



# UNC NROTC Alumni Association

Annual Meeting  
3 November 2018



# Agenda, Schedule of Events

Time	Event	Notes
1000-1005	Convene Annual Meeting, President's welcome of alumni and remarks	Eric Schneider '86
1005-1010	Unit Commanding Officer / Professor of Naval Science Remarks	CAPT Marc Stern, USN
1010-1015	Midshipman Battalion Leadership Remarks	BnCO
1015-1025	Presentation of Scholarships	Rob Gionfriddo '86
1025-1040	Presentation of Distinguished Alumnus Awards	Steve Fish '85
	Remarks by Chancellor William O. McCoy '55	
	Remarks by Captain Mikal J. Phillips, USN	
1040-1045	Secretary's Report	Will Stubbs '85
1045-1050	Member Communications Committee Report	Will Stubbs '85
1050-1055	Treasurer's Report	Will Stubbs '85
1055-1100	Budget & Financial Oversight Committee Report	Steven Levesque '89
1100-1105	Governance & Bylaws Committee Report	Jay Plager '52
1105-1110	Awards Committee Report	Steve Fish '85
1110-1115	Scholarship Committee Report	Rob Gionfriddo '86
1115-1120	Dawson Library Committee	Rob Gionfriddo '86
1120-1125	Events Committee Report	David Jackson '87
1125-1130	Orange County Veterans Memorial Appeal	CAPT Runberg
1130-1135	Members Open Forum: questions and answers period for members	Eric Schneider '86
1135-1140	Closing anthem: sing the UNC Alma Mater: "Hark the Sound"	Will Stubbs '85
1140	Adjourn Annual Meeting	Eric Schneider '86
1200 - tbd	UNC v Georgia Tech at Kenan Stadium	
1500 -1730	Reunion BBQ with fellow alumni, families, Midshipmenand unit staff at Naval Armory	



# Alumni In Attendance

## 2018 Distinguished Alumnus Award (DAA) recipients

- William O. McCoy '55 and family
- CAPT Mikal J. Phillips, USN '97 and family

## Past DAA recipients

- Hon. S. Jay Plager '52

## Past Distinguished Service Award recipients

- Stephen P. Fish '85
- Willard B. Stubbs '85
- Donald R. Ledford – Staff

## Board Members (not already recognized)

- Eric S. Schneider '86, President
- Terry C. Cline '71
- Robert J. Gionfriddo '86
- David L. Jackson '87
- Steven Levesque '89
- R. Patrick Riordan '87

## Life Members

- Daniel J. Wright '86
- Marianne S. Waldrop '87
- Frank Linkous '87

## Annual and multi-year members

- Kevin L. Martin – Staff
- Robert Rivers '72

## Alumni and families in attendance

- Rick Ruddell '66
- Captain Triebel, USN (Ret.) - Staff



# Commanding Officer & Professor of Naval Science

See companion slide deck



# Presentation of Scholarships

- 15 Candidates
- Congratulations to this year's Awardees:
  - MIDN 3/C Victor Perez
  - MIDN 3/C John Shea
  - MIDN 3/C Catherine Strong



# Presentation of Awards

## **2018 Distinguished Alumnus Award**

### **William O. McCoy, UNC NROTC Class of 1955**



- USMC Helicopter Pilot
- Very distinguished career with BellSouth Corp including CFO and Vice-Chairman. President of -BellSouth Enterprises
- Interim Chancellor of UNC Chapel Hill
- Chairman UNC National Development Council
- UNC Kenan-Flagler Business School Board of Visitors
- Director of UNC Health Care System
- Numerous Boards of Directors including Progress Energy, Liberty Corporation, First American Corporation and Research Triangle Park Foundation
- Trustee of Fidelity Investments in Boston and North Carolina Management Trust



