

Minutes of the Board of Directors Meeting
Saturday, September 17, 2022- 10:00am

Voting Members Present:

Joyce King	President
Matt Olphin	President Elect
Bill Martin	Treasurer
Derrick McCutchen	Secretary
Leslie Arnold	Member
Jennifer Bertolet	Member
Charece Collins	Member
Lauren Dinse	Member
Kathy Focht	Member
Amy Hoffman	Member
Tiffany Jackson	Member
Lori Johnson-Negron	Member
Kristen Lamarra	Member
Dave Malley	Member
Cameron Martin	Member
Mark Phillips	Member
Stefanie Roberto	Member
Morgan Speakman	Member
Jordan Smith-Porter	Member
Carroll "Butch" Staub	Member
Rebecca Tassone	Member
Cheryl Youtz	Member

Voting Members Not Present

Alyssa Leister	Member - Excused
Moses Mitchell	Member – Unexcused (I reached out via messenger to make sure we have the correct contact info)
David Shafer	Member - Excused

Advisory Members and Guests Present:

Dr. Daniel A. Wubah	University President
Alice McMurray	Assoc. VP Advancement
Kristin Schab	Director of Alumni Engagement
Corinna Linn	Director of Development & Alumni Communication
Victor Ramos	VP Advancement
Leizel Schlott	Student Government President
Alyssa Messner	Student Alumni Association

Lori Lehman
Marrissa Loreto

Assistant Director
Administrative Assistant

Advisory Members and Guests Not Present:

John Held Immediate Past President
Anna Baldsarre Assistant Director of Annual Giving

A. CALL TO ORDER

There being a quorum present and the members having been given adequate and proper notice of the meeting, Joyce King called the meeting to order at 10:00 AM.

ROLL CALL

Derrick McCutchen took attendance. All voting members were in attendance except those listed above under "Voting Member Not Present"

B. Action Items

1. **Approval of Voice Votes.** On a motion made by Kathy Focht and seconded by Leslie Arnold, it was resolved to approve the use of voice votes for all matters and decisions to financially related. Motion carried.
2. **Approval of Alumni Board of Directors Meeting Minutes.** The Board reviewed the minutes of the meeting held on April 23, 2022. On a motion made by Cheryl Youtz and seconded Dave Malley, it was resolved to approve the minutes of the Board of Directors meeting held on April 23, 2022.
3. **Approval of Quarterly Financial Report.** The Board reviewed the quarterly financial report for the quarter ending June 30, 2022. On a motion made by Cameron Martin and seconded by Kristen Lamarra, it was resolved to approve the quarterly financial report for the quarter ending June 30, 2022. After roll call, motion carried with two abstentions (Carroll "Butch" Staub and Cheryl Youtz)

C. UNIVERSITY Report, Provided by Dr. Daniel Wubah, University President

- € We are at our highest number of graduate students
- € There were 1300 first time students this year.
- € 2100 students are in the dorms.
- € Carlos Wiley is the new Chief Diversity and Inclusion Officer.
- € Debbie Newsom is the interim VP of Finance and Administration
- € Mary Beth Williams is the new VP for Student Affairs
- € Discussed his strategic plan going forward.
- € Discussed consultant that is reviewing all PASSHE university presidents.
- € Mentioned the state of MU Athletics.
- € 98 million raised...would like to see that go above the 100 million mark.
- € One of the main goals is enrollment.

- i. Enrollment has dropped for the fourth year in a row.
- ii. Retention rate is at 72% but keeps falling. Pandemic played a part.
- iii. Student loss can also be attributed to finances or students not having a feeling of belonging.
- iv. 95% who applied were offered admission...problem arises when the percentage of those who accept is not high enough.

D. ADVANCEMENT REPORT, Provided by Victor Ramos, Vice President for Advancement

- Discussed different marketing resources being used from advertising to digital marketing (tracking metrics)
- Talked about plans for Legacy families going forward. No Legacy breakfast was held unfortunately this year.
- Discussed MU at the Lancaster Barnstormers game.
- Spoke about there being a big concentration on scholarships.
- Spoke on the Tribute Reception taking place 9/29/2022...Celebrate Scholars taking place 12/2/2022...Commencement taking place 12/11/2022.

E. ALUMNI ASSOCIATION COMMITTEE REPORTS have been posted and can be reviewed by the board.

Executive Committee – Joyce King

- Discussed the Beer Garden Sponsorship and Ville for Life Picnic at Homecoming...\$20,000 donation.
- Spoke on MUAA sponsorship at the Lancaster Barnstormers baseball game for ticketing.
- Discussed the HUB donation request of \$1,500.00 for Taco Tuesday and Free lunch Thursday
- Our Affinity partnership with PSECU and Liberty Mutual have ended.
- Will be asking Finance committee to explore other streams of income.

MU Foundation – Matt Olphin

- Meeting took place this past Tuesday. Currently funds are being well managed.
- Benchmarks are currently all being met.

F. STUDENT ORGANIZATION REPORTS

- Student Alumni Association – Alyssa Messner
 - Active recruitment taking place.
 - Hosting meetings weekly and having biweekly with Engagement.
 - Will be actively volunteering at homecoming and the parade.

G. ALUMNI ENGAGEMENT REPORT – Kristin Schab

- Goal is to engage as many as 8,000 Millersville Alums through communication, philanthropy and admission reports. Currently at 1,600 alums engaged.
- Looking for more volunteers.

- Discussed the parade being very large this year.
- 960 alums registered to date for some part of homecoming.

H. HUB PRESENTATION – Jake Marino

- HUB was founded eight years ago by Ed and Vicky Weber
- Any student is allowed to eat at the HUB...no strings
- 80+ students served a meal each day at the HUB
- There is also community space provided at the HUB (for student time).
- Meeting space available.
- Have a goal to raise 250k... 150k for purchase.
- Renovations are needed for things like the kitchen, bathroom and doors.
- Looking to work with other churches for donations.
- HUB website also has place to make donations.
- HUB now has 501c3 status

No new business

ADJOURNMENT

On a motion made by Cheryl Youtz and 2nd by Carroll “Butch” Staub. Motion carried unanimously, it was agreed that there was no further business of the Association to transact, the meeting was adjourned at 11:30am

Disclaimer

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting of the members of the Association. This document shall not be considered a verbatim copy of every word spoken at the meeting.

Respectfully Submitted:
Derrick McCutchen
MUAA Secretary