MUAA Board Meeting  
September 21, 2013  
McComsey Hall – Ford Atrium

A. The meeting called to order 10:03 am by President, Lori Deirolf

Members Present:  Jennifer Bertolet, Scott Bailey, Katie Breit, Sandra Brown, Nathan Claycomb, Jenna Craig, William Dewan, Lori Deirolf, Steve Focht, Kitty Glass, John Held, Amy Hoffman, Cassandra Karamanos, Patrick Leahy, Greg Ortlieb, Jen Strobel, Kristin Waters, Tamara Willis

Members Excused: Dan Sidelnick, Carroll “Butch” Staub

Advisory Members and Guests:  Kelly Davis, Gerald Eckert, Jerri Anne Johnson, Dr. John Anderson, Marie Cartwright, Kathy Focht, Karen Finchem, Lorie Mahoney, Parth Patel, Mike Saraka, Ashely Tose, Alicia Good

Ms. Dierolf welcomed the guests, newest Board members, and committee chairs.

B. Standard Action Items.

1. Jerry Eckert noted a correction on minutes from the April 14, 2013, Board Meeting. The word “bottom” should be “button.” Motion to approve the minutes as corrected by Steve Focht, seconded by Nathan Claycomb. Motion passed.

2. The 1st Quarter Financial Report ending September 30, 2013 was officially received and will be filed for audit at the end of the fiscal year. Motion was made by Steve Focht to accept the report and seconded by William Dewan. Motion passed. A motion to officially receive the 4th quarter report for last fiscal was also made….we are ahead on income. Motion was made by Steve Focht and seconded by Greg Ortlieb. Motion passed.

3. The Audit for 2012-13 MUAA fiscal year ending June 30, 2013, was completed by Huber, Drewes and Kendig of Willow Street. Steven Focht moved to have the audit approved. John Held seconded the motion. Motion passed.

C. University Report –Dr. John Anderson, University President

Strategic Planning is underway for the university. The script from Dr. Anderson’s speech at the convocation is available online. A video of that speech is available on YouTube.

Dr. Anderson wants to increase the value our diploma through improving the university….to that end, workshops are underway to focus on strategic planning. Nathan Claycomb is on the Strategic Planning Committee. At our November meeting, the Strategic Planning Committee will have some members come and explain to us what is going on with strategic planning.

In early Spring, there will be a draft of the report for feedback and will be presented to the Council of Trustees for the June Meeting.
Major topic of the strategic plan is “enrollment management.” That involves recruitment of students, retention, and placement in workplace. A national search was conducted for Vice President of Enrollment Management. Brian Hazlett was chosen to take that position effective today. Prior to that, he was Assistant Provost and Director of Admissions here at Millersville. Now he oversees academic support and financial aid, too. Brian has a great track record recruiting international students.

We made our targets for enrollment this year.

We will implement new marketing messages: We will be highlighting our location; location is important. Millersville is one of the safest campuses in the country and it has access to public transportation and access to metropolitan areas such as Philadelphia and Boston.

Regarding our budget, we have had a structural deficit occurring over past few years. We met the budget, but had to restructure and layoff to do it. Hopefully, strategic planning will help with this. We have a low out-of-state student population. We are working on increasing this and that should help financially.

There were over 300 events between Ware and Winter Centers this year.

The Inauguration will be held on Friday, October 25, at 2:00pm,. The program will be called The American Dream … There will also be an American Dream Scholarship set up.

The key areas of the budget discrepancy were discussed. It is primarily in the areas of enrollment and government funding. The President suggested a need to increase out of state tuition and in-state as well to cover the shortfall.

A discussion on how financial problems are affecting the student was brought up. Parth Patel, VP of Student Senate, offered that with regard to the budget issues affecting the faculty, the students are more concerned with own financial needs not as concerned about whole university. In general, they only notice what directly affects them… such a difficultly enrolling in necessary classes.

