Roll Call:
Voting Members Present: Leslie Arnold ’78, Scott Bailey ’98, Jennifer Bertolet ’92, Chad Bolt ’08, Katie Breit ’02, Ashley Christman ’12, Kelly Davis ’95, William Dewan ’93, Christopher Driscoll ’01, Kathy Focht ’70/’75M, Kitty Glass ’53, Alicia Good ’14, John Held ’02, Mike Henry ’83, Matt Hepler ’83, Amy Hoffman ’94, Jonathan Mimm ’02, Dick Moriarty ’72, Sean O’Donnell ’99, Carroll “Butch” Staub ’71, Matt Storm ’12/’14M, Ashley Tose ’14, Steve Yacovelli ’93, Cheryl Youtz ’69/’72M

Voting Members Excused: Nathan Claycomb ’01

Advisory Members and Guests Present: Dr. Aminta Breaux, Vice President for Advancement; Lori Dierolf ’91, Immediate Past-President; Christian Copeland, Student Senate President; Steffi Mangir, Student Alumni Association President; Denise Berg, Director of Alumni Engagement; Lorie Mahoney, Assistant Director of Alumni Engagement; Heather Morris, Assistant Director of Alumni Engagement and Annual Giving; Kristin Yoder, Graduate Assistant for Alumni Engagement

Advisory Members Excused: Dr. John Anderson, President; Jason Robinson, Financial Planning Chair

I. Call to Order/Welcome
   A. President Scott Bailey called the meeting to order at 10:02 a.m. Mr. Bailey welcomed Board members and guests and thanked the Technology Committee for their efforts to bring members into the meeting remotely through web conferencing.

II. Action Items
   A. Motion to approve the Alumni Board of Directors meeting minutes for November 14, 2015, as distributed via email, was made by Cheryl Youtz and seconded by John Held. 
   
   Motion passed unanimously.

   B. Motion to officially receive and file for audit the quarterly financial report for the second quarter, ending December 31, 2015, was made by Matt Hepler and seconded by Jen Bertolet.

   Question related to format changes to the document. Dick Moriarty confirmed that the numbers are accurate, and there is a plan to move from Excel to Quicken to further standardize the process.

   Motion passed unanimously.
III. Vice President’s Report: Dr. Aminta H. Breaux, Vice President for Advancement
A. President Anderson is traveling on University business and was unable to attend today’s meeting. Vice President Breaux will share some University updates as part of her report.

B. University administration took part in a Strategic Planning session yesterday and discussed admission (9,000 quality students by 2020), retention, and graduation goals and strategies.

C. Recent and Upcoming Campus Events
   1. Memorial event for Karlie Hall today to celebrate her life and raise awareness of domestic violence.
   2. Make-a-Wish Foundation is teaming up with the men’s basketball team to reveal a wish to a young man at their game this evening.
   3. For the first time, Millersville University hosted the annual Martin Luther King Jr. breakfast, which is a county-wide event that brings over 700 business and community leaders together to support the Crispus Attucks Center in Lancaster.
   3. The Lancaster Symphony is collaborating with MU for an event this weekend and master class for students.

D. Advancement Division Updates
   1. Development is having an outstanding year, having posted and acknowledged $6.1 million in donor contributions and $1.3 million in pledges.
   2. Annual Fund has a goal of $1 million and currently has $740,000+ in cash and pledges. Numbers are up from this time last year.
   3. Continue to fundraise for 5 University priority areas:
      a. scholarships
      b. athletics (programs and scholarship)
      c. global opportunities
      d. student success
      e. sustainability (would like to have Christopher Steuer, Sustainability Director attend future Board meeting)
   4. The Jerry and Susan Eckert Endowment will recognize Rick and Jessica Rodgers with the Service and Philanthropy Award on April 19.
   5. Overall donor support stands at 2,823 donors this fiscal year. Alumni make up the largest group at 1,532 donors. Encourage alumni to increase the number of donors. Currently at 64% of the number of donors expected for the year, but ahead of last year’s total numbers.
   6. Discussion of charitable gift annuity option for donors who wish to transfer property, insurance policy, or a cash gift. Visit the website for more information and the potential tax benefits.

