Millersville University Alumni Association  
Board of Directors Meeting  
Saturday, November 15, 2014  
Gordinier Hall - Old Main  

Present: Dr. John Anderson, Ashley Ayers, Scott Bailey, Jennifer Bertolet, Chad Bolt, Dr. Aminta Breaux, Katie Breit, Nathan Claycomb, Kelly Davis, William Dewan, Lori Dierolf, Steven DiGuisepppe, Kathy Focht, Stephen Focht, Kitty Glass, Brian Hazlett, Matt Hepler, Amy Hoffman, Cassandra Karamanos, Patrick Leahy, Lorie Mahoney, Heather Morris, Maura Musselman, Sean O'Donnell, Caroll Staub, Tamara Willis.  

A. The meeting was called to order 10:08 AM.  
   President Lori Dierolf thanked the members for making themselves available for meetings especially when there has been a date change.  
   She also asked for members to please make sure to RSVP in a timely way so seating at the meeting and lunch can be properly arranged.  
   Additionally, if you have not done so, President Dierolf asks that board members review and sign the "I Will" statement.  

B. Action Items  

1. Approval of Alumni Board of Directors Meeting Minutes of 9/27/14  
   Bill Dewan moved that the minutes from the November Board of Director meeting be approved. Tamara Willis seconded the motion. A correction was made to the minutes: Amy Hoffman and Patrick Leahy were present via conference call, but their presence was not reflected in the minutes. With those corrections, motion passes.  

   Steve Focht moved for the Quarterly Financial Statement for the fourth quarter ending September 30, 2014, to be officially received and filed for audit at the end of this fiscal year. Second by Butch Staub. Motion approved unanimously.  

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

Dr. Anderson shared that MU met the new student target for this Fall and that applications are up the last two years. He handed out a booklet called "Our BOLD Path" which contains the strategic plan overview for the university. This is what is given to potential donors. It highlights the university's strategic plan. Millersville formed and continues to form "A TEAMS" of people who can get problems solved and things done in different areas of the university.  

Also, Millersville is the first university in PASSHE system with the new tuition model. The university is looking at way to increase revenue. MU is piloting a program where there is one price for a 12 credit semester and an additional cost for additional credits. Jen Bertolet asked what constitutes "full time?" How many students are taking the additional credits? 12 credit for financial standards is considered full time. Millersville had an average of 14 credit hours. As a pilot program, it will run for 3 years and then it will be reevaluated to see if it should continue.  

Millersville has become the first university in the PASSHE system to make SAT test scores optional for Lancaster County residents applying for admission.  

In early October, the State System Board of Governors approved a request for an additional $49.9 million from the state next year, seeking the full amount of funding needed to offset a projected budget shortfall. The increase, if received, could allow the State System and its 14 universities to hold the line on tuition in 2015-16.
The Strategic Advisory Council will meet 2 times in the next year. It will included representation from the Alumni Board of Directors.

Field Hockey -- doing great -- they held #1 ranking throughout the entire season. The team won their first playoff game yesterday.

**D. Vice President's Report: Dr. Aminta Breaux, Vice President for Advancement**

Dr. Breaux thanked the Association in making the 2014 Homecoming a success. The weekend of October 18 went great. There was a diverse menu of options for all different groups during the long weekend. Of particular note, was the Class of 1964 who presented President Anderson with a check of over $93,000 in total gifts raised from their class this past year in support of programs and scholarships.

A ribbon cutting ceremony was held that highlighted the opening of residence halls. The residence halls and Student Services housing are all full to capacity. We have a first gift from Benchmark Construction to help with programming for the residence halls.

There was a wonderful inaugural event for American Dream Ride in September. $75,000 was the goal to get the scholarship up to a good amount. We reached $93,000. Thank you to Alumni Association for your contribution. Thank you to the volunteers who were there that day. There were 69 riders. There is ride for every ability. Plans are being made for next year's ride.

Homecoming was a great event. A tent was set up again. Dr. Breaux was very pleased with the turnout. We had great weather that day.

The One Day Give program on October 9 netted a total of 432 gifts for approximately $193,000 in cash and pledges this year.

It is the 25th anniversary celebration for the Lancaster Partnership program. The program is focused on disadvantaged kids. 73% of students in this program go on to higher learning. Dr. Breaux is trying to increase funding for this program.

