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

Jerri Anne Johnson welcomed all Board Members and called the meeting to order at 10:07am. Thank you everyone for attending today’s meeting. We are so lucky to be in a wonderful new facility. Thanks to the staff for having the meeting in Murley Recital Hall. If you haven’t done so already, take some time to review the space after the meeting. I’d like to welcome our special guests: Dr. James McCollum, Acting University President; Jerry Eckert, Vice President for University Advancement; Kelly Mathiesen, Student Senate and Ashley Tose, President of the Student Ambassadors; Dr. Sepideh Yalda, Program Coordinator and Director, and Dr. Kirsten Bookmiller of the Center for Disaster Research and Education; and to our new Director of Alumni Engagement, Michael Saraka.

B. Roll Call: Kristin Waters ’05, Secretary

In Attendance: Jennifer Bertolet ’92, Sandra Brown ’76, Nathan Claycomb ’01, William Dewan ’93, Lori Dierolf ’91, President-Elect, Stephen Focht ’70, Treasurer/Financial Planning Chair, Dr. Richard Frerichs ’64, Engagement Committee Chair, Kitty Glass ’53, John Held ’02, Claire Heller ’71, Amy Hoffman ’94, Jerri Anne Johnson ’76/’87M, President, Cassandra Karamanos ’94, Bill Martin ’81, Anna-Niesley-Fulton ’74, Gregory Ortlieb ’09, Dr. Dan Sidelnick ’75, Carroll Staub ’72, Jen Strobel ’95, and Kristin Waters ’05, Secretary.

Advisors and Guests: Dr. Kirsten Bookmiller, Kelly Davis ’95, Assistant Director for Alumni Engagement, Gerald Eckert, Vice President of University Advancement, Dr. James McCollum, Acting University President, Lorie Mahoney, Assistant Director of Reunion Planning and Giving, Kelly Mathiesen, Student Senate President, Alison Moody ’05, Office Manager, Alumni Engagement, Mike Saraka, Director of Alumni Engagement, Ashley Tose, Student Ambassadors, President, Dr. Sepideh Yalda, Program Coordinator and Director of the Center for Disaster Research and Education.

Absent: Jenna Craig ’10, Mike Henry ’81, Patrick Leahy ’97, Patrick Witmer ’81, Steve DiGuiseppe ’82, Assistant to the Vice President for Alumni and Community Relations

C. University Report: Dr. James McCollum, Acting University President

See Appendix A for full report

Questions and Comments:
John Held: What is the plan for enrollment of students at MU?
Dr. McCollum: The trend line will continue and we understand that markets that have been traditionally explored by Millersville may no longer be a benefit. The returning adult student, the transfer student; these are markets we will need to explore. The Enrollment Management team is going through a strategic editing of the plan. This concerns us, but we are looking into it. We’re going to have to find a mix of enrollment markets. We can’t simply rely any longer on the traditional high school student at the same rate as before.

Jennifer Bertolet: Has there been conversations regarding online teaching initiatives?
Dr. McCollum: We will during the Winter Session. Offering online classes give institutions like
Millersville an opportunity for students to take classes with us. We’ve seen a substantial increase in online course offerings for winter, and we’ve seen about a 600% increase online.

Jennifer Bertolet: Online classes are a great way to hold on to students over the summer. It keeps them from taking a class at a college or community college near their home, and it keeps them from having to worry about transfer credits.

Dr. McCollum: This is a challenge in higher education for the long term – how do students acquire their education? We know there is this idea of a multi-university. If we don’t offer a course here, they’ll figure out where else to obtain it and transfer it in. It’s an area that the Provost and faculty are engaged with. Millersville will never be a completely online university, but we know we need to be flexible. In fact, the Emergency Management program that we’ll hear from in a few minutes is all online.

Cassandra Karamanos: With the high school population decreasing – is it the number of students because of people in high school or are current high school students seeking other avenues with higher education?