E. Questions
   1. Discussion of Crispus Attucks Center. It is a community center that provides education, childcare, and meals to the diverse community of Lancaster. The CEO is an alumna. Millersville University has a good relationship with the center and also supports the Brightside Baptist Church’s efforts in the community through gifts in kind.
   2. Question regarding status of State budget and what the MUAA can do to help the University. Members are encouraged to advocate that a budget is needed
through letters to legislators. Students and their families are impacted by this while waiting for funding through PHEAA, and the University has worked to support their financial aid needs until the issues are resolved. Chad Bolt offered to draft a letter to be reviewed and shared with MUAA members and possibly submit to the local newspapers. MU currently receives about 26% of budget from state funding, was previously near 65%.

3. Update on Net Zero building. Work is in the design process. This building will be the final phase of the Quad. Funding provided by gifts from Lombardo family, Steinman family, and Lancaster Solid Waste Authority (with information center that will help teach employees, students, and K-12 students about sustainability). Expected 2017 completion.

V. Alumni Association Standing, Ad Hoc, and Special Appointed Committee

A. Alumni Events
1. Chair Kathy Focht reported on recent and upcoming events:
   a. Will discuss how ran out of food at Homecoming tent and resolve for next year.
   b. MU After Work events continue to bring out many new first-time attendees and a younger demographic as well. Events have good attendance. Continue to try to keep these events social in nature and frequency of every other month.
      i. President Bailey acknowledged the nice addition of an alumni barbershop quarter to the recent MU After Work at Fireside.
   c. Upcoming NYC bus trip for Cirque du Soleil show, Paramour, or do-as-you-please on May 21.

B. Alumni Engagement
1. Chair Lori Dierolf reported on initiatives and thanked subcommittee leaders, Amy Hoffman, Butch Staub, Cheryl Youtz, and Chad Bolt:
   a. Continue to support MU departments: Admissions/Experiential Learning and Career Management
   b. Work to increase number of alumni who give through new initiatives, including featuring a student group and asking for restricted donations to support that group while dovetailing that ask with an event (for example, ACMO and a theatre event on campus).
   c. Met with President Bailey, Denise Berg, and Alice McMurry in Development about higher level goals related to giving. It is important to start the culture of giving.

C. Financial Planning
1. President Bailey and Treasurer Moriarty reported in Chair Robinson’s absence.
   a. Changes are being made to the financial report, moving to a more standard Quicken format.
   b. Dick Moriarty sent an appeal to the State regarding a recent denial of sales tax exempt status.
   c. Work has begun on the budget for next fiscal year. Committee chairs are encouraged to share their budget requests as soon as possible.
   d. Question regarding contingency plan for investments if the market doesn’t turn around. Treasurer remains hopeful at this point, and there
are specific parameters for risk tolerance that our funds adhere to. Loss of approximately 6% this quarter.

D. Information Technology
1. Co-Chair John Held thanked Kristin Yoder, Denise Berg, and SSI Technical Operations staff member, Mike Johnstone, for their assistance with web conferencing for this meeting. John and Co-Chair, Kelly Davis reported on progress since last Board meeting.
   a. Social media numbers continue to increase with good engagement on all platforms.
   b. Love at MU social media campaign led by Alumni Office resonated with alumni and has very nice engagement on Facebook.
   c. Subcommittee is working on rebranding strategies for MUAA; hope to share more at the April meeting.
   d. Calendaring subcommittee shared proposal with Executive Committee with plans to begin sending meeting reminders over the summer for the entire fiscal year 2016-2017, including board, executive, and committee meetings.
   e. Buddy system continues to work well; Looking for someone to serve as liaison for Finance committee.
   f. Denise Berg drew attention to new template format for e-newsletter. Tech committee offered feedback before launch in January. Office will continue to monitor analytics and the newsletter will evolve over time to meet needs of alumni. This change in format will be beneficial as the data shows trend of increasing mobile devices opening the newsletter.

E. Nominations and Awards
1. Co-Chair Bill Dewan reported on current priorities of the committee.
   a. Request for additional nominations for the Alumni Achievement Awards: including Honorary, Distinguished, Young Alumni, and Outstanding Volunteer.
   b. Currently 12 candidates for 10 openings for Board of Directors election in April.
   c. Questions
      i. Award nominations are considered for two years.
      ii. Possible that lack of promotion led to low number of board candidates.
   d. Board members are encouraged to share award nomination deadlines with social media contacts to hopefully increase nominations.
   e. Discussion of Board candidate sketches and video submissions related to April elections. Important to keep consistent and consider revisions to bylaws, as needed.

