



SPRING LEADERSHIP COUNCIL MEETING FEBRUARY 25, 2023

The Association of Former Students' President and CEO, Porter Garner '79, called the Spring Leadership Council Meeting to order at 10:07 a.m. in the Zachry Family Rooms of the Clayton W. Williams, Jr. Alumni Center. He welcomed members of The Association's governing body who were attending this meeting either in person or on Zoom and thanked them for their dedication and service to The Association of Former Students. Garner welcomed Texas A&M Foundation President Tyson Voelkel '96 and Vice President for Student Affairs BG Joe Ramirez '79. Corps Chaplain Jefferson Thomas '24, led the invocation. Italy A&M Club President Ryan Price '91 led the Pledge of Allegiance and Texas Pledge.

PRESIDENT AND CEO'S REMARKS

Garner opened by thanking the Leadership Council for their selfless service as ambassadors for The Association of Former Students and discussed the importance of volunteer service. He expressed his sincere appreciation to Immediate Past Chair Dara Hegar '95 who served as The Association's Chair of the Board in 2022. He noted Hegar is an exemplary volunteer leader and a constant source of optimism to him, her fellow board members, and The Association's team. Garner reported that 2022 started off a little uncertain coming out of the pandemic, but quickly improved throughout the year—so much so that the Aggie Network responded and helped The Association raise the largest Annual Fund in The Association of Former Students' 143-year history. Also in 2022, 15,344 Aggie Rings were ordered. The Association of Former Students has by far the largest ring program in the world, with over 94% of the undergraduate student body ordering an Aggie Ring once they meet the eligibility requirements to do so. Garner commented on the significance of Muster and what it means to the worldwide Aggie Network. The Worldwide Roll Call for the Absent will take place at sunrise on April 21 in the Williams Alumni Center. Garner reported the Distinguished Alumni Selection Committee recently selected 12 Distinguished Alumni to be honored in 2023 with the highest honor bestowed upon a former student of Texas A&M. He shared the list of award recipients and stated the remaining two surprise announcements will take place over the next few days. Garner reported on The Association's 5-year plan, which focuses on Culture, Engagement and Fundraising. He added that over the last several years, he has spent a considerable amount of time thinking about a succession plan and what The Association will look like in 10-20 years. Garner proudly announced that Nic Taunton '07 has been promoted to Executive Vice President and Chief Operating Officer effective March 1. In his new role, Taunton will have oversight of all aspects of The Association's day-to-day operations, with all Vice Presidents reporting to him. Garner confirmed that Taunton has proven himself to be an exemplary leader and is a man of the highest integrity and character. His new role ensures, for the first time in The Association's history, continuity of leadership and a clear succession plan. Garner reported that Cecilee Herd '95, who is the most-tenured Vice President, has been promoted to Senior Vice President and stated The Association benefits daily from her vast institutional knowledge and strong relationships across campus. Herd, who will oversee The Association's engagement efforts of the Campus Programs, Former Student Programs and Events teams, will report to Taunton on day-to-day operations. Garner stated that with Taunton's promotion, Allison Seibert '11 has been promoted to Vice President for Development.

Since joining The Association in 2019, she has excelled in exemplifying The Association’s culture of professional team service and driven fundraising efforts to new heights. Garner confirmed that Siebert’s promotion reflects her extraordinary performance as a leader within the organization. She now oversees all fundraising efforts for The Association, from the Annual Fund to endowed and capital giving programs. Garner noted that these moves will increase The Association’s organizational efficiency and position The Association of Former Students for continued growth. Garner reported he will continue to set The Association’s overall vision and culture as President and Chief Executive Officer and that this transition will allow him to focus more time on capital fundraising and strengthening The Association’s external relationships. Garner invited Taunton to say a few words. Taunton expressed his sincere appreciation for this opportunity and pledged his commitment to excellence and dedication to achieving The Association of Former Students’ vision and noble mission.

INTRODUCTION OF THE 2023 CHAIR OF THE BOARD

Garner introduced Southwest Airlines President and CEO Robert E. “Bob” Jordan ’85 as The Association of Former Students’ 2023 Chair of the Board. He mentioned that Jordan and his wife, Kelly ’86, are generous donors to Texas A&M, The Association and Aggie Park. Garner welcomed Jordan to the stage and presented him with a ceremonial Chair’s gavel.