Jerri Anne Johnson had a question regarding the historical limits on how we get bids on building. She asked Jerry Eckert how much that impacted the building of the new residence halls. Mr. Eckert explained that Student Services, Inc. is contracting for this work to be done, and it is a private entity. So, that has minimized that impact.

Mr. Eckert also had a word about inauguration. We can come as an individual, as a delegate for a graduating school, or en mass as the Alumni Association.

D. Guest speaker: Francis Schodowski offered a wonderful presentation on the MU Foundation

The MUAA Board and Foundation exist to support the University.
The Foundation is the acceptor and repository for gifts given to the University. Currently, MU Foundation just focuses on endowments. Gifts made are used over the long term and are intended to last in perpetuity… the principal is not touched. Currently, the Foundation holds over 400 endowments… 79% are for student financial aid.

On the MU website, there is a place where all the scholarships are listed. In the last 10 years, the Foundation awards have benefited 2,500 + students. 7 of the scholarships are MUAA scholarships.

If you have any questions regarding the foundation, you can go to www.millersville.edu/services/mufoundation

Bill Dewan asked how we are doing in relation to other state schools. Francis and Jerry Eckert explained that IUP and Shippensburg, have more money in endowment holdings, but Millersville University is 3rd. We have $18 million in endowment holdings. There are 21 business leaders on the endowment board.

E. Committee Reports

1. **Alumni Events:** Kathy Focht and Karen Fincham were recently appointed as chairs for this committee. They are going to organize a committee meeting,

   The Legacy Breakfast will be held in the Old Main room of Gordinier and will take place during the family symposium weekend.
   The next MU Afterwork Event will be held at McCleary’s in Marietta.
   There is a Broadway bus trip planned for January 25, 2014. Patrons have a choice of seeing Wicked or Avenue Q.
   Kathy Focht said that if you have any ideas, please let her know. They are looking for ideas of where to have MU After Work.

2. **Engagement:** Marie Cartwright reported that the first meeting will be this Tuesday at 7pm. They are looking for new members. Their goals is to identify new pockets of alumni, based on what industry they are in, when graduated, or former military service. They will continue to engage regional coordinators to have events around the nation. They would like to plan pizza parties and be on campus to help with campus tours to engage current students.

   A new idea is to have Marauder Mixers. The Engagement Committee will identify businesses with large populations of alumni. That business will then host an event to help current students and recent graduates learn networking skills. Individuals who participate in these events can then be identified for other ways they can get involved with the university.

3. **Financial Planning:** Steve Focht reported that Dick Moriarity is new chair. Their first meeting will be October 7. Wells Fargo came due and we now have $24 – 25,000 that we need to reinvest. This will be discussed with the committee. At end of 4th quarter, the MUAA ended up with a good amount of income. There have been discussions with Francis Schodowski regarding what we can do with that. Mr. Focht
asked that the committee chairs, as they go through their year, to consider what monies they make need, so around budget time they know what amount to request. Additionally we are doing well with affinity groups.

Ms. Dierolf asked why we have the surplus. Mr. Focht explained that expenses came out less than expected. Additionally, the affinity programs are doing very well for us. Liberty Mutual and PSECU did much better than anticipated. PSECU sponsorship is an added bonus. Mr. Bailey pointed out that this was not luck. Rather, Mr. Focht is doing a great job budgeting very conservatively. Ms. Johnson also noted that Steve DiGuiseppi did a great job negotiating the affinity contracts. Mr. Focht added that the Financial Committee will be bringing investment ideas to Board for approval.

4. Information Technology: John Held thanked Kelly Davis for all her hard work… she will be missed. These are our numbers for social media: Twitter was at 600 members; now 720. LinkedIn was at 2300; now 2500. Facebook -- we did some advertising for $300. We had 2466 people; now 6337… we nearly tripled our numbers. Regarding Homecoming, the committee met last week via skype. They are working on a plan for a hashtag and having a photo contest. They may be tapping Instagram as well. It would be great to connect people who are here with people who can’t be here and make them feel involved. The Board members are encouraged at Homecoming to use social media outlets take photos and use hashtags during Homecoming. Additionally, Skype has worked really well for this committee to meet. It is available for all the committees to use for meetings. Also, they are using Basecamp to organize files and information. Other committees can use this and the Technology Committee can train committees on how to use it. Nominations and Awards Committee might try Basecamp for Board nominations in the Spring. Ms. Dierolf stated that the Board is looking to interconnect our committees. She introduced Jason, the new graduate assistant working in the Alumni Office. He is also serving on the Technology Committee.

