



Executive Committee Meeting
Wednesday, October 7, 2020
Via conference call

Minutes

Opening

The meeting was called to order by Dr. John Smith, President at 2:02 PM via video conference.

Present

John Smith, Tosha Hendrickson, Matt Painter, Heather Miller, Victor Lopez, Alisha Harrison, Samantha Stewart, and Margaret Lomas Carpenter

Old Business/President Updates (John)

- Approve minutes from September 2020 meeting
 - Motion to accept minutes (1st: Matt Painter, 2nd: Heather Miller)
- BOA Bank Account Update
 - Tosha will sign and mail back to the bank.
- TxGAP Hosted Virtual Graduate Fairs (John)
 - Powered by Career Eco (\$395 Registration Fee; \$295 - Registration/\$100 – Marketing)
 - September 22, 2020 (2:00 pm – 6:00 pm) Final Numbers
 - 144 institutions registered; 567 students registered and about 240 attended
 - October 16, 2020 (10:00 am – 2:00 pm) Numbers Update
 - 86 institutions and 104 students registered
 - November 4, 2020 (12:00 pm – 4:00 pm) Numbers Update
 - 39 institutions and 24 students registered
 - Host institutions will not pay; Participating institutions will pay \$395

New Business (John)

- Update On Marketing for Virtual Graduate Fairs (Samantha/Matt)
 - About \$14,000 revenue generated
 - Recommended using a portion for marketing (\$4750) with Direct Development. It will be done through Facebook and LinkedIn

- Future Marketing Efforts (Samantha/Matt)
- Scholarship and Registration Raffles (Thoughts/Action)
 - (John) Use some funds to sponsor individuals and programs for memberships, virtual fairs, and/or SI
 - (Matt) Virtual Graduate Fairs: Career Eco's portion is \$295, so the scholarship could cover that cost. We could possibly do 10 scholarships for the November session.
 - (Heather, Margaret, Tosha) Favor using funds to sponsor individuals to attend SI since many people have to pay out of pocket to attend professional development conferences.
 - (Matt) There is no rush to spend the funds, and it can be dispersed over a few years.
 - (John) Would like to support both efforts and maybe sponsor 2-3 schools for the virtual graduate fairs as well as conference sponsorships.
 - (Heather) Suggested using the funds to sponsor a student who attends the graduate fair. John suggested paying students' graduate application fees.
 - A motion to allocate \$1000 used for a combination of physical raffle items as well as reimbursements to students for application fees details of which will be worked out as we get closer to dates (1st: Matt; 2nd: Victor)

Financial Report (Matt) - Herewith

- Monthly Update
- Deposits: membership renewals
- Debits: website fee; 2 processing payment layers
- \$14,003 deposited from Career Eco for Virtual Fairs
- Provided book keeper with yearend financials to file tax form.
 - The IRS has accepted it.
 - Bookkeepers fee: \$114.00.

Committee Chair Reports

- Membership (Alisha)
 - During SI, have a small token of appreciation for members such as a pin or a journal.
 - Need to figure out virtual happy hours
 - Victor suggested a 20-minute hangout session and have giveaways.
- Communications & Marketing (Samantha)
 - First monthly email should go out this month
 - Member spotlight each month or a member shout out
 - John recommended spotlighting a board member each month so that members can know who we are.
- Professional Development & Strategic Initiatives (Victor/John)
 - Mentorship Program

- Strategizing ways to grow it
 - Professional Development Opportunities
 - Create sessions for members
- Summer Institute (Heather)
 - John has signed the contract and it has been submitted to hotel for 2021 SI in Houston. I have a hard copy for our records.
 - Heather will form committee at beginning of year. There will be an online portion as well. More details will come in the Spring.

Discussion Items

Motion for Adjournment

- Motion to adjourn the meeting at 2:52 PM (1st: Alisha; 2nd: Victor)
- The next meeting will be on November 4, 2020 at 2:00 PM via video conference call.



Financial Update: September 2020

Beginning Balance – 9/1/2020

\$26,956.52

Ending Balance – 9/30/2020

- \$26,956.60 (+\$0.08)

Credits/Debits

- 6 deposits/credits (\$237.86)
- 3 debits (\$232.02)
- 1 fee (\$5.76)