Dr. McCollum: It’s the population, actually. The populations where we see growth in the traditional age is the Latino population and a bit in the African American population. So there is growth within that segment of traditional high school graduates.

Jerri Ann Johnson: Thank you very much, Dr. McCollum. This is a great overview of the university.

**D. Campus Presentation: Emergency Management: Dr. Sepideh Yalda and Dr. Kirsten Bookmiller**

Jerri Ann: We have invited Dr. Sepideh Yalda and Dr. Kirsten Bookmiller to introduce us to the Master’s Program in Emergency Management. Dr. Yalda is a Professor of Meteorology and the Director of the Center for Disaster Research and Education at Millersville University. She is also the coordinator of the Master’s Program in Emergency Management. Her research interests are in the areas of climate dynamics and regional climate change. Dr. Yalda has been involved with a number of research projects with a focus on science education, and the development of new tools and technologies to improve science education at all levels. She earned her Ph.D. in Meteorology from Saint Louis University in 1997. She is a member of the American Geophysical Union, American Meteorological Society, and SIGMA XI Scientific Research Society. She serves on a number of national committees including the National Environmental Education & Training Foundations Eyes on the Environment Advisory Committee, and currently serves as the chair of the advisory panel to the Cooperative Program for Operational Meteorology, Education and Training (COMET). Furthermore, she is a member or chair of a number of American Meteorological Society Boards and Committees.

Dr. Kirsten Bookmiller is a faculty member in the Department of Government and Political Affairs at MU as well as the Director of Global Education and Partnerships for the university. Her teaching and research program is in the area of international humanitarian policy and law. She published an introductory text on the United Nations in 2008 and currently conducts research on international humanitarian responses by local emergency responders.

Dr. Yalda: We currently have two initiatives we’ve been working on since 2003, which were initiated by Dr. Fischer from Sociology. Currently, we don’t have an office for this program. We have faculty involved from every single department and contributes to the program. So the program is comprised of full time faculty and adjuncts. There is no other program on campus similar to this; it is fully and started in 2007. The general goals of the program: create the center and share expertise; have strong community engagement. Preparedness and disasters = there is a push by the federal government to study and understand this. This year is our fifth of CERT (Community Emergency Response Team training). A group has gone to FEMA training, which is an eight session short course. This is a voluntary course and
so we have students from all different disciplines across campus take place. In addition, ten community
members have taken place in this program so far.

We are currently working on becoming ‘storm ready’ for the university. This involves making sure there
is a severe weather plan; prepare university of emergencies. The latest example of this was Hurricane
Sandy. We want to have better radios with all seven warning systems on them; a lot of these are all
student initiated programs. The students are trying to get other students to understand warnings from a
practical and academic perspective: Do you have a family plan? Do you know what you would do? There
is also a pamphlet on your desk. We are really excited because a member from the governor’s office is
taking place in class for their business continuity plans. Members of the program are able to attend two
conferences a year. We offer virtual seminar series and trainings throughout the year. Students from the
program just worked with the local Watch Museum to answer what the museum faces in a weather
emergency. The national watch and clock museum is the largest in the country and it actually has a lot of
out of country visitors; but what would they do in the event of an emergency?

Also at your desk is the pamphlet for the Master of Science in Emergency Management (MSEM). Both
Dr. Bookmiller and I teach a course. The cohort has stayed the same with instructors and it’s been great.
We have now grown to over 70 students, both across the country and overseas. We still have a lot of
students from Pennsylvania as well, all with very diverse backgrounds. I encourage you to go to our
website; we have students who have been in the field for over 20 years; high level staff such as fire chiefs,
directors. Students with backgrounds in social workers, sociology, occupational health and safety – there
is a student GIS, graduated at 24 – she did an internship and after she graduated, they offered her a job for
90K.

