

**Minutes for the Mighty Hawkeye Battalion Alumni Association (MHBA) Board Meeting
- 2 February 2021 -**

Meeting Start Time: 7:02 pm Central
Zoom Meeting (Visual and Audio)

Directors present:			Non-Directors present:		
1.	X	Scott AYRES – '83	1.	X	Diana MEADOR – '89
2.		Kevan BAKEWELL – '98	2.	X	LTC Kevin SALGE – '99
3.	X	Josh BUSARD – '99	3.	X	Jeff LIEBERMANN
4.		Jamie CLASEN – '07			(U. of Iowa Center for Advancement)
5.	X	Brad COOK – '95 (Secretary)			
6.		Kevin FLATT – '70			
7.	X	Katie HANNA – '94 (President)			
8.	X	Karl KRAUS – '88			
9.	X	Ken MADDEN – '71			
10.	X	David (Dave) PINTER – '90			
11.		Joe POCH – '09 (Treasurer)			
12.	X	Walter PRENTICE – '69 (VP)			
13.		Marshall RICHARDSON – '13			
14.	X	Scott SANBORN – '85			
15.	X	Stewart (Stu) WALLACE – '68			

1. Katie HANNA called the meeting to order at 7:02 pm Central.
2. Katie called for any conflicts of interest; no directors noted any.
3. Before moving to approve the minutes, Katie introduced the board to Mr. Jeff LIEBERMANN, from the University of Iowa Center for Advancement (UICA), who was joining us to present information about the UICA, discuss how they can help the MHBA, and to answer any of our questions. Before Jeff started his presentation, Dave PINTER shared a personal anecdote regarding a letter he sent to Jeff while deployed to Somalia in 1995 and thanked Jeff for his support.

Jeff's session lasted for just over an hour, beginning with an overview slide presentation exploring how the UICA can work with the MHBA to support U. Iowa Army ROTC. He covered three main topics: 1) Gift Definitions, 2) the Major Gift Process, and 3) Engagement & Stewardship ideas. Gifts are broken into two main types – Annual and Major gifts. Annual gifts are normally smaller (<\$100, on average), 1-year commitments that go to unrestricted university accounts and are considered "Low Involvement Decision" (i.e. do not require a lot of discussion with donors prior to their donations). Major gifts are normally larger amounts (or assets), are individually solicited (face-to-face), multi-year commitments to restricted university accounts and are considered "High Involvement Decisions (i.e. require a lot of discussion with donors prior to their donations).

The Major Gift Process consists of identification, stewardship, engagement, and solicitation. Jeff stated that MHBA board members, the U. Iowa Army ROTC Professor of Military Science (PMS), and cadets themselves can be key to the engagement process. Key stewardship steps include continually increasing awareness through: personal meetings, sending thank you notes, publicizing events and announcements, interacting with donors, and consistent reporting and connections.

LTC SALGE also made some comments during Jeff's presentation. He stated the general fund currently has approximately \$23K, which has remained relatively unchanged (during the COVID-19 area), which he is saving for a 'rainy day.' His goal is to reach \$100K – the minimum endowment threshold – which means future PMSs can't touch (i.e. mispend) it. A new ROTC and veterans building is his #1 priority and he needs the university to designate land to do this. His biggest constraint is that there are some things he can't ask for (i.e. military vs. education). Lastly, he stated that cadets are doing a better job of updating Army ROTC social media.

In the Q&A session, Katie stated she didn't think we had a refined process for thanking donors, like being able to send personally-written notes. Jeff stated that's easy for us [UICA] to do, like by providing the weekly report LTC SALGE currently receives and possibly a new, monthly report to the board. Jeff said board members could sign such thank-you cards, but that we'd have to sign a non-disclosure agreement (NDA) before UICA could provide the donor's mailing addresses and that some donors choose to remain anonymous, so we could not thank them. Jeff said he would work to send NDAs to all board members. Stu WALLACE mentioned that this was a great breakthrough

because it has not been the case in the past. Jeff also confirmed that we could write thank-you letters (in arrears) for donations from 2020.

Karl KRAUS ask for clarification on the different account names. Jeff said that he would send documentation to LTC SALGE, who could then share with the board. Katie stated that donors can choose which fund they want to donate to when they give via givetoioowa.org. There are three separate accounts that the MHBAA controls: 1) Operations, 2) Scholarship, and 3) Facilities, and the Army ROTC General Fund is one that LTC SALGE has access to, but that is not one of our three MBHAA funds. Dave asked if Jeff know how many U. Iowa Army ROTC alumni the UICA is tracking. Jeff said he knows the number, but not off the top of his head and, so, would research and provide it to Dave. Stu said the number was about 450 alumni a couple of years ago. Dave asked Jeff if alumni drop off the list if their addresses are no longer valid. Jeff answered that 90% of their names have associated addresses, but asked us to remind our members to update their addresses when they move. Lastly, Stu asked Jeff to encourage the editor of the U. Iowa Alumni Magazine to run a story regarding veterans.

Jeff concluded his presentation and Q&A session by stating the UICA is here to serve and, hopefully, they can serve nearly as well as the board [has served throughout our Army careers]. Katie thanked Jeff for his time this evening.

