



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 (1<sup>st</sup>: Matt Painter, 2<sup>nd</sup>: 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 (1<sup>st</sup>: Matt; 2<sup>nd</sup>: 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 (1<sup>st</sup>: Alisha; 2<sup>nd</sup>: 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)

