

**NEAT Board of Advisors Minutes**  
Wednesday, February 28, 2024 DRAFT

The annual Board of Advisor's (BOA) meeting of the National Educational Alumni Trust (NEAT) was held on February 28, 2024 at the USI office in Dublin, Ohio and via WebEx. NEAT Executive Committee (NEC) Members in attendance were Reggie Bustinza (NEC Chair), Mark Clapper, Anthony McAdoo, Vickie Wilkins and David Wilson. Kris Harding and Todd McCubbin (NEC Secretary) attended via WebEx. Robyn Stille was not able to participate. Board of Advisor (BOA) attendees were Greg Bernard of Southern Connecticut State University, Evan Birch of Elizabethtown College, Lori Garcia of Texas Tech, Ron Goldberg of RIT, Tom Peaco of the University of Maine, Kara Marsh Proffitt of the University of San Diego and Chris Snead of Texas Tech. In attendance from USI were Robert Avin, Katie Blankenship, Deborah Graff, Quentin Holmes, Andrea Poluch and Hillary Rumburg.

I. Opening Remarks

The meeting was called to order by Reggie Bustinza, NEC Chair, at 11:00 AM. The NEAT Executive Committee (NEC) and USI staff members introduced themselves to the attendees.

II. NEAT Business

A. Roll Call. Todd McCubbin, NEC Secretary, took roll call and attendees are noted above.

B. Minutes. Todd McCubbin presented the minutes from the Board of Advisor meeting on February 1, 2023. Anthony McAdoo moved to approve the minutes. David Wilson seconded. All voted aye and the minutes were approved.

C. NEC Elections

Reggie Bustinza presented the slate of new members of the Executive Committee. Tom Peaco of the University of Maine and Jazmin Jernigan of LSU Shreveport were recommended to serve on the NEC. Mark Clapper moved to accept the slate as presented. Vickie Wilkins seconded the motion. There were no questions or concerns. All voted aye and the slate was unanimously approved.

D. NEAT Grant Program

Anthony McAdoo reported for the Grant Committee. He provided an overview of the program, including award amounts and deadlines. Anthony referred attendees to the NEAT website to view reports on completed projects. He also congratulated recent recipients whose grant projects are in process, and those who have completed their projects.

Current Projects in Process:

- University of Colorado Colorado Springs: Identification and Launch of Affinity Group Programs
- Northern Illinois University: Improving Attendance at NIU Football Tailgating at Mission's Grove
- K-State University: Taking the Lead on the DEIB Narrative



Recently Completed Projects:

- University of Colorado Colorado Springs: Growing UCCS Alumni and Friends Volunteer
- Mizzou Alumni Association: Gold Medal Society
- Texas Tech Alumni Association: Legacy University

Anthony then invited Chris Snead of Texas Tech to talk about their grant project, Legacy University. Chris first thanked NEAT for the grant and introduced Lori Garcia, who had an integral role in the project. He shared a PowerPoint presentation that gave a visual overview of this 3-day summer camp that was created to engage grandparents and their grandchildren ages 7-13 on the Texas Tech campus. Not only is it a driver for alumni association membership, but it also creates lasting memories between generations through an immersive experience. Chris was appreciative of the extra funds from the grant as they were used to be able to increase attendance and the amount of swag item offerings.

Anthony thanked Chris and Lori for the presentation, and reminded attendees that the grant does not need to be used for a new program. It could also be used to enhance an existing program, such as Legacy University.

E. NEAT Scholarship Program

David Wilson gave an overview of the Scholarship Program, including the history and application process. He congratulated the following recently awarded recipients:

Group Scholarships were awarded to the University of Colorado Colorado Springs, Illinois State University, Texas Tech and the University of Wisconsin Milwaukee. Individual Scholarships were awarded to Jazmin Jernigan of LSU Shreveport, Ron Goldberg of RIT, Sonya Renya of the University of Detroit Mercy, Andrea Ozanich of Wayne State University and Kara Marsh Proffitt of the University of San Diego. David then introduced Kara Marsh Proffitt to share her use of the scholarship.

Kara first thanked NEAT for the scholarship and stated what an honor it was to be a recipient. With the funds, she was able to receive her certification of Master Professional Coach through the Certified Life Coach Institute. She shared the ways in which the advanced certification has helped bring improvements to her area of higher education advancement operations. These improvements included communication techniques, enhancing empathy, developing coaching tools and upgrading goal-setting and accountability measures.

David thanked Kara for her presentation and noted that her experience is exactly why NEAT provides those funds. He hopes more associations will apply in the future.

III. USI Overview

Robert Avin, VP of Individual Benefits Sales & Client Management for USI Affinity, gave an overview of USI. He talked about USI's growth through acquisitions and more so organically



in the past 2 years. Robert also shared an organizational chart of USI and highlighted where the Individual Benefits division falls under Program & Wholesale.

Andrea Poluch, VP of Programs Marketing, presented the structure of the entire marketing team, and how it is divided based on areas of expertise and discipline. While the staff who are familiar with alumni marketing will remain focused on that area, they now have a broader width of resources within USI.

IV. Alumni Insurance Program

Deborah Graff, Director, Strategic Campaign Management, gave a marketing overview of the Alumni Insurance Program. She shared that Term Life, LTC and PetHealth were primary drivers of engagement through direct mail. Similarly, Term Life, LTC and Dental/Vision were the primary drivers of engagement for email campaigns. Deb was proud to report that through the access given by NEAT members, and USI's additional campaigns for new products, marketing of the AIP surpassed 10M emails in 2023, which equated to 14% growth from the previous year. She also presented current enhancements which include the AIP co-branded website relaunch, new creative for Term Life and increased educational engagement.

V. Trends and Observation

Deb concluded her presentation with the industry trends pertaining to life insurance. She touched on the need, ownership demographics and financial information resources.

VI. Closing Remarks and Adjournment

Reggie Bustinza thanked USI staff for an informative presentation. He opened the floor for questions and general discussion. There were none.

Anthony McAdoo moved to adjourn the BOA meeting; Mark Clapper seconded. The meeting was adjourned at 11:47 AM.