

**TBDBITL ALUMNI CLUB, INC. ANNUAL MEMBERSHIP MEETING  
SATURDAY, SEPTEMBER 26, 2020  
10:00 AM via ZOOM VIRTUAL MEETING**

**Call to Order:** The annual TBDBITL Alumni Club Meeting was called to order at 10:00 am with President Zacke Naughton presiding. This virtual meeting was held via ZOOM due to the ongoing challenges with the COVID-19 pandemic and inability to meet in person.

**Members in Attendance:** See the attachment provided by Jacky Bennett, Director of Events and Faculty Operations with the Ohio State University Alumni Association. There were 130 alumni members registered, and 66 members participated in the meeting.

**President's Remarks:** President Naughton thanked those who were able to join and participate in this unique event and acknowledged the difference from past years when the Club met on Friday evening before the Reunion game. He also acknowledged the Board of Governors who have voluntarily served to help fulfill the mission of this Club.

Mr. Little thanked all the volunteers of TBDBITL Alumni Club, along with complimenting and congratulating the Club as being named a "2020 Outstanding Alumni Society." He also acknowledged TBDBITL for embracing virtual programming and for ongoing participation in the future. Lastly, he recognized the Club for continual support of the students, and trying to maintain some normalcy with the adjustment of the successful program "Adopt a Row."

**OSUMB Report.** Dr. Hoch reported that there were 280 students that auditioned for the OSU Marching Band, with 225 as the final selection. Rehearsals have been in sectionals due to social distancing, and a full ensemble will meet once a week to put a show together. The Big Ten has made the decision to not have any bands participate in games this year but the band will be ready for any permissible events. Social media will be utilized to share OSUMB performances.

**Strategic Plan Report.** See attached slides that were shared and discussed. Dr. Elson stated that their planning committee will finalize the key objectives and identify specific outcomes for the next five years. Mr. Smith reported that 3000 alumni survey emails were sent with 1100 responses that were received, and that the personal feedback/comments were appreciated.

**Voting for 2020-2023 At Large Members and 2020-2021 Executive Team members:** Mr. Mills reviewed the function of the Nominating Committee that results in the proposed slate of members. See Attachment. Mr. Mills also expressed appreciation to Miss Green for her diligence in working with this Club over the years.

**2020 Awards Presentation.**

These were hosted by Vice President Hersch along with presentation by Mr. Beis.

1. **Honorary TBDBITL Alumni Club Membership winner:** Immediate Past President of the OSU Alumni Association, Jim Smith.
2. **Diamond Ohio Award winner:** Peggy Lawlis.
3. **Elvin Donaldson Most Inspirational Bandsperson Award:** Susan Scharenberg.
4. **Script Ohio Award:** Ron Donnell

**Closing Remarks.** See the attachment for upcoming announcements and events.

The meeting commenced at 10:55 am.

# Strategic Plan Update

## **What is the Strategic Plan Committee?**

*Charter the strategy of the Club through evaluation of programming, resourcing and needs of the OSUMB, and direction of the OSUAA; utilize the resources optimally to fulfill the Club's Mission.*

## **Committee Members:**

- Dr. Jack Elson & Kevin Smith, Co-Chairs
- Pete Boriin
- Greg Daniel
- Marc Parulekar
- Zach Wooley
- T.J. Hersch & Zacke Naughton, Ex-Officio



