A. Call to Order: Ms. Jerri Ann Johnson ‘76/’87M, President

Jerri Ann Johnson called the meeting to order at 10:03 AM and welcomed all board members and esteemed guests. She announced upcoming events, including the Ware Center Community Send-off for Dr. McNairy on December 6, 2012, and a dinner for past presidents of Millersville University on November 16, 2012, to facilitate and encourage their engagement with the university.

In Attendance: Jennifer Bertolet ’92; Sandra Brown ’76; Nathan Claycomb ’01; Jenna Craig ’10; William Dewan ’93; Lori Dierolf ’91, President-Elect; Kitty Glass ’53; John Held ’02; Claire Heller ’71; Mike Henry ’83; Jerri Anne Johnson ’76/’87M, President; Cassandra Karamanos ’94; Patrick Leahy ’97; Gregory Ortlieb ’09; Dr. Dan Sidelnick ’75; and Carroll “Butch” Staub ’72.

Advisors and Guests: Kelly Davis ’95, Assistant Director for Alumni Engagement; Steve DiGuisepppe ’82, Assistant to the Vice President for Alumni and Community Relations; Gerald Eckert, Vice President of University Advancement; Amy Hoffman ’94, Events Committee Co-Chair; Anna Niesley-Fulton ’74, Events Committee Co-Chair; Jen Strobel ’95, Nominations & Awards Chair; Lorie Mahoney, Assistant Director of Reunion Planning and Giving; Dr. Francine McNairy, University President; Ashley Tose, President of Student Ambassadors; Jordan Smith, Student Senate; Tom Richardson, Assistant Vice President of Student Affairs and Director of Housing and Residential Programs; Geoff Beers, CEO, Student Services, Inc.; Laura Kendall, Director Winter Visual and Performing Arts Center; Alison Moody ’05, Office Manager, Alumni Engagement; and Harvey Owen, Director of the Ware Center.

Absent: Stephen Focht ’70, Treasurer/Financial Planning Chair; Kristen Waters ’02, Secretary; Patrick Witmer ’81, William Martin ’81, Immediate Past-President; Dr. Richard Frerichs ’64, Engagement Committee Chair

B. University Report: Dr. Francine McNairy, University President

THANK YOU, JERI ANNE. THIS IS A BITTER SWEET MEETING FOR ME – MY LAST WITH THE ALUMNI ASSOCIATION BOARD AS PRESIDENT OF MILLERSVILLE UNIVERSITY. I’D LIKE TO PROVIDE JUST A FEW BRIEF UPDATES AND THEN TAKE SOME OF YOUR TIME TO EXPRESS MY DEEP APPRECIATION TO THE MEMBERS OF THIS BOARD FOR THE IMPORTANT CONTRIBUTIONS YOU MAKE TO THE HEALTH AND WELFARE OF MU.

FIRST, I APPLAUD THE CAREFUL AND EFFECTIVE EMERGENCY PLANNING THAT OUR UNIVERSITY TEAM PUT IN PLACE TO MANAGE THE IMMINENT THREAT POSED BY HURRICANE SANDY. I AM THANKFUL THAT THE UNIVERSITY AND COMMUNITY WAS
SPARED FROM ITS DEVASTATING DESTRUCTION, AND OUR SYMPATHY GOES OUT TO THE MILLIONS OF EAST COAST RESIDENTS WHO LOST SO MUCH AND WHOSE LIVES ARE STILL DISRUPTED BY THE RAVAGES OF THE STORM. THIS IS A SOMBER REMINDER OF HOW VULNERABLE WE ALL ARE AND HOW, IN THE FACE OF CRISIS, WE PUT ON OUR BEST FACE AND COME TO EACH OTHER’S AID.

THE OCTOBER 11 SOAR TO GREATNESS CAPITAL CAMPAIGN CELEBRATION MARKED THE UNPRECEDENTED ACHIEVEMENT THAT THE UNIVERSITY HAD ECLIPSED THE CAMPAIGN GOAL OF $85 MILLION. NOW, WITH OVER $86 MILLION RAISED AND ANOTHER SIX WEEKS FOR THE CAMPAIGN TO FURTHER EXCEED ITS GOAL, I BELIEVE WE HAVE BUILT A LASTING LEGACY FOR THE UNIVERSITY – A LEGACY MADE POSSIBLE THROUGH THE GENEROUS SUPPORT OF SO MANY FRIENDS, ALUMNI AND EMPLOYEES.