# Presentation of Awards

## 2018 Distinguished Alumnus Award

### **CAPT Mikal Phillips, USN, UNC NROTC Class of 1997**



- Qualified Surface Warfare Officer
- Division Officer on USS Cole (DDG 67) during the terrorist attack against the ship in Yemen in 2000
- Following the attack, organized rescue and damage control teams and led them to areas needing assistance
- Swift decision making in on-going rescue efforts saved lives
- Led damage control team into a flooding engine room to stop the flooding and dewater
- Commanding Officer USS Mason (DDG 87) 2014-2015
- Stockdale Award nominee and finalist
- Current Joint Service J7 Desk Officer
- **Just yesterday selected for Surface Major Command Afloat!**



# Secretary's Report

“The secretary ... shall have the responsibility and authority to maintain and authenticate the records of the corporation.” NC General Statutes § 55-8-40

- Maintains record of membership and eligible for membership (on website).
- Maintains the Articles of Incorporation and Bylaws (on website).
- Produces and maintains minutes of the Board of Directors, Annual Meeting and other relevant documents and legal records of the corporation (on website).

☐ ***PLEASE LOG-ON TO THE WEBSITE AND UPDATE YOUR INFO AND PREFERENCES  
(include preferred e-mail address, opt-out feature available)***

	2018 Goal	YTD 2018 1 Nov 2018	% of goal	2017	2016	2015	2014
Total New /Renewing Members	120	69	57.5%	79	31	29	50

**From 2001-2010: annual memberships averaged ~ 150 per year; life ~10 per year**





# Secretary's Report

	31 Dec 2017	1 Nov 2018	Year over year Net change	Notes:
Recorded UNC NROTC Alumni Graduates	2,033	2,040	+7	Master database UNC GAA
Living alumni, staff & honorary members known to us:	1,524	1,508	-16 [+7 graduates -23 deceased]	Master database Constant Contact UNC GAA
Alumni, staff & honorary members w/ e-mail addresses in database:	1,087	1,130	+45	4.1% increase
Obsolete e-mail addresses (bounces):	134	122	-12	34% decrease
Opt-outs:	62	71	+9	Who are they and why?
Net active contact base:	953	1,042	+89	9.5% increase
Paid living members:	230	243	+13	5.6% increase
Life Members	197 total 175 living	208 total 186 living	+11	67.3% increase
Life Member (installment plan)	2	4	+2	Combined with above
Multi-year Members	16	28	+12	75% increase
Annual Members :	37	25	-12	32% decrease

## Alumni and Members By the Numbers

### • Comprehensive update to database in October 2018:

- 2040 total graduates documented
- 1508 living alumni **(-1%)**
  - 232 (11%) alumni have passed away since last major update in 2009
- 1042 active contacts **(up 9.5%)**
- 122 bounces **(down 9%)**

### • Membership: 243 **(16% of living alumni)**

- Paid members **up 5.6%** this year
  - Life members **up 7.3%**
  - Multi-year members **up 75%**
  - Annual members **down 32%**
- Life membership most popular: **78%**
- Multi-year membership has highest growth rate: **75% \***

\*skewed high by gift of multi-year membership to recent grads by donor

### • Participation rate among beneficiaries

- DSA recipients: 100%
- DAA recipients: 70%
- Scholarship recipients: 35%
- Connor Award recipients: ~25%
- 1991-2017 graduates: **11.8%**
  - **26% lower than average of 16% of eligible**



# Secretary's Report

- Life membership Rolls audited and numbers corrected. Number issued in order of when full payment of life membership is received.
- Life Member #170 joined on 7/3/2014, but we don't know who you are. If it is you, please tell us.



