A. Call to Order/ Welcome

- The meeting was called to order at 10:01AM by MUAA President Lori Dierolf. Guests and board members were welcomed. Members present: Scott Bailey, Katie Breit, Nathan Claycomb, Bill Dewan, Lori Dierolf, Stephen Focht, Kitty Glass, John Held, Matt Hepler, Jerri Anne Johnson, Cassandra Karamanos, Sean O'Donnell, Carroll Staub, Mathew Storm, Tamara Willis.
- Also Present: University President John Anderson, VP for Advancement Aminta Breaux, Student Senate President Randi Chrismer, Student Senate Member Marcus Sterner, Kelly Davis, Steven DiGuiseppe, Kathy Focht, Maggie Johnson, Lori Mahoney, Richard Moriarty, Heather Morris, Maura Musselman, Ashley Ayers.
- President Dierolf reminded the Board of their obligations to attend meetings and make a financial contribution to the University.
- Please reviewed the "We Will" statement; sign and submit it.
- President Dierolf challenged each board member to bring one other alum over the next 7 months to become an active participant in the Association.

B. Action Items

1. Approval of Alumni Board of Directors Meeting Minutes of 4/12/14: Lori Dierolf
   Cassandra Karamanos moved to approve the Alumni Board of Directors meeting minutes for April 12, 2014, as distributed via email. Second by Scott Bailey. Minutes were approved as written.

   Steve Focht moved to approve the Quarterly Financial Statement for the fourth quarter ending June 30, 2014. Second by Nathan Claycomb. Motion approved.

3. Approval of Annual Audit (ending June 30, 2014): Steve Focht
   Steve Focht moved to for the Millersville University Alumni Association Audit for the 2013-14 fiscal year, ending June 30, 2014 completed by Huber, Drewes and Kendig of Willow Street to be received and filed accordingly. Second by Tamara Willis. Motion approved.

C. University Report: Dr. John M. Anderson, University President

Convocation: Just launched our strategic plan-- known as the BOLD PATH
Fall enrollment update: significant increase in out of state enrollment; graduate student a bit down
Some past Summer 2014 Calendar Events:
Great events very successful parent student orientation Candlelight ceremony...drone videotaped footage on website American Dream ride: was on September 20; 70 riders- $25000 raised
Budget Update/Planning: Board of Gov approved our new tuition model- per credit hour model this helps with the structural deficit. should be able to cut the structural deficit in half.
Residence Hall Update: On and off campus housing is full; 2nd phase under way
Ribbon Cutting on October 17th at 4:00; COT voted to retain the names of the former residence halls for the new residence hall wings.
Millersville University continues to be lauded: Education to Career (ETC)
US News and World Report voted it to be in the top 25 public education in the Northeast.
Athletics: Brand new Pucillo fields completed. $2.5 million project includes a new soccer field, football/ intramural practice field, 700-seat grandstand with air conditioned press box; This will allow for more intramural sports.
#Hoist the colors-new athletic campaign- engaging fans and encouraging support. Official Hashtag
Field Hockey- ranked #1 in the country! Remain undefeated!
D. Vice President's Report: Dr. Aminta H. Breaux, Vice President for Advancement

- Search for Director of the Alumni Association is underway. Search committee led by Steve DiGuiseppi. The position has been posted. Resumes are being collected. A number of people called immediately regarding the position. Maura Musselman just left a position at York College. She is helping during this interim period. She came very highly recommended.

- A search committee has been convened for Associate VP for Advancement. Jerri Anne Johnson is on that search committee. An open forum will be held for the candidates.

- There are a number of events coming up for homecoming.

- Jerri Anne Johnson commends Dr. Breaux and the team who brought this new football coach…has been very successful in breaking down barriers and bringing everyone together. Dr. Breaux also gives credit to Dr. Anderson who came to open forums and met with this new coach and reached out to him.

