A. **Call to Order:** The Meeting was called to order at 10:00 a.m. by President Lori Dierolf. Ms. Dierolf welcomed guests of today's meeting and reminded the board to make their gift to the University before June 30. Mike Saraka explained how to do that online.

Ms. Dierolf explained why it's important to have 100% board participation. Often, when we apply for a grant, we are asked what percent of the board gives to the university. We should also advocate for other alumni to give. This impacts college ratings.


Absent: Jenna Craig, Jen Strobel, Kristin Waters

Advisory Members and guests present: Jerri Anne Johnson, Dr. John Anderson, Marie Cartwright, Karen Fincham, Lorie Mahoney, Dick Moriarty, Heather Morris, Mike Saraka, Ashley Tose, Francis Schodowski, Dr. Aminta Breaux, Albert Unrath

B. **Standard Action Items**

1. **Board Minutes of February 22, 2014:** Motion to approve the Alumni Board of Directors meeting minutes for February 22, 2014, was made by John Held. Second by Tamara Willis. Motion passed unanimously.

2. **3rd Quarter Financial Report ending March 31, 2014:** Motion to officially receive 3rd Quarter Financial Report and file it for audit at the end of this fiscal year made by Steve Focht. Second by Bill Dewan. Motion passed unanimously.

3. **2014-15 Elections:** The ballot for the MU Alumni Association Board of Directors was distributed. Ms. Dierolf asked the Board to please cast their vote and return the ballots before leaving today. Jenna Craig was thanked for her years of service to the Board.

4. **2014 Proposed Budget:** The Financial Planning Committee forwarded the proposed 2014-15 budget to the Executive Board. Steve Focht moved for the proposed 2014-15 budget to be officially received and adopted as our budget for the next year. Second by John Held. Scott Bailey added that we should note that this is not carved in stone. It might be altered as a result of the strategic planning session July. There will be some line item changes. The motion passed unanimously.
C. University Report: Dr. John Anderson, University President

Dr. Anderson reported that an Admitted Student Expo was occurring on campus now. It is the biggest yet.

He gave a Strategic Plan update. The Cabinet received Phase One of the Strategic Plan and enthusiastically endorsed it. It goes to the Committee in July. Phase Two will involve looking at new markets and developing work plans and specific action plans for who is in charge and how it will get done. At the Fall Convocation, Dr. Anderson will roll it out in its entirety. This will be a rolling plan to be added to each year. It will be on a 5 year cycle. Accreditation is on a 5 year cycle; the strategic plan will be tied into that cycle.

There is a 29% increase in out-of-state applications.

85% retention rate from fall.

There was a Junior Preview Day event on campus for high school juniors. It was very successful. Also, there was an admitted student multi-cultural event. Dr. Anderson also highlighted other upcoming events including graduation.

The University budget is in good shape. The Governor submitted his budget which calls for no increase to PASSHE. So there is flat funding; no more money. However, costs have gone up.

There is proposed legislation for the opportunity for certain PASHEE schools to withdraw from the system. MU qualifies. Dr. Anderson's position is to look at the root cause. Because the system under the current business model isn't working, some presidents have been trying to explain that to the Board of Governors. Now, we are getting some response. MU now has ability to increase tuition in STEM areas. Dr. Anderson is not a proponent of seceding. Rather, he would like to fix what is wrong with the system.

The new residence hall building project is on time and on budget. Students will occupy them this fall. The university is upgrading the electrical grid.

There will be a bike race for a new fund -- The American Dream Scholarship. It will be an annual event to raise money. People can team up and can raise money. It will be held on September 20, and include 5 and 10 mile rides. The MUAA will be needed to help with this event.

Jen Bertolet mentioned that George Washington University a program... as a student, if you pledge $50 a year for 5 years, you get dinner at the university president's house and get cording at graduation. Dr. Anderson was very much in favor of this idea.

Also, this fall, all the fields behind Pucillo will be artificial turfed.
D. Vice President's Report: Dr. Aminta Breaux Vice President for Student Affairs/ Interim Vice President for Alumni Engagement and Development.

