



**Mason Black Alumni Chapter
General Body Meeting
May 13, 2006**

We're everywhere you want to be – connecting, communicating, and educating!

2006 Annual Report

Greetings Black Alumni and Friends:

In July of 2006, the board of directors agreed to the following goals for fiscal year '06. They were: 1) To support and encourage strategic and collaborative outreach to current Mason Black students. 2) To develop membership strength in the areas of volunteerism, event participation and gift giving. 3) To create and promote opportunities for alumni fellowship and networking.

With these being our specific goals, the board developed a listing of programs and ideas that would serve in the best interest of these goals and its membership. Some of the highlights of the year are:

- 1) We created the first chapter brochure to market the organization to alumni, students, faculty and staff. It served as a wonderful communication tool and was replicated by other alumni chapters within the association.
- 2) We initiated the first full color, pdf electronically communicated chapter newsletter that reached over 200 alumni, faculty, staff, and friends.
- 3) We used one of the newest online communication tools “Facebook” to reach out to alumni and market our December Holiday Mixer which resulted in a 72% increase in attendance from last year. We also used this tool to market our book awards where senior Jonathan McElderry and freshman Alexandra Sims received \$350 each for book purchases. This book award amount increased by \$100 from last year.
- 4) We sponsored three networking/social events which created the opportunity for a total of 115 alumni and friends to reconnect with one another. Of course the networking social in April was the most impactful event for alumni.
- 5) We delivered the highest number of volunteers from all alumni chapters to support and assist with the New Student Barbeque in August.
- 6) We cosponsored the Black Graduates Recognition Ceremony with ODPS and AFAM, and enhanced the program quality and ceremonial experience of the event for graduating seniors.
- 7) We actively participated in the marketing and/or planning of three signature events for black students, programmed by or for black students....NPHC Meet the Greeks, NPHC Stepshow, MLK Celebration, Anointed Voices of Unity Fall and Spring Concert.
- 8) Several black alumni participated in several Mason traditional events such as Mason and Patriots Day, Homecoming, and the Alumni Family Night Basketball Game along with us volunteering

with Alumni Association activities such as Exam Stress Relief Give-a-ways to students, Junior Hoop Night Pizza Party, Mason Day tenting, and ExtravaGRADza Commencement Outreach.

- 9) We have increased our operating budget by 20% from last year, with the projected year end balance of \$2,050.00.
- 10) We have increased our membership by 100% from last year, with a total of 62 voting members.
- 11) Through stellar role modeling of what an alumni chapter at Mason should be about, both Tennille Smith Parker and I have been asked to serve on the Board of Directors of the Mason Alumni Association. We both look forward to representing our fellow alumni, particularly our black alumni.

We have definitely increased the visibility of the Mason Black Alumni Chapter amongst students, faculty, staff and alumni and have cultivated a spirit of excitement and pride around the chapter and the University....of course we did get some help with all the Final 4 hoopla! It has been a great year! I say this to anyone considering getting involved with the black alumni chapter, that this has been one of the most rewarding professional and alumni involvement experiences that I have ever had. Don't let an opportunity like this pass you by! So, in closing, we are doing well and we still will do better in the new fiscal year!

Respectfully Submitted,

David C. Atkins
President