



**MILLERSVILLE UNIVERSITY ALUMNI ASSOCIATION  
VIRTUAL ZOOM WEBINAR**

**MINUTES OF THE BOARD OF DIRECTORS MEETING  
SEPTEMBER 22, 2020, 6:00 PM**

**Voting Members Present:**

John Held	President
Joyce King	President Elect
Bill Martin	Treasurer
Matt Olphin	Secretary
Leslie Arnold	Member
Monika Buchanan	Member
Charece Collins	Member
Kathy Focht	Member
Amy Hoffman	Member
Lori Johnson-Negron	Member
Tamika Mack	Member
Dave Malley	Member
Cameron Martin	Member
Derrick McCutchen	Member
Moses Mitchell	Member
Mark Phillips	Member
Danielle Prokopchak	Member
Donna Randolph	Member
Stefanie Roberto	Member
David Shafer	Member
Morgan Speakman	Member
Rebecca Tassone	Member
Timika Tyson	Member
Cheryl Youtz	

**Voting Members Not Present:**

Kiefer Luckenbill	Member
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**Advisory Members and Guests Present:**

Mike Henry	Immediate Past President
Dr. Daniel Wubah	University President
Alice McMurry	Assoc. Vice President for Advancement
Gabrielle Buzgo	Interim Director of Alumni Engagement
Corinna Linn	Dir. Development & Alumni Comm.
Jennifer McMorris	Alumni Engagement
Holly Winegar	Student Alumni Association

**Advisory Members and Guests Not Present:**

John Smith	Student Government President
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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 6:00 PM.

Held welcomed guests and new Board members.

2. **ROLL CALL – VIRTUAL AFFIRMATION OF ATTENDANCE**

Matt Olphin monitored attendance by those identified as signing in on the virtual meeting platform and verified those in attendance. All members in attendance except Kiefer Luckenbill.

3. **ALLOWANCE OF VOICE VOTES**

On a motion made by **Amy Hoffman**, seconded by **Cheryl Youtz**, it was resolved to approve the use of voice votes for all matters and decisions not financially related. Motion carried.

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

The Board reviewed the minutes of the meeting held on April 18, 2020. On a motion made by **Kathy Focht**, seconded by **Dave Malley**, it was resolved to approve the minutes of the Board of Directors meeting held on April 18, 2020.

5. **REVIEW AND APPROVAL OF THE QUARTERLY FINANCIAL REPORT FOR THE PERIOD ENDING JUNE 30, 2020**

The Board reviewed the quarterly financial report for the period ending June 30, 2020.

On a motion made by **Amy Hoffman**, seconded by **Cheryl Youtz** it was resolved to approve the quarterly financial report for the period ending June 30, 2020.

6. **UNIVERSITY REPORT**

Dr. Wubah thanked all members for attending and welcomed the new board members.

Middle States re-accreditation completed. Seven members of the team completed the re-accreditation. The head of the team was complimentary of the alumni engagement in the site visits and also of the MU Council of Trustees attending – 10/11 trustees met with the committee. Dr. Wubah would like to have more alumni on the Council of Trustees. Initial re-accreditation report is that MU meets all requirements and will have re-accreditation affirmed by the end of 2020. Ideally, the University will hear officially on the status by Thanksgiving.

State of the Ville – Kickoff of academic year. Strategic Plan – the 2020-2025 plan is done and approved by the Trustees. The name of the plan is... ***Tradition and Transformation***. It is focused on building on the past to get to the future.

COVID – 80% of classes are currently online. Currently 641 students living in the Villages. Each student has own bedroom and bathroom to mitigate spread. Incident Management Team was developed – public COVID dashboard was developed and updated daily. Since 8/12/2020 there were a total of 35 positive cases and only 6 are active. Out of 35 cases – none have been on campus – these positive cases are all off campus or commuters and a few employees.

Homecoming – will be modified for alternative events virtually or limited on campus involvement.

