A. The Meeting was called to order at 10:02 a.m. by President Lori Dierolf
   Board members excused: Nathan Claycomb, Jenna Craig, William Dewan, Jen Strobel
   Advisory Members (non-voting) and Guests: President John Anderson, Jerri Anne Johnson, Dr. Aminta Breaux, Francis Schodowski, Ashley Tose, Alicia Good, Heather Morris, Marie Cartwright, Kathy Focht, Karen Fincham, Mike Saraka, Melanie Kirby, Kelly Salvado.

   Welcome to Kelly Salvado who is sitting in on the meeting and seeing what goes on at a board meeting. She has submitted her application to become a member of the Board.

   Congratulations to Matt Storm for winning the CASE ASAP District II Advisor of the Year Award. He won out of approximately 65 institutions.

   Also, there was a friendly reminder to make your gift to the university before June 30.

B. Standard Action Items
   1. Board Minutes of September 21, 2013
      Kathy Focht noted two misspellings to be corrected.
      Tamara Willis moved to approve the minutes with corrections. John Held 2nd the motion. Motion to accept minutes with corrections passed unanimously.

   2. 2nd Quarter Financial Report
      Steve Focht moved to have the 2nd Quarter Financial Report officially received and filed for audit at the end of the fiscal year.
      John Held 2nd the motion. Motion passed unanimously.

C. University Report - Dr. Anderson, University President
   Dr. Anderson reported that the university is turning the corner on enrollment applications. They are up 7%. Students who have paid a deposits are up 44%. The President’s Annual Report is available for all who want to read it. Phase 1 of the new residence hall construction is nearing completion ahead of schedule. There is a lack of practice fields and there is only one with artificial turf. There has been a problem finding enough practice fields for all the teams. To that end, all Pucillo fields will be turfed now through funding from student leadership from leftover reserves from building the SMC. Also of
note, the school’s Lego Robotics team won the national championship. With regard to student tuition, the university is analyzing variable tuition based on majors.

D. Vice President Report - Dr. Aminta Breaux

Dr. Breaux is now the Vice President of Student Affairs and Interim Vice President for Alumni Engagement and Development.

Dr. Breaux explained that “Student Affairs” encompasses student organizations, health services and extra-curricular activities. The new residence halls are suite style accommodations, which allow for more privacy. Also, the new residence halls are small learning communities. That means that there are multipurpose areas within the new residence halls where classes and small group discussions can be held. Current small learning communities include the pre-scholars program and the honors college. There will also be an area in a certain residence hall where small pets will be permitted (such as dogs, cats and gerbils). The Honors College will be expanding and will be in Richert Hall. Phase 2 is underway for residence halls.

Regarding athletics, there are currently 350 student athletes. There are over 3000 students involved in recreation. There is a great need for practice fields to be used by the school teams and intramurals. The soon-to-be-completed turf fields will be used well.

It has been an outstanding seasons for many club and PSAC teams.

Dr. Breaux is also working with Advancement and Alumni Engagement. They are focusing on the lifecycle of the student from prospective student through becoming an alum. They are seeing how to keep them feeling connected to the university and seeing the value. They will “get the word out” locally regionally and nationally.

Mr. Staub suggested having an upcoming meeting in the new residence hall so we can see it.

E. Overview of Affinity program with Liberty Mutual

Melanie Kirby – Senior National Account Manager/Affinity Marketing

Melanie gave us an informative power point presentation on how the affinity program with Liberty Mutual is financially beneficial for the MUAA.

F. Alumni Association Standing, Ad Hoc and Appointed Committee Highlights/Reports

1. Alumni Events: Karen Fincham & Kathy Focht reported that between 32 and 55 people are coming to the alumni reception luncheon at today’s basketball game.
New ideas: There is some interest for a trip to the American Music Theatre to hear the music of Andrew Lloyd Weber – coming out soon. At their next meeting, they will finalize all activities for 2014-15 school year. That way, when the Millersville Review comes out, all the dates can be in it. This is important for those who are not tech savvy so they can see what is coming up without having to rely on facebook updates. Also, this committee will enlist the help of the Technology Committee to promote events. In July, The MUAA will have a trip to Camden Yard for a baseball game: Baltimore Orioles v. New York Yankees on July 13.

President Dierolf reminded us to share things on Facebook and like things on Facebook.

2. **Engagement Committee**: Marie Cartwright reported that their primary activity is the Marauder Mixer. The first one was held at Oak Leaf Manor. They really want to grow that event and increase student involvement. Perhaps focus on one area with each mixer. Turkey Hill and banks are looking at hosting a Marauder Mixer. The committee want to work with the Technology Committee to promote and market Marauder Mixers through facebook and Twitter. The next one is April 2nd at the Jay Group. Their next meeting is March 25th. If you know of a company that might be interested in hosting a Marauder Mixer, let Ms. Cartwright know.

3. **Financial Planning**: Steve Focht reported on behalf of Dick Moriarty. The committee is coming up with an investment strategy. They are going to wait until the Board has its strategic planning meeting to decide on the investment strategy. They are working on spending plan for next year. If any committee chairs have a request for funding, please get it in the next 2 weeks so it can be put in the spending plan.