Also, there is a vacancy for the Director of Alumni Engagement. Next week, three candidates will be here for on campus interviews. If you have time to attend the open forum, please come and ask questions.

**E. Guest Speaker: Brian Hazlett - Vice President for Enrollment Management**

This year saw one of the largest out-of-state enrollments... Millersville has really aggressively marketed for out-of-state students. HACC is our largest feeder school. HACC is down 10% in enrollment. MU is trying to target parents. The university has target ads in Park City, Christiana Mall, and outlet centers in the area. They are also using digital billboards -- there is one on Route 30 in Lancaster.

Also, Millersville is using search engine marketing. "IP targeting" and "Geofencing" are new strategies being used this year with search engine marketing.

MU has newspaper ads that have the catchphrase "think big, go far." The school is also using online advertising banner ads. They are working on a mobile friendly site.

Also, there is ad placement on Facebook. Millersville did not put ads in all the areas in Philadelphia as they had intended. They are moving away from envelope and doing more large postcard for mailings.

It is a heavy application time around Thanksgiving.

The university is getting ready to launch enrollment management structure. One of the main goals is to develop a "student success center:" which would be a one stop shop for students. So, questions on two different things would find answers in one locations. e.g.) Lyle Hall. The school would determine what services are most needed- (for example veteran’s services, tutoring, etc. could be in one location.)

MU is partnering with Hall Media for advertising.
Also working on international recruiting and recruiting domestically at boarding schools for international students.

Golden Ticket -- this will be a calendar year-end mailer to go out to alumni. The mailer contains a "golden ticket" to nominate a student to attend the university. The application fee will be waived for that student.

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

1. **Alumni Events - Kathy Focht**

The MU After Work events have been successful with thirty to forty-five alumni attending each event. They are trying to grow this event in other places outside Lancaster County. 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 Cupboard. Ed Weber from the Campus Ministries will present a brief overview of the food bank operation on campus. A putting contest will be held for golfers of all abilities. The January 21 MU After Work will be held at the Federal Taphouse, and the March 18 event will be at The Pressroom. Appetizers will be paid for by PSECU and the MUAA.

The following alumni events are currently scheduled:

- Reception & Glorious Sounds of the Season Concert - December 6 (5:30 – 7:00 reception at Lyle Hall)
- Senior Send-off Reception, Pucillo Gym, in conjunction with graduation rehearsal, December 12
  *Volunteers are needed for this.
- Alumni Reception at Men’s and Women’s Basketball Games – February 21 (tentative)
- Jazz and Java Concert, Lehr Room – April 18
- Senior Send-off Picnic, Pucillo, immediately following graduation rehearsal – May 7

Additional events in the planning stages include a bus trip to New York City and an All Alumni Day, and a Hersheypark event. Another focus for the committee is to host an alumni reception at Willow Valley.

The Events Committee is continually seeking ways to market their events. An online survey for alumni through Survey Monkey could aid in planning appropriate events.

The committee is looking to give graduating seniors an MU After Work coaster with the upcoming dates listed on the back of the coaster or a magnet with a postcard listing events as a way to engage new alumni.

2. **Alumni Engagement: Katie Breit**

There were 37 people at the Turkey Hill event. It was a great event; the CEO, who is also an MU alum, spoke. Candid career taping has been moved to December 11 and 12. No one is confirmed yet. The alumni office will be doing a calling session to see what alumni would like to tape an "ad." Chad Bolt said he would do one. Nathan Claycomb and Tamara Willis will do a video.

3. **Financial Planning: Steve Focht for Dick Moriarty**

Any committees that have a financial need for 2015-16 budgeting should contact Dick Moriarty; he needs to know before January 31. There was too much money in the checking account to be insured by the FDIC. So $75,000 was moved into a money market account. This committee is looking for the best way to invest our MUAA funds. Scott Bailey is also involved in this process. Mr. Bailey reminded the Board that, as we think about strategic initiatives, please consider the rising costs or new items your committee would like to pursue. Please let the Finance Committee know of your potential needs. Ms.
Dierolf reminded us to think outside the box as to what potential needs are for our committees. We can seek assistance with this process of estimating costs with members of Finance Committee.

