I. **Welcome & Introductions**
- We had approximately 80 representatives from 52 Geographic and Special Interest Chapters & Clubs participate on the call.
- Also on the call were Brian LaCorte from the ASU Alumni Board of Directors, Dr. Christine Wilkinson, Alissa Pierson, Martha Byrd, Tracy Scott, Matt Hodson, Tonya Gray, Tony Grandlienard and Trish Thiele-Keating from the ASU Alumni Association Staff.

*Shortly after introductions, we experienced technical difficulties on the line and after an entertaining round of “Push 2 – invalid option,” the decision was made to cancel the call for the evening. Below are updates and reminders that would have been shared by ASUAA staff. The Discussion portion of the call has been rescheduled to Monday, August 31 at 5:00 p.m. AZ time, to allow for questions regarding the content below.*

II. **Updates from the Board and Council** – *Brian LaCorte, Chair-Elect, ASUAA Board of Directors*
- Brian attended ASU from 1981-1985, he was a member of the Leadership Scholarship Program. Currently he is an equity partner at Ballard Spahr LLC.
- The Board of Directors and National Alumni Council met on Thursday, August 20. You can review the bios from the officers and council members [here](#).
- The Board approved 10 new groups: Geographic Clubs: Florida and Prescott; Special Interest Clubs: AGUILA Alumni Club and Photography Club; International Connections: Austria, Canada, El Salvador, Guatemala, Spain and Taiwan. This puts us at 146 groups in the Constituent Group Network.
- The Board also approved the final budget for FY16, attended the 15th Annual Sun Devil Football Kick-off luncheon hosted by the Tempe Chamber of Commerce, listened to a recap of the successful Send-Off season, during which several board/council members participated, and the group heard from Sun Devil Men’s Basketball Coach Bobby Hurley.

III. **Reports from Staff**
a. Updates from ASU - [https://asunews.asu.edu/](https://asunews.asu.edu/)
b. Updates from ASU & ASUAA – *Martha Byrd, VP of Operations, ASUAA*
- John Davis has joined our team as the new Director of Business Development. He looks forward to establishing more affinity partners and getting more sponsors for our initiatives.
- This summer, Dr. Wilkinson went on one of our trips offered through the Travel and Tours program. Kathleen Ybarra, chair of the Board of Directors was also on the trip. Please check out the trip’s blog (and other information about the ASU Travel and Tours program) posted online at [https://alumni.asu.edu/services/travel-programs](https://alumni.asu.edu/services/travel-programs).
c. **Chapters & Clubs**
   i. Updates for Constituent Group Network – *Alissa Pierson, VP of Alumni Programs*
   - We are accepting nominations for Sun Devil Select. This program was launched last year from W.P. Carey to honor and celebrate alums with the entrepreneurial spirit. This is for the innovators who are launching and leading companies. More details can be found here: [https://alumni.asu.edu/sun-devil-select](https://alumni.asu.edu/sun-devil-select)
- Sparky’s Touchdown Tailgates will be expanded to home games and we will be on the Old Main Lawn starting with the New Mexico game. Attendance is free, food and drink are additional.
- This short video shows Coach Graham promoting all the away games and it is available for all chapters to use.

ii. Brief Overview of Events & Communication System Transition – Tracy Scott, Director of Strategic Marketing & Membership; Matt Hodson, Digital Media Manager

- On September 3 we are planning to release the long-awaited update to our online community, membership form, events and online store. These updates are mobile responsive and more user friendly than our current system. There are still a few bugs we are working out with the vendor so the transition will be slow but bear with us as the changes will be nice. For a preview of what some of this will look like, you can check out join.asu.edu. This form is live as we are testing it so do not put your card information in unless you want a new membership.
- Also, we are hoping that early next week we can send you all access to the new community so you can get a feel for it before the full launch. We will be posting the link in the Facebook group for the constituent leaders. If you are not in the group or do not check Facebook but would like to log in, email mhodson@asu.edu to receive the link. To log in in the first time you will need your Alumni ID (can be found on the address panel of ASU Magazine or your membership card) and the email address we have on file for you in the alumni database. This would be whatever email you get the chapter e-newsletters sent to.

iii. Communication Updates – Tony Grandlienard, Alumni Programs

- Chapter newsletters:
  All chapters have the option to send weekly newsletters – the submission form is in the Online Toolkit titled “Chapter Email Marketing Request.” Reminder: all chapter newsletter submissions are due every Friday by noon (AZ time). Late emails will have to wait until the following Wednesday for distribution. You have the option to send before Friday, which we encourage.
  Fall Game Watchings will be posted on our general Game Watchings page - http://alumni.asu.edu/events/game-watching and on each chapter’s web page. You DO need to submit an email request if you want an email reminder to go out to your chapter for your game watching. We have developed a special Game Watching specific email template for this fall, so if you just want to have an email go out about your game watching details, mark that box on the request form. If you have additional events and information that you are including, the standard e-newsletter template will be used.
  After you submit your content for a chapter newsletter you should receive a confirmation email. If you don’t, email Tony directly at tgrandli@asu.edu. We recently experienced an issue with our request forms, which has now been resolved, but if you didn’t receive a confirmation for your request, chances are we are not aware that you’ve submitted so please just double-check to make sure it went through.
  A draft of the prepared newsletter will be sent to the requester to preview before distribution to the whole chapter/club on Wednesday. If you have edits/concerns about the preview, DO NOT RELPY TO THE DRAFT – those replies go to the general alumni@asu.edu email – instead reply to Tony directly to request any changes.