4. The board voted to **APPROVE** the 5 January 2021 minutes, as motioned by Scott SANBORN and seconded by Dave PINTER.

5. Committee Reports:

a. Finance Committee: (Joe POCH) Katie stated we would skip the Finance Committee report because Joe was not available for tonight's meeting, but he intends to send out a report next week. Katie also stated that there was very little change to the amounts from last month, with approximately \$4K in the Operations Fund, \$7K in the Scholarship Fund, and just under \$2K in the Facilities Funds, for a total of around \$13K.

b. Strategic Vision Committee: (Brad COOK)

i. Build a World Class Network of Leaders: (Diana MEADOR)

a) Cadet Mentorship Program – Diana e-mailed the mentor feedback to board members on February 1st. In summary, she stated there was lots of good feedback and feels that LTC SALGE has really moved the needle with the change in this year's mentorship program format; she's excited and thinks the new format will really help cadets to better connect with our mentors. She was also hopeful LTC SALGE could provide some direct cadet feedback or feedback from the papers they were required to write about their mentor. LTC SALGE said he would talk with cadets next week in class and ask for any feedback. He also asked if Diana could survey the cadets at the end of February to see if they were still in contact with their mentors. He also offered cadets the option to run the program, again, this spring, if they were interested.

ii. Support, Enhance and Fund Department Activities: (Karl KRAUS)

a) Karl asked LTC SALGE if there was any decision regarding this year's Mil Ball. LTC SALGE said he planned to wait one more week and then approach the dean; he would send Karl an e-mail next week.

b) Karl also suggested that we might want to start looking at the next academic year and if we want to target support to any specific events for funding support. He said he'd look for a data call for any ideas. LTC SALGE offered a follow-up regarding the Mil Ball – the Bataan Death March is virtualized this year (and during the same week Mil Ball is scheduled). If there is no Mil Ball this year, he thinks the cadets will field a team, but doesn't think they will need financial support to participate. He said he's also exploring the option to let local alumni walk a mile of the Death March with the cadets.

iii. Recruit the Next Generation of Leaders: (Stu WALLACE)

a) Stu reported that he spoke with Tony WOLF and there was no change since last month. He said the program is in good shape moving forward. LTC Salge added that a few cadets have dropped, but that there are lots of new cadet prospects, too.

iv. Promote Our Organization: (- VACANT -)

a) Brad COOK announced that we still don't have a volunteer to head this sub-committee, but that we have POCs for some of the sub-areas on the call.

b) Katie reported that a newsletter went out last month and that she has another one in the hopper. There were also three post sponsors who updated their POC information. She will contact Melanie YOUNG and Rob HEDGEPEETH to obtain the Facebook account login information.

c) Scott reported six more alumni joined our LinkedIn MHBAA group, bringing our total to 138. He also suggested that Matt Clark (a '95 Coe College grad) is one of our group members and was recently the PM for Operation Warp Speed (the Federal COVID-19 response) and might be a good person to interview for the newsletter. Katie said she'll hit him up.

6. Department Updates:

a. Upcoming Events: LTC SALGE stated he didn't have much else to add after what had already been discussed with Jeff earlier in the call. He said he had spoken with Jeff about possible recurring donations from cadets after they commission and how to do possibly do that. He's open to any fundraising advice / recommendations from board members. He said he'll also provide the board with the target year groups for his potential PMS backfill (after his hopeful 4th-year extension), so members could reach out to potential alumni to compete for the position.

b. Staff Updates: None.

7. Old Business:

a. ROTC Building: (Stu WALLACE and Scott AYRES) Stu stated he was in Iowa City two weeks ago and had a good chat with President Harold, who planned a meeting with the two of them and a prominent donor in a few weeks. There's more than just Army and Air Force ROTC; Veterans Services is a big part of this, too. Scott AYRES told Katie that he's involved with several capital projects with major donors at ISU. Most are in athletics, which is what really brings in the money.

b. President Transition Notes: (Katie HANNA)

Tax Filings. Katie said Rob HEDGEPEETH contacted her and Joe a couple of weeks ago and provided the fill-out 2020 tax form, which Katie submitted. The tax preparation role will fall to Joe next year.

c. New Committee Lead needed (Promote our Organization Sub-committee): We previously discussed.

d. COVID Support to Cadets: (Katie HANNA) Katie reported she received an e-mail from Dave discussing how to support cadets and how we are looking for a more meaningful role in commissioning support. Dave showed a MS Word document on his screen with the following four recommendations: 1) 2LT non-subdued pin-on rank, 2) Army Officer's Guide, 3) 2-star note to new commissionee parents, and 4) letter from MHBAA president to commissionee parents. Our intent would be to keep the lines of communication open with 2LTs and their parents as means to update their contact information in the future. We could make recommendations #1, 3, and 4 a 'standard' that we could plan on for all commissionees (winter, spring, and summer). Katie also mentioned an e-mail about challenge coins. Someone mentioned that Rob had a design for a MHBAA poker chip 'coin'. Dave suggested that if the board approved the design, that might be a way to save money on the design. Stu confirmed Rob had such a chip and also that he works with a coin company and can get 100 coins for \$450, which is cheaper than many other companies. He said he'd ask Rob to take a picture of one of his coins and send it to the board, along with pictures of some of the coins he orders from his company. Scott said another option might be to ask members to submit designs on FaceBook and LinkedIn, which might be a way to gain buy-in from our members.

8. New Business:

Board Commissioning Support: LTC SALGE said that if he's able to conduct some level of in-person commissioning, he could coordinate for a board member or alumnus to present these standard packages to the commissionees. He said he'd also verify if the cadets even use pin-on rank with their new Army Green Service Uniforms (AGSUs) or not. Regarding the Officers Guide, he said he probably wouldn't give it to all cadets, but possible the Army Wife's Handbook to any cadet spouses or fiances .

9. Next Scheduled Meetings:

a. 2 March.

b. 6 April.

c. 4 May.

10. The board voted to **APPROVE** adjourning at 8:34 pm Central, as motioned by Dave PINTER and seconded by Scott SANBORN.

/////Signed/////

Bradley J. Cook
Secretary
Mighty Hawkeye Battalion Alumni Association (MHBA)