# Treasurer's Report:

## Balance Sheet (31 Oct 18)

	2018 YTD 31 Oct 18	2017	2016	2015	2014
Assets / Member's Equity	\$149,608.17	\$117,871.57	\$72,230.26	\$67,558.78	\$75,016.89
Year over year change	\$31,736.60	\$45,621.97	\$ 4,671.48	(\$ 7,458.11)	(\$ 1,285.21)
% change	Up 27%	Up 63%	Up 6.9%	Down 9.9%	Down 1.7%

- Large growth attributed to Scholarship campaign; expect modest growth in future years.
- Expecting a contribution today which will take Scholarship Campaign past goal of net \$60,000 raised for permanent endowment of all three Scholarships.
- Scholarship, Connor Award and Dawson Library funds at stable long term funding levels.
- Life Dues Endowment (\$52,565.76) is underfunded by \$21,834.24 for member level.
  - Attributed to deliberate spending policies during the period 2008-2015, now reversed. Puts strain on operating budget (Website, DAA/DSA awards)



# Treasurer's Report

## Income / Expenses (cash basis 31 Oct 18)

	2018 YTD	2017	2016	2015	2014
Income (Dues & Gifts)	\$36,441.50	\$45,643.50	\$13,553.22	\$1,715.87	\$ 3,760.74
Investment Income & Cap Gains	\$795.66	\$5,797.00	\$1,494.14	\$3,529.11	\$ 6,606.21
Total Income	\$37,236.16	\$51,440.50	\$15,047.36	\$5,244.98	\$10,366.95
Expenses	\$4,305.23	\$11,100.68	\$7,419.93	\$8,291.69	\$11,878.27
Net Gain/Loss	<b>\$32,930.93</b>	<b>\$40,339.82</b>	<b>\$7,627.43</b>	<b>(\$ 3,046.71)</b>	<b>(\$ 1,511.32)</b>

- Income from dues/gifts high (mostly scholarship gifts)
- Investment income: market took a big hit in the past month; dividends / capital gain posting at year end expected to improve performance and achieve target 5% ROI. B&FO Committee oversees investment portfolio asset allocation.
- Expenses remaining stable, expect to cut expenses in 2019 by while maintaining current level of service



# Treasurer's Report

## Budget Execution (31 Oct 18)

Category	Budgeted amount	Actual YTD
Awards expense (DAA/DSA)	\$525.00	\$493.39
Bank Charges	\$512.50	\$564.00
Miscellaneous, Business Software (Constant Contact account)	\$336.00	\$476.00
Postage & Shipping	\$70.00	\$0.00
Supplies, Business (New Quicken Software)	\$64.34	\$64.34
Supplies, Business (Office supplies)	\$40.00	\$23.31
Website expenses	\$3,450.13	\$2,135.36
Award- Connor Award expense	\$700.00	\$548.93
Midshipmen Scholarship expense	\$3,000.00	(\$3,000.00 today – not counted)
Dawson Library expense (capital improvements)	\$6,000.00	\$0.00
<b>Total</b>	<b>\$14,697.97</b>	<b>\$4,305.23</b>



# Treasurer's Report

## Financial Conditions Noted

**Operating income strained by membership levels – need to get to 100-120 membership participants annually to sustain existing program plan.**

- Operating income YTD: \$2,342.66 (Dues \$1,718.66 + General Fund gifts \$624.00). Hopeful for additional \$1,800 in interest dividends and capital gains before years end. ~4,100 in income for \$4997.97 in budgeted expenses. Projected operating deficit ~ \$900, which is self-financed through life dues.
- Increased dues this year to \$25.00 annually (\$20.00 for 5 year members); \$400.00 for life members (\$450.00 on 3 year installment). Running a 6<sup>th</sup> year free special through 31 December.
- In order to meet operating budget and fund website tech refresh, forced to borrow \$5,550.00 from our life dues fund over last 2 years on a 4 year payback.
- **Operating budget reduction planned for 2019 (\$546 Constant Contact eliminated; Bank charges down as capital campaign ends). Can break even with 80 new / renewing members and 5% ROI return.**

**Scholarship funding was in deficit, now 3 Scholarships (near) Fully Endowed**

- 2001-2015: \$21,500 awarded / \$9,386 raised. ~\$12,144.00 deficit
- 2016-2018: \$ 9,000 awarded / \$68, 523.80 raised. ~\$59,523.80 capital endowment

**One third of Restricted Gift Endowment was depleted when we took over in 2016**

- \$101,600 in restricted gifts / \$67,129 in total assets
- Minimum \$ 34,471 depletion
  - Spending down principal (identified net \$12K in Scholarships 2001-2015; \$17k in net grants to QDS; \$10.3k net Food & Beverage for Senior Dinners 2007-2015)
  - Not illegal, but not deemed a wise path for future
- In March 2016, the Board restored Conner and Dawson accounts to their rightful levels, and allocated the depletion to the Life Dues account, evenly spreading the “pain” across the Lime Members’ Equity.



