



**MILLERSVILLE UNIVERSITY ALUMNI ASSOCIATION
UNIVERSITY/KLINE, GORDINIER
MILLERSVILLE, PA**

**MINUTES OF THE BOARD OF DIRECTORS MEETING
FEBRUARY 22, 2020, 10:00 A.M.**

Voting Members Present:

John Held	President
Bill Martin	Treasurer
Matt Olphin	Secretary
Leslie Arnold	Member
Jennifer Bertolet	Member
Theresa Dozier-Daniel	Member
Kathy Focht	Member
Amy Hoffman	Member
Patrick Leahy	Member
Kiefer Luckenbill	Member
Tamika Mack	Member
Dave Malley	Member
Mark Phillips	Member
David Shafer	Member
Morgan Speakman	Member
Carroll "Butch" Staub	Member

Voting Members Not in Attendance:

Katie Petermann	Member
Brandon Smith	Member
Timika Tyson	Member
Monika Buchanan	Member
Cameron Martin	Member
Stefanie Roberto	Member
Rachael Weaver	Member
Cheryl Youtz	Member
Joyce King	President Elect

Advisory Member and Guests Present:

Mike Henry	Immediate Past President
John Tintera	Student Government President
Denise Berg	Director of Events
Heather Morris	Asst. Director Alumni Engagement / Annual Giving
Victor Ramos	Vice President for Advancement
Jennifer McMorris	Alumni Engagement
Allie Maceiko	Student Alumni Association
Gabrielle Buzgo	Interim Director of Alumni Engagement
Conor Gilbert	Finance Committee Co-chair
Cassandra Chambers	Recording Secretary, Minutes Solutions
Cassandra Karamanos	Nominations & Award Committee
Molly Longo	Student Presenter
Tony Calamia	Student Presenter

1. **CALL TO ORDER**

There being a quorum present, and the members having been given adequate and proper notice of the meeting, John Held called the meeting to order at 10:00 a.m.

Held welcomed the new newest member of the Board, Morgan Speakman, and the other guests and advisory members in attendance.

2. **ALLOWANCE OF VOICE VOTES**

On a motion made by **Kathy Focht**, seconded by **Dave Shafer**, it was resolved to approve the use of voice votes for all matters and decisions not financially related. Motion carried.

3. **REVIEW AND APPROVAL OF PREVIOUS MINUTES**

The Board reviewed the minutes of the meeting held on November 16, 2019.

On a motion made by **Amy Hoffman**, seconded by **Butch Staub**, it was resolved to approve the minutes of the Board of Directors meeting held on November 16, 2019, as presented. Motion carried.

4. **REVIEW AND APPROVAL OF THE QUARTERLY FINANCIAL REPORT FOR THE PERIOD ENDING DECEMBER 31, 2019**

The Board reviewed the quarterly financial report for the period ending December 31, 2019.

On a motion made by **Amy Hoffman**, seconded by **Jennifer Bertolet**, it was resolved to approve the quarterly financial report for the period ending December 31, 2019. Motion carried unanimously.

5. **BOARD MEMBER RESIGNATION & SPECIAL ELECTION**

John Held informed the Board that Brandon Smith submitted his letter of resignation and thanked Smith for his service. Matt Olphin read Smith's resignation to the Board. The Board heard a motion to accept the resignation of Brandon Smith.

On a motion made by **Jennifer Bertolet**, seconded by **Amy Hoffman**, it was resolved to accept the resignation of Brandon Smith. Motion carried unanimously.

6. **UNIVERSITY REPORT**

Dr. Wubah provided the following University update.

Dr. Wubah stated that the University is seeking additional funding from Harrisburg as PA ranks 48th in the Country for higher education funding. He also commented on the Pennsylvania State System of Higher Education (PASSHE) redesign process. Wubah stated that PASSHE is 75% of the way through the redesign process.

The Imagine The Possible campaign's goal of \$32 million was exceeded. Contributing to the goal achievement was the largest gift from a single donor in the University's history. In December of 2019 the University received a gift from the estate of Liselotte Wehrheim. She graduated from Millersville in 1974 at the age of 59 and recently passed away at the age of 103. This gift will fund the Liselotte R. Wehrheim Scholarship in Nursing Endowment.