- Please see remarks attached to the end of this report for additional items discussed by Dr. Breaux.

- Dr. Breaux shared that GPA often a better predictor than SAT scores as to a student’s academic success. #1 predictor is whether family owns their own home and have stability in household. We need to provide support and SAT don’t really show if they can be successful when they get here. Look to engagement and activity in their high school. MOTIVATION is a key factor. (Active in school)

- President Lori Dierolf commented that she appreciates retaining the names of residence halls. This is very important to older alumni.

E. Guest Speaker: Tom Richardson, Asst. VP for Student Affairs/Director of Housing and Residential Programs. Mr. Richardson offered an overview of residential housing (overview of South Village via power point)

- Phase 1 - 709 beds, 320 parking spaces—was on the old lot between the high-rises…new lots constructed; has fireplace in lobby, 2 laundry facilities
  - 4 wings
  - connected common area - 125 seat great room - 2 study rooms
  - sun lounge at end of each floor
  - common kitchen
  - reception desk
  - social room
  - two game rooms
  - floor 2-4 have 6 additional study rooms

- Phase 2
  - currently constructed (also by Benchmark)
  - 2 t-shaped buildings on site of Tanger/Hobbs
  - slightly smaller
  - 10 person pod housing w single rooms - 4 bathrooms and kitchen/living room area
  - small learning communities with connect w these pods
  - social justice learning community -- common space used to have small group discussions…faculty could participate with this more easily

- Phase 3 - mirrors 2 on location of Diehm

- Phase 4—because bed count in 1 and 2 and 3 are increased, probably won’t need phase 4 at this point end of spring 2015, Diehm Habold and Hull won’t be used as residence halls.
  - repurpose Bard and Gilbert; raze Gaige possibly

- Building of residence halls is NOT through university funds

- Scott Bailey—model for Greek chapters or extracurricular groups into small group housing? Tom Richardson—no it hasn’t been looked into this yet

- Carroll Staub asked the students present what they think of this…seems to be all positive

- Lori’s Dierolf’s daughter told her that it is beautiful and loves it.
F. Alumni Association Standing, Ad Hoc and Special Appointed Committee Highlights/Reports:

1. Alumni Events: Kathy Focht- please see attached report
   Dick Moriarty requests the New York Gourmet shopping trip that MUAA used to run.

2. Alumni Engagement: Katie Breit- University is doing a “Candid Career” project. 3-5 minute videos that are being shot November 4-5. They are looking for alumni from different disciplines to talk about their experiences at MU and where they have gone in their career since then. It enables students to email the alumni, too. They are looking for 21 alumni to participate. The Engagement Committee will have its first meeting on September 30 at 7pm at the Duncan House. Upcoming engagement opportunities include:
   1. Student Networking Alumni Program at Turkey Hill Experience on October 1 at 5pm. (formerly called Marauder Mixers)
   2. MU Admissions Open Houses on October 25 and November 15
   3. Homecoming events October 17-18

3. Financial Planning: Dick Moriarty
   - Thank you to Steve DiGuiseppi for affinity programs. They have done very well for us.
   - We have a responsibility to help our students financially, but we want to spend our money conscientiously. This committee is looking to alumni who have experience in this area for guidance with our financial plan. With interest rates at a historic low, they are looking for sound financial planning advice. What is best way to place the funds? Still working on our mission.
   - Steve Focht also asked committees to let the Financial Planning Committee know if any other committee needs money before the January financial planning deadline so money can be allocated.
   - Scott Bailey commented that as a part of our strategic planning, we came up with a financial strategy, but we are struggling with identifying resources for investment strategy for institutional investment