ON OCTOBER 12, WE DEDICATED THE NEWLY EXPANDED AND STUNNINGLY RENOVATED WINTER VISUAL AND PERFORMING ARTS CENTER. PAIRED WITH THE WARE CENTER, THESE TWO FACILITIES ARE THE UNIVERSITY’S DYNAMIC DUO THAT FOSTER AN ENHANCED ROLE IN THE ARTS AND CULTURAL PROGRAMMING FOR THE UNIVERSITY AND THE GREATER LANCASTER COMMUNITY.


ON OCTOBER 17 AND 18, THE UNIVERSITY PROUDLY HOSTED THE PACT CONFERENCE FOR TRUSTEES FROM ALL 14 OF THE SYSTEM’S UNIVERSITIES. THIS WAS A GREAT OPPORTUNITY TO SHOWCASE MU. WE HEARD FROM NATIONALLY RECOGNIZED KEYNOTE SPEAKERS PRESENTING ON THE TOPIC OF “TECHNOLOGY: CHANGING HIGHER EDUCATION.” OUR TRUSTEES ALSO HAD AN OPPORTUNITY TO TALK WITH THEIR COLLEAGUES ACROSS THE SYSTEM ABOUT BEST PRACTICES THAT OUR TRUSTEES FOLLOW IN THEIR OVERSIGHT FUNCTION.

HOMECOMING WAS A GREAT SUCCESS INCLUDING ALUMNI AND ATHLETIC EVENTS, THE ALUMNI GOLF OUTING AND THE COMMUNITY PARADE. IT WAS MY GREAT HONOR TO SERVE AS THE PARADE’S GRAND MARSHAL.

NOW, WITH YOUR INDULGENCE, I HAVE A FEW PERSONAL NOTES OF THANKS TO SHARE.
THE PAST NINE YEARS AS PRESIDENT AND NINE YEARS AS PROVOST HAVE BEEN AN HONOR AND A JOY; A DREAM THAT CAME TRUE, BUT ONE THAT I DIDN’T KNOW I HAD. THE UNIVERSITY AND ITS PEOPLE WERE WILLING TO TRUST IN MY SERVICE. THANK YOU TO THE ALUMNI BOARD AND ITS COMMITMENT TO MILLERSVILLE UNIVERSITY, AND THE LOVE YOU INVEST. I AM ALSO GRATEFUL TO THE FACULTY AND STAFF OF THIS UNIVERSITY. MOST IMPORTANTLY, I AM GRATEFUL TO THE STUDENTS; THEY ARE THE JOY OF MY LIFE. IT IS A GREAT JOY TO SERVE THEM. THEY ARE SO APPRECIATIVE...I LEAVE WITH GREAT LOVE FOR ALL OF YOU AND ASK THAT YOU EMBRACE THE NEW PRESIDENT, WHO WILL NEED YOUR SUPPORT. GUIDE HIM AND GIVE HIM YOUR SUPPORT. THANK YOU FOR YOUR SERVICE; THANK YOU FOR YOUR CONFIDENCE; THANK YOU FOR LETTING ME SPEND NINETEEN YEARS WITH YOU.

Jerri Anne Johnson: Dr. McNairy, we appreciate your leadership and your eloquence, and the absolute love that you have for all of the students. We hate to see Dr. McNairy go. Lori Dierolf will comment on selection committee process.

Lori Dierolf: Thank you to all who attended the open forums. The selection committee held a meeting yesterday (11/9/2012). Three candidates were selected to move forward in the process. The Trustees will make a decision from there. The final decision is expected in the first part of December, if all goes as planned. The process moves forward to the Board of Governors now; they can meet electronically. Of course, there is still a question of whether candidate will accept the offer and there will be contract negotiations.

Jerry Eckert: The December Commencement keynote speaker will be Dr. McNairy. Two honorary degrees will be awarded at commencement, to alumni—Steve Kepchar ’70 and Ben Cooper ‘67. Honorary alumnum Ron Frisbie received the president’s medallion for university service last week.