- Web Updates:
  For any updates to your chapter/club webpage, send content changes to Tony directly.

- Labor Day:
  We will be losing prep time next week for all chapter emails due to Labor Day and several members of the staff will be in Houston working Sparky’s Touchdown Tailgate before the season opener against Texas A&M. If you can submit your content for the week of September 7
early, that would help us out a lot and would be appreciated. Look for the draft email to come mid to late Tuesday.

- **ASU Magazine Update:**
  We’ve received some feedback on the Magazine submission process and we are making some adjustments for future deadlines. Dates for submissions have been pushed back by two weeks as you can see below. If you have a major event coming up but it will occur after the submission deadline, you can request a placeholder for your event information, and then submit your recap and photo the day after your event. We hope this will allow for the content to remain more current for what is happening in the chapter network. Note: a placeholder would not be appropriate for game watching parties, shadow runs, send-offs, etc. This would be more geared toward your signature event, or an event with notable alumni and/or faculty/staff such as Michael Crow, Ray Anderson.

  Next Submission Deadlines for Chapter/Club section of ASU Magazine:
  - **March 2016 issue – Thursday, Nov. 19**
  - **May 2016 issue – Friday, Feb. 19**

  **d. Events & Activities – Trish Thiele-Keating, Alumni Programs**
  
  i. **2015 Sun Devil Send-Offs recap**
     - Another record breaking summer – 39 Geographic events, 7 International Send-Offs. Started first weekend of June – WAY TO GO IDAHO! They started the summer season off with 27 attendees at their Send-Off, their largest turnout ever! We had a few 1st time locations: Bismarck, ND, Boca Raton, FL and South Jersey.
     - Attendance by 430 students, plus their families, and close to 300 alumni
     - Admissions will track those students for retention stats – shows students who attend Send-Offs really get off on a great start to their ASU career.
     - Thank you to everyone who hosted, sent photos, just showed up.
     - If you have any receipts that still need to be submitted for reimbursement, please send them in right away. We want to get everything wrapped up within 30 days of your events.
  
  ii. **Spirit Kits**
     - Sparky’s workshop is busy prepping Chapter & Club spirit kits. We hope to start mailing out by the middle of this week. Presidents need to send me preferred address for shipping. Local groups, we can work out pick-up/distribution of the kits. We’ll pack as much as we can in there. DO NOT use it all at your first game watching – spread it out throughout the year.
  
  iii. **Sparky’s Membership Mania**
     - Sent an email last Wednesday to announce a change-up in the contest this fall. There will be new developments to the ASUAA membership strategy in the coming months, so for now we are focusing this membership competition for September through November.
       - All groups are split into divisions.
       - Chapters need a minimum of 10 members to qualify, Clubs need 5.
       - Hit the minimum and receive 25% of those membership fees back
       - Win your division and get an extra $50. Top Devil wins $500
       - Shorter timeframe, more hype during the season, more help from our office to promote to alumni to support their chapter/club in the competition.
       - Drawings for participating chapters/clubs each month, drawing at the end for all new/renewed members, also a thank you gift mailed to each.
       - This is not meant to be stressful. We are aware of concerns about the shorter timeframe. We’re hopeful this will enhance what you’re already doing this fall. Your focus is still on delivering quality events and opportunities for alumni engagement. We hope people will see the value in their chapter & club and will want to support.
iv. **2015 Pennies for Points**  
- People can pledge to donate per point scored by the Sun Devil Football team.  
- In 2014, the team scored 444 points and Chapters & Clubs brought in almost $3000 through Pennies for Points  
- For 2015-2016 school year, Geographic Alumni Chapters & Clubs have awarded more than $35,000 in scholarships to ASU students  
- Contact Trish if you want to participate – we have the online pledge form and we have a hard copy pledge from that we will include in the spirit kits so you can use them at your game watching events.