Fundraising – Imagine the Possible Campaign – the 3<sup>rd</sup> year of the campaign ended with \$52.8 million dollars raised which exceeded the goal of \$32 million by 65%. Dr. Wubah expressed thanks to all donors including those in the Fiat Lux society, who provide transformation gifts to the University. Members have given or pledged \$1 million or more to the University. Additional information on the Fiat Lux society may be found on the University website.

PASSHE University Integration – announcements regarding those Universities being considered for integration will be announced in October 2020. Millersville is not being considered for integration. As an example reason for integration – since 2010 – PASSHE enrollment is down 20% but the employee base is only down 6%. When one of the highest PASSHE costs is in personnel it is hard to continue to support the current personnel level when enrollment is declining. October 21, 2020, the PASSHE Chancellor will visit the University.

College of Business – started July 1, 2019. It has now been named the Lombardo College of Business and is the University's first named college.

Mentorship – Office of Mentorship opened in 2019. Since then over 70 alumni have stepped up to mentor over 200 Juniors. Goal is to increase these numbers and provide mentorship to first year students. Please consider being a mentor.

Dr. Wubah thanked the Board members for everything they do for the University and the students.

Hoffman asked about the Chancellor visit and how Board members can help, interact, or provide support. Dr. Wubah stated it is an information gathering session and to answer questions. Reach out to Dr. Wubah's office and ask how to be in the meeting and interface with the Chancellor.

Tamika Mack asked about protests at Cheyney and how Millersville will or has handled these. Dr. Wubah provided examples of how MU staff and the MU Police Department are working together to address protests. The University's goal is to take the high ground, recognized free speech, and try and keep protests separate from the students.

Monika Buchanan explained how Amazon is involved in the Black Lives Matter movement. She asked how we can help the University especially for under recognized classes.

Lori-Johnson Negrón discussed a group she is involved with to help and mentor students. Negrón is mentoring a freshman now. This is not officially through the Office of Mentorship. Dr. Wubah wants to connect and work together with this group.

## 7. VICE PRESIDENT'S REPORT

Alice McMurry, Associate Vice President for Advancement, provided the report because Victor Ramos was attending a Millersville University Borough Council meeting where Steve DiGuseppe was being honored.

The Imagine the Possible campaign will be extended from the original 3 years due to tremendous response from everyone. The new goal to be announced in Spring 2021. It is likely that 3 additional years will be added to the campaign. Three main focus areas will be Athletics, Scholarships, and Student Experiences. 100% giving from the Alumni Board continues and McMurry thanked all Board members. This is important as those groups who provide grants to the University look at Board giving closely.

Staffing re-structure – the Advancement Division is made up of 4 departments – development; alumni engagement; events; and communications and marketing. McMurry thanked Gabrielle Buzgo for all her efforts and work in doing two roles. Permanent alumni director position to be posted by the end of October. Hopefully a new Alumni Director will be in place by the beginning of 2021. The Alumni Engagement Office now reports to McMurry.

Traditions and Transformation Strategic Plan – working on strategic alumni engagement process. Three prongs to strategic Alumni Engagements.

- 1.) Support new student recruitment and retain current students
- 2.) Engage people for volunteer opportunities – examples include: mentorship, guest lecturing in the classroom, and placing interns with businesses
- 3.) Engaging people philanthropically – this is important as funding from the State declines – the University does not want to pass along costs to students – goal is to increase scholarships.

## 8. ALUMNI ASSOCIATION STANDING, AD HOC, AND SPECIAL APPOINTED COMMITTEE HIGHLIGHTS/REPORTS

**Alumni Engagement:** Amy Hoffman and Stefanie Roberto reported for the committee.

Hoffman reported no meetings yet, communicating with Office of Alumni Engagement on focus for the committee.

**Financial Planning:** Gabrielle Buzgo reported for the committee.

Focus – how can the MUAA provide more student support? Recently provided \$25,000 in funding for student athletes due to loss of fundraising activities because of the pandemic.

Steve DiGuiseppe is retiring after 29 years of service and has established a named scholarship and the Financial Planning committee is making a \$5,000 match in support of this scholarship.

