

Greek Alumni Alliance Meeting  
Saturday, January 26, 2008  
Alpha Delta Pi Sorority  
2125 Greeley Street

Members present: Arlen Wonderlich (ΑΓΡ), Bev Madden (ΑΔΠ), Jenn Plagman-Galvin (Greek Affairs), Donna Petty (ΓΦΒ -HD), Ali Mostrom (ΑΣΚ), Ron Hallenbeck (ΘΔΧ), Jay Longnecker(ΦΔΘ), Elizabeth May (ΚΔ), Carol Crawford(ΠΒΦ-HD), Kathy Kennedy (ΔΔΔ-HD), Jon Flemming(ΘΧ), Janelle Jacobsen(ΣΚ), Nicole Burt(ΣΚ), Caroline Spillers(ΑΔΠ-HD), Terry Dannatt(ΚΑΘ-HD), Irene Mews (ΣΚ-HD), Linda Crandell(ΣΑΕ-HD), Vicki Sivesind (ΠΒΦ), Sandi Gade (ΔΔΔ), Stephen Jones (ΔΤΔ), Jon Banwart (ΘΞ), Chuck Safris (ΔΤΔ), Mike Murphy (ΦΚΘ), Brad Jensen (ΣΑΕ), Paul Negley (Triangle), Marykay Gillam (ΑΧΩ), Steven Satterlee (ΘΧ-HD), Helen Colvin (ΑΣΚ), and Rosemary Mitchum (ΔΖ-HD)

Meeting was called to order at 10:00 am by President Arlen Wonderlich.

Welcome was given by Alpha Delta Pi House Director, Carolyn Spillers, followed by introductions.

Minutes of previous meeting were approved. Moved by Bev Madden and seconded by Arlen Wonderlich.

Treasurer's report - Bev Madden. GAA contributed \$19,555 toward the 2007 Greek marketing campaign; total expenses were \$19,851. To date GAA chapters have given \$11,040 in 2007-08 dues. The income/expenses summary for 2004 through 1/24/08 was distributed. Chapters are encouraged to send in dues ASAP to facilitate finalizing the 2008 Greek marketing budget.

Nominations for 2008 GAA officers were held. Slate read as follows:

President – Arlen Wonderlich

Vice President – Katie Mott

Treasurer – Bev Madden

Secretary – Marykay Gillam

Motion made to approve slate by Vicki Sivesind, seconded by Carol Crawford. Motion approved.

Committee Reports:

Sorority House Bills – Bev Madden.

Madden again requested for chapter financial information to develop accurate comparisons for in- and out-of-house costs for new and returning members. Average sorority house bills are actually less than currently estimated because annual fees have been averaged in with semester fees. Underestimating maintenance costs may be counter-productive to maintaining a strong Greek community at ISU.

University Billing System – Bev Madden

Jenn Plaagman-Galvin will finalize the overview report and executive summary; Madden will prepare a report to present President Geoffroy, detailing why university billing will not be

cost effective, now or in the future, for either the university or Greek community. Estimated start-up programming costs are estimated at \$1,600.00/chapter; ongoing costs include an FTE to oversee. Chapter billing would need to be reported to ISU in July when Greek rosters are not complete; several services and some national offices currently provide collection services as low as \$15/student/semester. A survey of ISU chapters indicated that the current average loss for non-payment of house bills ranges only from \$1,000-\$2,000.

#### Government Relations – Ron Hallenbeck & Helen Colvin

Colvin had invitation to Zoning Commission inspection on February 1. This was given to Jenn Plagman-Galvin. Hallenbeck suggested we not invite city council members to attend GAA meetings unless we had a specific issue to discuss.

#### Public Relations – Donna Petty

Donna has been in contact with IFC and CPC VP's of Philanthropy/Community Service. A list of upcoming philanthropies will be distributed via the Greek Affairs online newsletter. Petty has made contact with several business as to distributing philanthropy info through their network, ie, Ames Tribune, City of Ames Library, ACCESS, Boy's & Girl's Club & City Hall. Colvin suggested the SCAN newsletter, and Terry Dannatt suggested the ISU online daily events calendar.

#### Greek Affairs Office – Jenn Plagman-Galvin

- Jenn thanked everyone for the baby gift card from Target with which they purchased a baby monitor.
- Jenn distributed the Greek Adviser Report for January 24, 2008.
- Grades (GPA & rankings) will be out on January 31.
- All 100 DoR contract breaks were used, 25 more were on waiting list.

Marketing Update: First postcard for Greek Getaway was sent out in December. Additional postcards will be sent out next week and late February, already 25 have registered (first time for this early of registration). Looking at new WOW factors.

