

MINUTES
College of Liberal Arts and Human Sciences
Alumni Advisory Board Meeting
November 10, 2006

Present: Nadia Aljabri, Treva Carter, Don Caudill, Ron Epperly, Robert Hayes, Christina Jenkins, Tim Leaton, Dorothy Long, David Lowe, Nancy Munnikhuysen, Jerry Niles, Kelly Obenauer, DeAnna Perez, Beth Schroder (by conference call), Melissa Smarr, Kellie Trail Wells, Ashleigh Waddle and Craig Winslow.

I. Call to Order and Introductions

President Christina Jenkins called the November 10, 2006, meeting of the College of Liberal Arts and Human Sciences (CLAHS) Alumni Advisory Board to order at 1:00 p.m. in the Holtzman Alumni Center Board Room. Introductions followed. A letter from Beth Schroder, Immediate Past President, was read. She expressed her appreciation for the opportunity to serve, thanking Dean Niles for his inspiring leadership and Kellie Wells for her enthusiastic support. Beth also conveyed her gratitude to the board and extended best wishes to her successor.

II. Approval of Minutes

The minutes of the April 1, 2006, meeting were approved as distributed.

III. Special Reports

David Lowe of the VT Alumni Association Board of Directors discussed the Hokies Respect campaign. Many alumni had been concerned by incidents at athletic events that did not reflect well upon the university. A committee on which Melissa Smarr served was formed to develop a program that would achieve a reputation for respect for our opponents and fellow Hokie fans. It is our goal to lead the ACC and the nation as a model of sportsmanship and hospitality. Activities have included pre-game announcements, banners, radio spots and the "Don't be a jerk" scoreboard messages. There has been a favorable reaction. It is important that the entire Hokie Nation, including students, embrace the effort. Robert Hayes stated that the reading of the respect message by former football players who return for games is especially effective. While the initial campaign has been successful, we need to do more. The committee is seeking new ideas and will welcome suggestions.

Ashleigh Waddle of the SAA provided information about the Pep Rally and other spirit events organized on campus. Participants include the Hi-Techs, Lo-Techs, cheerleaders, Highy Tighties and football captains. Enthusiasm and participation are growing thanks to promotions like dorm storming and prizes.

Melissa Smarr shared highlights of the recent VT Alumni Association board meeting. January 31, 2007, will be Hokie Day in the General Assembly. The next Alumni Association board meeting is scheduled for April 27-28.

IV. Group Discussion

The board discussed options to recognize the extraordinary service of Dean Jerry Niles, who will retire in 2007. Treva Carter moved that the Jerry Niles Scholarship be established to recognize one student accepted into a CLAHS graduate program and one CLAHS undergraduate student each year. The criteria shall include college and academic achievement, university service and community involvement. Melissa Smarr seconded the motion, which passed unanimously.

V. Committees

The members of the CLAHS Advisory Board Committees are:

By-Laws—Brenda Long and Nancy Munnikhuysen

Marketing and Participation—Treva Carter, Jacqueline Nottingham, Christina Jenkins, Beth Schroder and Stefani Perrini (Volunteer)

Recognition and Nominations—Ron Epperly, Robert Hayes, Michael Schroder and Wayne Tripp (Volunteer)

Special Events and Homecoming—Treva Carter, Nancy Moga, Nancy Munnikhuysen, Kelly Obenauer, Beth Schroder, Paul Dettmann and Stefani Perrini (Volunteer)

Student and Young Alumni Program—DeAnna Perez, Beth Schroder, Melissa Smarr and Stefani Perrini (Volunteer)

Virginia Tech Alumni Association Board Liaison—Melissa Smarr

Committee work was deferred until the next meeting.

VI. CLAHS Alumni Activities

Kellie Trail reported that 342 individuals have registered to attend the CLAHS Homecoming festivities—even more than last year. The activities will include a buffet, caricature artist, kid's corner, Hokie Bird, comments by Dean Niles and door prizes.

The college will organize a special event in association with the bowl game in which Tech participates. Kellie is also investigating opportunities to recognize graduates and the possibility of a college table at the Moving On Fair.

The board members signed cards that will be enclosed in the exam bags prepared for the Student Ambassadors.

VII. State of the College Report

Dean Niles began his report by discussing the collaborative spirit that is shaping the college's identity. CLAHS is a people college—one focused on understanding and enriching the human condition. By preparing professionals in a wide variety of disciplines, it has a critical role to play in ensuring that Virginia Tech is an accomplished land grant university.

Key achievements include developing and expanding graduate programs, increasing the role and visibility of the arts and connecting the university to issues in K-12 education. Our progress and vitality can be attributed to the strength of our faculty, which carries 28 percent of the university's teaching load, writes extensively and conducts research. Dean

Niles is especially proud of our college's development efforts. We are experiencing increases in giving, including major gift donations.

While the college has proved that it is a vibrant venture, there is still much to do. The Dean is confident that the CLAHS has the will, the aspiration and the talent to succeed.

VIII. Development Report

Tysus Jackson, Director of Development for CLAHS, reported that it was a special pleasure to work with Virginia Tech's phenomenal alumni. Our college currently has no endowed fellowships, a situation we would like to remedy. Our faculty is among the lowest paid when compared to peer institutions so private funding can help attract and retain excellent professors. The growth of CLAHS presents opportunities and challenges. We are likely to surpass Engineering to become the college with the largest number of living alumni so it is important that we establish a culture of giving.

IX. Next Meeting

The next meeting will be held Friday, April 20.

X. Adjournment

The meeting was adjourned at 4:30 p.m.

Nancy L. Munnikhuysen
Secretary