C. Campus Presentations

New Residential Housing

Jerri Anne Johnson: In our effort of keeping you informed about campus programs, today we would like to have two presenters. At our last board meeting Jerry Eckert gave us a brief overview of the upcoming Residential Housing program to be executed over the next few years. Now that additional plans have been solidified, we thought we should give you more information on this project. We are joined today by two representatives who are working directly with this program: Geoff Beers, CEO of Student Services, Inc. and Tom Richardson, assistant vice president of student affairs and director of housing and residential programs.

Geoff Beers and Tom Richardson: Through a PowerPoint Presentation they highlighted the changes to the Residential Housing Program. They explained that the process of replacing aging residence halls has been facilitated throughout the Pennsylvania University System through partnerships with 501c3 businesses. Millersville University has turned to Students Services, Inc. for this partnership. The Pennsylvania State System has approved twenty-three developers for on-campus construction projects. Nine developers submitted proposals to Millersville University for the new Residence
Hall Program. Millersville University narrowed the proposals to four, then selected the Ambling Development Company from Georgia for the project.

The project will be completed in three phases,

1. Phase One: centered on the far end of the Quad (e.g. Lenhardt Hall). 700 beds and 300 parking spaces. New parking lot and hall construction will begin in May 2013. Occupancy is expected in August 2014.
2. Phase Two involves the demolition and construction of dorms on the north side of the Quad (e.g. Hull Hall).
3. Phase Three is centered on the remaining dorms on the south side of the Quad.

The new dorms will include study rooms, multipurpose rooms, and residence rooms. Millersville wants a transformational experience for its students. Semi-suites will have a bedroom with a bathroom for two students. Full suites will have bedrooms, bathrooms, and a living area. None of the rooms will have kitchens. The new buildings will also contain apartments for residence hall staff. Student Services is considering how to best utilize the new courtyards.

Questions and Comments:

Amy Hoffman: There will no longer be any dorms on the other side of campus, is that correct? Response: Yes.

Amy Hoffman: Can bricks be made available for sale from specific dorms? Response: Maybe.

Jenna Craig: Will the number of students living on campus remain the same? Response: The plan is to decrease the number of students living on campus by 150. The current number of on-campus students is 2300.

Dan Sidelnick: Have we thought about the cost to the students? Response, Geoff Beers: A market study was conducted to determine common rental rates and what students could afford. We know range of what students can afford and we have backed our way into the project that way. Response, Tom Richardson: A study shows that students received had estimated prices attached to it. Number and volume of types of rooms will vary based on student feedback and demand.

Steven DiGuiseppie: Have any decisions been made about the naming of the residence halls? Response, Gerald Eckert: The tentative plan is to keep the current names.

Geoff Beers: We toured Kutztown and West Chester to view their dorms. They are ahead of us in the redevelopment of dorms; we lag behind our sister schools. That is a factor that students consider when choosing a school and it makes us less competitive.

John Held: The plan looks amazing. After living in Burrowes for two years, I am not sad to see it go. Has any thought been given to setting up a website to keep people informed about the project. Response, Geoff Beers: videos are available on YouTube and MU website.

Gerald Eckert: It’s important for you to convey that the university is not taking on $150 million in debt. MU offers a total experience, which includes resident life.
The Arts at Millersville University

Jerri Anne Johnson: Our next presenters are Laura Kendall, director of the new Winter Visual and Performing Arts Center and Harvey Owen, director of the Ware Center. As you may know the Winter Center facility has recently completed a major $25 million renovation…but I will let Laura give you more details about this new facility and have both individuals tell you of the wonderful programs and events upcoming at both centers.

Harvey Owen: The Ware Center is a 63,000 sq. foot facility in heart of downtown Lancaster. The Center held 227 performances for the public last year. Dr. McNairy wanted the Ware Center to be a force in the community, and it is.

Laura Kendall, Director of the Winter Visual and Performing Arts Center: I am honored to be the director of Winter Center. The Winter Center provides educational facilities for music students, faculty office, theater classes, and soon art and design classes will be held there. The Center started as Lyte Auditorium. It seats 650, which is less than the previous facility, but we added a brand new scene shop right off the stage. Everything can be built there and rolled on stage. We added a catwalk, as well. The genius design adds a 290-seat second concert hall with great acoustics, a tunable room in which banners absorb the sound and can be removed or moved to meet the requirements of the performances. There is a piano lab with 40 electric pianos connected to the internet and to each other. Students can compose on them with a full orchestra.