Historical Signs for Greek Land: Students are looking into having three or four signs to mark entrances to Greek Land. Ideas: brick columns with black wrought iron signs and gold lettering with flowerbeds around signs. The locations have yet to be decided. Students want to do this as a Greek Week project with dedication at VEISHEA. Students would do as much of work as possible themselves with the possibility to receive a city grant to match what they raise. Estimate is \$2500.00 meaning students would need to raise at least \$1250.00. Currently, they have received a commitment of \$500.00 from Ames Alumnae Panhellenic. Students could possibly ask for a donation from GAA. Jon Flemming thinks the cost might actually end up being more, and many agreed. Steve Jones asked who would own the signs and who would be responsible for maintaining them. Bev. Madden moved we support this project, Mary Kay Gillam seconded. Motion approved.

Possible new advertising/marketing idea: Student planner printed in conjunction with Academic Success Center with Greek Affairs sponsorship. Sponsorship would include space for advertising and dates for Greek events. The planners might be put into all gift bags at Destination Iowa State that students attend before classes start in the fall. Possible GAA contribution: \$3000-\$5000

Bev Madden stated that based on last years dues, GAA might plan on contributing \$15,000-\$16,000 to the 2008 marketing, including printing and mailing costs for publications and a WOW! factor.

Jenn said "Fired Up" Recruitment Boot Camp is scheduled for February 10 for IFC chapters.

SCAN tours held this last fall with a good response from public. Plans to do again this year, hopefully featuring fraternity houses.

Black & White Ball raised \$1,500 for United Way.

Chapter Advisor roundtables went well and will be doing more.

CPC Financial roundtable rescheduled for February 7.

Greek Transition Retreat was held in January before classes started for new and incoming chapter presidents and governing council members. Retreat was informative and well-attended.

#### Reports on Previous Actions Items:

Website providers: One example is the GHIN system for which Jay Longnecker from Phi Delta Theta has information.

Infrastructure Bill – Lobbying in February, alumni can still write letters/e-mails or make phone calls to representatives.

Electronic newsletter is up and running.

Please have your chapter president update your chapter's information ex: corporation board and advisors' names and contact information.

Donna Petty gave report on Christmas gift baskets. Five baskets were made and distributed to President Geoffroy, office of Dr. Tom Hill (Vice President of Student Affairs), the Greek Affairs office, office of Dean Sommerfeld (Dean of Students), and Jenn Plagman-Galvin's family.

#### President Geoffroy Annual Meeting:

Meeting with President Geoffroy will be Tuesday, February 26, from 2–3 pm. Jon Flemming was asked to attend along with GAA exec. Main request: Thank him for 100 contract breaks, try to up it another 25 and change date. Other topics to be discussed were requested.

House Retention: Jon Flemming said if men want to move out, they must disaffiliate and members still in-house have to pay the bill. This cut down on move outs within his chapter.

Bev Madden stated the value between Greek residence living and apartment/off-campus housing is that chapters can encourage members to take advantage of internship and study-abroad opportunities by not charging during academic semesters.

Plagman-Galvin shared that when distributing contract breaks to chapters, a number of factors are considered such as: current capacity, how actively the chapter is recruiting, etc.

Hallenbeck asked about house retention rates. Plagman-Galvin said on average, facilities are 85% full.

Property Damage & Theft:

Arlen read letter about house theft from a House Director.

Janelle Jacobsen asked about President's Council like they used to have which was responsible for getting things back or stopping things from happening.

Linda Crandell commented on how their security cameras have helped to stop theft inside and caught vandalism on camera outside.

Rosemary Mitchum said she gives president 24 hours to get things returned before calling police.

Need to improve inter-chapter communications.

Chuck Sfris noted that football weekends are a more common time for chapter property to go missing, often to another campus.

It was requested that chapters e-mail list of missing property to GAA secretary, so we can send out a mass list to all chapters.

Student Seminars:

Greek Office has seminars on alcohol, time management, financial aid, credit cards, Facebook and many other topics. Students also have Iowa State Leadership Conference, Academic Success Center, and individual counseling available to them.

It was asked if there was anyone within the GAA willing to be a speaker at any of the Greek Seminars. Rosemary Mitchum asked that house directors be included to give their views.

Other:

Steve Satterlee said some issues were being dealt with at the lunch meetings at the M-Shop sponsored by the Student Union Board. Will send out information as public is welcome.

RAGBRAI will be in Ames on July 22. Use caution in letting riders or other city guests use chapter houses during the event. There was a discussion of the possibility of a Greek-run vendor booth to raise money.

Next meeting Saturday, April 19, at Phi Kappa Theta on Lincoln Way.