

Millersville University Alumni Association
Alumni Board of Directors Meeting
University Room, Gordinier Hall
Minutes 08/26/2017

Roll Call:

Voting Members Present: Leslie Arnold '78, Jennifer Bertolet '92, Katie Breit '02, Nathan Claycomb '01, Kelly Davis '95, Kitty Glass '53, Alicia Good '14, John Held '02, Mike Henry '83, David Hernandez '71, Amy Hoffman '94, Patrick Leahy '97, Jonathan Mimm '02, Dick Moriarty '72, Matt Olphin '95, Carroll "Butch" Staub '72, Matt Storm '12/'14M, Ashley Tose '14, Cheryl Youtz '69/'72M

Voting Members Excused: Chad Bolt '08, Theresa Dozier-Daniel '77, Kathy Focht '70/'75M, Brooke Magni '13/'16M, Brandon Smith '16, Steve Yacovelli '93

Advisory Members and Guests Present: Dr. John Anderson, University President; Denise Berg, Director of Alumni Engagement; Steve DiGuisepe, Assistant Vice President for University Advancement; Adam Good, Student Alumni Association President; Joyce King '83, Nominations & Awards Chair; Kiefer Luckenbill, Student Senate President; Bill Martin '81, Financial Planning Chair; Jennifer McMorris, Administrative Assistant for Alumni Engagement; Heather Morris, Assistant Director of Alumni Engagement and Annual Giving

Advisory Members Excused: Scott Bailey '98, Immediate Past President; Lorie Mahoney, Assistant Director of Alumni Engagement; Casey Craven, Student Alumni Association President

I. Call to Order/Welcome

A. President Mike Henry called the meeting to order at 10:43 a.m.

B. The Board welcomed special guests and advisory members to the meeting.

II. Action Items

A. Motion to allow all votes not financially or policy related be approved by general consent, in order to expedite this meeting, was made by Kelly Davis and seconded by Dick Moriarty. All members, present in person and virtually, were polled individually and voiced YES/AYE votes. **A total of 19 yes votes, 0 no votes, and 0 abstentions were recorded.**

B. Motion to approve the Alumni Board of Directors meeting minutes for April 22, 2017, as distributed via email, was made by Butch Staub and seconded by Cheryl Youtz. **Motion approved unanimously.**

C. Motion to officially receive and file the quarterly financial report for the fourth quarter (ending June 30, 2017), as distributed via email, for audit at the end of this fiscal year was made by Kelly Davis and seconded by Matt Storm. **A total of 18 yes votes, 0 no votes, and 1 abstention by Treasurer Moriarty were recorded.**

III. University Report: Dr. John Anderson, University President

A. Dr. Anderson welcomed the new members of the Board and thanked all for their continued support and high level of engagement with Millersville University.

B. President Anderson provided an overview of current state of the University:

- Millersville is in great shape financially. On track for a balanced budget and have a significant surplus for the second year in a row
- Admissions surpassed their target of 1345 new students with the largest freshman class on record – 1370 students

- The quality of the incoming students has increased, as evidenced with higher SAT scores
- There is slow growth among minority students, at 23% of the population, but admissions is committed to issues of diversity and inclusion
- We have met our target of 10% out-of-state admissions for the past two years through admission strategies related to strong athletic programs and unique academic programs
- International admissions exceeded the target of 15, with 19 new admissions. The applications have increased, but the yield is low due to issues with Visas which is a national issue in higher education
- We continue to struggle in the area of transfers, as community college enrollments are down which impacts transfer rates to MU. The University is working on building more articulation agreements with other institutions
- Alumni Association members are invited to attend the Convocation on 9/8/17 to learn more about the state of the University

