

## November 5, 2011 Minutes

The *quarterly* meeting for the NCCCAA Board convened in Room 213 of the Student Union on Saturday, November 5, 2011. Board members present were Mike Sutcliffe, Sharon Reaves, Craig Reaves, Dwight Smith, Brad Johnson and Sarah Smith, Alumni Relations. The first order of business was the alteration and approval of the agenda along with the minutes.

The *first* item for *old business* was in regards to T-shirts. It was mentioned that Selena Wallace (college bookstore manager) was working on it. Due to various costs by going through them it could be cheaper to eventually order from other sources. Sarah mentioned that the college is in the process of “branding NCCC per ser.” This means that the college is selecting a new type style, logo, and tag line along with the secondary color pallet. The main colors are black and orange, though white and gray are used too. The extra colors are needed for certain types of presentations. The selection and placement of the college logos on the T-shirts will be further discussed and voted on by the board members online. This topic should be finalized at the next meeting. The *second* item pertained to the use of Facebook. Progress has been made though there are concerns about policing the website along with consistency and legal issues. More information will be gathered and this will be discussed again at the next meeting. The *third* item concerned the webpage. Using Google Analytics revealed the number of visitors along with some other useful data. The website now has some forms available such as nominations for distinguished alumni. The online newsletter *Panther Tracks* is now available and has gone well.

Next was *New Business*. The *first* item regarded the postcards. We are in the process of coming up with an eye-catching card. So far our use of these have proven rather beneficial. The *next* item was over the annual golf tournament. Apparently at the last College Foundation meeting it was suggested that the tournament should be turned over to the Alumni Board. Discussion ensued as to whether or not we should accept this and it was decided that we would. We were reminded that we couldn't use this as a fundraiser but that we could keep any left over funds. During the discussion it was realized that hard part would be to pick a good date and try to stick with that approximate date from year to year. Additionally exactly where and with whom should we have this at was also mentioned. We decided that more information is required and that we would resume this at the next board meeting. The *third* item pertained to the potential topics to be placed in the spring issue of the Panther Tracks. Some of the ideas regarded to the Rowland building renovations and open house (Nov. 10, 2011), senior day (Nov. 15, 2011), the President's Scholarship Gala in Ottawa (Nov. 19, 2011), and the unveiling of the college's 10-year plan. During this discussion it was decided that Panther Tracks would be issued twice per year in the spring and in the fall. The *fourth* item concerned the Distinguished Alumnus. It was discussed as to how best nominate an individual and for a suggested timeline. The recipient of this must be able to give a speech at the spring graduation. Since it takes time to select an individual and to give them time to plan for their speech it was decided that the nomination deadline should be in November. In January a committee would be formed to select the winner. The *fifth* item regarded the

Class of 1962 as information is being gathered for their upcoming 50<sup>th</sup> anniversary. The main challenge is finding these people. It was suggested that we communicate with other community colleges and see what we could learn from them. The *next* item pertained to Alumni recognition as it relates to the distinguished alumni. At this point in time there is no post humus recognition of distinguished alumni. Though a separate category could be implemented in the future.

After the new business items were concluded the topics switched to upcoming events. Some of these were already mentioned in regards to the Panther Tracks. Other miscellaneous topics were also mentioned. One of these was that NCCC had the largest increased enrollment of any community college in Kansas. Much of this is due to opening of the new sister campus in Ottawa. The nursing program there has done exceptionally well. Other factors for the enrollment increase are due to the online and hybrid classes. At the conclusion of this discussion there was no more business. The meeting was then adjourned. The next meeting will be held on Saturday, February 4, 2012 at 10:00 a.m. in Room 213 in the Student Union.

Respectfully submitted,

Brad A. Johnson  
NCCCAA Board Secretary  
January 21, 2012