

NEAT Board of Advisors Minutes
Tuesday, February 11, 2025 DRAFT

The annual Board of Advisor's (BOA) meeting of the National Educational Alumni Trust (NEAT) was held on February 11, 2025 at the USI office in Dublin, Ohio and via WebEx. NEAT Executive Committee (NEC) Members in attendance were Anthony McAdoo (NEC Chair), Reggie Bustinza, Amy Lensing Tate, Vickie Wilkins and Jazmin Jernigan. Kris Harding (NEC Secretary), Mark Clapper and Tom Peaco attended via WebEx. Board of Advisor (BOA) attendees were Amanda Moore of the University of West Georgia, Ron Goldberg of RIT, Lisa Bartholme of UCCS, Cyndi Scheidel of Wayne State University, Brandon Moreno of K-State University, Jess Lassetter of the University of West Georgia, Carla Duncan of the University of West Georgia, Ashley Chambers of the University of Alabama, Jeff Alix of Ashland University, Matt Winston of Binghamton University, Greg Bernard of Southern Connecticut State University, Jacqueline Lamberti of the College of Staten Island and Evan Birch of Elizabethtown College. In attendance from USI were Robert Avin, Katie Blankenship, Deborah Graff, Hillary Hawranko and Andrea Poluch.

I. Opening Remarks

The meeting was called to order by Anthony McAdoo, NEC Chair, at 11:01 AM.

II. NEAT Business

A. Roll Call. Kris Harding, NEC Secretary, took role call and attendees are noted above.

III. Presentation from Chris Marshall Advancement Consulting (CMAC)

Anthony highlighted the NEC's Strategic Planning Task Force that was created last year in an effort to bring additional value to the NEAT member organizations. As a result of that initiative, he introduced guest presenters from CMAC.

Chris Marshall, Founder & CEO, opened the discussion with an overview of industry trends. His focus was on integrated advancement models, engagement metrics and strategic planning.

Howard Heevner, Vice President & Senior Consultant, presented his findings from an RNL survey on the latest annual giving trends.

Paul Clifford, Vice President & Senior Consultant, concluded the presentation with an overview of affinity programs, specifically trends in funding and how to create engagement-based revenue generation.

IV. NEAT Business (continued)

A. Minutes

Anthony presented the minutes on behalf of Kris from the Board of Advisor meeting on February 28, 2024. Jazmin moved to approve the minutes. Amy seconded. All voted aye and the minutes were approved.

B. NEC Elections

Anthony presented the slate of new members of the Executive Committee. Ron Goldberg of the Rochester Institute of Technology and Peggy Pattison of the University of Detroit Mercy were recommended to serve on the NEC. Jazmin moved to accept the slate as presented. Vickie seconded the motion. Proxy votes were received from Todd McCubbin of Mizzou and Amy Spelman of Western Illinois University. All voted aye and the slate was unanimously approved.

Anthony also presented the slate of officers. Kris Harding as Chair, Vickie Wilkins as Secretary and Amy Lensing Tate as Treasurer. Mak Clapper moved to accept the slate as presented. Jeff Alix seconded the motion. All voted aye and the slate was approved.

C. NEAT Grant Program

Kris Harding reported for the Grant Committee. She provided an overview of the program, including award amounts and deadlines.

Kris then introduced Brandon Moreno of the K-State Alumni Association to share his recent project that was funded by a NEAT Grant. Brandon thanked the NEC for awarding the grant, and shared that the funds made it possible to hire a student worker to collaborate on ways to engage alumni within the Multicultural Alumni Council.

D. NEAT Scholarship Program

Vickie Wilkins gave an overview of the Scholarship Program, including the history and application process. She provided examples of the types of professional development opportunities that could be funded by scholarships.

Vickie then introduced Jess Lassetter and Carla Duncan of the University of West Georgia to share their experience and knowledge they gained at the Georgia Education Advancement Council Conference. Not only did they learn about programs in the areas of advancement, engagement and marketing that could be instrumental to West Georgia, they received a roadmap on how to implement those programs.

V. USI Update

Rob Avin gave a brief overview of USI, highlighting the company's top statistics and composition. He also referred to USI's 30th anniversary and noted an agency within USI that has been around for 150 years. He concluded his presentation by recognizing USI's community service efforts through its country-wide initiative, USI Gives Back.

Deb Graff provided a marketing update and reported on the increase of almost 2 million email touches to alumni of NEAT member institutions. The growth is attributed to both an increase in product offers and an increase in deployments that NEAT is providing. She shared that email, in conjunctions with direct mail and social channels, provides the multi-channel approach to achieving optimal results. Deb also highlighted key benefits of the Alumni Insurance Program including the current online marketing toolbox and

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enhancements to the co-branded AIP websites that will be ruled out later in the spring, enabling customers to make a Calendly appointment directly with a producer. She concluded her update by reporting that marketing launched in October for the Aflac program, which was adopted by NEAT in August 2024.

VI. Closing Remarks and Adjournment

Anthony thanked the guest presenters for sharing their experiences that were made possible with the grants and scholarships. He also encouraged the BOA members who were in attendance to spread the word about NEAT and USI within their industry networks, as well as engage with NEAT on LinkedIn.

Vickie moved to adjourn the BOA meeting; Jazmin seconded. The meeting was adjourned at 12:21 PM.