The curriculum offers a large breadth of courses. For the past two years we have been trying to integrate
more ideas, for example GIS for emergency managers. We review health and emergency management,
social dimensions of disasters, natural hazards primer, terrorism and weapons of mass destruction,
planning for Emergency Management, humanitarian response to international disasters. We also have
folks in field teach – they bring in first-hand experience. Students also complete a capstone field
practicum experience (three options) independent study, research opportunities (applied and basic).
International Association of Emergency Managers Conference – we like to take students to this. While
they are on these trips, they visit different research centers.

Dr. Bookmiller: I came to Millersville in the 90s, and I noticed immediately our Global Partnerships
Initiative (GPI). We are working to enhance the international profile of the MSEM program; facilitate a
truly global network of EM Stakeholders; promote capacity building in the EM Field through customized
training. We realized these things should be combined so last year I approached Dr. Yalda about bridging
our efforts, and I knew there was a great need for international opportunities. We are working with the
administration to create a new role which is a GPI.

We began with recruitment and started to look for new areas of growth, both American and International
students because we feel there is a giant audience wherever we go; students can be anywhere with online
technology. Study abroad shouldn’t be for just undergraduates; graduates should have opportunities as
well. There is just so much work to be done here and around the world – we are looking at capacity
building – we are hearing that people want customized training opportunities, both virtual and in person.
And then, we have created a recruitment tool without much effort.

I do want to stress our initial partners: United Nations, International Federation of the Red Cross and Red
Crescent, Universities in Brazil, Chile, Puerto Rico, Japan, and South Africa, and Church World Service.
These groups want to know how to manage human rights during a disaster and they want Millersville
University to investigate this – to pay for our students to go to the training, and then we train around the
world. This is something that is just going down the runway and we are very excited to share this with you and to continue to work on this.

Comments/Questions:

Jerri Ann Johnson: This is great and exemplifies why we all sit around this table – we have a pin that says ‘Glad to be a Grad’, but this takes it to a new level. I can’t say thanks enough for you to come here on a Saturday and share this information; the program is great, and we can continue to say, “Only at Millersville.” Kudos to you, your team, and all of the students involved. We have to continue to make our local community more aware of the amazing resources that we have here; and the far reaching effects of this resource. Every time I hear these presentations that we have here at MU, I am just so proud. This is at the top. Congratulations.

Cassandra Karamanos: Is there an undergraduate requirement to enter the program? 
Dr. Yalda: No, many of our students have different backgrounds in humanities and social science. The only requirement is that the student must have met a certain GPA, which is a graduate school requirement. We want applicants to have some sort of basic understanding of research. As you see emergency management connections to every facet; traditional EMS is a little different. Because there is such a diverse background, there is a lot of cohort learning and mentoring going on.

Jerri Ann Johnson: Can you speak a little bit more about your upcoming event? 
Dr. Yalda: Yes, it’s the public awareness day and will take place the first week in April. More information is on website. It’s free; good food – the big draw – tables from different companies, always nice to get goodies and see technology.

Bill Dewan: How informed are others of what we are doing? Is there a social media presence? 
Dr. Yalda: Yes, we do have a Facebook age and Twitter account. We have also started an alumni list serv. We hold a gathering every year, a social gathering before commencement for our students and invite all alumni to come back to campus. We are considering doing a focus in emergency management at the graduate level of other programs. Contact information is on the pamphlets – thank you for the interest. I’d love to hear your feedback as well. We value your opinions – so if you have any ideas or suggestions please let me know.

Jerri Ann Johnson: Dr. Bookmiller – we are sad to see you leave Millersville, but know you’ll still be a life line to the university and wish you all the best in the future.

E. Standard Action Items

1. Board Minutes of November 10, 2012: Ms. Johnson

Board minutes of November 10 were reviewed with no corrections. The motion to approve made by Lori Dierolf, the second to the motion was made by Claire Heller

2. 2nd Quarter Financial Report ending March 31, 2012: Ms. Johnson

Review of the Quarterly Financial Statement for the third quarter ending March 31, 2012. The motion to accept the review was made by Lori Dierolf, the second to the motion was made by Nathan Claycomb. The motion was accepted and the report will be filed for the end of the year audit.
F. Alumni Association Standing, Ad-Hoc, and Appointed Committee Highlights/Reviews:

1. Alumni Events: Amy Hoffman ’94 & Anna Niesley-Fulton ’74, Co-Chairs
   We have not yet had a meeting, so we have no report. All events will be reported on by Kelly later in the meeting.