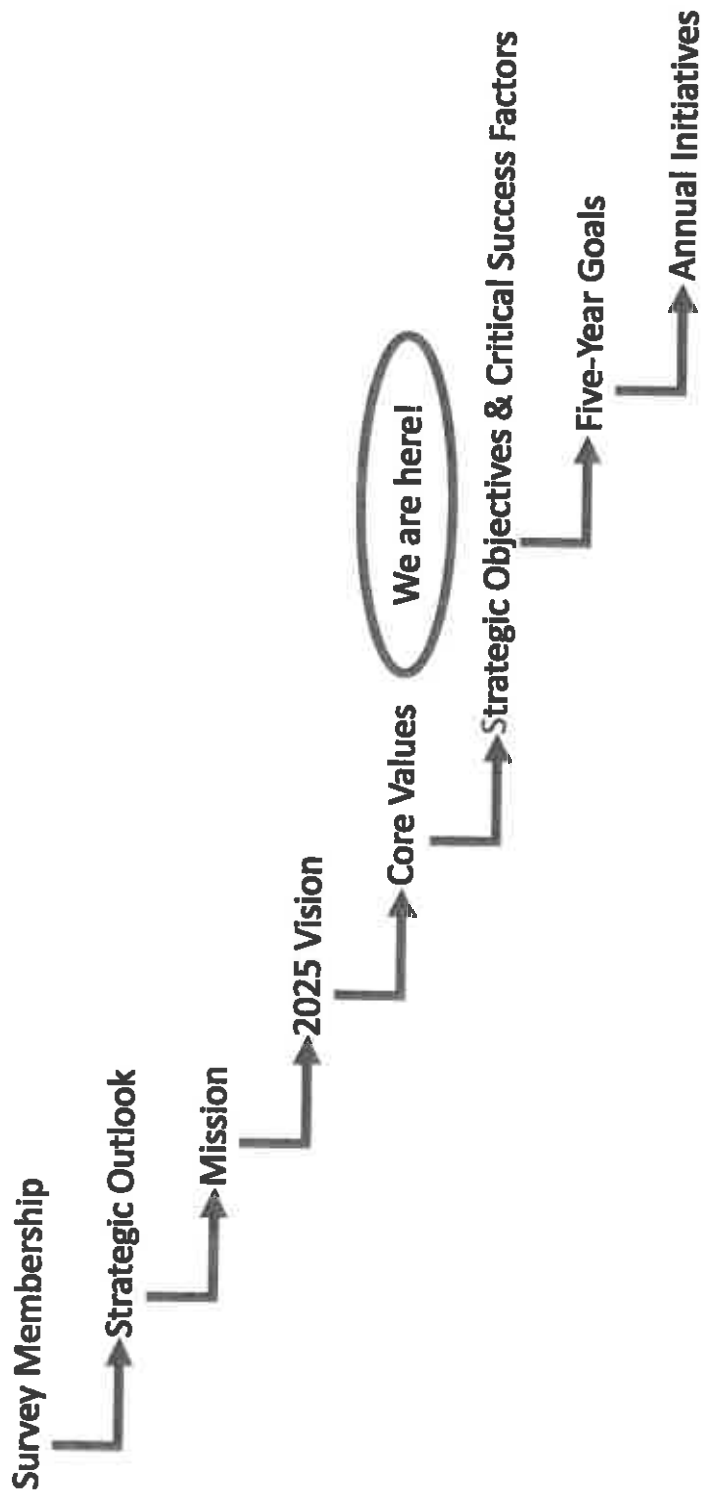
**Kevin Smith**



**Dr. Jack Elson**

# Strategic Plan Update

## Plan Structure & Process



### Survey Results & Key Findings

#### Background

- Two Surveys sent in December '19: One to the 2019 OSUMB, one to all TBDBITL Alumni
- 1100 Alumni Responses, 245 OSUMB Responses

#### Key Findings

- 64% “would be interested in becoming more active with the TBDBITL Alumni club should the right opportunity be available”
- Alumni motivated to support current band members in many ways
- Barriers to participation in past events: distance, other responsibilities, chops out of shape, cost, ease of access to instrument

## Strategic Plan Update

### **2025 Vision**

**Over the next 5 years, we will increase alumni engagement, with an emphasis on previously unengaged TBDBITL Alumni, and increase and expand the value of membership in the TBDBITL Alumni Club by generating more opportunities through our core and value-added activities:**

**Perform:** playing and marching that generates the spirit and enthusiasm for The Best Damn Fans in the Land and perpetuating the traditions of OSU and OSUMB

**Support:** perpetuate and grow programs to assist and support the OSUMB and the MBM during the Fall band/football season.

**Connect:** continue current programs and foster new initiatives which build social and professional relationships between the MBA and the MBM, generating stronger connections, community, and communications

## At-Large & Executive Committee Voting

**Please use the Zoom Polling Feature that will appear on  
your screen shortly**

**Slate for the Executive Committee of  
the TBDBITL Alumni Club (2020-2021):**

- **President: Zacke Naughton**
- **Vice President: TJ Hersch**
- **Secretary: Michelle Jackson**
- **Treasurer: Phil Kirkendall**

**Slate for the At Large Members of the  
TBDBITL Alumni Club (2020-2023):**

- **Wes Clark**
- **Kent Hutchinson**
- **Jill Stemley McQuaid**
- **Mike Riley**
- **Melissa Trahyn**
- **Anne Will**

## Announcements & Adjournment

- Adopt-a-Row Last Day to Donate!
- Time Capsule Submissions due end of October
- "TBDBITL: 141" Panel Discussion
  - Wednesday, September 30<sup>th</sup> at 7:00PM EST
- "OSU Football & the OSUMB: An Evening with Jack Park" Digital Event:
  - Tuesday, October 20<sup>th</sup> at 7:00PM EST
- Board of Governors Meeting
  - Monday, November 16<sup>th</sup>
- Hyper Friday → "Beat M\*ch\*gan" Friday
  - Friday, December 11<sup>th</sup>
- OSUMB Trivia
  - Q1 2021

