MUAA Board Meeting  
November 9, 2013  
McNairy Library, Room 106

A. The meeting was called to order 10:03AM by president, Lori Dierolf


Members Excused: Gregory Ortlieb, Patrick Leahy, Cassandra Karamanos, Jenna Craig, Jerri Anne Johnson

Advisory Members and Guests: Dr. John Anderson, Marie Cartwright, Kathy Focht, Alicia Good, Laurie Hanich, Brian Haslett, Lorie Mahoney, Parth Patel, Mike Saraka, Francis Schodowski, Lisa Shibley, Ashley Tose

B. Action Items

a. Opening Comments by Lori
   i. Welcomed Sean O’Donnell - our newest Board Member. His dad was a professor here, his mom is also an alum.
   ii. Welcomed our guests: Francis Schodski, Dr. Laurie Hanich, Dr. Lisa Shible, Mr. Brian Haslett, Mr. Parth Patel, Ms. Ashley Tose, Ms. Alicia Good.
   iii. A pleasant reminder to make a gift to the University by June 30th, which is part of our Board commitment.
   iv. Discussed affinity programs. MU Alumni license plate, our board members do not have one, they are only $25. We have an affinity program with Liberty Mutual as well; please consider this partnership.
   v. Thank everyone who participated with the inauguration.
   vi. Lori passed out our quarterly self evaluation forms.

b. Meeting Minutes
   i. Correction: Jerri Anne, Cassandra Karamanos and Jen Bertolet each voted against the additional financial contribution.
   ii. Correction: $28 million in the foundation.
   iii. Motion to approve by Carroll Straub, seconded by Steven Foutch. Motion passed unanimously.

c. Approval/file for audit 2013-14 1st Quarter Financial Statement
   i. Motion to receive Steven and seconded by Tamara Willis. Passed unanimously.
C. University Report - Dr. John Anderson, University President

Just came from our largest admissions event - 2000 prospective students.

Discussed the budget for next year: All PASHE institutions are struggling for several reasons. There are still budget gaps. Four institutions have laid off faculty. However, Millersville is not currently in that position. Our Strategic Planning process will work on to fix our budget gap. 5% of our student population currently comes from out of state. By adding another 5%, we can add $3 million in revenues. The University is advocating for a longer-term financial plan, using multiple year tuition planning for example.

You will continue to hear more about the Strategic Planning process.

There are many points of pride for the University. These include: Insight into Diversity Magazine Diversity Award; US News and World Report; 2013 Military distinction; One of the safest universities in the Country; Princeton Review Green College; High rankings on affordable colleges.

Dr. Anderson is now on Twitter and can be followed at @VillePresident.

The University had a one-day giving drive on October 9. We had a goal of 109 donors at $10,000. The event was publicized primarily through social media, over 500 donated a total of about $50,000. The sports coaches came out in force and the arts people brought in their constituents as well.

The President thanked all who participated in the Francine G. McNairy Library and Learning Forum dedication. We had a successful and exciting inauguration and homecoming week. We also had a wonderful family weekend.

Athletics had great seasons. The last home football game is next weekend. Basketball begins on the 14th. Women’s Basketball is tonight. Women’s Field Hockey is in the finals and had a 17-2 record. Golf already won the PSAC. Women’s soccer also had a great season.

There has been a change in Student Senate leadership. The University is working with Student Senate on athletic fields. Currently, we have limited athletic facilities, such as only one turf field. The sports teams all want to use that field, but scheduling is difficult. Field hockey is especially a challenge as a sport to practice on different fields. The University approached Student Senate about this issue and they offered their reserves to put artificial turf on the intermural fields. Dick Moriarty asked about the costs. The President responded that it is to be determined due to the nature of the work that needs to be done.
Jen Bartolet asked question if we are looking at on-line learning as a possible revenue generator. The President responded that we have some programs on line now, but this is a question currently being explored at the Strategic Planning level.

Dick Moriarty asked what has been the President’s biggest surprise so far in his tenure. Dr. Anderson said that he was well-prepared, but the homecoming parade was a wonderful event. There have been a lot of “ah-ha” moments for him. For example, he stumbled upon students working on a robotics project. This is a club project, not a class project. They worked with a 3D printer to design and build parts and compete in a national competition. Half of the students studying robotics are being employed locally. It is requested that the University puts a video of this project on YouTube.