Dr. Breaux explained why we must advocate for MU to have the flexibility to provide for our university and graduate our seniors. We need to have a different model to function and complete our mission.

She asked that we add August 22 to our calendars for the fall convocation and candlelight program. It would be wonderful if you bring other alumni with you.

Leading to commencement, there is much activity on campus. Look at the website and invite other alumni to come back and be part of these events.

There were math and science events held recently at Millersville to encourage middle school girls to consider a science or math career.

Wes Moore, a youth advocate, Army combat veteran, social entrepreneur, and host of Beyond Belief on the Oprah Winfrey Network, is at Millersville to talk about his life's journey. There are many things going on today. On April 26, there is an alumni football game. Also, the Black and Gold golf outing is coming up on May 12th. Phase two of the campus housing project is beginning and there is a closing on May 13 on new housing initiatives.

Michael Saraka is working on how to meet some alumni requests regarding old residence halls. Have a final toast on the roof, etc.

They will try to preserve the names of the old residence halls... perhaps incorporating them in some way such as having a room in the new hall have the name of the old hall.

E. Overview of Teleconferencing at Future Board Meetings: Albert Unrath from Instructional and Technical Support

Mr. Unrath showed us how we would go about incorporating teleconferencing at future meetings. This can be done from a desktop computer or any portable devise. There is an iPhone app (blackboard collaborate) to access it. A regular phone can even be used to do this.

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

1. Alumni Events: Karen Fincham

Thank you to chair Karen Fincham. She is stepping down as committee chair. She will be joining Technology Committee as a member. A copy of Ms. Fincham's report along with her letter of resignation is attached to and incorporated into these minutes.

2. Engagement: Marie Cartwright/ Katie Breit

A copy of the Engagement Committee report is attached to and incorporated into these minutes.
3. **Financial Planning: Dick Moriarty**

This committee is endeavoring to follow the bylaws more closely. They must wait for the July board retreat to determine the goals and objectives of the board before finalizing the financial planning. We are in a much better financial position than we have been. In order to invest, it has been difficult to work through the paperwork to get an account open. This has been the case with PSECU.

Steve Focht reported that, often at events where the MUAA is selling things (flowers at graduation, etc.), we are asked if we take credit cards. He has worked out a deal with PNC for wireless credit card device. We buy the unit. There is a low transaction fee automatically deducted from our account. There is lots of security involved. It will give us much flexibility.

Also, Financial Planning thought that another payment for the library had to be made, but that commitment has been paid in full.

4. **Information Technology: John Held**

Mr. Held welcomed to Karen Fincham to the committee. Update: Facebook in February had 6682 members of the MUAA page. Now it is 6885. Twitter: February 851, now 924; LinkedIn increased 85. Thank you to Nathan Claycomb for all the work on the teleconferencing. This will be a great tool to engage alumni who are farther away. The committee is also looking into video work. Sean O'Donnell has been working with faculty in the communications department to have students develop videos to put on Facebook and twitter. Maybe the committee can have some training sessions for the whole board because it has been a while since we reviewed all that information on the technology and how it works. Amy Hoffman asked if we would be having more Facebook contests because that was very popular and worked out very well. Mrs. Held said there will be something, but nothing has been finalized.

5. **Nominations and Awards: Jen Strobel / Bill Dewan**

A copy of Mr. Dewan's report is attached to and incorporated into these minutes.

6. **MU Foundation Report from our MUAA Liaison: Jerri Anne Johnson**

Jerri Anne and Scott Bailey attended PASSHE Advocacy Day in Harrisburg as alumni. They had meetings set up w 5 legislators. They got to all but one. There was a great response from all legislators. It's a matter of where they get the money. It is a disservice to students that the Commonwealth starves the organization of resources where it needs to transform. So we will have outdated programs and differed maintenance that will collapse the PASSHE system. Investing in new and upcoming needs can produce graduates who can benefit the university and promote better alumni giving.
7. **Student Alumni Association: Ashley Tose, President/ Alicia Good, Vice-President**

Ms. Tose reported on the Amazing Race Event. It involved physical and mental challenges across campus. There were many activities including a slingshot and making a puzzle. It is slated for 2pm today.

