

SOUTHWEST REGION

National Hampton Alumni Association, Incorporated

REGION REPORT AMPLIFICATION

January 24, 2009.

This is just amplification information on the streamlined report I just submitted. Some of it might present itself as a complaint. It is not; it is just an enumeration of facts and problems as I see them. I am committed to finding and in some cases working to get a solution where possible.

The primary area is issues. One of the issues that started to intensify is lack of information. Unfortunately, information about the University does not reach this area in a manner as to keep persons informed and vitalized. We have initiated the effort to disseminate information to keep our people informed. We do not yet have a full complement of emails. We can get a list but you have to include the five digit zip code for all that you need. I spoke with Millie a while back about the voluminous size of such an undertaking. She stated that she only needed the beginning and ending of a series of codes, not each code individually. That seemed doable until I checked the code availability. In bulk they are listed by county. There are 100 counties in Texas alone. Checked a little further and, with counties having more than one series, just gave up. Did not check Louisiana, Arkansas or Oklahoma. I guess I'll have to go back to it. A few years ago one only had to give the first three digits of the zip, which was easier to find and do. Lack of information causes lack of interest. And this manifests itself especially in responses to fundraising. The cafeteria project and Tom Joyner are specific examples. Though not rejected, the tooth-pulling effort to try to make it happen was a real problem.

We no longer get the results of our fundraising efforts. (And it appears that the VP for Development has removed fundraising from the Alumni Association). First, we were promised a report every other month as in the past. So far we have received only one and it does not meet our requirements. I have communicated with Mille and Mrs Davis and both have informed that they are taking our suggestions under advisement. Specifically, we have not been informed of the results of the Tom Joyner effort, the most recent of our efforts. I apologize that our chapters did not participate at the level that I had hoped. However, it is hard to continue to ask (at least out here) without some information, good or bad, on how we fared in other efforts. And in this regard, in working for the Tom Joyner effort, the comments that I received centered around the question of priorities, ie, "Which would they rather we support, the cafeteria or Tom Joyner scholarships?" Without amplifying information, two chapters chose the cafeteria.

In a couple chapters, the elders are carrying the primary load; however, we are all working on getting the process turned over to our younger Alumni. And here I must applaud the efforts of Ms Gennith and Alana Johnson who are spearheading the efforts to maintain two of our chapters.

Reference the recruiting process, in Texas especially, Black kids are not attending college fairs at the rate that they did in the past. Visiting the high schools is not fruitful unless you have a counselor who has your specific interest at heart. And finally, most of our churches do not act unless the act benefits them. There are a couple churches in the Austin area that hold college fairs. Also in Texas, recruiting is governed by TACROA. That is, all high school recruiting activities and college fairs are scheduled by TACROA. The University used to purchase the book that gave the recruiting schedule, but we specifically did not get one this year. We have a task to develop a workable recruiting plan for the Region that gets us to our target audience. At one time the Alumni Association had recruiting goals with subsequent Region and Chapter goals. This was years ago when Jackie was president. Will we go back to that?

Also, under the title of recruiting comes the Alumni Endowed Scholarship. For this event it has not been a good year for us. Unfortunately, since its inception, it has not gone well, so we have to work on it. The primary problems have been scheduling and advertisement. Until now, and officially, nothing has changed; the advertisement is primarily through the acceptance packet sent out by the Director of Admissions (I say officially because I did see the scholarship listed in the Pirate Roundup this year). Reference to the scholarship is found on the bottom of the acceptance letter to the student. Therefore, until ones is accepted and receives his letter he does not know about the scholarship. It is listed on our web page, but one needs first, to know that it's there and then needs good directions to find the information. In other words, it requires too many key strokes plus specific navigation intelligence to get the information one needs.

Reference fundraising: We need the alumni-giving information so we can set and track and report on good goals. Amen. We did not receive information on the results of the cafeteria effort by chapter or region; neither have we received the Tom Joyner information. And it appears that fundraising is being removed as a responsibility of the Association. I recently learned that the VP of Development is proposing subdividing the Emeritus class back into the original classes with a class leader to spearhead that class' giving within the Emeritus class with a goal of increasing both participation and amount given (This is not stated exactly correctly.) As I understand it, this was done by letter a month or so ago.

Reference Chapters: We are still looking. Also, we will continue to hold as is on the Central Texas Chapter.

I apologize for not having solutions, but I assure you we are working on them.

Thanks for the guidance on the Region Conferences.

In the Hampton Spirit,

Harold Bowling.