We are striving to make the arts a part of campus, working with deans to pull arts into the classroom.

Harvey Owen: We are trying to serve three communities— the Lancaster Community, the Millersville University campus community, and the Millersville University alumni community. We would like to put Millersville University on the map through arts, similar to the way universities promote sports to alumni. Victoria Wyeth, grand-daughter of Andrew Wyeth is speaking this week. There will be a WXPN kids music festival at Millersville, in addition to independent performances, Millersville University developed performances, and performances developed through partnerships with other organizations. The Arts at Millersville University, Fall 2012 pamphlet lists scheduled performances at The Winter and the Ware Center.

Questions and Comments:

Amy Hoffman: The Arts at Millersville University, Fall 2012 pamphlet doesn’t list student performances. Steven DiGiuseppe: Notes that student events are listed.
Laura Kendall: As long as we have the information from the student groups, the events will be published.

Dr. McNairy: We were able to renovate and expand Winter Center through capital funds from the state, PASSHE.

Gerald Eckert: The library, the Winter Center, and Stayer (formerly Landis Hall) were all done through a public-private partnership in which the university applied to the state for matching funds. The Ware Center was originally supposed to be funded by the university. It is important for alumni to understand the funding differences. The Winter Center is more of a teaching center. The Ware Center, from day one, has been viewed as a community asset, opened to the public of the greater Lancaster Community. The Ware Center is supposed to break even or turn a profit. The five-year business plan is
for the Ware Center to break even by year four and to produce a profit by year five. The Ware Center turned a profit in the first year. There is a difference between the Capital Budget and the Operating Budget.

D. Action Items

1. Board Minutes of September 15, 2012
   Dierolf/Glass motion to approve the Alumni Board of Directors meeting minutes for September 15, 2012 as distributed. Motion passed.

   Dierolf/Heller motion to receive and file for audit of the MUAA Quarterly Financial Statement for the first quarter ending September 30, 2012. Motion passed.

E. Alumni Committee Reports & Alumni Initiatives

1. Alumni Events: Amy Hoffman ’94, Anna Niesley-Fulton ’74, Co-Chairs
   Amy Hoffman: The Senior Send-Off is December 6, and commencement is December 16. Contact the Alumni Office if you would like to volunteer to help with either event.

2. Alumni Engagement: Richard Frerichs, ’64, Chair (Excused)
   In Richard Frerichs’ absence, Lorie Mahoney presented the report.

   Lorie Mahoney: In the spring on April 19 and 20, 2013, the Marburg, Germany study abroad program celebrates its 50th anniversary, The Class of 1963 also celebrates its 50th anniversary in the fall.

3. Financial Planning: Stephen Focht ’70, Chair (Excused); Lori Dierolf ’91, President Elect
   In Stephen Focht’s absence, Lori Dierolf presented the report:

   Lori Dierolf: Recently, the Alumni Executive Committee approved that the Alumni Association will assist with the senior class gift, contributing fifty cents on the dollar, up to $1000. The Millersville University for Life Program will work to educate current students about giving back to the university.

   Steven DiGuiseppie: The PSECU Credit Card Program has already surpassed anticipated revenue in this quarter. PSECU partners with MU for the credit card program/affinity partner program. The program realizes $75,000 each year for sponsorship of programs and activities, with additional monies from products and services through PSCCU. This has been a great partnership program.

2012 – 2013 Impact Fund and Soar to Greatness Capital Campaign Report Updates

Gerald Eckert: We should be in area of $86 million when the Soar to Greatness Campaign ends. For the Impact Fund, MU is emphasizing unrestricted giving. The
University can then direct those funds where necessary, rather than the donor directing where funds go.

Mike Henry: Does the progress report reflect donations promised or donations received?

Gerald Eckert: Fifty-five percent of the $85 million is planned gifts. Ninety-six percent of the pledges are typically fulfilled. Some people may ask to extend the time period for gifts.