2. Alumni Engagement: Dr. Rich Frerichs ’64, Chair
   We have not yet had a meeting, but we have been busy. I will turn it over to Jerry Eckert to speak to both the Annual Fund and Soar to Greatness Campaigns.
   
   Jerry Eckert: The Capital Campaign started with a 60 million dollar goal; half way through the year, we increased the goal to 85 million, which ended on December 31, 2012. I am happy to report that we have 88 million secured which you see on the Soar to Greatness sheet before you. One thing I want to say about your ambassador role – in this particular capital campaign, when you look at the numbers, you as ambassadors should look and know and be able to comment publicly that it ended at 88 million. The Review will have a lot of data in it. You should be pleased that there were 12,000 donors in this campaign; of these, 8,327 were alumni (69% of all donors). This percentage is based on the fact that of the 88 millions, we have dollars that came in on a state matching program so if you look at just private competitive grants that accounted for 52.5 million and the 69% of alumni donors amounted to 20 million. On your chart, when you look at the eight goals, it’s not unusual that some specific goals will not be met dollar wise, whereas others are met with addition; remember that holistically, we have met all eight goals. For buildings, not so much pressure for money because our bids came back at less than we thought. We are still taking contributions, but have the funds to finish the library. In both the Performing Arts Center and Library, we will be recognizing the alumni and the association for the contributions made during the campaign.

   Campaign should not be judged just in the present. We should all be pleased and relish the success of raising dollars for objectives. It’s not only about the dollars, but what you do with them, while looking at the present and future. So this campaign will not be successful if we don’t have more students involved in the things that we use the money on. The success of the campaign propels you to the future and does great for the better.

   Bottom part of the page is an update on the present. We are trying to raise more unrestricted dollars. Last year we raised $245,000 and our goal this year is to raise more than $350,000, which is a tough goal because for six or seven years, our message has been to give for specific goals and now we are saying we are focusing on unrestricted funds. Remember, $185,000 will go to the athletic scholarship; $100,000 – go to 40 students in scholarships and are designated as alumni association scholarships. We need to have more dollars to directly provide to these initiatives as well.

   Rich Frerichs: In your packet you have a report from our committee and I want to point out some incentives and initiatives: May 17-18 is Commencement; we are still working with admissions; still working on the teachers pennant; Greek life is coming up for anniversary – if you are an alum or know someone, and want to help out to plan reunion, please let me know. Mentoring continues to be something we are involved in; we hope to do more in the fall. Orientation in fall will be the convocation and event by lake. We are working on restricting the Regional Coordinators. Thanks to Lorie Mahoney for taking care of the Thank You calls; this is very successful. May 2 is the Senior Send Off, we need volunteers.
A Team, which is an effort chaired by Jenna and Patrick, is where we want to have at least two alumni from each sport to assist the sport to schedule events and promote awareness. We’ve been a bit slow, but we do have representatives from baseball, women’s basketball, and field hockey. Jenna, Pat, and I meet next week to get more plans in place. One of the big things they are working on is an event for April 20, which is where the baseball stadium will be named for a donor. Mark your calendars for the Black and Gold Golf Tournament. This is the largest fundraiser for athletics. This year we are focusing more on corporate sponsors. If you know of any companies, please let me know. Game Day Ready promotions are going well; first time we have had corporate sponsors for football and basketball. February 2 and 9 had a pep band for basketball – it was awesome, brought a lot of excitement. We can’t have the band at Wednesday games because many of the members are music majors and have a Wednesday class.