D. Guest Speaker: Mr. Brian Hazlett, Vice President for Enrollment Management, Admissions.

Mr. Hazlett was born in Lancaster and his family is from here. He went to St. Francis. Worked at Philadelphia College of Textile Sciences, which changed its name to Philadelphia University. He later worked for SUNY Binghamton and then worked at Towson University before coming here.

Applications are running ahead. The University is recruiting aggressively out-of-state. Visiting 250 out-of-state schools and we even have a counselor in China. Still maintaining a focus on PA. He is chairing a committee focused on making MU a destination University.

Scott Bailey asked what the cost of an out-of-state student is. Mr. Hazlett stated that it is $10,000 more. That said, high-achieving or STEM (science, technology, engineering and mathematics) students can still get a discount. Jen Bertolet asked what constitutes high achieving. Mr. Hazlett stated that these students are generally in the top 10% of the class, but it depends on the individual school. The University is looking at that and looking at other metrics.

Amy Hoffman stated that local students perhaps look at MU as a ‘fallback college.’ Mr. Hazlett stated that we are not servicing the local community well enough. To combat this, he went on a listening tour of local high schools and discovered that MU was not reaching out to local schools enough. Mr. Hazlett is personally taking on Lancaster County on as his territory. Dr. Anderson stated that when he arrived the staff was referring to the University as a regional one. We have since stopped referring to ourselves that way.

Jen Strobel asked who are the University targeting, students and/or parents? Mr. Hazlett stated that we are targeting both. The University is now collecting
parent contact information. Tamara Willis stated that it works better to target parents for potential scholarship opportunities.

Lori Dierolf asked where he sees the Alumni helping what they are doing? Mr. Hazlett stated that they are creating an alumni admissions volunteer program, including envisioning send-off receptions in the alumni’s home. There is online training on the alumni website, which is very helpful with alumni who live around the country. Dr. Anderson stated that we only have so many staff, so this concept is more and more important. Alumni can play a big role in the University’s success.

Jen Strobel asked if there are incentives for those alumni who are helping? Mr. Hazlett stated that by having more students come here and the qualifications of the student body increases, the value of your degree increases. The President added that a degree is like a stock certificate. It can go up or go down. He would be willing to listen to suggestions on what we can provide. Jen Bertolet stated that her university degree is a tremendous value, even compared to other schools she has had experience with. Mr. Hazlett stated that many of the most connected alumni tend to be young alumni who can give back by volunteering. Kristin Waters stated that she is an admissions advisor at another institution. She is often asked if children of alums get special rates; for example, waiving the application fee. Mr. Hazlett stated that the University just put that waiver in this year.

Mr. Hazlett concluded by stating that if you search ‘Millersville’ on Twitter, you will see students who are tweeting their acceptance letters. Please favorite and retweet as you see them.

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

a. There was a presentation of the Millersville Strategic Planning Steering Committee with Board member Nathan Claycolmb ’01 and guests Lisa Shibley and Laurie Hanich

Description of the IE&A website. Information on the planning process, including minutes from the committee meetings, drafts of mission and vision. [www.Millersville.edu/iea/planning](http://www.Millersville.edu/iea/planning) is the website.

Distributed, reviewed, discussed and provided input on: Mission Statement (version 6.0, Versions A, B and C); Vision Statement (version 5.0, versions A, B and C); Common Purpose (3.0, Versions A, B and C); Vivid Description (2.0); We Will Be Known For (version 2.0); Core Values (which is coming soon); Goal Themes (Version 1.0).
Goal themes are 6 of 7 work groups, where the 7th is on the University’s Core Values. Each working group will develop a measurable goal with a set of prioritized strategies, which will need to be representative of the core mission, vision and values.

Lori thanked Nathan for representing the MUAA well!

b. **Student Alumni Association: Ashley Tose, President; Alicia Good, Vice President**

The group now has a strong membership of 20, which is double what it was last year. Trying to keep them engaged in activities such as mentor groups and by breaking into groups at their meetings. Last night’s event was successful, which was dinner at House of Pizza Lancaster and ghost tour. They want to do more fun alumni events and are looking towards professional events, such as resume building workshops. They would like to do an alumni newsletter. They also had t-shirts made.

The group was heavily involved with Homecoming, including the parade. Their float had a running waterfall and won their division! The group helped with tours of returning alums. They are looking to create “survival kits” for parents to buy their children during finals.