v. **Sparky’s Touchdown Tailgates**  
- Our Sun Devils are kicking off the fourth year under the helm of Coach Todd Graham and again your ASU Alumni Association will be there to host alumni and fans for the official pregame event, Sparky’s Touchdown Tailgate. We are 12 days away from Texas Advocare Kickoff versus SEC’s Texas A&M Aggies. I know several of you will be there for this must win match-up. This tailgate will be at the Houston Methodist Training Center (Practice facility for the Houston Texans) It is air conditioned and will have Houston’s Award-winning Killen’s BBQ, unlimited drink (beer/wine), face painting, football toss, photo ops, live music, program featuring former players including Curley Culp, Mike Aguirre, Brian Forth and more and fun. Details will be emailed to all attendees this week.  
- Our other AWAY game events will be at Brookside Golf Course in Pasadena before the UCLA game on Oct. 3 and across the street from Rice-Eccles Stadium in Salt Lake City, Utah on Oct. 17th. These tailgates will feature buffet meal, unlimited beer/wine/soda, and entertainment. Sun Devil bookstore will be on-site as well to sell the latest in ASU gear including the new Adidas gear.  
- We will also have Friday Night events in all the cities we will be traveling to this year including Pasadena. These events are free and allow Sun Devils to gather the night before the big game.  
- Information for these tailgates are included on buckslips in your spirit kits and so at your game watching events, please have this information available and please mention these during our announcements. Please feel free to refer any interested Sun Devils to me. Feel free to give them my email tonya.gray@asu.edu or phone 480-965-0093.  
- I know several of our geographic chapters are planning on traveling to these AWAY games even incorporating a group outing as a chapter. Thank you for doing this and including the tailgate event in your group events.  
- Also, Sun Devil Athletics have all away game tickets on sale now on their website including Cal and WSU. Thank you for encouraging sales through thesundevils.com or ASU, which helps us with our bowl game bids and securing invitations to games like the Texas Advocare Kickoff in Houston.  
- All events are available for purchase online and information can be found at alumni.asu.edu/stt.

vi. **Fall Forum & Homecoming**  
- Alumni Chapter & Club leaders are invited to participate in the Fall Forum over Homecoming weekend and to participate in the Homecoming festivities. Due to the cancellation of the CAC call, and we lost the opportunity to provide a one-week reminder on the application deadline, we have extended the application deadline to Friday, September 4. The application information was in the August issues of Chapter Chat. You need to complete the application and have your referral email in by next Friday to be considered for
participation. Application is open to volunteers who have been involved with their respective group for a minimum of 1 year.
- We will select one representative from each Chapter and Club to participate, and we’ll let everyone know who is selected during Labor Day week. We will cover 3 nights’ accommodations for out of town reps for a room with a roommate, and also will reimburse for airfare up to a certain amount that will be specified in the email. If you are not selected as the representative but you’d still like to attend the Forum, you are welcome to join us, the airfare and hotel would be at your own expense. (Note: It is IronMan weekend and hotel rooms in this area are already difficult to find.) Forum participants will attend the Legends Luncheon that Friday, and will participate in the Parade and Block Party before the game on Saturday. We will have a ticket for each participant to the game against Washington.

vii. Homecoming Legends Luncheon: The Undefeated
- ASU is excited to have another amazing Homecoming weekend. This year, our Homecoming theme is “Forever Bold, Maroon and Gold” and will be incorporated into our block party, parade and all events.
- We always kick off the weekend celebrating the achievements of our Sun Devil football program with Legends Luncheon. In celebration of the 40th anniversary- we will celebrate the highest ranked ASU team in our history. The Sun Devils of the 1975 football team. This team was ranked #2 in the nation and even Coach Graham recently talked about their achievement in the Arizona Republic and how they should have been National Champions after the win over Nebraska in the Fiesta Bowl. We will also recognize Ring of Honor and Sun Devil Legend, Bob Breunig who will be the 10th Sun Devil to be selected to the College Football Hall of Fame. Bob was a linebacker for ASU from 1972-1974. He is a dynamic individual, generous and inspirational Sun Devil.
- That Friday before Homecoming will be busy as it will include Lantern Walk and the kick off of a new era- Men’s BB Head Coach Bobby Hurley’s first Sun Devil Men’s BB game on Nov. 13 versus Sacramento State. There will be an alumni discount that we will share with all of you for that weekend.

viii. Save the Dates for 2016 events
   i. Next CAC Call will be in January
   ii. Founders’ Day – February 3, 2016
   iii. ASU Cares Month – March. Alumni chapters & clubs are encouraged to participate in a volunteer event in their community sometime in the month of March. We’ll need to know your projects by February so we can promote them.
   iv. Spring Leadership Conference April 1 & 2
   v. Pat’s Run Tempe – April 2016
      - Date is yet to be confirmed by Pat Tillman Foundation – working with ASU, working around construction schedule for Sun Devil Stadium. Alumni Shadow Runs should occur on or before the same date. Registration go live in January. Confirm that you will be hosting no later than December 1. Start scoping out locations now. As soon as date is announced you can book.

e. Upcoming Dates for ASUAA events happening this fall:
   - Sparky’s Touchdown Tailgate – ASU vs. Texas A&M in Houston – Saturday, Sept. 5
   - Sun Devil Generations Grandparents Brunch – Old Main – Saturday, Sept. 12
   - Maroon & Gold Mixer – MidFirst Bank – Thursday, Sept. 17
   - Sparky’s Touchdown Tailgate – ASU @ UCLA – Saturday, Oct. 3
   - Sparky’s Touchdown Tailgate – ASU @ Utah – Saturday, Oct. 17
   - Fall Forum for Alumni Group Leaders – Friday, Nov. 13
   - Homecoming Football Legends Luncheon – Friday, Nov. 13
   - Homecoming Parade & Block Party – Saturday, Nov. 14