4. **Information Technology**: John Held reported that Facebook members are up 111, Twitter is up 71. Conversations on LinkedIn are increasing. We are seeing alumni helping each other with hiring. There has also been an increase in Instagram followers. It is up from 32 to 56 followers. Thursday saw Facebook’s most successful post yet. It was “Say goodbye to Hobbs Hall.” It was shared 115 times and had 99 comments on it. 14798 saw the post. (Usually 1000 see these posts.) One of the committee’s goals is to be a resource for other committees. They helped out the Events Committee last month. Communication can be made via basecamp or email. They also want to help engage more alumni who can’t come to campus but want to be a part of the meetings. So, the April Board Meeting in Stayer will also be webcast.
Scott Bailey said that if you have an idea that needs seed money, think about that now because the funding is there. President Dierolf also suggested that we look at the big picture and see if there is anything money will be needed for in our committees.

5. **Nominations and Awards:** Mike Saraka gave us a packet with the list of Board of Director applicants. At the April meeting, will meet them. Kelly Salvado, who is a Board of Director candidate, is here today. Also, there is a list of award nominees. There will be a committee meeting in March to decide the winners. On April 26, at 10:30 am at SMC, there will be the Awards Ceremony.

The Neimyer-Hodgson Research Grant supports research. There were many worthy applicants this Fall. Cassandra Karamanos made a motion to give up to $4000 to fund additional research grants for the Spring Semester. Steve Focht 2nd the motion. Motion passed unanimously. If money is not given out, then it stays in our treasury. Jerri Anne Johnson asked who on the Board was a prior recipient. Jen Bertolet was a recipient. Cassandra Karamanos was a recipient. Amy Hoffman asked what are strings attached. Must do A, B, C? Jerri Anne Johnson explained that department heads are working on closing loopholes.

President Dierolf wants to grow the endowment. We certainly want to include that in strategic plan. She opened it up to any member of the board to make a motion today to grow the endowment. The finance committee is not opposed. We have the finances to grow the endowment. However, perhaps it is best to consider it in conjunction with a long term strategic plan. Jerri Anne Johnson suggested considering making this a project. It speaks to our mission as an Alumni Association…to help and nurture our researchers. Perhaps we could have it as a 50-50 matching project. Jen Bertolet commented that it was her first connection to the Alumni Association as a student.

6. **MU Foundation Report:** Jerri Anne Johnson, our MUAA liaison, reported that as of end of January the Foundation had $26.3 million. We had a gain of $1.5 million. This is an 18% return. There is an outstanding team on the Foundation Board. They are at a point with our endowments that they are ready to take investments to the next level. There are private equity options open now that are longer term, higher yield investments. The money is being very well invested.

7. **Student Alumni Association:** Alicia Good (Vice-President) and Ashley Tose (President) reported that they have a small but dedicated membership. Coming up is their survival kit project. For that project, parent purchase bags of snacks for finals week which are packaged and delivered to students. Also there is a Tuition Raffle where one puts down a small amount of money for a chance to win tuition.
Coming up on February 27 is Student Philanthropy Day. To get student aware of how much is donated, price tags are placed on items around campus to show what it costs and what all is donated.

The Student Alumni Association wants to continue to be involved in the Marauder Mixers. Also, they would like to continue to have alumni speak at their meetings. They would like to have a dinner at the Sugar Bowl and see Aida (a student run show) with alumni. Additionally, they want to start an alumni emailed newsletter and send it out monthly to show what was done last month and what is coming up. They hope to start that in March. Also they would like to have an MU Traditions book which would be given to incoming freshmen… it would be a compilation of things unique to Millersville (places to go and experiences to have)…when you graduate you would get an award for completing your book.

8. **Student Senate:** Nick Stauffer, Treasurer, reported that the Student Senate is excited about the new turf fields. This organization live tweets their meetings. They had eight students attend the COSGA Conference for student government associations held at Texas A&M. Additionally, they will be attending a retreat next weekend. There are 29 senators this year. (The membership has doubled). They are having more meetings in public areas to get people to stop by. On Tuesday the 25th, they will have a town hall so students can ask questions and talk about concerns. “Forum” is a once a month update newsletter on what senate is doing. Mr. Stauffer is currently working on allocating the student activity fee for all students—he is managing $2 million. It is very time intensive. He can be reached by email at villetreasurer@gmail.com Student Senate has a goal of 35 student senators.

G. **Alumni Engagement:**

Mike Saraka welcomed Heather Morris. Ms. Morris will be working with the Engagement Committee on the Marauder Mixer and she will also be working with the Nomination and Awards Committee. The Board was encouraged to check out the Review… there are lots of good things in there. Next week, Mr. Saraka will be in Florida for a series of alumni events. See alumni website for those events. Mr. Saraka will also be attending the CASE Social Networking Conference in March.

There is a draft strategic plan for the university in the packet. Eight open forums were hosted. They hope to finalize the strategic plan by May.
H. **Old Business**

1. Golden Gavel Club will have a dinner on April 9, 2014, at Iron Hill Brewery.

2. Mike Saraka reported that a group is being formed to review our bylaws and make sure they are appropriate. Please feel free to put your name in to join this group.

I. **New Business**

1. Ms. Dierolf reported that on July 19th there will be a Strategic Planning Meeting. It will be a full day event. Please reserve that day. Perhaps we could meet in a residence hall? Mr. Saraka will bring in a facilitator who has experience with higher education and non-profits.

2. All groups are being asked to form a Memorandum of Understanding to set forth the relationship between themselves and the university. The MU Alumni Association will also be drafting one. Mr. Saraka will send it out when finalized. He is meeting with a lawyer to work on the document.

Next meeting is April 12

Today’s lunch was sponsored by Liberty Mutual.

Board members will be contacted for the alumni directory that will be coming out.

Meeting adjourned at 12:08 pm.

Respectfully submitted,

Cassandra Karamanos, Secretary