Lori stated that the SAA makes the alumni proud!

c. **Alumni Events: Kathy Focht ’70; Karen Fincham ’90**

1st meeting was Thursday and they set a goal to provide a variety of events. A scheduled Broadway trip on Jan. 25th is almost sold out. Lorie Mahoney will be working with this committee. A Sound of the Season concert on 12/7 is upcoming and is a fabulous event. The Alumni office has purchased tickets which will include a reception. The committee brainstormed 50 possible events over the next two years. They mentioned three specifically: alumni event at a basketball game, a Hershey Bears Night and an American Music Theatre Music of the Night performance.

d. **Engagement: Marie Cartwright ’04; Katie Breit ’02**

The committee set a goal to work with local businesses and alumni to work together. They are beginning an event called Marauder Mixers, a quarterly event starting Dec. at Oak Leaf Manor. The event includes a tour of the facility and facilitated networking opportunity. The group has identified four other businesses and dates. Feb. 5, April 1, are being planned.
e. Financial Planning: Dick Moriarty ’72

Working with Steve to separate the duties of the Treasurer and the Chair of this committee. The committee is also looking at investment priorities.

f. Information Technology: John Held ’02

John shared our social media numbers: Facebook: 6571 (up from 6337); 780 on twitter (up from 719); LinkedIn 2546 (up from 2471); Instagram is a new account and we have 32 followers.

We invested in Facebook advertising. Small investment resulted into 71 clicks on the ad.

Sean O’Donnell created a photo contest. Tagged the ad. Jen Pelcheck Russell won a sweatshirt! She posted a photo on her social media accounts, which had a large social media impact.

Lori added that we are looking at ways at providing opportunities to learn social media.

g. Nominations and Awards: Jen Strobel ’95; Bill Dewan ’93

We are looking for nominees for our 4 awards. John stated that he has a potential nominee. He also stated that he can promote the awards on our social media accounts if we could provide the language. Bill Dewan will provide this.

h. MU Foundation Report from MUAA liaison: Jerri Anne Johnson ’76/’78M

Foundation is about $26 million currently invested in-house. $30 million when you consider other outside investments.

i. Student Senate: Parth Patel, Student Senate President

Justin Miller is currently on hiatus but will be back next semester to resume his presidency. Feedback went week at homecoming. It was a week-long event this year. Roget Bruszewski spoke at their last meeting and explained the budget to the senate.

Bill Dewan stated that the 100th Anniversary party had a good cross-section of student and alumni present and was a nice time.
F. Alumni Engagement Report: Mike Saraka, Director of Alumni Engagement; Lorie Mahoney ’13, Assistant Director of Reunions Planning and Giving

Mike:
   a. Search for **Assistant/Associate** Director. Looking at late January/Early February for a person to begin.
   b. Thanked volunteers and Board members for their homecoming help. Very memorable.
   c. Thanks to all who gave to the day of giving.
   d. Alumni statistics were given to each Board member. National, State, International and by decade. Looking at creating reports on the careers that alumni participate in.
   e. This Saturday, 1993 team reunion tailgate by Osborn Hall.
   f. 84 golfers were at the golf outing.
   g. 130 attended the Hall of Fame ceremony.

Lorie:
   a. Discussed reunion events: 100th anniversary of Student Senate - 65 guests. 1973 class - 25 in attendance. 1963 reunion - about 100 guests, one of the largest groups we have had. They have raised $35,000 for a $50,000 endowed scholarship (there is an anonymous challenge for another $10,000). Sigma Tau Gamma reunion. Wrestling picnic - 65 attendees. Greek Life gathering at Loxley’s - 25 attended.
   b. Spring events: 50th anniversary of the repertory therapy program. Classes from the 50s. Rho Kappa Chi anniversary. Library Science Reunion.

   Lori Dierolf added the legacy breakfast was very well attended.

G. Old Business

   a. I Will Statements

      Revisions have been made. Added an ‘unforeseeable events’ statement in regards to meeting attendance. Other change was regarding attending at least 2 events. There is no requirement now, but we want to have members of the Board attend events.

   b. Golden Gavel Club

      Group of past presidents (15-20), we had hoped to have it in December but we are going to look at January dates.

H. New Business

   a. Ad-Hoc Committee charged with reviewing and updating by-laws
Look at are we looking at by-laws, reviewing and updating. Bill Martin, Bill Dewan, Kitty Glass are the members of this committee.

b. Holiday Meeting

Last year we got together in January. Perhaps we could do it in a home or as a MU After Work event.

Next Board Meeting:______________________, Old Main

Meeting was adjourned at 12:32 by Ms. Dierolf. (Strobel / Held, seconded)

Respectfully submitted,
William Dewan, Acting Secretary