

DRAFT MINUTES
NMSU Pioneers Fall Board Meeting
Wednesday, January 20, 2016, 10:00 a.m., NMSU Ed Services Center, Room #2

- I. Call to Order
President Debbie Widger called the meeting to order at 10:02 a.m.
- II. Review and approval of Fall 2015 Minutes (Debbie Widger)
Conrad Keyes moved to accept the minutes, and Denise Welsh seconded the motion. The minutes were approved.
- III. Treasurer's Report (Conrad Keyes, Jr.)
Conrad Keyes reported the balance in the NMSU Pioneers General Fund is at approximately \$3,300. The exact balance will be updated when the luncheon costs are available. There is \$4,000 in the scholarship fund.
- IV. Proposed President-Elect (Debbie Widger)
Debbie Widger reported that Denise Welsh has volunteered to serve as President Elect. Denise has served as President in the past. It was moved by Conrad Keyes and seconded by Charles Pfeifer to appoint Denise. She was appointed by acclamation.
- V. Scholarship Selection Committee (Debbie Widger)
The Scholarship applications will be ready by March 15. The committee reviews should be completed by April 15. The committee will consist of Conrad Keyes, Dianna Gibson, Denise Welsh, Helen Molina, and Josie Pena. They will be sent packets.
- VI. 2016 Dues Payers Membership Update (Debbie Widger)
 - A. Debbie Widger reported that the income from membership dues is \$1,338. There are 67 members plus approximately 180 persons who receive complementary memberships.
 - B. Membership Dues Model (Andrea Tawney and Terra Winter from the NMSU Advancement Office)
Andrea Tawney proposed a different model for dues for the Pioneers.
 1. Alumni Association
She began by describing what has been done for the Alumni Association at NMSU and at other peer institutions. The purpose is to change membership so that it becomes less of a transactional relationship and transforms "dues paying" into charitable donations. The Alumni Association had a low participation rate from dues. Millennial alumni are not very receptive to the dues-paying model. The new method is to combine charitable gifts. The donor can designate the recipient of the donation based on his/her interest. Because of the 501c(3) status, the donations are tax deductible whereas dues are not. Those who donate are automatically designated as active members, receive the newsletter, and continue to receive the discounts afforded to members. The peer institutions that changed to this model have seen gift amounts increase.

Another question was on the costs of overhead to communicate to the donors. The Advancement Office uses electronic communications heavily. There will be a slight increase in cost for first-time donors to the Alumni Association who receive a packet of materials, but the projection is that this cost will be more than offset by the higher donations.

Conrad Keyes asked if donation money is lost. Andrea replied that there will probably be increased donations. His second question was whether there is danger of NMSU having problems that other universities have had in maintaining the separation between the university and the Foundation. Her answer is that NMSU has a strong audit process with no findings this year. They carefully examine donations to be sure they are awarded according to the donors' criteria. NMSU has its own insurance and legal representation in case of any problem.

In response to a question by Irvin Skelton about Athletics, Andrea described the changes to the budgeting and arrangements for the various athletic support groups.

2. The Pioneers

For the Pioneers, this new method is expected to increase the book scholarship levels. There have been fewer direct donations so \$2,000 had to be transferred. Terra Winter said that the change will help re-engage Pioneers to be part of campus wide events.

Debbie said that this change for the Pioneers could be deferred until 2017, since the 2016 dues have just been completed. Since funds in the general fund are already used for the book scholarship, this wouldn't be a drastic change. She expressed the concern that those previously designated as dues-paying "active" members still receive hard copies of the newsletter. The Pioneers Board decides on the rules for the definition of an active member. It was suggested that the communications would clarify that a contribution to the scholarship makes the Pioneer an active member.

Conrad asked how the generation of new funds compares to the overhead increase. Andrea answered that there is now a communication budget in the Advancement Office, allowing for hard copies to Pioneer members. Irvin questioned the maintenance of the Pioneers identity. Terra answered that the Pioneers identity would be maintained. The advantage to the members would be inclusion at other campus events.

Conrad suggested that a presentation be made at the Pioneers Luncheon by the Advancement Office to describe the proposed model in detail, including the use of visuals. The decision regarding a change in the model was tabled, pending discussion at future Pioneers luncheons and Pioneers Board meetings.

VII. Benefits Update (Jacki Griffin)

Jacki Griffin reported that the changes to the Retiree Health plan effective January 2016 have been communicated. There has been no negative feedback yet. She noted that it is sometimes less costly to obtain prescriptions at the pharmacy rather than through the mail order system. The member is advised to compare costs.

VIII. 2016 Events and Newsletters (Benefits of Membership) (Darlene Nelson)

A. On Wednesday, February 10, there is a Crimson Colleagues Awareness Event from 3 to 4 p.m. in the Skeen Hall Rotunda. Coffee and chocolate will be served. This will be communicated to Pioneers via email.

B. Spring Luncheon (Wednesday, March 23)

The spring luncheon has been cancelled because of the events listed below. Members will be invited via the Spring Newsletter. A notice of the cancellation of the March meeting will be made via postcard as soon as possible. As a side issue, it was noted that the notice for the last luncheon was delayed, although attendance was still 65 (compared to a normal of around 75). The Advancement employees will try to prevent late notice on future meetings.

C. Other events on campus

Parking was discussed including the range of parking stickers available. There is a possibility that parking spaces can be reserved by the Advancement Office. A 24-hour pass is available online. All events are free of charge except the Gala. Times and locations will be publicized.

1. Friday, April 15, 2016: Founders Day
2. Thursday, April 21, 2016: Appreciation Luncheon for Pioneers Members, the 1888 Society, and Crimson Colleagues Advisory Council
3. Thursday, April 21, 2016: Wine and Cheese reception and play at CFTA "The Drowsy Chaperone"
4. Friday, April 22, 2016: President's Associates (PA) Gala. Tickets sales are used for scholarships.
5. Wednesday, June 22, 2016: Crimson Colleagues Awareness Event from 3 to 4 p.m. at the Zuhl Library entrance

IX. Other Business

A. NMSU Giving Tuesday 11.29.16 (Darlene Nelson)

The next Giving Tuesday will be on November 29, 2016. The numbers for 2015 will be communicated when available.

B. Creation of Parent Program at NMSU. This new program to involve parents of students was described by Darlene and Terra.

C. Debbie Widger suggested that the transfer of money from the Pioneers General fund to the Scholarship fund be done each semester instead of once a year.

X. Save the Dates: (Debbie Widger)

The next Pioneers Board Meeting will be on Wednesday, June 15, in the Educational Services Center.

The Summer Pioneers Luncheon will be held on Wednesday, July 20, at the Columbus Center. The Advancement Office will present the dues proposal, but other speakers and musicians are undetermined.

XI. Adjourn (Debbie Widger) At 11:39 a.m. Conrad Keyes and Denise Welsh moved and seconded that the meeting be adjourned.