

**State of the Association
NHAA, Inc. Alumni Council Meeting
Dr. Patricia Larkins Hicks, Class of 1971
NHAA, Inc. President
January 24, 2009**

I know that we were all in Washington DC this past Tues. either physically or in spirit and are still elated over the historic moment when Barack Obama became the first African American President of the United States. If you have been like me, you have received numerous emails about this significant event. I received one last night from a classmate that I thought most fitting for us this evening as we begin our work as leaders of NHAA, Inc. Here's the jest of the email. "As a member of the drum section of the first marching 100, The Force made me very proud. It was only right and just that they appeared and honored our First Black Pres. and his beautiful family. Mr. President can and will make needed changes in our govt. But the changes needed in this country must start with each of us. Before we can forge meaningful relationships with other communities, we as African Americans must prepare and be committed to making changes in our lives, homes, businesses, churches and communities. I thank God for my Hampton Institute University family. I look forward to working with each of you to make our community self-sufficient and free. I look forward to working with you to the Hampton to even greater heights. There is no limit to what "we" can do as a Hampton family." This message in essence affirms that if our Hampton Village can embrace the basic belief "Possibilities Unlimited" we can take our University to a state that is better than the present.

Today, I would like for us to focus on our accomplishments over the past six months; my assessment of our current status; and the areas that as leaders we need to address. Within our first six months, we have been engaged in getting organized and at the same time beginning to do the work of the association as outlined in our operating plans. As evidenced my Jackie Antoine's reports, we conducted a successful 8th Biennial Convention in Las Vegas. As part of organizing, I

have established the following 4 Task Forces. A Young Alumni (1995-2008) chaired by Mitch Brown , an NHAA, Inc. Scholar, 2006 graduate and a second year law student at The Ohio State University; a Constitution & By Laws Task Force chaired by our Legal Counsel, Voting Process Task Force Chaired by Frances Rembert and Earl Bowles, and a Biennial Convention Task Force, chaired by Deborah DeBose.

We have focused on connecting with our alumni via our electronic newsletter, President's Chat, alive web broadcast, enhancing our web presence, www.nhaainc.org, and updating our alumni directory. Please, go to our web site, select documents, and the Board/Council link. There you can download all documents for this meeting and our NHAA, Inc. Alumni Directory. Please, review and make sure that your contact information is correct.

We awarded 7 scholarships to incoming freshmen from each of our Regions valued at \$10K; hosted at least 6 on-sites, and disseminated our NHAA, Inc. endowed scholarship application for 2009-2010.

We began our fund raising with the Tom Joyner School of the Month in October. During this initiative we engaged our mobilizing the Hampton Village strategy. We asked our family, friends, businesses, students, and community partners to join us in contributing to student scholarships that would benefit Hampton students.

We have acknowledged the good work of our alumni by recognizing the Immediate Past Pres of the HU Boosters during Alumni Weekend.

We have supported our athletic Program through our hospitality at the MEAC-SWAC Classic, Alumni Weekend, and Homecoming. A special thanks to our Orlando Florida Chapter, SER, Hampton Chapter, and HU Boosters for supporting these events.

We have been good stewards of our resources- managing our budget as also evidenced by our utilization of technology to conduct this meeting.

We have worked to minimize risks to NHAA, Inc. and Hampton University by ensuring our chapters comply with the IRS filing requirements

We have worked to leverage our relationships. We have identified a new partner, the Hilton Hotel Family. Ms. Ronnette Martin, Director of Multicultural Sales is ready to assist us in identifying an appropriate venue that fits our budget within the Hilton Family. The Hilton Family is comprised of the following hotels, Hilton, Conrad, Double Tress, Embassy Suites, Hampton Inn, Hilton Garden Inn, Hilton Grand Vacations, Homewood Suites, and The Waldorf Astoria. Please feel free to contact Ms. Martin to assist you. Her contact number is 972-701-3766 or email at Ronnette.Martin@Hilton.com

We continue to work to strengthen our partnership with Hampton University. Last Friday, our First VP, Alumni Giving Chair and myself met with the Alumni Development Team under Mr. Laron Clark's leadership including Harriet Davis, Asst. VP, Milly Swann, Director of Alumni Affairs, Chelsea McQueen, Asst. Director, and Phillip Sherill, Office of Development. We spent about six hours in an alumni giving work session facilitated by I. Emerson Bryan, Trustee and past NHAA, Inc. President. The Development Team spent time providing us with an orientation to their new giving paradigm. This paradigm focuses on increasing alumni participation over a three-phase period. With the Phase 1 goal being 25%, 2nd Phase 35% and the third phase 50%. The overriding

focus is for Hampton to retain its number #1 rating among HBCUs in alumni giving. A key strategy on their part is to focus on 100% participation of reunion classes. An additional focus is young alumni (classes 1993-2008). They are also developing and implementing strategies targeting corporations, planned giving, and key cities. They indicated that the University now has state of the art technology that allows them to gather and analyze data resulting in data driving all of their decision making. Based upon our dialogue, their class leader council strategy for the Emeritus Class has been tabled at this time. Next steps include our looking at data from this year collaboratively and developing an agreed upon strategy for the 2009-2010 year. A second meeting will occur in the spring. I will keep you apprised of that meeting and seek your input as we prepare for it.

Now as an outcomes person, my mantra is “that which gets measured gets managed.” Consequently, I will continue to assess our organization and provide you with my state of the association findings at each meeting. Tonight, my analysis of the organization suggests that our infrastructure is severely impacting our capacity. Here’s what I have discovered about our infrastructure:

- (1) Not all positions are filled
- (2) Some people are in multiple key positions
- (3) Processes are not written down or not always passed on
- (4) People have competing interests that impact their ability to do NHAA Inc work.
- (5) Lack of accountability which places us at risk

These infrastructure issues impact the organization as follows:

- (1) We are slow.
- (2) People burn out.
- (3) We set unrealistic goals.
- (4) Things can’t get done in a timely manner.

(5) Things don't get done.

We cannot achieve optimal results with this kind of infrastructure. I am asking each of you to join me in asking your members to embrace a basic belief "Possibilities Unlimited." This means our attitude will remain positive. We will stay focused on "solutions." We will view the glass as "half full." Our energy will be directed toward succeeding. We will join Pres. Obama is using the words "Yes we Can!" "Yes we will!" " Yes we did!"

As Leaders I am asking that you always have five items with you at all times:

- **Constitution and By Laws (National, Region, Chapter)- know our governance**
- **NHAA, Inc. 2008-2009 Work Plan- use to stay in alignment with National**
- **Alumni Directory- use to maintain appropriate contacts**
- **Operational Plans- use to direct day-to-day actions**
- **Budget- determines resourced available to do business**

As Leaders I am asking you to do the following:

#1- Lead by example. We should not ask others to do that which we do not do. Our actions should mirror our words.

#2 Make an annual gift- Every leader should make a financial contribution to the University on an annual basis.

#3 Provide support to the University by adhering to our agreed upon work plan.

At the Biennial we agreed that the Regions and Chapters would also embrace our rules of engagement. These rules are defined in our 2008-2009 work plan. Please share them at your Regional conferences and chapter meetings. They include: focusing first on outcomes; being

organization centered versus letting our personal preferences drive our decision making; being responsive to our stakeholders; always looking for solutions; set priorities; share communication; create mutually beneficial partnerships; remain high touch as we become high tech; be professional at all times; maintain our Hampton standard of excellence; and be personable.

I am confident that over the next six months we can be successful at building a premier National Hampton Alumni Association as we mobilize our Hampton Village.