



SHHS ALUMNI ASSOCIATION • P.O. BOX 152742 • ARLINGTON, TEXAS 76015
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June General Meeting

Wednesday, June 9, 2021 at 6:30pm

Location: East Library and Recreation Center – Arlington, Texas

Board Members in Attendance: Laura Heymann, Darla Peznell, Jayme Thomas, Erica Garcia, Jo Anna Cardoza

Board Members Not in Attendance: N/A

Additional Attendees: See Sign-In Sheet

**The President and Secretary were present at the meeting.*

- Welcome and Call to Order was at 6:46pm, followed by Pledge of Allegiance and Moment of Silence.
- Laura Heymann announced that May Minutes were posted online. There were no corrections offered, and therefore the Minutes were approved as posted.
- Jayme Thomas shared May-June Treasurer's Report. All questions were answered by the Treasurer, and the Treasurer's Report was filed.
- Announcements
 - Budget Committee
 - Committee will meet this summer to create the 2021-22 budget. It will then be presented at the August meeting for approval.
 - Fernando Benavides, Nicia Dibben, and Mike Ledford are interested in joining committee.
 - Meeting is scheduled for the evening of Friday, July 9th.
 - Faculty & Staff Back to School Breakfast
 - Attendees agreed that the breakfast will be in-person this year, and the Board will reach out to SHHS leadership to determine a date.
 - May be scheduled on/around Tuesday, August 10th when faculty/staff are back on campus.
 - First day of school is scheduled for Monday, August 16th and teachers begin work on Thursday, August 5th.
 - Board will begin applying for donations now and give the 8/10/21 date.
 - Will continue to purchase t-shirts for new faculty/staff, but will change back to the SamSide SamPride style.
- State of the Alumni
 - Alumni Association 101
 - Reviewed our mission and core goals. Reminder that the SHHS Alumni Association is a registered 501(c)(3) organization in the state of Texas.
 - Four areas of focus/categories:
 - Staff Appreciation
 - Scholarships
 - Texans Helping Texans Program
 - PEP (Pregnancy, Education, and Parenting)
 - FIT (Families in Transition)

- REAL LIFE (Real Everyday Applicable Life Lessons Intended For Everyone)
 - SHHS Support
 - Alumni Support Applications
 - Principal's Discretionary Fund (\$1,500 per semester)
 - Spirit/Preserving Traditions
 - Program details and photos can be found at www.shhstexans.org under the "Our Programs" tab. Check it out to learn more!
- 2021-22 Alumni Calendar
 - Overall, had lower meeting attendee numbers during the last year. March 2020 to March 2021 had only online meetings through Zoom, and the in-person meetings began April 2021.
 - All agreed that it would be best to meet consistently throughout the year, with the exception of July and December. Meetings will stay on the 2nd Wednesday of each month; begin at 6:30pm; and continue to be held at the East Library & Rec Center for consistency.
 - There was suggestion to meet both in-person and Zoom simultaneously, so those that cannot attend in-person may still participate. This will begin at the August General Meeting.
- Future Spirit Gifts
 - Last year's suggestion was to upgrade the water tower near the football field. The idea was to have current welding students involved to help with tower.
 - Laura Heymann has been working on this project and contacted multiple vendors and the Career & Tech Center. Unfortunately, she's received no response as of yet.
 - The board is interested in having the tower look similar to the one found in downtown Grand Prairie near their farmer's market.
 - Laura will contact a SHHS alum who currently teacher at the CTC so this project can begin in the new school year.
- Fundraising Priorities
 - Asked for feedback on which programs to raise money for:
 - SHHS Support (ASAs, Texans Helping Texans)
 - Staff Appreciation
 - Honoring Traditions
 - Operational Expenses
 - By supporting "SHHS Support" category, the association can support kids directly through sponsors. Also, we can help with last-minute and urgent requests. (Currently, it's a 2-4 week process for sponsors to use money in their organizations' accounts. Sometimes that's an unreasonable turn-around time.)
 - North Texas Giving Day
 - Decided to fundraise for both Alumni Support Applications and Texans Helping Texans programs.
 - Goal is to raise \$10K.
 - Facebook
 - The association has completed all required steps to have a "donate" button on our profile.
 - Any money donated through Facebook for the association will be sent on a monthly basis directly to our bank account.
 - Donating/setting up a fundraiser is easy to use anytime!

- Encourage supporters to set up their fundraisers on Facebook to benefit the association (but not for N TX Giving Day – those donations must be processed through our NTXGD page to be eligible for bonus funds).
- Membership Drive
 - Part of the Strategic Plan will focus on raising member numbers. Recent members (last 1-3 years) will be focused on, but secondary members (4+ years) and non-members will also have a marketing plan.
 - Board will finalize the marketing plan with mailed pieces, emails, and texts/calls soon.
 - Suggestion to push heavily on social media and Mr. Benavides' connection with recent grads.
 - Decision made to keep membership levels and pricing the same for this year, then re-evaluate next summer.
 - Annual Individual \$25
 - Annual Recent Grad \$10
 - Lifetime Individual \$250
- Business Sponsorships
 - Research further into bringing back sponsors but re-marketing as “Community Partners.”
- Meeting adjourned at 8:00pm.
- Minutes submitted by Secretary, Erica Garcia.