Thank you to all who came to dinner and the Aida show.

There is an MU Barnstormers game the first weekend in May.

Ms. Good reported that the Student Alumni Association started a newsletter last month. They plan to send it out every month. Look for it via email. Their current fundraising events are: 1. survival kits for finals. 2. annual tuition raffle. They have sold 450 tickets so far. On Thursday, there is a dinner at Dr. Anderson's house. They will be electing new officers at their next meeting.

8. **University Strategic Planning update: Nathan Claycomb**

The University has endeavored to create a new strategic plan. The new strategic plan will serve as a blueprint to guide the future of Millersville University, as we *Engage Today for a Successful Tomorrow.*

Goal focus areas are: A) To *engage learners* to contribute positively to contemporary and future workplaces and communities. B) To ensure long-term success of the University. C) To *embrace agility* within our culture of excellence.

The proposed Strategic Plan can be viewed at the following link:

[http://www.millersville.edu/iea/Proposed_Strategic_Plan_v03262014.pdf](http://www.millersville.edu/iea/Proposed_Strategic_Plan_v03262014.pdf)

G. **Alumni Engagement Report**

1. **Director of Alumni Engagement Report: Mike Saraka**

   a. Bricks from razed residence halls will be available at Homecoming as a memento for those who lived there.

   b. Volunteers are needed for Senior Send Off (May 1; 7:30 p.m.; Lehr Room) and Commencement (May 9 and 10)

   c. NJ Alumni Events will occur in Branchburg (Northern NJ) and Mt. Laurel (Southern NJ) on May 28 and 29

   d. Postcards and emails have been sent and phone calls have been made asking alumni to update their information for the alumni directory project

   e. There is an alumni reception in Durham, NC, on May 8

   f. A Pinterest site was created for the MUAA. There will be a link for it on the MUAA website
g. There is an alumni event in the Rayburn House Office Building in Washington, DC, on June 26 hosted by Patrick Leahy and Chad Bolt

2. **Class and Affinity Reunion Report: Lorie Mahoney**

A copy of Ms. Mahoney's report is attached to and incorporated into these minutes.

3. **Assistant Director of Alumni Engagement and Annual Giving Report: Heather Morris**

Thank you to those who attended the Marauder Mixer. The next one is slated to be at Turkey Hill Experience. Upcoming Events include the May 8 Volunteer Appreciation event at the Ware Center. There are still some tickets for this event. Afterword, there is a performance of the Buddy Holly musical at the Fulton. Please consider giving to the Impact Fund. This funding helps the Honors College and student athletes. The goal is $300,000; now it has about $200,000. Also, they did a video for the Impact Fund with the student intern team.

H. **Old Business: Ms. Dierolf**

1. **Review of Golden Gavel Club Dinner, April 9, 2014, Iron Hill Brewery** - There were 13 MUAA past presidents in attendance. It was a wonderful event. They might have a special float in Millersville parade.

2. **By-Laws Review Update: Bill Dewan**

The first meeting was last week. They had a list of good practices to have and saw what we need to incorporate into our bylaws. If you have suggestions, send an email to Mr. Dewan at wmdewan@gmail.com.

I. **New Business**

1. **Strategic Planning Meeting July 19, 2014: Lori Dierolf.**

Come with your thoughts prepared. Consider our strengths and weaknesses. It begins at 10am in the library. Can the start time be moved? Can people call in to participate if they are not available? Yes.

2. **Memorandum of Understanding: Mike Saraka**

Any affiliated organization of MU needs to set out the guidelines of its relationship with the University. A boilerplate one was distributed. We are seeking guidance from an outside attorney on creating one for the MUAA.

Meeting adjourned at 12:18 p.m.

Respectfully submitted,

Cassandra Karamanos, Secretary