The mentorship program is moving forward and the goal is to connect 1,000 students with alumni.

A search for a permanent Dean for the College of Business is underway and interviewing candidates has concluded. Wubah remarked that three of the four candidates are currently sitting Deans. The plan is to announce the new Dean by July 1.

Ten new academic programs have been introduced since Dr. Wubah's arrival at the University. The development of new programs has been in conjunction with input from the corporate world to make sure new programs provide the education and skills needed in the real world. Wubah pointed to the creation of the Entertainment Technology program as an example of this. A recent MU graduate is on tour with Ariana Grande.

Reaccreditation for Title IV funding will occur in March and the site visit will last for three days. This is a 10-year accreditation cycle. Results from the site visit will be shared in May.

The University's current strategic plan ends June 2020. Wubah stated that 80 people were involved in developing a new strategic plan for 2020 – 2025 and the plan will be implemented for the new school year starting in the Fall of 2020.

Pennsylvania Governor Tom Wolf will visit campus March 19 and PASSHE Chancellor Greenstein will visit Millersville in April.

Spring Commencement will be held on May 9 and Wubah encouraged all to attend.

Dr. Wubah spoke about the passing of a current University student, sophomore Huong So, 24, from Philadelphia. Wubah was complimentary of all involved in helping to notify her parents, due to a language barrier, and that So's passing did not appear to be suspicious but at this point there is no

known cause of death.

February 27 is the One Day Give and Wubah encouraged all to participate. One of his key goals is for 200 students to give during the event, as only 28 gave in 2019.

Jennifer Bertolet asked Dr. Wubah what Millersville is doing to try and counter the efforts of organizations like Southern New Hampshire University (SNHU) and their various partnerships. Wubah commented on initiatives at Millersville such as online options in the School of Business, the partnership with Thaddeus Stevens, and targeting students with college credits no longer in school but who never graduated.

Bill Martin mentioned that the One Day Give is a great opportunity to create awareness for the Alumni Association, specifically through the challenges and that the Finance Committee is examining ways to use MUAA funds to generate more opportunities for scholarships and awards.

7. VICE PRESIDENT'S REPORT

Victor Ramos, Vice President for Advancement, provided an update from the Advancement Division.

Ramos stated the two pillars of the Imagine The Possible campaign are ahead of goal: Student experiences and Scholarships. Athletics giving is behind goal. It was reported that the Alumni Association was approached by the Advancement team with a request to fund several challenge gifts, such as alumni decades and athletics. The Financial Planning Committee reviewed these requests and determined the Alumni Association could fund them based upon recent changes to investments and guidance from Council Trust. The Executive Committee agreed with Finance's recommendation and funded an additional \$5,500 in challenge gifts this year. The Alumni Association will be recognized for all these gifts during One Day Give activities.

There are several open positions in the Advancement Division. These include: Major Gift Officer, Researcher, Director of Alumni Engagement, and Social Media Editor.

University Communications and Marketing is focused on summer enrollment and upcoming open houses.

8. STUDENT PRESENTATION

Tony Calamia and Molly Longo presented on their respective experiences as students, their studies, how they received their scholarships, and what the scholarships have meant to them during the time at Millersville.

9. **ALUMNI ASSOCIATION STANDING, AD HOC, AND SPECIAL APPOINTED COMMITTEE HIGHLIGHTS/REPORTS**

Alumni Engagement: Amy Hoffman reported for the committee.

Amy thanked Victor Ramos for his help with the committee. The committee will be focusing on engaging with legacy families more frequently than just the Legacy Breakfast. Also participating in the Admitted Student Expo on March 7 and April 4 at the Marauder Courts – please consider helping during these events. The committee is also looking for ways to engage with young alumni – Kiefer will connect with Amy on ideas. The Experiential Learning and Career Management (ELCM) Fair is April 2 from 12-3 PM. Please refer to the included report for detailed information.

Financial Planning: Conor Gilbert reported for the committee.

The committee continues to examine how funds can be used to create more opportunities for students. \$5,500 in challenge funds will be available for the One Day Give. Four additional legacy scholarships for \$1,000 each were recently approved. The committee is working on the budget for next year and examining how the funds can be used for more student impact. An advisor from Counsel Trust recently attended a committee meeting to help the committee understand how to get funds to flow into the annual budget. Please refer to the included report for detailed information.

