

Greek Alumni Alliance Meeting Minutes
June 3, 2006
Pi Kappa Phi

Present: Steve Churchill-ΣΑΕ, Phil Kaser-TKE, Marykay Gillam-ΑΧΩ, Daniel Dvorak-ΘΔΧ, Ron HallenbeckΘΔΧ, Roger Volker-ΠΚΑ, Jerry McClelland-ΠΚΑ, Jeremy Galvin-ΠΚΦ, Nicole Allaire-ΓΦΒ, Paul Hegley-Triangle, Vcki Sivesind-ΠΒΦ, Jon Fleming-ΘΧ, Jeri Lee-ΧΩ, Donna Petty-house director ΓΦΒ, Carolyn Spillers-house director ΑΔΠ, Karma Martinson-outgoing house director ΘΧ, Steven Satterlee-house director ΘΧ, Bev Madden-ΑΔΠ, Jenn Plagman-Galvin—Greek Affairs, Ivy Ulmer-ΑΓΔ, Tim Hoskins-ΠΚΦ, Ryan McCabe-ΣΑΕ

The meeting was called to order by President Steve Churchill at 9:30 a.m. Following introductions and welcome handouts were distributed and reports given.

Secretary—Minutes from the last meeting were approved and a reminder stated that copies of the minutes were located on the Greek Affairs website through ISU.

Treasurer:--Phil Kaser updated the financial situation from the last meeting showing a current balance of \$15,889.26. In addition to the report a dues check from Lambda Chi had been received. The balance does not reflect any deductions for the current year from marketing expenses. Phil reported that the majority of the money would be spent on the current marketing campaign. Steve thanked all that have supported the GAA through their dues and encouraged others to contribute if they hadn't yet this year. Financial statements had been mailed to all Greek community members.

Marketing—Ivy Ulmer of CPC and Tim Hoskins of IFC reported on the new and past marketing strategies referring to several handouts. New marketing included:

- Photoshoot to expand photo gallery and add "letters" to marketing pieces

- "WOW" waterbottle marketing mailing and Ipod drawing—This is proving effective with the orientation students. If they didn't bring the entry card they received, they could, using the grassroots postcard. It was suggested that a poster be created to draw attention to the Ipod drawing.

- A snow cone station will be sponsored by the Greek community during Destination Iowa State's Late Night at the Union

- Men's recruitment survey—This is being used to help match males and fraternities

- Greek Getaway BYGO ½ off promo—This helped increase the numbers at the event and is drawing them to the booth at summer orientation

- Women's \$50 off promo—Based on the success of Greek Getaway women who register with a friend will each get \$25 reduction for recruitment week. The cost was also lowered to \$130. The GAA will help fund the difference. A sample of the invitation for recruitment week was shown. It includes a return envelope and updated invitation.

- Chapter tour evaluation—During orientation sessions some houses are being toured. A form for feedback was shown which will be given to the houses. In addition an overall evaluation for the orientation sessions is being completed.

- Greek calling project—This will expand to later in the year

- Postcard campaign—The Greek community wrote individual postcards to potential members before the school year ended and those have been mailed.

- Discussion followed on other ways to raise revenues to help with marketing that doesn't depend on dues only. Suggestions included sponsorship that would allow a logo from the sponsor. U.S. Cellular logo is on the current recruitment shirts. Steve requested other suggestions could be emailed to him.

Greek Affairs—Jenn Plagman-Galvin reported on several items including:

- Sprinkler Ordinance & Building Height issue—This was passed in April and the legal form, when available, will be posted on the website. The current date for compliance is 2011 in October. There could be a possible extension. 17 houses are now sprinkled with 4 more to

be completed this summer. On June 21 at 7:00 a.m. a P & Z meeting on the current building height issue will take place. On July 11 the P&Z will recommend to the Ames City Council that the height requirement be lowered to 45' which had been proposed earlier instead of the 60' that is currently being used on the new constructions in the area. Members are encouraged to attend these meetings

Grades—The grade report is not yet available. There have been delays due to using the computer system instead of hand calculating, but overall this step is an improvement. Questions were asked regarding study abroad students and roster used. National roster and ISU should match. To access Odysseus an email address is needed. GAA and Ames Panhellenic now have access, plus faculty advisors.

Greek Staff Insurance –Information and forms are available online from Greek Affairs.

Enrollment must be before September 1, 2006. The fees must be paid to IFC/CPC.

Dr. Geoffroy Meeting—Steve reported that Allyson Walter is setting up the next meeting with Dr. Geoffroy for the annual meeting. Representatives and topics to address are needed. One topic mentioned was the recruitment of transfer students. Jenn has reported she has a quarterly marketing meeting with admissions to get information. The team partnership with DMACC/ISU was discussed. This could help with recruitment of the transfers in the second semester before they transfer to ISU. There are several questions that would need to be answered which the Ames Panhellenic could possibly help do.

Other—Steve reported damage occurred at the SAE house when someone broke in and turned on the stove burners and burnt plastic bags. A similar incident occurred at the Pi Kappa Phi house. This led to a discussion of various methods of locking the houses including a card swipe system. A reminder was also given to write senators regarding the taxation deduction legislation and to watch for information concerning the Ames council.

Next meeting: Thursday September 7 from 5:15 to 6:30 p.m. at the Memorial Union preceding the Greek Summit. Dinner will be provided.

Submitted: Marykay Gillam, secretary