4. Information Technology: Kelly Davis and John Held - Please see committee report attached

5. Nominations and Awards Committee: Jerri Anne Johnson - please see attached report

7. Foundation Report- Jerri Anne Johnson

8. Student Alumni Association: Maggie Johnson, President of the Student Alumni Association
   Went to National CASE ASAP conference. This is a networking event to share ideas with other schools. They will be implementing some programs from that. They are on Twitter at @MUAlumFromDay1. They connected with other PASSHE schools. The next conference will be in Ithaca in February. They are a closed organization and grow the group by recruiting and interviewing potential members. They want dedicated members. They have 8 new members. They are focusing on the homecoming parade and fish tank from Finding Nemo. Let them know if there is a need for students to help with things at homecoming. Their students want to connect with alumni…hang out in an informal setting. There is a production of Rent coming up.
   Monday at 8:15 in McComsey is their next meeting. They welcome alumni to come to a meeting and speak with the members about the alum’s career and offer career tips. National Philanthropy Day is February 26, 2015. They want to raise awareness about connecting and giving back to your MU after graduation. They are planning on an "I heart MU" weeklong event and will highlight what the alumni do for the University

9. Student Senate: Randi Chrismer- Thursday, October 2, will be having a town hall for students to ask questions about the new tuition. Also, there is new process for student activity fee allocation.

G. Alumni Engagement Report: Steve DiGuiseppi

1. Steve DiGuiseppi Interim Director of Alumni Engagement; also Assistant VP for Advancement.
   a. Search is underway for new Director of Alumni Engagement. Position posted and advertised. 15 applications to date. Deadline for applications is October 13. Search committee consisting of alumni volunteers, student alumni association members and staff will review the applications and make recommendations. Open sessions will be held for us to meet the final candidates.
   b. Due to budgetary reasons, Millersville Review will be printed only twice annually…November and May. We will need to use other ways to market our programs…especially using social media.
   c. We are in the process of a search for the Associate VP for Advancement. Another search team has been formed and that process is moving forward.
   d. Homecoming weekend is October 15-19. Need board members to attend and assist with events.
   e. Alumni calendar of events is at each member’s seat. Will continue to post all events on alumni homepage and reservations are handled at MUTICKETSONLINE
f. Alumni Office Staff Reports:
   i. Lori Mahoney reported that the Class of 1964 reunion kicks off Thursday and Friday; Saturday there is wrestling and baseball; campus tours Friday and Saturday; some Greek reunions. There will be events for the class of 1964 and 1974 in Gordinier
   - May 2 - All Alumni Day.
   - Willow Valley Retirement Community has over 200 alumni residing there. Looking to having an event there.
   ii. Heather Morris shared with us that our students represented the university very well at the CASE ASAP conference.
   - The president of Turkey Hill Dairy is 1987 graduate of MU. He will be speaking at SNAP event (Formerly the Marauder Mixer)
   - One Day Give is- 10/9 -- looking to exceed last year’s mark.
   - Change for Senior Send-Off: will now be held immediately following graduation rehearsal.
   - Jason Tabor works in the Alumni House and does an outstanding job on the e-newsletter and in-house social media

H. Old Business
1. MUAA Bylaws: Lori Dierolf -
   - Revised to allow for non-local alumni to be involved.
   - Also, increasing number of board members from 19 to 25. Jerri Anne Johnson asked if the additional spots are for people who are not local. President Dierolf noted that it was cumbersome to word that specifically.
   - Grammatical error on page one pointed out by Nathan Claycomb. Correction will be made.
   - Motion to accept the changes proposed to the MUAA Bylaws was made by Carroll Staub. Second by William Dewan. Motion approved.

2. Memorandum of Understanding Update; Scott Bailey, President Elect
   - Defines MUAA relationship with the University.
   - We have gone to attorney who is working on our behalf and have a draft we will be presenting to the PASSHE attorneys. Next couple days we will have it back in the hands of the PASSHE lawyers to have them mark it up.
   - Hope to have a final version to submit to board for approval by our next board meeting.