# Budget & Financial Oversight Committee Report

- Minor budget amendment proposed:
  - Add \$210 to Constant Contact funding line
  - Remove \$210 to Website funding line as offset
- 2019 Continuing Resolution proposed to permit the Treasurer to spend at 25% of 2018 authorized levels through 31 Mar 2019, when a 2019 budget is adopted or this CR is superseded, whichever occurs first.
- Monitoring budget execution and ROI closely for development of next years budget.
  - All officers and committees provide budget inputs to B&FO committee by 31 Jan 2019



# Governance & Bylaws Committee Report

## **Bylaws Amendments forwarded to the Board for consideration**

- (published 5 days in advance, refer to forwarded language)
- 1. Various minor non-substantive edits and clarifications;
- 2. Technical change to Article III, Section 15, adding “knowingly” concerning directors’ liability for certain votes in violation of statute, the articles of incorporation, or the bylaws;
- 3. Incorporating the previously approved Article V on committees, and deleting the superseded article;
- 4. Adding a requirement that the Awards Committee, in recommending awards, shall determine that the Association has funds sufficient to pay the awards, and granting authority to offer a year of free membership to awardees;
- 5. Adding a new Article, creating an Advisory Council made up of persons interested in supporting the program and activities of the Association, appointed by the Board on recommendation of the President.





# Awards Committee Report

- Nominations for 2019 Distinguished Service Award and Distinguished Alumnus Awards will begin after the March 2019 Board of Directors meeting.
- Nominations will be electronically via submission form in the March/April (and following) Newsletter



# Scholarship Committee Report

- Budget: Target for sustainment, \$60,000
  - Current total in fund: \$59,523.80
- Thank you to contributing members!
- Major Donors:
  - CAPT Brian Smith, USN (Ret.) '84
  - Brigham Family Trust (Eugene Foster Bingham '52, Life Member #3)
  - The Koster Family
  - Board of Directors



# Events Committee Report

- Fall Alumni Panel, 1 Nov 18
  - 13 Panelists (8 Alumni + 5 Junior Officers from Kenan-Flagler)
- Reunion Weekend Events 2/3 Nov 18
  - President's Reception 1800, 2 Nov (22 Registrants)
  - Football Game/BBQ 1500, 3 Nov (54 Registrants)
- Veteran's Day Ceremony (1100, 12 Nov 18)
- Sea Services Ball (16 Nov 18) (Duke NROTC Hosting)
- Military Appreciation Day Football Game (17 Nov 18)
- Spring Semester Events (All Dates: TBD)
  - Alumni Panel
  - Field Meet
  - Awards Day
  - Commissioning



# Member Communications Committee Report

**The Website and News Bulletins are the lifeblood of the Association**

Website: [www.uncnrotcaa.org](http://www.uncnrotcaa.org)

Major content overhaul in 2018.

- Largest operating expense line item
- Master database is integrated.

☐ **Please update your personal info!**

New Features (public):

- Current Member List (alphabetically & by class)
- Deceased Alumni List (alphabetically & by class)

- ☐ Log-on and update info (if in database)
- ☐ Select privacy preference (if in database)

Help us make this platform better:

- ☐ Use the “Member’s Suggestion Box” feature and tell us how to make it better.

