



**Atlanta Tuskegee Alumni Club**

**Date: Feb. 20, 2021**

**Location: Zoom**

<b>Call to Order</b>	Quionna Allen called the meeting to order at 1:10 pm
<b>Adoption of Agenda</b>	The agenda was properly adopted by the body.
<b>Inspiration &amp; Prayer</b>	Lisa Head-Walker led us in inspiration and pray
<b>Minutes of Previous Meetings</b>	<p>Minutes from January meeting were presented and approved with corrections.</p> <p>There was a clarification \$15,000 per room.</p>
<b>President's Report</b>	<ul style="list-style-type: none"> <li>● TNAA Presidential Update <ul style="list-style-type: none"> <li>○ Strategic planning committee started <ul style="list-style-type: none"> <li>▪ Please check your email for surveys</li> </ul> </li> <li>○ 19<sup>th</sup> Biannual Convention: April 24<sup>th</sup> <ul style="list-style-type: none"> <li>▪ Modified convention</li> <li>▪ Will update TNAA Constitution &amp; Bylaws</li> <li>▪ 4 hours</li> </ul> </li> <li>○ South East Regional Conference <ul style="list-style-type: none"> <li>▪ Will be virtual</li> </ul> </li> <li>○ Founder's Day: April 9-11 <ul style="list-style-type: none"> <li>▪ Information will be coming out from the university</li> </ul> </li> <li>○ Students <ul style="list-style-type: none"> <li>▪ Decreased number of returning students from fall</li> <li>▪ Campaign to bring the students back from Auburn for the 2021-2022 school year</li> </ul> </li> <li>○ President update <ul style="list-style-type: none"> <li>▪ Dr.McNair's return is unknown</li> <li>▪ If anyone has any cards or grievances please send them to the Office of the President</li> </ul> </li> </ul> </li> <li>● President's Report <ul style="list-style-type: none"> <li>○ Lisa Head-Walker is our new Chaplin. She graciously agreed to take on this leadership role for us.</li> <li>○ Special Thank you to all Committee Chairs for their hardwork even during the pandemic. Deidra and Ron in Recruitment, Willie and Betty with the HBCU Alliance, Traci Jerald and Atiba Nunnally with the TU Tags project, and Lillie Lanier and her committee with Scholarships.</li> <li>○ The ATAC Executive Board was also thanked for their leadership and keeping the club running - Walter Robinson, Charlotte Hopkins, Tomika Bullet, Alex Wilkerson, Bernice</li> </ul> </li> </ul>

	<p>Jones, Christa Golston, Stephen Austin, and Oliver Hunter have been instrumental in keeping this club moving forward.</p> <ul style="list-style-type: none"> <li>○ We have a ways to go, and we really need everyone’s help on this call today. We all have friends that attended Tuskegee who live here in GA. Will you make a list of 10 people that you can reach out to? Either call them, text them or create a post on FB. If only 5 people signed up based on your action, we could have another 200 – 250 names on the list. I’ve started a personal campaign to post every day to thank everyone who has signed up already in the ATAC FB page. With enough buzz, we can absolutely do this. <ul style="list-style-type: none"> <li>▪ If you are willing and able to help call alumni to help raise awareness and spread the word, please contact <a href="#">Atiba Nunnally</a>.</li> </ul> </li> </ul>
<p><b>Treasurer’s Report</b></p>	<p>See Treasurer’s Report for Chase Checking and Citizen’s Trust Bank. Accounts were reviewed for 1/1/2021 through 1/31/2021</p> <p>Chase Bank (January)  Opening Balance: \$23,390.31  Register Balance as of 1/31/2021: \$20,687.39</p> <p>Chase Bank – Tag (January)  Opening Balance: \$9,027.75  Register Balance as of 1/31/2021: \$13,993.08</p> <p>Citizen’s Trust Bank (January)  Opening Balance: \$4,742.11  Register Balance as of 1/31/2021: \$4,742.31</p>
<p><b>Correspondence</b></p>	<ul style="list-style-type: none"> <li>● None to report</li> </ul>
<p><b>Recognition of Visitors</b></p>	<p>Visitors were given a moment to speak and introduce themselves</p>
<p><b>Committee Reports</b></p>	<p><b>Membership: – Steven Austin</b>  Thank you to the committee members. Our membership target is 200. We currently have 133 paid members. We know this has been a tough year for many, and as a result the club has approved ONE-TIME prorated dues effective today until May 31, 2021 for dues this fiscal year July 2020 - June 2021.</p> <p>Basic \$47.25  <a href="#">Click Here for Basic Membership</a></p> <p>Crimson \$74.05</p>

[Click Here for Crimson Membership](#)

Gold \$127.05

[Click Here for Gold Membership](#)

Dues will resume our normal rates for the July 2021 - June 2022 fiscal year.