C. University updates on Our Bold Path goals:

- Engaging learners
 - The Office of Experiential Learning and Career Management is launching a pilot workforce traineeship program in Fall 2017 in partnership with SCORE and funded by BB&T Economic Growth Fund
 - The Biology department is partnering with Lancaster County Conservancy for Steinman Run Nature Preserve BioBlitz to help inventory flora and fauna that will help the conservancy better manage the preserve
- Ensuring success
 - A record 125 MU students earned Pennsylvania State Athletic Conference Scholar-Athlete honors for 2016-2017 season. The University has produced more than 100 PSAC honorees with a GPA of 3.25 or higher ten years in a row
 - Two former baseball players have joined the MLB this year
- Embracing Agility
 - MU created a high-performing, energy-efficient Data Center to support 15 higher education facilities in PA with a server hub in Byerly Hall as we work toward more sustainable practices. PP&L Business Efficiency Program presented us a rebate check for \$17K. These will be placed in revolving fund for investing in additional energy efficiency initiatives
 - Work continues on the Lombardo Welcome Center and is just a few weeks behind schedule
- Campus News
 - The American Dream Ride is in its 4th year and currently has \$225K in the endowment to support students with financial need
 - The presidential search committee is holding an open forum and alumni are welcome to attend on August 29th in Ford Atrium from 2:15-3 p.m.
 - The National Center for Higher Education Management Systems recently provided a full report on their strategic review of the PASSHE system. No closings or mergers were recommended at this time. See PASSHE website for more details. Dr. Anderson shared that closing universities within the system does not come without much consideration and debts related to benefits, pensions, etc. and the desire for a healthy overall state system
 - Recently the Board of Governors of the State System approved a 3.5% tuition increase for 2017-2018
 - The search for VP of Advancement will be postponed until the new president is in place. Alice McMurry will continue in the interim role during that search. A mini campaign will take place over the next few years
 - Dr. Anderson shared his thoughts on a future president and believes s/he needs to hire good people, be community oriented, be a skilled fundraiser, and come from all parts of the academy

V. Vice President's Report: Mr. Steven DiGuseppe, Assistant Vice President for Advancement

A. Mr. DiGuseppe provided an update from the Advancement division:

- For the fiscal year through the period ending June 30, 2017, the Development Office has posted and acknowledged approximately:
 - \$8,010,509 (FY16: \$9,089,056) in donor contributions and
 - an additional \$1,279,091 (FY16: \$1,320,111) in pledges, including \$4,841,606 (FY16: \$7,495,840) in Annual Fund support;
 - \$1,889,241 (FY16: \$744,972) in endowment gifts and
 - \$1,279,662 (FY16: \$848,244) towards facility support and gifts-in-kind.
 - In addition, Development team members have recorded 1,425 (FY16: 2,200) contact reports (major and minor) related to donor prospects through June 30, 2017 towards the goal of 1,290 (exceeded goal; now at 110%). Donor Count of constituents for FY2017: 4,211 (4,107).

(Note: numbers in parenthesis, compared vs. last fiscal year, circa June 30, 2016.)
- Fundraising for the five priority areas is currently at 175% of the goal
- Total endowment value, as of June 30th, including the Foundation accounts is \$40.6m, surpassing the three-year goal of \$38m
- Thanks to the Alumni Association for their ongoing financial support of the American Dream Ride, which will be held on 9/16. There are eight spots available for riders or walkers representing the MUAA, due to our major gift. See Denise for more information or to register
- Recent major gifts of note:
 - Approximately \$38,000 for a women's field hockey scholarship endowment from retired professor Dr. Ralph Anttonen and his wife Judy (a MU alum);
 - \$100,000 from the estate of Francis Guziewicz '61, for an endowment for the McNairy Library in Ganser Hall;
 - \$150,000 from the estate of Roy Keiser '53 for a graduate assistant scholarship endowment;
 - \$150,000 from the estate of Roy Keiser '53 for an instructorship for the College of Science and Technology;
 - \$25,000 from the Willis and Elsie Shenk Foundation for the Elsie Shenk Endowment for wellness and the women's center;
 - \$25,000 from Rebecca Brown '72 for a women's athletic scholarship;
 - \$25,000 from Conor Geoffrey Gilbert '15 for a men's golf scholarship award;
 - \$125,000 from Student Services Inc. for the Catherine "Kitty" Glass Housing scholarship award and endowment;
 - \$125,000 from Student Services Inc. for the George D. Hauber Housing scholarship award and endowment.