Held commented that with the gifts given by MUAA, we want to leverage MUAA's recognition for giving and is meeting with those receiving gifts to maximize that recognition.

**Technology:** Dave Malley reported for the committee.

Malley stated no meetings yet and actively recruiting members. Microsoft Teams being rolled out to the Board. No need to be a "tech" person. Need new blood. Contact Malley for interest in serving.

**Scholarships, Grants, and Awards:** Gabrielle Buzgo reported for the committee.

Buzgo reported no meeting to date. 2020 Alumni award recipients notified and will be announced in October. Need ideas on how to recognize these people. The 2021 award nomination window opens in December 2020 for the following Alumni awards: Distinguished, Honorary, Outstanding Volunteer, and Young.

Neihmeyer-Hodgson Grant – application season is open and will be rewarded this semester.

**Alumni Events:** Kathy Focht reported for the committee.

Focht gave a shout out to all new board members and those who became familiar with the board due to MU After Work events. An Events committee Zoom meeting was held in Spring of 2020 to plan events for Fall 2020, but those are not possible due to the pandemic. No meetings yet this academic year but will be having an October 2020 meeting to plan events in the future.

**Membership Committee:** Joyce King reported for the committee.

King reported that a lot of work was done in the Spring in preparation for elections. New board members should have been paired with a Board Buddy and hopefully Board Buddies reached out by now. New board member orientation was held and working on assigning new board members to committees. "We will" statement posted on Teams – we all need to read and sign and return to Buzgo.

**MU Foundation:** Joyce King reported for the committee.

King reported no attendance at recent Foundation meeting. MUAA submitted brief report to committee. Held asked that McMurry provide a basic overview of the Foundation. McMurray stated: The Foundation is a separate 501 c 3 started in 1966 to support fundraising for the University. At that time – there was concern that giving would go to the State and not the University. At this time there are almost

500 individual endowment accounts that exist in the Foundation. Endowments can be started with a minimum of \$25,000. Currently almost \$50 million in total assets managed by the Foundation. Interest from the total investment is what is used for supporting the purpose of the individual endowment. The Foundation Committee is made up of community members and alumni who choose how to invest these funds and monitor spending to make sure spending is for stated purposes and provides engagement and education opportunities to board members. Moses Mitchell recently helped Kemah Washington, current Foundation Board Member, start a new endowment.

**Affinity Committee (Ad Hoc):** Tamika Mack reported for the committee.

Mack welcomed all the new Board members and reported that they did meet and thanked committee members. Approximately 4 meetings were held over the Summer and the committee discussed how to better engage Alumni and support the current student body.

Current Marauder Pride Network is in place and it can be re-purposed to embrace affinity groups and give Alumni the chance to come together and create stronger bonds. Hopefully these groups can fuel activities like mentorships and giving. There is a direct connection to Alumni Engagement Committee. Held and Mack thanked everyone for their dedication and effort so far.

**Student Alumni Association:** Holly Winegar reported for the SAA.

Holly reported on recruiting events for new members and looking for alumni guest speakers.

Donna Randolph asked about student activities and how it has impacted SAA. Winegar stated that funding is limited and events are all virtual. SAA Gmail account is: [mustudentalums@gmail.com](mailto:mustudentalums@gmail.com)

Held asked that Buzgo share Board member email contact info with the SAA. Hoffman commented that for new board members that the SAA is connected to the Alumni Engagement Committee. SAA is always open to suggestions and wants to get Alumni more involved. Ideas: trivia night and other info. Monika Buchanan provided ideas and will support the SAA. Leslie Arnold asked about the biggest student challenges – being away from campus and not being connected to campus for social life.

**Student Government:** Gabrielle Buzgo reported for the committee.

Buzgo reported that SGA is meeting virtually and sending representatives to various University meetings.

## 9. ALUMNI ENGAGEMENT REPORT

Gabrielle Buzgo reported on Office changes and Heather Morris changing roles. Corinna Linn is now Director of Development and Alumni Communications.