John Held thanked Conor and Evan for their work and challenged them to find ways to help support students.

Technology: Leslie Arnold reported for the committee.

The committee is still trying to establish its core responsibilities and wants to know from the Board members what the committee can do to help each committee. Potential areas of service may include re-formatting the Board committee reports and assigning a member of the committee to act as a liaison to with each of the other Board committees (Dave Malley did email the committee chairs about this potential service). Ultimately the committee wants to establish a list of services that are available to the Board and its committees. Please refer to the included report for detailed information.

Scholarships, Grants, and Awards: Cassandra Karamanos reported for the committee.

Neimeyer-Hodgson award requests are all submitted. Award will be chosen at the March 10 meeting. Various other awards are due 2/23/2020. Please refer to the included report for detailed information.

Alumni Events: Kathy Focht reported for the committee.

The Barn at Stoner Grill set an attendance record – 106 people. This location will be repeated. Glorious Sounds of the Seasons food will be scaled back to lighter food options. Events is also trying to determine how best to engage young alumni and is considering renting a movie theater on a weekend so families

can attend. A small charge to attend some events is being considered to increase accountability to attend the event to try and curtail no shows. Please refer to the included report for detailed information.

Membership Committee: Tamika Mack reported for the committee.

The committee is studying the best way to provide insight on new Board member candidates and incumbents for elections. Assessment of new candidates may focus on how the candidates and their talents and expertise can best serve the needs of the Board and if the candidates can commit to the time needed to serve on the board. Assessment of incumbents may focus on how involved in, and supportive of, the Association's and University's mission the incumbents have been – e.g. attendance at Board meetings and committee meetings as well as volunteering and supporting at MU and MUAA functions and events.

John Held thanks everyone on the membership committee for their work and wisdom on this topic and as a new committee there is still a lot of work ahead.

Amy Hoffman stated that objectivity in all feedback is extremely important so that personal feelings about candidates and incumbents don't sway votes.

Butch Staub stated that the Board members need to carefully review candidates, do our homework on the candidates before the vote, assess the needs of the board, and vote accordingly.

The Board should look for candidate info and do research prior to the election in April.

MU Foundation: There was no MU Foundation report.

Student Alumni Association: Allie Maceiko reported.

I Heart MU Week is approaching, and the theme is Mr. Rogers' Neighborhood. "It's a beautiful day in Millersville" will be printed on a t-shirt. The annual Sugar Bowl fundraiser will be held on a Friday from 5:00 PM to 2:00 am. John Held requested that a way is found to offer these shirts for sale to a wider net of student and alumni.

Student Government: John Tintera reported.

The annual community day of service in the Borough is April 18. A budget for next year is being prepared. Working with Faculty Senate to do a group study hall and also working with Millersville Borough Council to have a student representative on Borough Council. A pavilion on campus is being planned, with a budget of \$150,000. Kiefer Luckenbill asked how the new SG structure is going and John reported that it is going well with noticed diversity in members but still needs representation from non-traditional students.

11. ALUMNI ENGAGEMENT REPORT

John Held welcomed Gabrielle Buzgo as the Interim Director of Alumni Engagement and thanked Denise Berg for her years of service to the Alumni Association and bet of luck as she transitions to the Director of Events position. Denise thanked everyone for their support and passion for Millersville.

Gabrielle provided the following statistics on the mentorship program:

- 13% of mentees matched – above 11% benchmark
- Of total matches – 74% have had at least one conversation with their mentor – above 60% benchmark
- Mentors need to log conversations with mentees – it was reported that many mentors probably forget and the process to do so is cumbersome
- 44% of mentees are underrepresented or monitory students

Social media: There are just over 9,000 followers on Facebook, 2,000 followers on Twitter, 934 followers on Instagram, and 3,000 on LinkedIn.

Alumni Engaged:

- 5,251 since July 1
- 1,663 new alumni engaged since July 1
- 2,000 new alumni engagements for the academic year is Dr. Wubah's goal

Remind all alumni to update contact information – this is critical for our engagement efforts.