VI. Alumni Association Standing, Ad Hoc, and Special Appointed Committee Highlights/Reports

A. Alumni Engagement

Co-Chair Amy Hoffman reported:

- Five volunteers helped to welcome approximately 1,100 residential students, 280 commuter students, and 372 transfer students at Move In Day

B. Financial Planning

Chair Bill Martin reported:

- Group is working to maintain good fiscal transparency and will work toward a good auditor's report with the help of Treasurer Moriarty

C. Technology

Chair Jon Mimm reported on the group's efforts to:

- Enhance the remote meeting experience
- Engage alumni near and far with social media and will be partnering with the graduate assistants on an editorial calendar to ensure good coverage and show the work of the MUAA on those channels

- Goals and achievements included in slide (see attached)

D. Nominations and Awards

Chair Joyce King introduced herself as new chair of the committee and reported:

- Review of transition along with responsibilities and timeline (see attached slide)

E. Alumni Events

Co-chair Nathan Claycomb reported:

- Great season of events and more upcoming (see attached slide)
- Events are a great opportunity to connect and inspire alumni to give back to their alma mater

F. MU Foundation

President Henry reported on recent meeting and:

- Commended the Development staff for their hard work
- Congratulated Kitty Glass for the recent endowment in her name

G. Student Senate

Representative Kiefer Luckenbill reported:

- No meetings occurred over the summer months, but they will resume in fall on Thursday evenings
- Senate will focus on several things this semester:
 - Statewide Day of Community Service
 - Leadership trainings with an outside consultant
 - Improving campus relationships with faculty, students, and administration

VIII. Alumni Engagement Reports

A. Director of Alumni Engagement, Denise Berg, shared this report for the office:

- Thank you to Kiefer from Student Senate for taking part over the past two days of orientation
- Thank you to MUAA for continued support with funding for one graduate assistant. Elizabeth and Leah will be in the office this fall. They will work on electronic media and analytics. Please share your ideas with the office for alumni spotlights and other news for the e-newsletter. Statistics for electronic and social media are included in your packets today
- Thank you to volunteers who took part in the move in day. Students were welcomed back and provided a smart wallet and ID holder with MUAA logo. Chris Jachimowicz who handles orientation noted that our involvement was appreciated and well done this year
- Sign-up sheets were distributed for Homecoming. Please sign up to help where you can!
- On 10/28, the MUAA is sponsoring the annual Legacy Breakfast and the Alumni Awards will be presented as part of the Honors & Awards Convocation. Members of the board are invited to attend the ceremony and breakfast and luncheon. See Denise to register
- Campus parking passes are in the works at the office, but it is important to note that no passes are required after 4:30pm and on weekends

B. Assistant Director of Alumni Engagement/Annual Fund, Heather Morris reported:

- Job Internship Fair with ELCM will be held on 10/17 and the Engagement Committee will work to welcome alumni at the Concierge Lounge on site
- Alumni Association members are asked to consider becoming a sustaining donor – contact the office for more details
- One Day Give is slated for 10/5 where we hope to have 500 donors

IX. Old Business

A. Alumni Board Giving: MUAA has given consistently at 100% over the past 10 years. Thank you for your support and be sure to continue to support our alma mater in the future.

B. American Dream Ride: Contact Denise if you are interested in walking or riding in the American Dream Ride. MUAA was a major sponsor this year with a \$10K gift which will also be considered a lead gift during the One Day Give.

X. New Business

A. New Member Orientation: A big thank you to all those who attended new member orientation and a special thanks to Lori Dierolf for her continued volunteerism in providing the training.

B. We Will Statements: Each member of the Alumni Association has two copies of the statement at their place setting today. Sign one and return to Denise and keep one for your records and as a reminder of your commitment to MUAA.

C. Homecoming Volunteers: Please look through the schedule of events flyer at your place setting and be sure to sign up where you can help during Homecoming weekend.

D. President Henry entertained new business from the floor:

- Katie Breit reminded everyone about the "Come As You Are" Women's Conference on Homecoming Friday and distributed a flyer with more information
- Amy Hoffman noted that 27 years ago today, she started as a freshman on MU's campus!
- Parade volunteers are still needed! Please see Steve DiGiuseppe or Dick Moriarty for more details

XI. Adjournment

A. Next meeting will be held Saturday, November 11, 2017. E-reminders will be sent prior to the meeting with any supporting materials and agenda.

B. Motion to adjourn the meeting made by John Held and seconded by Jon Mimm at 12:07 p.m. **Motion passed unanimously.**

Respectfully Submitted by Kelly Davis
MUAA secretary