3. American Dream Scholarship: Update of MUAA $10K gift (One Day Give Program: 10/9): Lori Dierolf - we voted and approved to give this in April, we will give it officially at the One Day Give

Next Meeting: Saturday November 15 in Gordinier

Meeting adjourned 12:26 pm

m
Cassandra Karamanos, Secretary
Good morning and welcome.

1. **The Marauder Football Game Changer:** an initiative to raise new dollars for football scholarships, has been fully launched, and on Thursday, September 4, 17 alumni and friends played some golf at Crossgates and later attended the football season home opener and were seating in a reserved section at Biemesderfer Stadium and were greeted by President Anderson, myself, athletic staff and other advancement officers. The total amount of pledges and cash raised to date is approximately $170,000. Volunteers are soliciting alumni in decades, as well as other athletic fans. The 1960s group is leading the pack with over $66K in cash and pledges—which is almost 65% of the entire potential amount raised.

2. **2013-2014 Fiscal Year-End Summary of dollars raised:**
   - *Impact Fund:* $1.57 million raised in cash towards the $1.2 million goal; with approximately $247K raised in unrestricted and $1.32 million in restricted gifts;
   - Gift and pledges towards endowments totaled approximately $1.79 million;
   - Total giving (all sources): approx. $8 million (which includes grants, contracts, and gifts from all constituents) with $3.19 million in cash;
   - Number of donors to the Foundation: 660
   - Number of Endowments supported: 137
   - Total gifts to the Foundation: $1.57 million

3. I hope you can attend our annual Homecoming weekend of activities, which begin on October 15 and end on October 19, including:
   - Homecoming Golf Outing, Friday, October 17 @ 10 a.m.;
   - The Villages Ribbon Cutting, Friday, October 17 @ 4 p.m.
   - Athletic Hall of Fame Reception & Dinner, Friday, October 17 @ 6 p.m.;
   - The Millersville Community Parade, Saturday, October 18 @ 9 a.m.
   - Marauder Football vs. East Stroudsburg, Saturday, October 18 @ 2 p.m.
   - And several other educational and cultural programs, in addition to class and affinity reunions; and student spirit week events

4. **American Dream Scholarship Ride**

On Saturday, September 20, approximately 70 bikers and a few walkers participated in this event to raise monies for the American Dream Scholarship, including President Anderson. To date, over $80,000 has been raised from various businesses and individuals, including $10K from the Alumni Association which the University is most appreciative.

Questions
The MU After Work events have been successful with thirty to forty alumni attending each event. The July and September MU After Work events were held at Loxley's and The Brasserie respectively. The next MU After Work will be held on November 19, 2014 at the Meadia Heights Golf Club. Attendees are asked to bring food items for the Campus Food Bank. Arrangements for a putting contest are in the works. The January MU After Work will be held at the Federal Taphouse.

The planned alumni events include:
- **American Music Theater** - September 27 (40 tickets were sold)
- **Homecoming** - October 17-18
  - Friday - 4:00 p.m. - Ribbon Cutting Ceremony at New Residence Halls
  - Saturday - Volunteers are needed for the tent
  - Self-Guided Tours of Residence Halls 12:00-3:00 p.m.
- **First Friday Alumni Reception** at the Ware Center Library – November 7
- **Reception & Glorious Sounds of the Season Concerts** - Saturday, December 6 (5:15-7:15 reception)

The events committee is investigating ways to market the events. They are looking to work with the technology committee to do an online survey for alumni through Survey Monkey.
MUAA Technology Committee Report  
Kelly Davis and John Held  

The Tech Committee met via Google Hangouts on 9/24 from 7 - 8 pm. The discussion centered on building out the "Show Us How You Celebrate Homecoming" initiative. Details of that work include:

- The effort will be structured as a contest, encouraging students, faculty and alumni to post photos or short videos showing how they celebrate Homecoming to either Facebook or Instagram.
- The contest will open on 10/15 and close 10/19. The winners will be declared by the total number of "likes" on a single photo or video. One winner will be chosen for Facebook and one winner for Instagram.
- The winners will each receive a $100 gift card to the University store.
- To promote the contest we will advertise through Facebook, investing $100 total. This will supplement our regular social media promotions, as well as outreach to other University departments and the Snapper.
- A key piece of this promotion will include a "pre-contest" to boost our followers on Instagram. Users will be encouraged to "re-post" and "tag" a promo image (currently being developed) before 10/15 to be included in this contest. The winner will be a new follower selected at random and receive a Millersville sweatshirt.
- A set of ground rules will be developed to ensure photos and videos are tasteful
- The Tech Committee will also promote this initiative to the full Board at the 9/27 meeting and provide technical assistance to Board members seeking to learn more about how to participate.
- All posts related to both the main "Show Us How You Celebrate Homecoming" effort and the pre-contest will utilize the #millersvillehomecoming2014 hashtag.

Specific assignments:

- John and Kelly will look in to the Facebook advertising
- John will draft acceptable photo/video guidelines
- Sean will work with Maura on developing the pre-contest graphic and handle running the logistics
- Sean will determine the winner and take of delivering the prize (and getting reimbursed for the expense)
- Maura will help promote the effort to other University departments and work with Jason on regular promotions through our social media channels
- All committee members will be available after the 9/27 Board meeting to help other Board members learn about Instagram and how to participate in the contest
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<th>Category</th>
<th>Objective</th>
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<tr>
<td>Nominations</td>
<td>Improve Board Recruitment</td>
<td>Meet with Will Redman to discuss Board diversity</td>
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<td>Meet with members from minority student organization</td>
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<td>Nominations</td>
<td>Revise Board Nomination Forms</td>
<td>Work with the Technology Committee to increase awareness, such as a Facebook post on 'who is the most influential member of your class'</td>
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<td>Review former applicants and determine current interest level</td>
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<td>Nominations</td>
<td>Assist with Board Nomination</td>
<td>Increase personal asks from members of the committee</td>
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<td>Nominations</td>
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<td>Determine proper means of recognition</td>
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<td>Awards</td>
<td>Increase nominations for each of</td>
<td>Increase communication with University Development Office</td>
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<td>the four competitive alumni</td>
<td>Increase communication with the Deans of each College and ask for dissemination through Work with Technology Committee to increase awareness</td>
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<td>awards</td>
<td>Include in presentations to Trustees and Foundation a request for consideration of potential candidates</td>
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| Awards | Increase nominations for student research grants | Interview a minimum of five faculty and three administrative representatives to provide insight into what is and what is not working  
Research possibility of a student-professor collaborative grant as a subset of Neimeyer-Hodgson Award  
Determine appropriate funding levels based on current student need (grants were established some time ago, are current levels appropriate)  
Explore using a form for faculty completion as opposed to writing a letter (using likert scales)  
Identify barriers to student participation  
Ensure that all departments are aware of each possibility |
|---|---|---|
| Committee Admin | Recruit new committee members, reflecting the University’s alumni diversity | Recruit two scientifically minded committee members  
Work with Technology Committee to increase awareness |
Section 1. The **Nominations and Awards Committee** is responsible for establishing relevant deadlines and procedures for the election of officers and Directors, drafting a slate of nominees for each election; and ensuring the proper preparation of the ballot for each election. The committee also reviews and recommends to the Board for approval, all Distinguished Alumni, Honorary Alumni, Board Member emeriti, Outstanding Volunteer Service and other Alumni Association awards and...
Dr. Anderson reviewed his strategic plan and Foundation will look for ways in which they can augment this plan.

- 28% of our revenue comes from state.
- Piloting new tuition fee structure- pay per credit vs flat fee
  - Better for working students
- Field hockey team #1 in Division 2 in US
- $137,000 given to support football- new coach really making some game changing steps
- August >$28 million in assets
- $1 million will be invested in a private equity fund in 2014