Millersville University Alumni Association
Alumni Board of Directors Meeting
University Room, Gordinier Hall
Minutes 11/19/2016

Roll Call:
Voting Members Present: Leslie Arnold ’78, Scott Bailey ’98, Jennifer Bertolet ’92, Chad Bolt ’08, Katie Breit ’02, Nathan Claycomb ’01, Kelly Davis ’95, Theresa Dozier-Daniel ’77, Christopher Driscoll ’01, Kathy Focht ’70/’75M, Kitty Glass ’53, Alicia Good ’14, David Hernandez ’71, Mike Henry ’83, Amy Hoffman ’94, Patrick Leahy ’97, Jonathan Mimm ’02, Dick Moriarty ’72, Ashley Nowak ’12, Carroll “Butch” Staub ’72, Matt Storm ’12/’14M, Ashley Tose ‘14, Steve Yacovelli ’93

Voting Member(s) Excused: Cheryl Youutz ’69/’72M

Advisory Members and Guests Present: Dr. Aminta Breaux, Vice President for Advancement; Adam Good, Student Alumni Association President; Denise Berg, Director of Alumni Engagement; Angela Florimo, Graduate Assistant for Alumni Engagement; Adam Good, Student Alumni Association President; John Held ’02, Nominations & Awards Co-Chair; Aaron Jaffe, Student Senate Representative; Bill Martin ’81, Financial Planning Chair; Jennifer McMorris, Administrative Assistant for Alumni Engagement; Heather Morris, Assistant Director of Alumni Engagement and Annual Giving

Advisory Members Excused: Dr. John Anderson, University President; Lori Dierolf ’91, Immediate Past-President; Lorie Mahoney, Assistant Director of Alumni Engagement

I. Call to Order/Welcome

A. President Scott Bailey called the meeting to order at 10:04 a.m.


II. Action Items

A. Motion to approve the Alumni Board of Directors meeting minutes for August 27, 2016, as distributed via email, was made by Jen Bertolet and seconded by Amy Hoffman.

B. Motion to officially receive and file the Millersville University Alumni Association audit for the 2015-2016 fiscal year, ending June 30, 2016, completed by Hostetter & Hostetter of Quarryville, PA, was made by Kelly Davis and seconded by Mike Henry.

Treasurer Moriarty highlighted several items:
- The same accountant, Dave Henkel, was used for the audit. Due to a merger, the name of the firm has changed
- Good practice to shop financial services through RFP in future
- Zero findings on the audit after a total conversion to a new accounting system
- The cash versus accrual account is not unusual for a nonprofit
C. Motion to officially receive and file the quarterly financial report for the first quarter (ending September 30, 2016), as distributed via email, for audit at the end of this fiscal year was made by Mike Henry and seconded by Leslie Arnold.

Treasurer Moriarity highlighted several items:
- Walked through reports, which will now be the standard reports reviewed at each meeting, with detailed description of each
- Most expenditures take place during Q1 and Q2, related to Homecoming
- Currently ahead of the budget for this time of year

D. Motion for a roll call vote to approve all three previous motions together was made by Kelly Davis and seconded by Jon Mimm. All members, present in person and virtually, were polled individually and voiced YES/AYE votes. All motions above passed unanimously.

III. MUAA Major Initiatives for 2016-2017

A. President Bailey reported on progress related to major initiatives:
- Changes to the financial system have been accomplished, completing this work
- Each initiative is being handled with different timelines and paths, outside of the normal work of the permanent and ad hoc committees and will be reported on at board meetings, as information is available
- Some initiatives will require financial contributions and budgetary actions moving forward
- Board members interested in a particular initiative are encouraged to reach out to the key contact person or President Bailey

B. Board received a thank you from Jerri Anne Johnson, Past President, for our contribution to scholarship in her late son’s name.

IV. University Report: Dr. Aminta Breaux, Vice President for Advancement

A. Dr. Breaux reported on behalf of Dr. Anderson, who sends his regrets for today’s meeting. The University thanks the Board for their contributions to Homecoming and recognizes the long hours and robust volunteer commitment to make the events so successful.

B. University updates on Our Bold Path goals:
- Progress to date
  - The University has now closed the structural deficit
  - Graham-Pelton consultants were on campus to evaluate readiness for capital campaign. Thank you to alumni who took part in meetings. The following three goals were identified:
    - Scholarships
    - High-impact learning practices (living learning communities, internships and externships, and faculty-student research)
    - Athletics support
• Engaging learners
  o Recently awarded $2.1 million, 5-year grant from College Assistance Migrant Program
• Ensuring success
  o APSCUF three-day strike ended after 3 days and University is still assessing the implications
  o American Dream Scholarship Ride recently welcomed a record number 141 cyclists and walkers and raised $47,000 ($10,000 from MUAA)
  o Field hockey team lost to Shippensburg in the semifinals; another great season
  o Awarded President’s Higher Education Community Service Honor Roll with Distinction for the fourth consecutive year (100,000 hours of service per year)
  o University named Military Friendly School for 2015-2016 for engagement of service members
  o MU is five-time recipient of national honor recognizing efforts to encourage diversity and inclusion on campus from INSIGHT into Diversity magazine.