4. Nominations and Awards Committee: Bill Dewan and Jen Strobel:
   a. Ms. Strobel said that they will look into using Skype and Basecamp. The committee is looking for new members. They have a very stable membership, but it would be good to get some other members. They are always looking for worthy award recipients and try to do proactive outreach to attract people to be candidates. The information on the requirements for various awards is on website.
   b. One of our Board members, Dan Sidelnick, has resigned his position on the Board. He accepted new employment, and will no longer able to serve on the Board. The letter was read by Ms. Strobel. Individuals who were candidates in the in Spring have been contacted. There was a slate to vote for a replacement.
   c. Mr. Dewan said that it would be beneficial to have a committee member who has science / research experience to help with technical projects for Neimeyer-Hodgson Research Grant. Ms. Dierolf said that Bob Smith from the Science and Math department will consider alumni to recommend for that committee. Jenna Craig said she may be able to help. John Held suggested reaching out to former recipients to offer their help.
6. MU Foundation: JeriAnne Johnson complimented Mr. Schodowski on the great job he did explaining what the foundation is and does. The Foundation met this past Wednesday. Currently, they hold over $25 million. In 2010, it was $16 million. It is up $4 million from last year. The funds have a 6% rate of return. The goal is 8%. At each meeting, they do an educational presentation. This past meeting was a private equity investment by UBS. This involves a long-term approach and generally the return is much greater.

7. Alumni Athletic Task Force: Patrick Leahy: This Committee has experienced some success but still needs more support from some teams. They have had some success with basketball and baseball. They will reach out to Dr. Breaux to see how this can be better. There is room to ignite and harness alumni through athletics. Mr. Bailey offered to approach Peg Kauffman, Director of Athletics, about using the Technology Committee to help coaches to put information out on social media.

Mr. Patel shared that some of the twitters for sports teams are student run. Perhaps the student who run them could to turn them over to the Athletic Director when they graduate.

7. MU Strategic Planning Steering Committee: Nathan Claycomb reported that the President’s State of the University speech is on YouTube. Please look it up if you haven’t seen it. Please see Mr. Claycomb’s “Strategic Planning Committee Report”

8. attached hereto for his full report.

Mr. Eckert suggested that in our April meeting, or at another meeting, we look at the results thus far in the strategic plan. We would need a couple hours for this. This is the most important thing for stakeholders (alumni) this academic year.

9. Student Alumni Association (f.k.a. Student Ambassadors) Ashley Tose, President, reported that the organization has a new name: Student Alumni Association and a new logo, and a new motto… “alum from day one.” Their mission is a positive experience for students on campus to make them want to stay involved as alumni. It is now a closed organization. They have applications and conduct interviews to select members. Their membership has increased from 9 to 21 members. They want to work on professional development such as resume building and networking. She also thanked Kelly Davis for all she did for this organization. Alicia Good, Vice President of the Student Alumni Association, reported that they are working on name recognition.

10. Student Senate - Parth Patel VP – For Homecoming, Student Senate is looking to fund something. It is the 100th Anniversary of Student Senate. They will be giving out gifts to prior members of Student Senate. Many would like to see the establishment of an “Activity Hour” when no classes are scheduled. That way, members of activities can meet. Currently, many organizations meet in the evenings.
Commuter students go home at night and cannot participate as readily in organizations that meet at night.

The new library is amazing. New work area is great. There is a lot of excitement regarding the new football coach.

There is a replica of the new residence halls rooms in SMC.