We have a basketball game today against Mansfield. Playoffs are coming up. Channel 66, local TV channel, will broadcast video taped games; you may catch an MU game.

Jerry Eckert: The baseball stadium will be named after a donor. The donor is an alumnus.

Jen Strobel: The health and wellness goal was the lowest. Is there intent to lower the goals designed initially or are you trying to make up the difference with unrestricted funds?

Jerry Eckert: When a campaign is over, it is over. But the initiative is not so the University will try to put more operation dollars and provide dollars into the program. One successful area is our fitness center. If you go there on a Thursday or Friday, there is a lot of activity; this is where students go to socialize.

Jerri Ann Johnson: In my profession, fitness and exercise is critical so this is great. I recently learned that at a nearby HBCU (Historically Black College or University), if a student’s BMI is too high, they have to take a class on wellness before they graduate because the institution wants to help with that.

Jerry Eckert: Campaigns have successes and failures. An area to improve on in the future would be to attract hospitals, insurance companies, etc. behind the wellness initiative.

3. Financial Planning: Steven Focht ’70, Chair

A few things: 1) budget planning for next year. If you are a committee chair, you have received a note to send to me your ideas by March. Next meeting will draft next year’s budget for April approval. One item the committee and executive board did approve was for financial assistance with the Senior Class Gift where we agreed to match 50 cents to the dollar for up to $1,000. 2) Please refer to the second quarter report. 3) The new PSECU Visa Card program. This new program is going very well. And we are on schedule.

4. Information Technology: John Held ’02, Chair

Report tabled to be provided during the training.

5. Nominations & Awards: Jen Strobel ’95, Chair

We have not yet had a meeting. Our meeting is scheduled for March 11. Yesterday we completed our call for nominations for awards and will be selecting the winners at our meeting. I recently received a Thank You Note from a recipient of the Hazel Rork Schmuck Scholarship. As much as we enjoy giving out money, it’s great to know that it’s appreciated.

Jerri Ann: I also receive notes; I will bring them to pass around. We need to take pride in the awards that we give and really need to continue to find ways to make them more robust especially when times are tough.
6. **Athletic Action Team: Patrick Leahy ’97 & Jenna Craig ’10**
Refer to the Alumni Engagement (2) report for A-Team Updates.

7. **MU Foundation Report from our MUAA Liaison: Bill Martin ’81**
This organization manages the endowments for the university; I provide reports at this meeting because we have $1.4 million invested in the foundation. It’s always an education when I attend these meetings. The balance announced at last meeting is $23 million; this was as of February 12. We are just about $3 million from this time last year. These are market driven investments. UBS is our investment first that we work with. They take care of our assets and I think we’ll continue to do well. One goal is to get to a $25 million threshold; apparently when we reach this amount, we will have more investment opportunities, which is exciting.

8. **Student Ambassadors: Ashley Tose, Student Ambassadors President**
We are moving club in new direction, and Kelly Davis is working with us. A graduate assistant will be working with us now; we have new ideas. We will be attending a conference this upcoming weekend, with 5 ambassadors and 3 advisors. We are trying to figure out our exact purpose; we see many groups doing what we think we should: engagement on campus, fundraising, charity, and working with alumni – four points of focus. We need more members to implement them. We have 13 dedicated members but we need more to move in new direction. Having a big recruitment effort next fall; we struggle is at first meeting. We talk about ideas for future, but then don’t get students involved right away and they fizzle out. I’d like to do survival kits: family members for students before finals. We did this in the past, want to do again. Other events include a treasure hunt, and Alumni bowling night hopefully near the end of March.

Jerri Ann: What is your goal for membership? What have you historically had?

Ashley Tose: My freshmen year it was 20-25, which was a good number because we then had sub committees. But last year we only had about 8-10; so we want more.

Jerri Ann: Is the current membership diverse and representative of our campus community?

Ashley Tose: For our variety of majors, yes; for our cultural diversity, no. But we will also have a graduate student next year.