V. Vice President’s Report: Dr. Aminta H. Breaux, Vice President for Advancement
A. Vice President Breaux continued with news from the Advancement division:
  • Development report
    o Posted and acknowledged $3,997,748 in donor cash and pledges
    o Annual fund at $1.7 million
    o Continue to share the Universities priorities:
      ▪ Scholarship
      ▪ Athletics
      ▪ Global Opportunities
      ▪ Student Success
      ▪ Sustainability
    o Donor breakdown, to date:
      ▪ Total donors YTD= 1,665
      ▪ Total alumni donors YTD= 891
      ▪ Total friends YTD= 416
    o Recent Gifts
      ▪ Clair and Velma McCullough estate gift of $1.625 million
      ▪ Retired faculty member, Dr. Susan Luek $690,000 for renovations within the Psychology program; she has given over $1 million dollars in her lifetime
    o Capital Campaign
      ▪ Continue to plan with a consultant
      ▪ MUAA and University initiatives in alignment
  • Follow up to Review magazine conversation from last meeting:
    o Number of pages per magazine to increase
    o Continue to work to find the right balance
    o Recognized the concerns of alumni expressed at previous meeting
    o Strive to be known for quality and excellence in this piece
    o Members are encouraged to continue to share feedback related to future issues
VI. **Alumni Association Standing, Ad Hoc, and Special Appointed Committee Highlights/Reports**

**A. Alumni Engagement**
Member Butch Staub reported on initiatives:

- See slide (attached)
- Thank you to all committee members who volunteered at Homecoming
- Continue to work to engage more alumni participation at SNAP, Admissions, and ELCM events
- Partnering with Technology Committee and Development Office
- Upcoming events:
  - Baked goods needed for students in the “finals stretch” – contact Lori if you can help
  - If you are interested in helping serve meals to students and community members at Campus Cupboard church, please contact Butch for more details

**B. Financial Planning**
Chair Bill Martin reported on group’s work:

- Bill returns to the MUAA as the new chair and notes that this organization is near and dear to his heart
- Continue to look for new revenue opportunities
- Some of the dollars from the recent McCollough gift are earmarked for the MUAA and are currently managed with Council Trust

**C. Information Technology**
Co-Chairs Jon Mimm and Chris Driscoll reported they are excited to build upon the committee’s recent successes and continue the work of the group:

- Working to strategically identify someone within each committee to serve as a technology buddy; contact the chairs if you are interested
- Recently gained several new members
- Goal for 2017 to connect through Facebook live more
- Assisted Development office with the One Day Give
- Winner from Homecoming Instagram contest was chosen; photo to be posted
- Plan to help with Nominations and Awards candidate videos, if needed

**D. Nominations and Awards**
Co-Chairs Kelly Davis and John Held reported on the recent committee work:

- See slide/report
- Neimeyer-Hodgson grants were impressive in their quality as well as the number of students requesting funding for some exciting research
- Fall historically has the larger number of requests.
- Motion to fund $11,873 in grants for Fall 2016 and return to the Board in Spring 2017 with request for additional grant funds, if needed made by Kelly Davis and seconded by Nathan Claycomb. **Roll call vote passed unanimously.**
- Plans to attend Made in Millersville event to recognize our N-H winners and create some public relations pieces to share on social media and website
E. Alumni Events
Co-chairs Kathy Focht and Nathan Claycomb reported on recent and upcoming events:

- Recent Events
  - Homecoming was a great success; thank you to all who volunteered
  - Family Day at Millport Conservancy was very well attended and received positive feedback; consider more family-friendly events
  - Many new and returning alumni attended MU After Work at Fireside; barbershop quartet was a hit
  - Continue to share ideas for venues
  - Chairs recognized Denise Berg for her valuable assistance

- Upcoming Events
  - Glorious Sounds of the Season reception and concert – purchase seats and be sure to mention reception for your tickets
  - MU After Work at Federal Taphouse downtown Lancaster – trivia on tap and Chestnut St. parking garage goes straight to venue for convenience in the winter weather
  - Sight and Sound Jonah production tickets available soon; prices $15 for children, $30 for adults