We are rolling out the Level Up Campaign in June. If you have graduated more than 10 years ago level up to the next membership level.

### **Recruitment – Deidra**

ATAC participated in two college fairs in February. A special thank you to Deidra, Jenea, and Ron who presented on our behalf. There are no college fairs planned for March. The TU Virtual Open House was on 2/20/21.

ATAC Scholarship open and dispersed to students.

In 2019-2020 the “Sponsor a Freshman” scholarship had remaining funds of \$6,000. Since the money was advertised to only be awarded to incoming freshmen, the money will be dispersed to 2020- 2021 freshman. In the future, we will be selective of our language and include current students in the verbiage.

- **Upcoming Dates to Remember**

- Greater Atlanta HBCU College Fair – Feb 5
- AKA – Feb 15

### **HBCU Alliance – Willie Johnson**

The HBCU Alliance 5K Race registration is OPEN! Let's register early and jump ahead on the leaderboard. The \$25 "Early Bird" Registration ends on March 31st! [Use this link to register.](#)

Retool Your School – Tuskegee University is behind so continue to vote daily

- **Upcoming Dates to Remember**

- Virtual College Tour: April 10 includes Atlanta, Chicago, Philly, and DC

### **Fundraising– Walter Robinson**

We are the largest Endowment Alumni giving chapter. We are introducing the Level Up Campaign to encourage members to level up their membership. If you are a basic member this year, plan to be a crimson member next year. We are also working on reaching out to local business and corporations to request donations. We are putting together a pamphlet to attract donors. Moreover, we are trying several databases to automate dues. Lastly, we are planning our major fundraisers: Golf Tournament, TI vs TU, and the Jazz Brunch

### **GA Tag/ Plate – Traci Jerald**

	<p>447 have paid the manufacturing fee. We need \$25,000 and 1000 people to submit a formal request. We are thinking about having a drawing for a bookstore gift card each week for the next 3 weeks for those that have purchased.</p> <p><b>Scholarship – Lillie Lanier</b>  The total amount of the endowment as of June 30, 2020 is \$695,408.99. We updated the endowed scholarship application and guidelines. They were posted on ATAC’s website the week of February 2, 2021. A flyer was also sent to the university to the Office of Alumni Affairs, VP of Student Affairs, Office of Financial Aid, and all of the colleges announcing our scholarship.  We have \$30, 396.35 to award in scholarships for the 2021-2022 academic year.  Financial aid must be on file by March 22, 2021.  The deadline for applications to be received is March 26, 2021 at 11:59 PM ET.  Book scholarship report shows that \$3530.87 in the book scholarship at Tuskegee University. This was sent with the POC last year in a separate check.  Our scholarship application has been posted. The deadline is <b>March 26, 2021 at 11:59pm</b>. Go to our <a href="#">Scholarship</a> page on our website for additional information. Will be checking for applications. Will also have an e-blast to all students on campus.</p>
<b>New Business</b>	<p><b>ATAC Customer Relationship Management (CRM) Software</b></p> <ul style="list-style-type: none"> <li>• The club has approved purchasing a CRM Software program to improve club operations by centralizing our membership and donors in a single database. The cost for the CRM is \$2388 for the first year including upfront fees. The club will contribute \$900 from the operating account and has received pledges totaling \$900 in donations to cover the upfront fees and 8 months of the first year subscription. <ul style="list-style-type: none"> <li>○ Motion 1: move forward with the program <ul style="list-style-type: none"> <li>▪ Zoom poll used to capture votes of members: 40 votes (36 yes, 4 abstain)</li> </ul> </li> <li>○ Motion 2: use \$900 from club to cover the fees <ul style="list-style-type: none"> <li>▪ Zoom poll used to capture votes of members: 40 votes (39 yes, 1 yes via text)</li> </ul> </li> </ul> </li> </ul>
<b>Announcements</b>	<b>No updates</b>
<b>Closing</b>	Meeting adjourned at 3:22 pm

*Submitted by Alexandria Wilkerson*