC mentor, pathways mentor senior, CS sophomore
 - Junior helps student with transitional issues, social adjustment, impacting retention
 - BAC mentor helps junior with career development (obtaining internships, interviewing skills, graduate education), participate in lecture series, all within an intentional context
 - Trey will be working in CMISS and will be on campus to help
 - Suggestion: Match students and mentors according to their hometown

Treasury/Scholarship

- **Black Alumni Giving**

How do we connect with alumni to get them to give to the BAC scholarship?

How do we increase giving?

We need to keep the following things in mind: Being mindful of HOW we ask, giving incentives and motivation to give, communicate why it is important to give, communicate the positive things going on in the JMU community

Placing testimonial page on website for scholarship recipients, etc.

Corporate Sponsorship

Recruiting BAC members to assist with this initiative to raise funds for BAC

General Fundraising Ideas

Auctions, concessions, joint events with GMU, UVA, VA Tech black alumni chapters

Events: Programming & Social

- Homecoming Tentative Plans (October 29-31, 2004)

Day	Event	Notes
Friday	Happy Hour	<ul style="list-style-type: none"> • Looking at BW3s & Highlawn Pavilion as potential venues • Suggestion: Check Chili's • AM
Saturday	Mentoring Reception Tailgate CGS Concert Football Game Meet and Greet	<ul style="list-style-type: none"> • Hillside from 11:30 to football game • Hanson Field Fest for children • 6-8 pm in the old bookstore • Sponsored by BSA • Organizational Fair • Kids Corner
	Step Show Party	<ul style="list-style-type: none"> • Need a place for the children (Duke Dog Daycare) o Lock-in with age limit (3 and up) o Advance registration • \$20 with drink tickets – reasonable, no more than \$20
Sunday	Brunch	<ul style="list-style-type: none"> • Possibly discounts for reunion classes • Meal vouchers for D-Hall • University Sunday, sponsored by BSA
- Reunion Years – '94 and '99 – Andrea Jones will serve as coordinator for the reunion activity (identify a place for everyone to meet and pass around their contact information)

Old Business

JMU Diversity Commission (Dr. Daniel Wubah, Special Assistant to the President – Diversity Initiatives at JMU_

- Presidential Commission established last October and finished report in January, received his response in February - Specific initiatives to get JMU back into an environment where we have as many minority students as we should
- Target – The diversity at JMU should be a reflection of the diversity of VA
- Strategic initiative to meet the university's core missions
- If JMU is to meet its mission of education leaders of future, the environment should reflect society (microcosm of society) – the quality of education suffers if the environment does not reflect society
- By being on a diverse campus, students will get the best education; it enriches everyone involved
- The President has committed funds to the initiative
- 5 new positions created on campus
- Centennial Scholars Program (modeled after the Mya Hoff program at UMBC ??sp)
www.jmu.edu/centhscholars
- Full ride for 50 minority students who would not be able to afford under (tuition fees room and board for 4 years)
- All 50 students were selected, 4/50 graduate students
- 5 transfer students
- 21 African-Americans accepted
- Students were qualified and were already accepted to JMU
- A retention specialist will work with students
- The university has spent \$600,000 for the Centennial Scholars
- Each student receives a computer
- Need Alumni to share experiences with them
- Students must maintain 3.0 minimum GPA
- In the future, there will be a learning community, wherein students will reside in the same residents hall
- Sources of external funding is being researched to give students stipends and placements in internships (NIH)
- Provide activities to ensure success, support system
- Tutorial support
- Peer mentor
- Connections and communication with faculty to make sure they are doing what they are supposed to do
- The president will meet with them once a month
- Students are expected to do community service on campus and off (go to high schools and middle schools to recruit/talk about college/JMU)
- Attend bi-weekly meetings
- By 2008, there will be 200 scholars at JMU
- By federal law, you can't award grants based on ethnicity/race, but you can award grants based on socioeconomic status – they went back 3 years and looked at those who could not come based on financial contribution – African-Americans were largest group
- All activities will be open to all students,
- They will start looking for external sources of funding for those who do not qualify
- If they can demonstrate that the GPA's of the Centennial Scholars is higher, they may be able to make a case to expand program
- Faculty in Residence Program
- Richmond (Huguenot, George Wythe), Tidewater, NOVA (Wakefield, Washington & Lee)
- JMU faculty members will work in selected high school (with high numbers of students on free lunch and a high minority enrollment) to guide students through the admissions process
- 5 faculty have committed
- Dr. Wubah has been to the high schools Huguenot
- First year pilot program
- Faculty members spend 1 day/week at a high school and work with students
- Encourage students to take AP courses

- Return to JMU to work with faculty to develop courses that can be offered to high school students via distance learning
- Other initiatives in local community – connecting to diverse populations via churches, barber shops, Staunton
- Someone was hired to recruit minority classified staff – James Robinson, African-Am from Norfolk, has been living in Harrisonburg for 22 years
- Richmond Recruiter – JMU Recruiter who resides in Richmond who will work with schools in Richmond
- JMU is losing money because it does not have a diverse population
- The federal government gives \$ based on the university's affluence rate (has risen steadily during the past 5 years; JMU lost \$250,000 this year–money for the university, not just those students)
- Scholarships are minimal, need to build that base
- Our involvement
- Mentoring
- Dr. Wubah will have to get students to sign release forms before giving Vanessa their information
- We will meet students at Homecoming
- During Feb/March, identify potential places for summer internships
- Lecture/speaker series, we'll get dates and times