4. **Technology Committee: Kelly Davis**

The first Instagram contest, which was conducted last year, was very successful. The winner won a hoodie sweatshirt. The second, conducted for Homecoming 2014, was not as successful. Another organization was doing a very similar contest. December 9 is the next committee meeting. They will be reviewing issues with that contest at that meeting. The Technology Committee is focusing on improving communication with other committees and within committees. Basecamp has been a wonderful tool for this. The committee wants to share this with other committee chairs.

5. **Nominations and Awards Committee: Bill Dewan**

JerriAnne Johnson is recovering from surgery. We wish her a speedy recovery. Bill Dewan reported on the Hazel Schmuck Award (which goes to a sophomore). Also, regarding the Neimeyer-Hodgson Grant, $15,000 was allocated by MUAA earlier this year, so the committee was able to fund all the projects.

6. **Strategic Planning: Bill Dewan**

Bill Dewan is going to share with us some ideas of mission vision and core values for the strategic plan. Please review and send your ideas and responses Bill Dewan by Nov 20. Attached to these minutes are the ideas presented by Mr. Dewan. The committee is moving forward to other areas of the summer strategic summit. They are asking board members and committee chairs for survey questions.

7. **MU Foundation**: No report as Ms. Johnson is recovering from surgery.

8. **Student Alumni Association: Ashley Ayers**

Ashley Ayers thanked the alumni association for collaboration during the year. There was a dinner with President Anderson and Dr. Breaux. They are working on a survival kit fundraiser. There is a cookbook initiative due February 12. They are planning an "I Heart MU" week February 26 (Monday through Thursday) to showcase school spirit and student philanthropy day. They are taking 10 students to CASE ASAP at the end of the week of February 26. There is an "Amazing Race" slated for April 18. More information to follow. They will be hosting a pizza lunch for the Rent show with alumni tomorrow.

9. **Student Senate**: not present

G. **Alumni Engagement Report:**

1. Steve DiGuiseppe reported that a new Alumni Directory has been printed. Board members were given a complimentary copy. There are new phone numbers on campus. The 872-2XXX and 872-3XXX are all being changed in the next two months. The new phone number for the alumni office is 871-7551 (87-17551= zip code)

The Alumni office is looking into new a software system for event management. They are seeking a new Director of Alumni Engagement. There were 35 applications. It was narrowed down to 10. After further narrowing, three were invited for interviews. There will be an open forum. Scott Bailey and Tamara Willis are on that search committee. Ms. Dierolf and Steve DiGuiseppe are also working with the search committee.

Mr. DiGuiseppe thanked the Board for a great Homecoming weekend. The weather was great. There was a very positive feeling with all the great things going on. Next year, Homecoming parade is slated for Oct 24, 2015. It will have a SUPERHERO theme.

The third Friday in February is the deadline for applications for Board positions (February 20). Nominations for alumni awards is also February 20, 2015.
2. Lori Mahoney reported that Bob and Mary Lehr hosted the 1950s alumni reunion. There were 35 in attendance. The 40 tickets for the performance at the American Music Theatre are sold out. There will be an MU After Work on the road in Lansing, Michigan. Homecoming featured wonderful reunion events. There was a Legacy breakfast with 180 members and students. A veteran’s alumni event had 65 in attendance. MU After Work will be in Lancaster and Harrisburg Federal Taphouse locations in January.

Looking to Spring, All-Alumni Day is scheduled for May 2, 2015. A suggestion was made to hold an alumni event at Willow Valley were 200+ alumni reside.

President Dierolf thanked Lori Mahoney for all her hard work behind the scenes.

a. Heather Morris asked that if you have not made your gift to the university yet, please do. She thanked everyone who made a gift on "1 Day Give" which raised over $193,000. Also, the state employee combined appeal was closed out.

b. Maura Musselman thanked all the alumni who helped out at Homecoming. Nathan Claycomb captured the hole-in-one for social media.

H. Old Business

1. MUAA Bylaws: President Dierolf distributed the bylaws via email. Motion passed with all new changes.

2. Memorandum of Understanding Update - Scott Bailey reported that over the next few weeks, it should be finalized. The Board will be voting on it at our next meeting.

Meeting adjourned at 11:55 a.m.

Next Meeting: Saturday, February 21, 2015, in Gordinier Hall

Respectfully submitted,

Cassandra Karamanos, Secretary