9. **Student Senate: Kelly Mathiesen, Student Senate President**
This year Student Senate turns 100. This is a big season for us, it’s conference season. Six members left yesterday for COSGA at Texas A&M (Conference of Student Government Associations). Next weekend we will be attending BSGP at Edinboro, which is the regional PASSHE conference. Hope to learn a lot to bring back. We are also working on student organization allocations. Out of 163 organizations, 76 submitted a packet. The finance committee meets for 6 hours every weekend to review and make cuts. We have 12 new organizations for temporary status; record high for one meeting. Our election process for officers starts on March 4 with elections on April 17. We are planning for the 100th. Welcome everyone to come to meetings. Setting is a bit different. Please visit and share your stories with us.

G. **Social Media and Online Community Training: Kelly Davis ’95, Assistant Director of Alumni Engagement and John Held ’02, Chair, Information and Technology Committee**

Jerri Anne: Some time ago the membership noted it would be a good idea for some training on social media. So today we have Kelly Davis and John Held to give us a primer on this topic.
John Held and Kelly Davis: This is more of a presentation and we want to share that the members of the committee have agreed to serve as computer mentors for one on one training. We can talk more about it with you.

Our focus is about engagement between alumni and association; board and committees as well. To connect to our alumni, we use our website, Facebook, Twitter, and Linked In. Our committee recently reviewed other social media tools and we really like Base Camp.

Facebook is a ‘non-stop’ happy hour and family reunion 24/7 day. It’s a great way for alumni to show where they are, what’s going on in their life, and to showcase Millersville information, such as Mike joining our office. In fact, 390 people saw this post. More people are subscribing to the page. We have 2,496 alumni who like the page. Kudos to Kelly and other staff for updating the page.

Twitter account: we created a hashtag for Homecoming, we found a lot of people using the hashtag throughout the day (provided example). People are starting to use Twitter more and it’s good for live events. We want to use this next year; we have more lead time, and it will be helpful for homecoming this year. We have 544 followers. This is an area where we need to give more effort.

Linked In: This is a career networking site for alumni to interact with each other about jobs, career questions or any topic related to careers. We have started to triage these conversations. Want to work with career services department. It’s about marauders helping each other out – when you have an opportunity; you come here to help each other out.

Base Camp: We want to facilitate engagement between the board itself, committees, and other areas of the association. Basically, this takes all of your information, makes it electronic, and is available for all members. So instead of emailing around a document, trying to find it, keep 1 final draft, we can use this virtual online space that is real time that allows for services. Agenda, minutes, and dialogue before meeting are how we have already used it. The site is password protected and secured, this is free version and everyone was able to contribute.

Steve Focht: I used that in my old job, it was excellent.

John Held: It’s easy to use, comfortable. You can also get an email notification on comments added. So you don’t always have to log into Base Camp to see what is going on.

Rich Frerichs: Is this already available for committee use?

John Held: We are still testing it, so we hope to launch it to the board by the end of the year.

Kristin Waters: This also saves resources and money for the association and office. Long distance members no longer will need to have packets mailed to them. The Nominations and Awards mailing, for example, can cost about $20.00 for paper and postage that we can now save.

Nathan Claycomb: The other benefit is that it is available in different workgroups and we can have restrictions of who gets on it. So there are opportunities for security which is a good advantage. By the way, our Facebook page now has 2,499 followers.

John Held: It’s about conversations and engagement. It’s using technology to create involvement, keep members involved, providing information, promote exciting news, etc.
Kelly Davis: The Millersville website has been new since January 2, when we launched the redesign. Want to start having contests for alumni and getting them to come back to campus and the page. The website has easier navigation tools: tours, visit, etc. Social media icons are on the homepage. RSS feed – calendar of events. The top tool bar has: build a profile, search directory, and find former classmates. You can also create groups, if you can’t find people on Facebook. Opportunity for class notes. It features permanent email address @alumni.millersville.edu. If you need help to get signed in, you need last name, first name, class year, and date of birth, or you can call our office, we’ll be happy to help you. You can register for events online. Please take a connect card to pass out to other alumni.