CHAIR’S REMARKS

Jordan thanked his wife for her support and service alongside him. He thanked Hegar for her extraordinary leadership and the time that she committed last year to serving The Association and the Aggie Network. Jordan stated that at the 2022 Fall Leadership Council Meeting, The Association introduced the Volunteer Spotlight to the agenda, in which an A&M Club President, Class Agent, or Constituent Network Representative shares some of the many great things taking place within the constituency group. He introduced a video made by Hill Country A&M Club President Adrienne Yurdyga ’90 who discussed her efforts to engage former students in the Club’s defined area. Jordan thanked Yurdyga for her leadership and introduced a second video entitled “The Association at a Glance.” Jordan emphasized that The Association’s impact on Texas A&M and Texas Aggies is made possible by thousands of small annual gifts. He added that one of The Association’s Team Expectations is to “Lead with a positive example, and in so doing, inspire others,” which also applies to all volunteer leaders of the Leadership Council. Jordan added that when the Leadership Council leads with a positive example by making personal annual gifts to the Century Club, it demonstrates that we believe in The Association’s mission and inspires others to do the same.

APPROVAL OF MINUTES

MOTION: TO APPROVE THE MINUTES FROM THE LEADERSHIP COUNCIL MEETING HELD NOVEMBER 5, 2022. Carried. (Members of the Leadership Council who pre-registered for this meeting unanimously approved the minutes via prior online voting).

THE ASSOCIATION REPORT

Jordan stated The Association Reports will consist of reports from Shara McClure ’90, Chair of the Fundraising and Communications Task Committees; Jeff Steen ’80, Chair of the Finance Committee; Mark Herod ’78, member of the Building Task Committee; and Johnita Davis Jones ’83, Chair of the Distinguished Alumnus Award Task Committee.

Fundraising Report

McClure stated that 2022 was a historic year for The Association of Former Students with \$11,252,131 having been raised in the Annual Fund from 59,996 donors, setting a record in dollars received. She noted that in 2022, the Annual Fund goal was \$11,125,000 from 61,000 donors. She reported key drivers of this success included a 73% former student donor retention rate; increased Diamond Century Club revenue by 12%; the fact that 25% of donors are set up on a recurring, non-ending gift; and a record-setting performance for Pass It Back Day (over \$690,000 from more than 6,100 donors). McClure reported that in 2022, there were 44 Endowed Century Club gifts made for a total of 1,184 funds. In addition, 24 Aggie Ring Scholarships were added last year for a total of 235 endowments. Over \$3.85M has been committed to the Excellence Fund. McClure reported in regard to Aggie Park, there are approximately \$78M in signed gift agreements, with \$46.7M in gifts received. Additionally, there is \$2.5M in signed gift agreements for the maintenance and operation of the new building and several large verbal commitments are being discussed as well. McClure reported 2022 set new records for The Association with the most restricted dollars committed in signed gift agreements (over \$60M) and the most restricted dollars received (over \$27.5M) in a single year. 111 gift agreements were signed in 2022. She noted The Association's Partner Program showed great success in 2022, and the team is focused on growing the program. The 2023 revenue goal for the Partner Program is \$1,122,500, which will come from Corporate Partners, Aggiland Partners and event sponsorships. McClure introduced Dahlia Taha '23, president of the Graduate & Professional Student Government, who expressed her sincere appreciation for The Association of Former Students' support of her during her time as a student, as well as to Texas A&M's graduate and professional students.

Finance Report

Steen reported that as of December 31, 2022, The Association had \$220.8M in total assets, \$10.2M in total liabilities for total net assets of \$210.7M across all funds (both restricted and unrestricted). The Association generated approximately \$50.5M in total revenues and had \$21.5M in total expenses for revenues over expense of \$29M, again across all funds. Steen noted The Association was able to generate \$14.7M in total mission support, which included both cash and program support and services, and is an 8.6% increase year over year. He explained this is due to The Association being back to normal/full operations in the first quarter this year as compared to last year due to the pandemic. Steen reported that 68% of total expenses went to support the mission of The Association, which is up over the past couple of years as The Association has returned to normal operations. He commented on the Quarterly Investment Report from the Texas A&M Foundation, which showed a 1-year return of -4.4% and a 10-year return of 8.1%. Steen reported The Association of Former Students' 2023 budget proposes operating revenues of \$19,839,785 and operating expenses of \$19,719,785, resulting in a surplus of \$120,000. He explained this surplus is a result of growth in the Annual Fund, program revenues, and royalty revenues from the Partner Programs. The Annual Fund makes up 59% of operating revenues with a 2023 goal of \$11,790,000.