4. Information Technology: John Held ’02, Chair
John Held: The first MUAA Skype committee meeting was a success; the Information Technology Committee will continue meeting that way. We have considered how to better engage alumni and decided to create a Twitter hash tag for Homecoming. We currently have 472 followers and the hash tag was used 75 times. Twenty people engaged in the Twitter feed, including several current students.

Kelly Davis has shared with us a draft of the forthcoming Alumni Connect Cards. Kelly is working to finalize the cards.

Our next consideration is how can we set up a space to share documents and information online. We will report back on that in February 2013.

Questions and Comments:
Claire Heller: How do I become familiar with Skype and Twitter?

John Held: Maybe we can do a Twitter/Skype 101 guide at a future meeting.

Jerri Anne: Thank you John and Kelly for your leadership in bringing MUAA out of the Dark Ages. I tweeted for the first time during Homecoming.

Jenna Craig: Next year, perhaps we can make t-shirts with a Twitter logo for MU staff, alumni board, etc. This would provide free advertising.

Kelly Davis: Next year we need more signage and perhaps to add a hash tag to the signage.

5. Nominations & Awards: Jen Strobel ’95, Chair
Jenna Craig: Can the Nominations and Awards Committee meetings be held via Skype?

Kelly Davis: Yes, although we will also need to figure out how to share documents.

Jenna Craig: The Nominations and Awards Committee met last Monday to discuss Neimeyer-Hodgson Research Grant awards. Applications have moved beyond the sciences and we have granted ten awards this semester, totaling over $2,900.

6. Alumni Athletic Task Force: Patrick Leahy ’97 and Jenna Craig ’10
Patrick Leahy: I made calls to people who are interested in joining the task force. The first meeting is tentatively scheduled in a few weeks with five or six members, probably via Skype. We are reaching out to current sports teams who would like to engage their alumni.

Jenna Craig: We are working to develop a newsletter with current MU coaching staff and may encourage other coaches to work with the A Team in a similar capacity.
Kelly Davis: Suggested that they try to cross promote on websites and Facebook through athletic teams and coaches. Have them remind athletes and former athletes that these other avenues are available.

7. **MU Foundation Report from MUAA Liaison: Bill Martin ’81 (excused);**
   In Bill Martin’s absence, his report will be held until the February 2013 meeting.

8. **Student Ambassadors: Ashley Tose, Student Ambassadors President**
   Ashley Tose: Eighteen people typically attend our meetings. Many people are leaving this semester or next semester; they are very involved members and we are doing more recruitment activities to fill new gaps. There are no upcoming ushering events, but we want to keep members interested and decided to work with charities in the meantime. We are holding a speaker series and Dan Sidelnick and Amy Hoffman already committed to participate in this program. Other board members who are interested in participating in the speaker series should contact Ashley Tose. The meetings are held on Mondays at 8:15 PM in McComsey Hall.

9. **Student Senate: Jordan Smith, Student Senate**
   Jordan Smith: The Senate has been adjusting to a new constitution which allows for more representation across campus. The number of student representatives has increased from 25 or 30 to 70. We are beginning to plan the 100-year anniversary of the Student Senate. Events will probably be scattered across 2013 rather than focused on one week. Email villestudentsenate@gmail.com if you or someone you know was on Student Senate.

   Jerri Anne Johnson: How many MUAA board members were on the Student Senate? (Approximately 8) Do what you can to support this 100 year anniversary. This is really a milestone anniversary. We should do anything that we can to elevate the Student Senate and the Ambassadors.

**F. Office of Alumni Engagement Report**

1. **Past Events**

   Steven DiGuiseppe: We have been busy since the last board meeting. Our past events include:

   - A 1950’s mini-reunion was held at the residence of Mary and Bob Lehr in Lancaster, PA on September 15 with 30 alumni and guests attending an afternoon picnic.
   - The Farewell Tour for President McNairy continued with an event held in Camp Hill, PA with 10 in attendance on September 18 at the West Shore Country Club.
   - Homecoming 2012 was held during a sunshine-filled weekend on October 11-14, with over 50 events sponsored by the Alumni Association and the University. Events included school receptions, fall fling, author event, athletic events, alumni hospitality, etc. Once again, PSECU served as a major Homecoming Weekend sponsor, along with the MU Alumni Association. There were also several events held this weekend to celebrate the grand opening of the Winter Visual and Performing Arts Center (formerly Lyte Auditorium). Some alumni event highlights include:
     - The Annual Alumni and Friends Golf Outing with 101 golfers who played at Crossgates Golf Course in Millersville on October 12. This year’s golf outing had a major sponsor—Liberty Mutual Insurance, who offered over $10,000 in gifts and prizes to participants. This was the first alumni association
fundraising golf tournament which netted approximately $4500 to support alumni endowments including 3 scholarships and a grants program.
- The 17th annual MU Athletic Hall of Fame Induction dinner was held on October 12 with 101 in attendance, saluting Safiyyah Bashir ’04, women’s basketball; Richard Frerichs ’64, contributor; Michael McFetridge ’99, football; Chad Schulze ’03, men’s golf; Sean Szerba ’99, men’s soccer and Gene Wise, baseball coach.
- The Millersville Community Parade, held on October 13, is a community/university event, attracted over 2300 parade participants and over 5000 spectators (along the 2-mile route). This is the largest joint effort between the community and the university, and over $29,000 was raised in private donations from residents and businesses.
- A SPECIAL THANK YOU TO ALL THE VOLUNTEERS WHO WORKED AT MANY OF OUR EVENTS THIS WEEKEND!!!

- On October 20, the Alumni Association sponsored a motorcoach trip to the US Naval Academy and Annapolis, Md. where 40 alumni and guests attended.
- The annual Legacy Breakfast was held on Saturday, November 3 in Biemesderfer Center at 9:30 a.m. with approximately 70 alumni and guests attending in Biemesderfer Center. Alumni Association President Jerri Anne Johnson and University President, Dr. Francine McNairy, gave remarks.
  - Thirty (30) alumni and guests attended an afternoon “Poe Evermore” dinner event at the Mt. Hope Estate and Winery in Manheim.

Steven DiGuiseppe: Reminder that nominations are open for the Alumni Board of Directors; there are five openings this year. Also consider nominating someone for an alumni award.

Kelly Davis: The Human Resources Department passed along to us thirty-one names for the Director of Alumni Engagement search. We have scheduled five phone interviews and hope to narrow the applicant pool next Friday, then move forward with campus visits.

2. Upcoming Events:

Kelly Davis: We have the following upcoming events:

- Presidential Farewell Tour events in Philadelphia (11/12) and Newark Del (11/28)
- Two MU After Work events, both on 11/14: one in Strasburg at the Fireside Inn, the other to be held in Duke’s Bar and Grill, Wormleysburg
- Multicultural Showcase on 11/28 in the Marauder Courts, SMC
- Glorious Sounds of the Season, pre-concert reception and show; 12/8 @ 630pm
- New York City Bus Trip – Do As You Please on 12/15
- Longwood Garden Bus Trip or Tickets Only, also on 12/15

Kelly Davis: Many more events are planned, so please check the website periodically. We hope to have the new website running by the first of the year.
Questions and Comments:

Gerald Eckert: Steven DiGuisepppe will transition to a new role in which he will oversee the Advancement Division budget, advocacy, and community relations. He will continue to be involved in the Community Parade. Forty-five percent of his time will be devoted to serving as a university officer for the Right to Know program.

Lori Dierolf: I encourage you to talk to people who might be willing to serve on the MUAA Board.

Claire Heller: As a non-traditional student, I feel left out of campus activities. Think about a way for the Alumni Association to provide something for non-traditional alumni to feel more connected to campus and the university.

Gerald Eckert: Millersville University’s annual enrollment is 6500 students; 1500 students are non-traditional (beyond age 26). That number is increasing and many are women in their 40s.

Nathan Claycomb: I was pleased with the proactive communication from MU during Hurricane Sandy. Well done.

G. Final Remarks/ Announcements

Lori Dierolf: Our next board meeting is on Saturday, February 23, 2013, and will be held in Murley Recital Hall in the new Winter Visual and Performing Arts Center.

The meeting was adjourned 12:09 PM

Respectfully Submitted,

Jennifer L. Bertolet, PhD ’92
MUAA Board Member