News Bulletin Content

- Highlight upcoming events:
  - Opportunities to interact with the Midshipmen
    - Advertise deadlines
    - Provide useful info / registration links
- Announce awards and accomplishments
- Recognize membership
- Recognize charitable giving
- New (returning) features:
  - “Taps”
  - “Now Hear This: Scuttlebutt”
    - ☐ **Help make it a better product, send input for next News Bulletin, deadline is 10 Nov 2018 (Marine Corps Birthday)**



# Member Communications Committee Report

2018 News Bulletins	Trend	28 Oct	22 Oct	1 Oct	22 Sep	16 Sep	27 May	29 Apr	31 Mar	9 Feb	22 Jan
Lead Story Topic		Last Call for Homecoming, Fall Events	Homecoming Registration Deadline	Hotel Block Resv Deadline	Alumni Panel Registration Open	Annual Meeting & Reunion BBQ Registration Open	Commissioning and Commencement Highlights	Awards Day Highlights	2018 Spring Events: Awards Day, Commissioning	Spring Alumni Panel;	Invitation to join, renew & upgrade; Spring Alumni Panel
Sent	Up 4%	1131	1132	1074	1088	1089	1089	1082	1081	1084	1086
Delivered	Up 6%	1009	1044	961	972	975	979	940	945	941	952
Opened	~403 on avg	375	440	391	401	442	438	395	388	375	390
Opened %	nstr	37%	39%	41%	41%	45%	45%	42%	41%	40%	41%
Clicked	nstr	11	45	14	32	44	39	25	21	61	53
Bounced	Down 9%	122	88	113	116	114	110	142	136	143	134
Opt-outs	nstr	1	1	0	0	0	1	1	0	2	2

## News Bulletins

- **9 published, 1 to go in 2018**
- **Circulation data:**
  - Sent: 1131, **up 4%**
  - Delivered 1009, **up 6%**
  - Opened (average): 403
  - Living Members: 243
  - Readers but not members: **160**
    - Deriving value / consuming information, some interest
  - Unsubscribed: 67
  - No e-mail address: **309**
- **Database Host Platform**
  - Not integrated with master database in the website (or GAA).
    - Desired future capability
  - Migrating from Constant Contact to Salesforce platform by 19 Dec. 2018
  - Savings of \$540.00 per year (or 21.6 sold memberships)



# Member Communications Committee Report

## Social Media:

- News Bulletins are simulcast on Facebook and Twitter
- Facebook: [@uncnrotcaa](#)
  - 101 likes, 105 followers
  - Some unsubscribe to News Bulletin but continue to follow on Facebook.
- Twitter [@uncnrotcalumni](#)
  - 9 followers (3 are directors)
  - ~20 engagements per tweet
- Next?:
  - Linked In
  - Instagram
  - Other?

☐ Please like and follow us on Facebook and Twitter

## Goals, Opportunities and Challenges

### Goals:

- Transition to Salesforce by 19 Dec 2018 and successful OPTTEST
- Meet as a committee before next Board meeting to discuss improvement of products and results.

### Opportunities:

- Survey our readers to understand preferences on News Bulletin, Social media, Website
- Convert some portion of the **160 “readers but-not-members”** to members.
- Better use of Facebook resources

### Challenges:

- Harvest e-mail addresses for as many of the 309 alumni who have e-mail addresses
- Reduce the bounced e-mail list
- Gentle engagement with unsubscribed list to understand what the issues are.



# Dawson Library Committee Report

- Conference Table Refurbishment
  - Local craftsman selected
  - Work to begin following Fall '18 semester
  - Completion prior to start of Spring '19 semester
- Barrister Bookcase Procurement
  - Original vendor POC identified/located
  - Additional coordination underway
- Leadership Lecture Series Sponsorship
  - Initial discussions conducted
  - Further coordination required



# Members' Open Forum

- Opportunity for membership to ask questions of officers, directors, unit staff and Midshipmen
- Make suggestions
- Raise issues of concern





# Orange County Veterans Memorial

- Captain Runberg
- Captain Triebel



# Closing Anthem

***The Alma Mater: “Hark the Sound”***