F. Alumni Engagement Report

1. Director of Alumni Engagement Report: Mike Saraka
   Mr. Saraka received a note from Alice McMurry thanking MUAA for their gift to fund the employment of the graduate assistant in the Alumni Office, Matt Storm. He is working w/ technology and Homecoming. Mr. Saraka supplied packets for everyone which included a list of alumni related events occurring during Homecoming. He also passed around a spreadsheet sign-up sheet listing volunteers for specific events. He reported that the turnout of Alumni Board members at alumni events has been wonderful. He also asked that if Board members are aware of alumni who want to help or make a gift, let Mr. Saraka know so he can send that information to the Development Office.

   Additional information reported by Mr. Saraka is attached to this report.

2. Assistant Director of Alumni Engagement Report: Kelly Davis - In lieu of a report, Kelly extended her thanks to the Board. After many years serving Millersville’s Alumni Office, Kelly has been offered a position at Lancaster Bible College. She has accepted that offer.

3. Class and Affinity Reunion Report - Lorie Mahoney – Several reunion activities are coming up at Homecoming. See attached “Class and Affinity Reunion Report.”
   Also, Lori spoke with Dr. Breaux because some alumni we upset with the planned demolition of some residence halls. Therefore, bricks from those residence halls will be made available to those who want them. More info coming on how you can get a brick will be forthcoming. If you know someone who was on Student Senate, let the alumni office know so they can be contacted.

G. Old Business: Lori Deiolf

1. Inauguration Financial Contribution.
   Mr. Focht reported that there was a motion to contribute another $5000 on top of the $5000 already set aside for the inauguration. Mr. Focht is on that committee. Additionally, another goal is the American Dream Scholarship to honor Dr. Anderson. The Board will want to contribute to that.

   The point was raised that, across the PASSHE system, only 2 other schools have contributed for presidential inaugurations. The Alumni Association’s mission is to support the university and students. While the Board wants to show support for
university, we want to contribute to the scholarship. Never before has MUAA been called to support in this way.

Additionally, there was concerned over the percentage of our total budget being put toward the inauguration. Plus, MUAA just made a substantial contribution to the university in the form of the payment of the graduate assistant. The Board also hopes to have money for the American Dream Scholarship.

Jerry Eckert reported that the inauguration will cost approximately $50,000. The university is appreciative of any money that is donated. Private funds must be used for the inauguration. Student Services is pledging $25,000. The Foundation has pledged $25,000. Jerry reported that MUAA did contribute $20,000 to Dr. McNairy’s inauguration. The Board reported that after looking at archives, minutes, and audits, no record of such a contribution could be found.

Mr. Eckert reported that there will be no gala fundraiser after the inauguration. So, he was asked to raise private funds … the theme is broken promises between state and public universities. The American Dream scholarship is a promise to students like Dr. Anderson. He attended all public universities. The university has raised $41,000 from private individuals. At $50,000 will ask others to join in. A suggestion was made to scale back on the inauguration, given the current financial climate. Mr. Eckert explained that bringing people here will cost a lot of money and there are lots of logistics. It has been scaled back. There is not much pomp and circumstance. $60,000 -70,000 is typical for an inauguration.

Mr. Saraka reported that the issue of $5,000 a year for 5 years was brought to his attention. A motion was made to increase the line item of $5000 to be another $5000 for a total of $10,000 for the inauguration. JeriAnne Johnson and Cassandra Karamanos voted nay. Motion passed.

2. “I Will” statements: please sign them and hand them in. They are just a reminder of what our responsibilities are.

H. New Business

1. Mike Saraka has a printout of the current volunteer list for Homecoming.
2. Golden Gavel Club: Ms. Dierolf wants to continue to tap into those people who are former MUAA presidents.
3. Ms. Dierolf will be emailing to us the Quarterly Self-Evaluation Reports. These are ways that Board Members can monitor what we have been doing for the university.
4. A vote for a replacement for Dan Sidelnick was held.

Meeting was adjourned at 12:47 pm by Ms. Dierolf.

Respectfully submitted,
Cassandra Karamanos, Secretary