Cassandra Karamanos: I remember at our last meeting, we discussed the issue of getting our new graduates’ email addresses. What is happening with this?

Kelly Davis: We need to wait until the role changes from student to alumni, then we send out email blast directing them to the website to update their information. We do things over time – immediately invite them to an event to catch them as soon as they graduate.

Jerri Ann: Thanks so much to you and the team – there is a lot of effort here. I am looking forward to upcoming efforts.

H. Office of Alumni Engagement Report: Mike Saraka, Director of Alumni Engagement

Jerry Eckert: As a way to introduce Mike, there are two points I want to make. First, I am most pleased with the team that is coming together under alumni engagement: Mike, Kelly, and Lorie. The idea here is to continue the good work lead by Steve. But I need to tell you that below Steve, we had really been uneven and absent with leadership – the previous concept we had wasn’t really working, particularly with part time assistance. This has been an ongoing conversation. We are heading in a direction of putting a strong team together. We know some changes needed to come about – looking for alumni officers to know more about development as alumni; and vice versa. Merging that is taking place here of alumni and development that I think is appropriate and needs to be in place. I hope you are pleased. We’ll continue to grow the program. We think this is right direction. Second, the mission. The mission of the Office of Alumni Engagement strengthens lifelong connections between Millersville University and its alumni, students and friends in the communities where stakeholders live. And now, I’ll turn it over to Mike.

Mike Saraka: Thank you; it’s been great so far. I am taking time to meet with everyone on campus; meeting with alumni chairs, working to get with everyone on the board. I wish to publicly thank Steve DiGuisepppe for his knowledge, and commitment to the university. He has been a wealth of knowledge for me as I get to know Millersville University better.

I would like to focus the efforts of the Office of Alumni Engagement on five areas (see below); this is a model that many universities have used, there are differences in how you conduct alumni business so it is critical that we have excellent communication between us and the people in Development:

Five Areas of Priority

- Alumni Advocacy: Friends of university who make connections with legislators. Looking to build this program up more.
- Admissions/Enrollment Management: We have a new admissions director, so this is exciting. He has used alumni in the past on how to recruit and retain students.
- Career Mentoring/Networking: I’ve done these successfully in past, before alumni relations, I was Director of Career Services at St. Francis University. Many big institutions do a good job with mentoring; no reason why we can’t as well.
• Revenue Generation: I am working closely with Linda Roush to identify new revenue opportunities. In packet – impact fund; you’ll learn more about that soon. Corporate sponsors for university. Our goal is to have sponsors for these and to offset costs.

• Student Alumni Programs (Ambassadors): Catching students early as freshmen. We can learn from other organizations – see what’s out there – how important it is to grow a strong program.

We have exciting events coming up: Homecoming, the Library re-opening, the inauguration of our new President. We have tentatively scheduled the inauguration of Dr. John Anderson to take place during homecoming, October 25-26. We will provide more updates once they are finalized.

We currently have 29,000 email addresses of alumni and we want to increase this number over the next year with the implementation of the new alumni directory project. However, MU has the most e-mails in its database that I’ve seen in my experience so kudos to our office, but we still want to improve.

March 20 is the deadline for the applications for football coach. Once the search committee meets, there will be opportunities for alumni to meet with candidates during open sessions.

March 2 is the playoffs for basketball; we are hosting. In addition, the PSAC is welcoming two new schools in the western conference: University of Pitt-Johnstown and Seton Hill. Lock Haven will also be moving over to the eastern conference.

Greater emphasis on Alumni Regional Coordinators (ARCs) and Regional Chapter Representatives to host “social” events. We are seeking assistance from the Alumni Engagement Committee to identify alumni volunteers to work in each of these five areas and ARCs. Staff will be developing a resource guide for ARCs and volunteers which outline expectations and ways the Office of Alumni Engagement can assist them in planning and successfully executing events for MU.