F. MU Foundation
1. Dick Moriarty attended the recent Foundation meeting, which was abbreviated due to snow.
   a. Treasurer Moriarty noted that Foundation funds were also impacted by the market. Endowments closed the year at $29.7 million and ended last quarter at $26.8 million. Investment committee is reviewing philosophy.
b. As the result of some communication issues with the accountant, a new account manager is on board with the Foundation. It is important to note that there were no accounting issues, and all were resolved through good faith efforts.
c. The Foundation continues to be interested in the activities and events of the MUAA, as does the Council of Trustees. President Bailey noted this is one of the reasons the MUAA chairs are being asked for a standardized committee report.

G. Student Alumni Association

1. President Steffi Mangir reported on recent and upcoming SAA activities
   a. They have held three fundraisers since the start of the semester.
   b. Involved in the SNAP event off-campus.
   c. I Heart MU Week scheduled for February 22-26 with giveaways for students and opportunities to learn more about philanthropy and thank donors.
   d. Philanthropic efforts with Relay for Life. There is still time to donate to the MU Student Alumni Association team.
   e. Alumni are invited to engagement event featuring lunch at Sugar Bowl and theatre production of The Wedding Singer on Sunday, March 20 at 2 p.m.
   f. SAA will have their photo booth at Mini Thon on campus on April 8.
   g. The aMUzing Race is back on April 23. Alumni are welcomed to participate.

H. Student Senate

1. President Christian Copeland reported on Student Senate projects.
   a. Student Senate recently donated $5,000 to the Campus Cupboard.
   b. The elections process is currently underway.
   c. Senate is working with Title IX officer, Bob Wood.
   d. Student Senate also has a team taking part in the upcoming Relay for Life event.
   e. Members were recently in New York City for Jesse Jackson’s Wall Street Summit.
   f. President Copeland spoke at a recent event at the State Capitol regarding the continued budget impasse.
   g. Campus news: Library hours have been extended to 3 a.m. from Sunday through Thursday.

VI. Alumni Engagement Report

A. Director of Alumni Engagement report
   1. Denise Berg thanked the Board for being generous supporters of the University through their time and talents.
   2. Dean Jackson from the College of Science and Mathematics has invited alumni to partner with faculty to provide feedback on student’s research and creative projects at the upcoming Made in Millersville event on April 21. Seventeen (17) Neimeyer-Hodgson grant recipients are scheduled to present. See Denise for more information.
3. Affinity partners PSECU and Liberty Mutual continue to be great supporters and provide important funding to the MUAA. They will be featured in upcoming marketing efforts and spotlighted in the e-newsletter.

4. The Finance Committee continues to receive a number of requests for funding.
   a. Campus Cupboard was recently funded.
   b. Library Archives was awarded some funding to assist with digitizing the Review magazine issues.
   c. MUAA will continue to sponsor athletics with a banner in Pucillo Gymnasium and a presence on the scoreboard.

5. Discussion of potential changes to the Review magazine.
   a. Marketing is looking at different cost-saving options.
   b. Magazine is currently 36 pages; expected to reduce number of pages and offer full edition online.
   c. Currently 3 issues per year; expected to be published twice a year.
   d. Cost per edition is approximately $76,000 for printing and mailing.
   e. Questions
      i. Option to “opt out” of receiving the print version has been offered in the past, but not many responses.
      ii. Explanation of the changes will be rolled out in an upcoming Review.
      iii. Hopeful that the hybrid version will start to change the culture from print to online.
      iv. Online version will allow to better track engagement through analytics and is in line with sustainability efforts.
   f. Golden tickets which provide a waiver of application fees to prospective students are available by contacting Denise.

B. Assistant Director of Alumni Engagement, Lorie Mahoney, reported on recent and upcoming events.
   1. President Anderson and Vice President Breaux were recently in attendance, along with more than 100 guests, at the January 12 American Meteorological Society conference in New Orleans. The Alumni Office partnered on a project to help more students travel to take part in this event.
   2. Lorie shared a handout with upcoming events. Mark your calendars.
      a. Jazz and Java will feature an alumni jazz band on April 16.
      b. Baseball will host a double header and fundraiser at Cooper Field on 4/23.
      c. Delta Phi Eta’s reunion is scheduled for May 14.