Heather Morris thanked all Board Members who have made a gift to date and thanks Mark Phillips for creating an annual award. February 5th was Graduating Students of Color ceremony and Leslie Arnold represented the Alumni Association. We are in search of other Regional Representatives – please make Heather aware of candidates.

April 22nd is MU @ The Fulton and Graduating Students of Color. Amy Hoffman will speak at the Graduating Students of Color ceremony.

12. OLD BUSINESS

No Old Business discussed.

13. NEW BUSINESS

Board Emeritus

John Held read the biographical information for the three candidates being considered for the Board Emeritus award. The candidates were Kitty Glass, Rich Frerichs, and Dominick DiNunzio.

The Board reviewed the qualifications provided and the criteria for awarding Board Emeritus.

On a motion made by Amy Hoffman, seconded by Leslie Arnold, it was resolved to award Kitty Glass, Rich Frerichs, and Dominick DiNunzio Board Emeritus stats. Motion carried.

John Held requested that this be kept confidential until the Board can officially notify the recipients and determine the exact nature of the recognition. Ideas for recognition may include, but not be limited to: formal letter from the Alumni Association, invitation to the April Board meeting, social media notifications, and a plaque.

Homecoming Parade – MUAA and Parade Funds

The Alumni Association, the Parade Committee, and the University came to an agreement that the Alumni Association will transfer all Parade funds previously held for the Parade to the University and the University will take over administration of the Parade. This transfer of funds to the University counts as a gift to the University from the Alumni Association. In the future, gifts / funds given for the Parade will count as a gift to the University and the donors can be receipted for this gift.

Board Membership (size)

Kathy Focht expressed concern over the size of the board as it stands today at 25 members and asked the board to consider if the total size of the Board should be reduced to what it was in the past – which was thought to be 18 members several years ago.

Jennifer Bertolet recognized Kathy's concerns but also stated that the Board has established the Membership Committee to focus on member recruitment, retention, and accountability and the Board should allow the efforts of the Membership Committee to bear fruit over the next year before the Board considers reducing the total number of members.

Mike Henry agreed that members need to be more accountable for their involvement in, and support of, the Alumni Association and the University and that the Membership Committee and Executive Committee are already and will continue to focus on member accountability.

Butch Staub feels that Board member accountability is very important and that incumbents need to be held accountable to help benefit the students and the University. He believes that with so many people missing from meetings we are missing their voices and opinions and this makes the Board less effective.

Tamika Mack expressed that the Board needs to make sure new members are made to feel comfortable, educated, and valued so they are prepared to be involved and participate.

Dave Shafer supported the efforts of the Membership Committee and encouraged the Board to give the efforts of the committee time to make a difference.

Morgan Speakman expressed appreciation for the efforts of her Board buddy Leslie Arnold and their phone calls and video chats. Leslie has been very helpful for Morgan.

Leslie Arnold also agreed that the efforts of the Membership Committee must be given time to work. She also stated that members should be able to commit to the Board meeting dates and make the dates a priority over other commitments. Leslie also believes that the new candidates must be provided with all future meeting dates and commitment to making the dates as part of the candidate / election process.

John Held asked the Membership Committee to take these comments back to committee and come back to the Board with recommendations for incumbent accountability, screening candidates, and educating new Board members.

The Board appreciated the presentations done by Tony Calamia and Molly Longo. One take away from the presentations was a need to look at the criteria for Alumni Association awards to make sure the money is being awarded to people who need the money. The Board should speak to Alice McMurray to determine the amount of control we have to do this and if the criteria can be changed so that if applicants already have funding from other sources we move on to other applicants who need the funding.

John Held reminded the Board of the upcoming elections. April 2020 will be for Members at Large and April 2021 will be for members of the Executive Committee.

Dave Shafer announced that his daughter will be attending Millersville University in the Fall.

14. NEXT MEETING

The next Board of Directors meeting is scheduled for April 18, 2020 @ 10:00 am.

15. ADJOURNMENT

On a motion made and carried unanimously, it was agreed that there was no further business of the Association to transact; the meeting was adjourned at 12:24 p.m.

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting of the members of the Association. This document shall not be considered a verbatim copy of every word spoken at the meeting.

Respectfully Submitted:
Matthew N. Olphin
MUAA secretary