F. MUAA Governing Documents (Bylaws) Ad Hoc: No report

G. Board Recruitment and Elections Ad Hoc
Chair Amy Hoffman shared proposal on this initiative:

- Revise biographical questionnaire to include additional information, including a short narrative about why candidate wishes to serve
- No video or speech for each candidate, Board takes responsibility to read all materials before election
- Present “We Will” document and expectations with all candidates
- Ask for committee selections prior to election to involve all those interested regardless of election status
- Discussion of board skills analysis to be sure we are recruiting and recommending members who have skills aligned with our strategic goals
- Additional discussion required, based on feedback from the Board at this meeting

H. MU Foundation
Treasurer Dick Moriarty reported on recent Foundation meeting:

- New management firm handling Foundation – Cornerstone
- $1 million in assets, up 4.87%

I. Student Alumni Association
President Adam Good reported on recent and upcoming SAA activities

- Many current members are graduating, recruitment efforts have yielded 7 new members
- Upcoming Paint Nite, alumni are encouraged to sign up today
- Domino’s fundraising cards available, see members
- Newsletter will be released shortly
- I “heart” MU week scheduled for 2/13-2/17
- AMUzing Race scheduled for 4/22
G. Student Senate:
Representative Aaron Jaffe updated the Board:
- Recently funded several programs, including:
  - Campus Cupboard $2,500
  - Noonan Fund for student research
  - Post season support plan of $60,000 for athletics set aside to assist with transportation, hotels, etc. for teams, as needed
- Encouraged attendance at Glorious Sounds of the Season, which supports student scholarships
- Working with administration in the aftermath of the presidential election related to racial divides and diversity issues in the University Community

V. Alumni Engagement Reports

A. Director of Alumni Engagement, Denise Berg, shared this report for the office:
- Thanked the Board for their commitment to the Alumni Association and University and wished everyone a happy Thanksgiving
- Event recaps
  - Legacy Breakfast on 9/24 – 150 in attendance, photographed families
  - Honors and Awards Luncheon 9/24 – for recipients of the Alumni Awards was successful – Deadline for submission of next year’s awards December 31
  - Homecoming saw 1,000+ people in the tent
  - 50th Class Reunion included Ad Astra pinning ceremony; 1956 and 1951 were both invited and attended together
  - Approximately 80 golfers attended the tournament this year, an increase from last year
- MUAA supported the following University and community initiatives:
  - Parade
  - Graduating Students of Color reception
  - Senior Class Gift
  - Student Alumni Association
  - American Dream Ride scholarship and event

B. Assistant Director of Alumni Engagement/Annual Fund, Heather Morris, provided an update:
- Thank you calls and cards are being sent to first time donors
- Recognized Butch Staub and David Hernandez for their volunteering with so many recent events on campus
- The One Day Give exceeded the $100,000 goal with 457 gifts and a total of $123,630 in donations
- Recent SNAP event at High Concrete had 21 attendees, 15 students from the OSEH and AEST departments
- Golden tickets that waive admission application fees are available for any members who have students to refer

VI. Old Business
A. Ad-Hoc Committee on Advocacy
Chad Bolt reported on current ad-hoc committee progress:
Recent advocacy letter was sent to PA state legislators related to the State budget impasse
Committee looks to grow efforts to leverage the strength of our alumni network for the good of the students and institution
Currently in the brainstorming phase
Looking to recruit members of PA state government and those with experience or interest in development, communications, and advocacy

B. Rebranding
Katie Breit reported that the committee is getting ready to move forward:
- The group is working on an RFP (request for proposal), 3 companies are already lined up
- Meeting is set to walk-through the process with the committee

VII. New Business

A. President Bailey entertained new business from the floor:
- David Hernandez reported that Kim Mahaffy (Latino Studies) and Alice McMurry are working with the Student Leadership Institute on issues of retention and establishing a Latino Alumni Association. Approximately 125 interested.
- Patrick Leahy noted this is a great time to put a focus on advocacy
- Leslie Arnold noted that Coalition for Domestic Violence is requesting support from MU; President Bailey referred her to contact the Engagement Committee
- Nathan Claycomb reported on success of the Extraordinary Give campaign, raising $7.1 million for community organizations and praised the Ware Center’s involvement

VIII. Adjournment
A. Next Board meeting is scheduled for Saturday, February 18, 2017 at 10 a.m. Reminders will be forthcoming from the Alumni Office.

B. Motion to adjourn the meeting made by Dick Moriarty and seconded by Kitty Glass. Motion passed unanimously. Meeting adjourned 12:36 p.m.

Respectfully Submitted by Kelly Davis, MUAA Secretary