Board of Trustees
Advancement and Enrollment Management Committee

11:00 AM
February 15, 2018
President’s Boardroom

1. Call to Order
   Trustee Landrau

2. Approval of Minutes
   December 7, 2017
   Trustee Landrau

3. Items for Information
   a. Funnel Report
   b. Social Squad
   c. Updated Dashboard
   d. Upcoming Faculty and Staff Campaign
   e. Married Alum Mailing
   f. GOLD (Graduates of the Last Decade) Initiative
   g. Outreach with Current Students
   h. Updated Scholarship Application Process and Website
   i. #Giveahoot Day of Giving, March 29, 2018

4. Items for Discussion
   a. Ruffalo Noel Levitz Work
   b. Recommendation to the Governance and Nomination Committee to Change Committee Name
   c. Recommendation to the Governance and Nomination Committee to Change the Language in the Bylaws

5. Items for Action
   a. Motion to Approve the Committee Charter

Attachment(s):
   a. Minutes 12/7/17
   b. Updated Dashboard
   c. Married Alum Mailing
   d. GOLD (Graduates of the Last Decade) Initiative
e. Recommendation (Motion) to the Governance and Nomination Committee to Change Committee Name
f. Recommendation (Motion) to the Governance and Nomination Committee to Change the Language in the Bylaws
g. Bylaws – With Tracked Changes
h. Motion to Approve the Committee Charter
i. Advancement & Enrollment Management Committee Charter
j. Social Squad Card
k. Alumni Update Mailer