



Executive Committee Meeting  
Wednesday, December 2, 2020  
Via conference call

## Minutes

### Call To Order – 2:01pm, by John

#### Old Business/President Updates (John)

- Approve minutes from November 2020 meeting – Matt motion to approve; second by Victor --minutes approved
- BOA Bank Account Update (Tosha) – package on the way to John, should receive it in a day or so
- TxGAP Hosted Virtual Graduate Fairs (John)
  - November 4, 2020 (12:00 pm – 4:00 pm) 53 Organizations; 124 Registered Students; 41 Attendees (33%)
  - Total Revenue Share For Both Events – \$14,300 (October 16 - \$9,100; November 4 - \$5,200)
- Future Marketing Efforts (Samantha/Matt) – John would like to start a membership marketing and to also market our upcoming SI starting in the beginning of 2021. No Facebook ads, but maybe current and passed members to market the SI to. Heather suggested hosting a webinar that could detail upcoming events and our SI. She also suggests hosting a virtual a happy hour and ship alcohol to those that RSVP. Suggested using Door Dash and sending a \$10 gift card so those that do not drink can still participate. We could also do a coffee chat with a Starbucks gift card.

#### New Business (John)

- San Marcos Email Regarding Deposit (Embassy Suites-Hilton) – ask for refund initially, if we cannot get one, then maybe use it for a board retreat of some sort. John will reach out and ask what the options are.
- Scholarship and Registration Raffles (Deadline January 2021) – Send gifts out in January; may ask the winners to take a picture of them with the gift so that we can post it to our social media platforms to get some exposure.
- TxGAP Leadership Lecture Series – Dates and Promotion (First Quarter 2021)
  - To GRE or Not To GRE?: Adopting A Holistic Admissions Approach (Presenter: Steve Matson – ETS/GRE Office for Graduate Education Engagement; Former Graduate Dean – UNC)
  - Finding Balance – Tips for Managing Your Mental and Physical Health (Presenter: Dr. Lawrence Taylor, LPC, LCDC)

### **Financial Report (Matt)**

- Monthly Update - see the document that Matt sent via email. We may allocate some funds to the different committees since we are in a better financial position. We may also try to get away from Wild Apricot and get a new CRM.

### **Committee Chair Reports**

- Membership (Alisha) – Nothing new to report
- Communications & Marketing (Samantha) – Nothing new to report, however, will be sending out a newsletter once she gets approval from John
- Professional Development & Strategic Initiatives (Victor) – has ideas for webinars and teaching opportunities (he has a word doc with ideas, he can send it to you)
- Summer Institute (Heather) – Robert asks if we've thought about delaying the registration (we usually start in Jan) and also speaking with the hotel about what if we have to delay. Heather agrees to delay registration, maybe until March. Other than that, nothing else to report.

### **Discussion Items**

**Motion For Adjournment – 2:55pm; first by Heather, second by Samantha**



# Financial Update – November 2020

## Beginning Balance – 11/1/2020

\$38,101.07

## Ending Balance – 11/30/2020

- \$36,922.68 *(-\$1,178.39 decrease)*

## Credits/Debits

- 1 credit, +\$33.98
- 4 debits, -\$1,206.61
- 1 fee, -\$5.76