Building Task Committee

Building Task Committee Chair Robert White '81 was unable to attend the meeting, so Herod brought the committee report in his absence. Herod commended White for his tremendous leadership and success of Aggie Park '78 spoke in the absence of Robert White '81 and recognized him for his exemplary leadership. Herod shared the Aggie Park mission statement, as well as pictures of Aggie Park including the Distinguished Alumni Tribute, which was designed by Jeff '78 and Shelley '78 Potter, the only married couple to both be recipients of the Distinguished Alumnus Award. Herod stated the next phase of the project will be the design and construction of The Association of Former Students' new building in Aggie Park.

Communications Task Committee

McClure stated the Communications Task Committee was appointed last fall by 2022 Chair of the Board Dara Hegar '95 and consists of a combination of Board and Leadership Council members. She noted this is a temporary committee which will make recommendations once its work is complete to the Board of Directors based on its charge, which she detailed. McClure added that the committee has met twice and will continue to meet until its work is complete.

Distinguished Alumnus Award Task Committee

Jones reported on the charge of the Distinguished Alumnus Award Task Committee, which will make recommendations to the Board once its work is complete. She provided a brief update on the meetings held to date. Jones encouraged the Leadership Council to submit nominations of former students who should be considered to receive the highest honor bestowed upon a former student of Texas A&M University.

TEXAS A&M FOUNDATION REPORT

Jordan introduced President and CEO of the Texas A&M Foundation Tyson Voelkel '96 and thanked him for joining the meeting. Voelkel congratulated Taunton, Herd and Seibert on their promotions. He stated the Texas A&M Foundation realized 538 new endowments in FY22 and made available \$137.7M to Texas A&M during that time. Voelkel commented on Texas A&M's philanthropic priorities, as well as the various initiatives the Foundation is endeavoring. In addition, he reported on the fundraising efforts for the various construction projects taking place on the Texas A&M campus.

TEXAS A&M UNIVERSITY REPORT

Jordan welcomed Vice President for Student Affairs BG Joe Ramirez '79 and thanked him for taking time out of his busy day to join the meeting. He noted that Texas A&M University President M. Katherine Banks had a previous commitment and was unable to attend the meeting. Ramirez provided a brief update on Banks' initiatives. He thanked Garner and The Association's team for the vision and creation of Aggie Park. Ramirez commented on March to 3,000, which is an effort to grow the Corps of Cadets, and stated that the new Commandant, BG Patrick Michaelis '93, has a vision on how to reach this goal. Ramirez closed by thanking The Association for making the Texas A&M campus better for future generations.

OTHER BUSINESS

Jordan stated no items of Other Business were submitted.

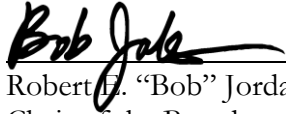
CHAIR'S CLOSING REMARKS

Jordan thanked the Leadership Council for what they do to serve The Association of Former Students and Texas A&M. He expressed his sincere appreciation to the staff who serve the worldwide Aggie Network every day. The upcoming Sul Ross Group Reunion will be held March 7-9 with the Fall Leadership Council Meeting scheduled to take place November 10-11. To close the meeting, Jordan invited all former yell leaders to lead in the singing of the *Spirit of Aggieland*.

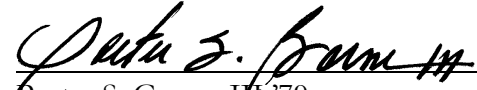
ADJOURNMENT

The meeting was adjourned at 12:05 p.m.

Respectfully submitted,



Robert F. "Bob" Jordan '85
Chair of the Board



Porter S. Garner III '79
President and CEO