

Presidents' Round Table Executive Committee Meeting

August 12, 2020, 1:00 – 2:00pm CST

Minutes

Present: Dr. Walt Tobin, Dr. L. Marshall Washington; Dr. Kimberly Beatty, Dr. Ricky Shabazz; Dr. Larry Johnson; Dr. Ty Stone **Not Present:** Dr. Charlene Dukes

I. Meeting started at 1:05 pm CST.

II. Financial Report- July financials are not yet available as we are still in transition to bill.com. We ended the fiscal year on June 30, 2020 with a balance of \$254,712 in the checking account. We ended the year net negative \$6466.00 for the fiscal year. Dr. Tobin shared the PRT budget for 2020-2021. He assumes that membership dues will be flat from the previous year. Bill.com allows us to send invoices and collect payments. The cost is 4.99 per month per user. We secured a website developer for the website and maintenance. The monthly maintenance fee includes updates to the information to the site. Dr. Tobin has revised the revenue and expense to \$0. That gives us a net of \$11662.00. That does not include a project manager position that we discussed to help with the operations of the organizations.

III. Committee Updates:

- Membership: Dr. Johnson audited the PRT membership documents in the drive. He would like to use an email software like Constant Contact. It is imperative that the website update take place as soon as possible as we are directing potential members and current members there. The website is important for the PRT brand. Dr. Johnson suggested that we reevaluate the fee structure. He suggests a single fee for members. Funds can be dispersed to MMI, Lakin, and PRT. It may be helpful to do a quarterly webinar where we talk about grant development, COVID, leadership, and other relevant topics. This will add value to the membership as we are providing development from experts. Dr. Johnson discussed the need for a compelling narrative and brand. Dr. Johnson asked for input on the membership letter as well as the modality for sending the letter out. **Action Item:** Dr. Johnson will edit the letter to incorporate feedback from the team. The goal is to get the letter out by August 30th. The letter will go out via Constant Contact.
- Lakin: Dr. Beatty and Dr. Washington are working on a plan for Lakin. Lakin may include 4 sessions spread out from October through March. They are working on the session and identifying speakers. Dr. Stone will assist with identifying and contacting speakers. Dr. Beatty contacted Dr. Spells with NCBA. The institute does not have to be in October. The sessions would be half-day virtual sessions, split over those months. Dr. Spears was not comfortable with NCBA calling it an institute this year because their experience is different. This is an opportunity to develop quality, half day sessions that are free to \$100 per person for members for the entire experience, \$100 to \$300 per session for a non-member institutions. We can explore a model that provides some sort of special rate for member institutions.
- MOCSLI: Dr. Shabazz shared the flier and social media branding for the Men of Color Student Leadership Institute. They will host workshops for students and advisors. Dr. Shabazz volunteered marketing services to assist with PRT branding. **Action Item:** Dr. Washington will send the session descriptions and information to Dr. Shabazz so his team can add them to social media by August 19th.

IV. Other Business

- Technology
 - The website does not come up in Google search results for “PRT” or “Presidents Roundtable”. There is an issue with how our domain name is registered. Dr. Shabazz would like to know more about the site developers approach to search engine optimization. **Action Item:** Dr. Tobin will contact Dr. Dukes about the status of the

Roundtable : There is an issue with how our domain name is registered. Dr. Shabazz would like to know more about the site developers approach to search engine optimization. **Action Item:** Dr. Tobin will contact Dr. Dukes about the status of the website domain, SEO, and setting up social media. Dr. Tobin will provide an update to the group by Friday, August 14th. Membership Invoices

- In the past, invoices were dispersed for the current year. Dr. Beatty would like to use this year as a transition to a billing cycle for the upcoming year. Dr. Tobin proposed that we have the first round of invoices out in August, then December, then February, and June. The committee accepted the proposal.

- Staff Support

- Dr. Beatty's proposal for staff support was accepted by the committee. We estimate that the work in peak time takes about 20 hours per month. The hourly rate, per the recommendation is \$17.50 per hour.
- Dr. Washington moved that we hire a staff support member to support PRT with a salary rate not to exceed \$500. Tahmeeka Thompson, will track her hours for PRT work and submit to the committee. Dr. Shabazz seconded the motion. The motion passed.

- Chase Bank Signature Approval

- Dr. Shabazz moved that Dr. Beatty and Dr. Washington have signature approval for the Chase Bank card with Dr. Stone as an alternate. Dr. Johnson seconded the motion. The motion passed.

- Listening Session Findings

- The committee shared observations from the findings. Dr. Beatty would like to use the feedback to guide strategic planning. The committee agreed to retreat on October 23, 2020.

V. Dr. Beatty adjourned the meeting at 2:20 pm CST.