Buzgo reported on goals for the Office and CASE metrics – 1.) Event attendance; 2.) Volunteerism; 3.) Communication; 4.) Philanthropy.

6,458 alumni engaged this year through various platforms  
2,221 new alumni engagements as of 6/30/2020 which meets goal.  
Social Media is climbing – over 9,451 likes on FB, 2,131 Twitter followers, 1,110 Instagram followers, and 3,937 LinkedIn connections

Goals for the year – three main goals...

- 1.) Support student recruitment (e.g. MUAA offering alumni branded feed the swan bags) and no University application fee currently.
- 2.) Facilitating volunteering opportunities – Marauder Regional Pride Network will now be called the Millersville Alumni Network – will include regional and affinity groups. Examples of naming conventions will be: Millersville Houston Alumni Network; Millersville Black Alumni Network; and Millersville Marching Band Alumni Network.
- 3.) Supporting MU fundraising – examples being Miles for Marauders and Homecoming 2020 and how these activities and events support students.

Buzgo reported on virtual and on campus Homecoming activities that alumni can take advantage of as well as activities such as the virtual book club. Potential activities include virtual painting.

#### **10. OLD BUSINESS**

No Old Business discussed.

#### **11. NEW BUSINESS**

Held discussed the New Board Member orientation and asked for reflections. Donna Randolph expressed gratitude for the chance to learn about the Board and connect to ease into Board service.

Bill Martin provided a brief overview of the Board's financial status so that all board members understand the Board's financial position. Martin asked that all Board members do keep this information confidential. Currently the MUAA has a general checking account, money market account, MU Foundation Account, and Counsel Trust Portfolio.

- MU Foundation Account – this money is invested with the Foundation to help with a better return and we use earnings from this money to go into operations and checking account.
- Counsel Trust Portfolio – professionally managed portfolio and structured like a retirement portfolio. This account is 3 – 3.5 years old.

No liabilities at this time.

Budget Year is 7/1 to 6/30 and budget is put together in February and brought to Board for approval in April. Homecoming is usually the largest expense but no typical homecoming this year. Financial Planning committee will look at how we spend dollars we normally spend in other manners to support the University and students.

Affinity Partners – Liberty Mutual and PSECU – we receive money in partnership for them to market to our Alumni. These are restricted every so many years.

Monika Buchanan asked about specific examples of what we will be doing with money not spent on Homecoming. Martin expressed that the Executive Committee and Financial Committee would like to do more for students and provided past examples for Athletic scholarships, Legacy giving, and giving for the One Day Give. Buchanan expressed possible spending on PPE due to COVID – N95 respirators and face shields as an example.

McMurry reviewed the EPPIIC compassion fund for all Board members. This fund was going to be wound down but due to student need this fund will continue and the Foundation has committed to a \$10,000 donation to the EPPIIC Compassion fund. Reportedly hundreds of students have called and asked if money is still available. Donna Randolph asked if money can help homeless students and McMurry provided examples of how the University has helped these students with housing or grocery delivery. MUAA donated to the EPPIIC fund in the Spring and the Executive Committee will consider another future donation.

Randolph commended that the University has started a summit for social justice for educators and this meets monthly. Affinity groups are also meeting as an off shot of this and a way we can get involved.

Olphin reported on the Occupational Safety and Environmental Health program turning 40 in 2021 and the group planning and organizing may ask for assistance from the MUAA.

Mack asked about encouraging students to register and vote and if the University is doing anything to increase awareness for this. Buzgo reported that the University has done advocacy for registration and options for voting.

## **12. FINAL REMARKS / ANNOUNCEMENTS**

McMurry reported that the MUAA was one of the first to donate to the EPPIIC compassion fund in the Spring and thanked the MUAA for being one of the University's most generous partners.

Olphin commented that as Board members consider giving they should ask if their employers provide matching funds in order to find more donation dollars.

## **13. NEXT MEETING**

The next Board of Directors meeting is scheduled for Wednesday, November 18, 2020 @ 6:00 PM.



14. **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 7:56 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