C. Assistant Director of Alumni Engagement/Annual Fund, Heather Morris, provided an update.
   1. Unrestricted giving to the Impact Fund is currently at $132,543.05 toward the $250,000 goal. Please consider giving – 100% of unrestricted funds support scholarships for our students.
   2. The Valentine’s Day solicitation email had the highest open rate at 23.4% with 966 click-throughs.
   3. Special appeals through the giving website will help raise funds for student groups. A submission form will allow groups to express interest. Contact Heather for more information.
4. SNAP event recently had 32 in attendance and 1 student received an internship as a direct result of the event. Next event is at High Concrete, but working to change the date/time to allow more students to attend.
5. Heather and the SNAP event concept recently won a “Shark Tank” –type competition at the CASE District 2 conference.
6. Volunteer Appreciation event at the Fulton is March 22. Please register to join us for Sister Act.
7. Experiential Learning and Career Management Job and Internship Fair takes place on March 24. In past years, the Alumni Office provided a breakfast for the companies who take part. This year, there is a concierge lounge, where representatives can mingle with alumni.

VII. Old Business
A. Jen Bertolet reported on progress with ad hoc Bylaws Committee.
   1. Committee Chairs have been contacted to provide feedback on their segments of the bylaws. They are encouraged to share with committee members and open conversation about any changes.
   2. Goal is to make the bylaws more broad and allow for some fluidity and flexibility, so they do not require frequent alteration.
   3. Jen will meet with Dr. Breaux to discuss her feedback.
   4. Many sections to be parcelled out for discussion prior to the committee meeting.
B. Annual Giving was previously discussed during the meeting.
   1. Question related to Campus Cupboard donation from previous meeting. The organization did receive a check and expressed their appreciation. Butch Staub noted there is a weekly free lunch that he participates in at the church. All are welcome to join and help. See Butch for details.
   2. It is a good practice to funnel funding recommendations through the Finance Committee, who will then recommend actions to the Executive Committee and Board of Directors for approval.

VIII. New Business
A. Treasurer Moriarty discussed the PNC Bank credit card, which has no annual fee and would be used primarily for events and online purchases.

Motion to approve the “Resolution for Extensions of Credit and Incumbency Certificate” between the Millersville University Alumni Association and PNC Bank, as distributed by email, was made by Dick Moriarty and seconded by John Held. Motion passed unanimously.

B. A motion to send a letter to the Governor and both parties of the Legislature urging them to pursue a budget and show strong support for the PASSHE system was made by Chad Bolt and seconded by Amy Hoffman.

Chad volunteered to draft a letter to be reviewed by Dr. Breaux and members of the Board. Christian Copeland of Student Senate offered to share his recent letter as well. Chad noted he is open to edits. A member of the Board noted it will be important to read in final draft before sending to newspaper and Capitol. Additionally, a template will be
drafted and provided to alumni who wish to send individual letters to their representatives.

**Motion passed unanimously.** President Bailey expressed the group’s thanks to Chad for his leadership in this endeavor.

**IX. Budgetary Discussion**
A. President Bailey and Treasurer Moriarty led a discussion about whether our spending is meeting and reflecting the long-term goals of the organization along with slide presentation.
   1. Items considered during discussion:
      b. Continuing to tailor financial decisions to mission as the MUAA and University grow.
      c. Moving surpluses due to prudent spending into savings and managed funds.
      d. Current “rainy day” budget is approximately $200,000, which is historically the same percentage as previous years.
      d. Assess investment and spending strategies for best return on investment and engagement.
      e. Creating a framework that is sustainable and providing a guidance statement rather than changes to the bylaws.
      f. Importance of a financial advisor in these discussions and plans.

**X. Adjournment**
A. Next meeting will be held in this room, University Room, on 04/16/16.

B. Motion to adjourn the meeting made by Bill Dewan and seconded by John Held.
**Motion passed unanimously.** Meeting adjourned 1:30 p.m.

Respectfully Submitted by Kelly Davis 03/18/2016