My overall objective as Director is to train, organize, and advise. I am looking forward to working with you all in the future.

Jerri Ann: Thank you Mike – we are glad that you are here and are looking forward to an exciting next couple of years.

1. **Report from Assistant Director - Kelly Davis, Assistant Director**

   Wrap up of previous events and number of attendees (from December to present):
   • Glorious Sounds reception and performance: 80
   • Longwood Gardens bus trip: 63
   • NYC bus trip: 52
   • MU After Work Appalachian Brewing Company Lititz: 45
   • Glad to be a Grad basketball reception: 40
   • Alumni tea: 45

   Please mark your calendars for these upcoming events:
   • Bach Choir and pre-performance reception: Saturday, March 9 at 1:30 p.m. (last chance to register today with Ali before you leave today)
   • MU After Work at Iron Hill Brewery: Wednesday, March 13 at 5:15 p.m.
   • Dandy River Cruise in Washington, D.C.: Saturday, April 6 at 7:30 a.m. (four seats remaining on bus)
• Jazz N Java: Saturday, April 13 at 7:30 p.m.
• Garrison Keillor performance: Thursday, April 18 at 5:30 p.m.
  (While not an MU alumni event, we would be interested in holding a pre-
  performance social for board members and volunteers who purchased tickets)
• Senior Send Off: Thursday, May 2 at 7:30 p.m.
• MU After Work at House of Pizza: Wednesday, May 8 at 5:15 p.m.
• Commencement: Saturday, May 18 at 8 a.m.

Volunteer Opportunities:

Alison Moody will be contacting you by email in the weeks ahead to help welcome our graduating
seniors as the newest members of the Alumni Association through a series of events in May. Senior Send
Off, MU After Work (as a networking opportunity for grads and alumni) and Commencement activities,
including the rehearsal and ceremonies.

Jerry Eckert: Governor Corbett will be commencement speaker.

2. **Class and Affinity Reunion Report** – Lorie Mahoney, Assistant Director

Class Reunions:

May 4: The Class of 1953 will hold its 60th Reunion in Old Main Room, Gordinier Hall. A luncheon is
planned for their celebration.

May 18: The Class of 1963 will begin their 50th Reunion Celebration by participating in Commencement
festivities, followed by a luncheon in Old Main Room, Gordinier Hall. Retired faculty members will be
invited to attend this luncheon as well.

Affinity Reunions:

February 9: Women’s Basketball Alumni played a game, followed by a luncheon prior to the Women’s
and Men’s games in Pucillo. There were approximately 25 alumni in attendance.

April 19-20: The 50 Year Anniversary of the Marburg Study Abroad Program will be celebrated over the
course of these two days. An informal reception is planned for Friday evening and on Saturday evening a
formal dinner is planned to honor the program directors.

April 20: Baseball Alumni Day is planned in conjunction with the Cooper Baseball Stadium Dedication.
More than 500 baseball alumni will be invited to the festivities for the day.

May 5: Delta Zeta Sorority will celebrate their 25th Reunion at 11:00am with a luncheon in Gordinier
Hall. More than 200 alumnae will be invited to the luncheon.

Homecoming 2013:

Celebrating 50 Years of Greek Life at Millersville University
Sigma Tau Gamma Reunion
100th Anniversary of Student Senate
1963 - 50th Class Reunion
Residence Hall Reunions – Late Fall 2013

I. Final Remarks/Announcements: Jerri Ann Johnson
Jerri Anne: Our next board meeting will be held on Saturday, April 13, 2013 in Gordinier Hall. This is an important meeting as we will be voting on the 2013-2013 Alumni Association budget and election of new officers and board members will also occur.

Jerry Eckert: Dr. Anderson will be at meeting.

The meeting was adjourned at 12:30pm.

Respectfully submitted,

Kristin A. Waters, ‘05
MUAA Secretary

CC: Millersville University Archives
Appendices:

A: Dr. James McCollum