



Talladega College National Alumni Association

627 West Battle Street
Talladega, Alabama 35160

President's Report July 23, 2011

As I conclude my first term in office as your National President, I find that there are committed alumni all across this country who are willing to step up and do whatever it takes to make the College and the Alumni Association a success. The major challenge is that we don't have enough of our members willing to accept the demands we face today and in the future. We need many more of you to help us achieve our goal of bringing this College back to its glory days. It is almost impossible to believe that with over 3,000 alumni listed, we would have only a little over 100 of them pay their dues for this year. We cannot continue to function with this huge deficit in participation. There are several ideas that the Board will consider in dealing with these problems and the membership will be kept in the loop as plans are developed.

The goals and objectives that I expressed in achieving at the beginning of my term are still in play. We need to help recruit top quality students to come to Talladega; the alumni must get involved in the activities of the Association; and we must continue to get more alumni to contribute on an annual basis to the college. Each of these goals can be realized with your assistance and participation.

We have used our web site to communicate with you over the past two years. I hope that you have been reading the informational e mails that we have sent to keep you apprised of what is happening at the College and within the Association. If you have not been receiving them, or have elected to remove yourself from the database, I hope that you would reconsider your actions. This will be our major communication apparatus for the foreseeable future, but we will still send some documents to you by mail.

One of my goals for the upcoming term is to strengthen the relationship between The Alumni Association and the Institutional Advancement/Alumni Affairs Office. I will be asking that office to aid us in the preparation of our newsletter. My biggest disappointment thus far has been our failure to restart chapters and finding alumni to head those groups. I hope to report at our next meeting in May substantial progress on this front. We will need your assistance in making this idea a reality. If you are currently not a part of a chapter, or live in a city where we once had a chapter, but want to a part of a new renaissance in chapter

development please let me know at gregaustin@mindspring.com.

I want to thank the membership for electing me as your President. Since my installation I have been present at every board meeting in whatever city they have been held. I have participated in every conference call that the Chairman has called. I serve on the Resources and Development along with Facilities and Grounds. I have been a part of every meeting called by the chairman of those committees. I have visited chapters in Detroit, New York, Atlanta, Charlotte and Birmingham. I helped to facilitate the Triennial meeting we are now enjoying. In addition to those duties, I have responded to every inquiry posed by the membership. I think that my record of participation on your behalf has been stellar. I will continue to do what is required of me as your President.

Our fundraising goals for the last few years have been met, but with limited participation from the membership. The six elected officers of the Association have over the past few years sold more than a 35% of the raffle tickets sold. We need greater participation from the body. We only print a total of 2500 tickets. That is about one ticket for every alumni listed in our data base. We are only selling about 1000 of those tickets. We need better cooperation from the membership in this effort. The Alumni Association has made a commitment of \$25,000 annually to the college. We have only two sources of income, they are the raffle and dues. When you do the numbers you can see where the shortfall is. The support of the alumni is fundamental to our efforts. Make the commitment to do your part in making our job less difficult. The Alumni Association lives and dies on the strength of its members. Long live the Talladega College National Alumni Association.

Sincerely,

Gregory Austin
President, TCNAA

