

Millersville University Alumni Association
Alumni Board of Directors Meeting
University Room, Gordinier Hall
Minutes 11/11/2017

Roll Call:

Voting Members Present: Jennifer Bertolet '92, Katie Breit '02, Kelly Davis '95, Theresa Dozier-Daniel '77, Kathy Focht '70/'75M, Kitty Glass '53, Alicia Good '14, John Held '02, Mike Henry '83, David Hernandez '71, Amy Hoffman '94, Patrick Leahy '97, Brooke Magni '13/'16M, 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: Leslie Arnold '78, Chad Bolt '08, Brandon Smith '16, Steve Yacovelli '93

Advisory Members and Guests Present: Scott Bailey '98, Immediate Past President; Denise Berg, Director of Alumni Engagement; Nathan Claycomb, Interim Assistant Director for Alumni Engagement; Casey Craven, Student Alumni Association President; Joyce King '83, Nominations & Awards Chair; Kiefer Luckenbill, Student Senate President; Jennifer McMorris, Administrative Assistant for Alumni Engagement; Alice McMurry, Interim Vice President for Advancement; Heather Morris, Assistant Director of Alumni Engagement and Annual Giving

Advisory Members Excused: Dr. John Anderson, University President; Bill Martin '81, Financial Planning Chair; Lorie Mahoney, Assistant Director of Alumni Engagement

I. Call to Order/Welcome

A. President Mike Henry called the meeting to order at 10:01 a.m. and welcomed special guests and advisory members.

II. Action Items

A. Motion to allow all votes not financially-related be approved by general consent, in order to expedite this meeting, was made by Amy Hoffman and seconded by Cheryl Youtz. 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. (K. Breit was not in the room at the time of vote.)**

B. Motion to approve the Alumni Board of Directors meeting minutes for August 26, 2017, as distributed via email, was made by Kelly Davis and seconded by John Mimm. **Motion approved unanimously.**

C. Motion to officially receive and file the audit for the 2016-2017 fiscal year, ending June 30, 2017, completed by Hostetter & Hostetter of Quarryville, PA, was made by Kelly Davis and seconded by Butch Staub. **A total of 19 yes votes, 0 no votes, and 0 abstentions were recorded. (K. Breit was not in the room at the time of vote.)**

D. Motion to officially receive and file the quarterly financial report (ending September 30, 2017), as distributed via email, for audit at the end of this fiscal year was made by Kathy Focht and seconded by Matt Storm. **A total of 20 yes votes, 0 no votes, and 0 abstentions were recorded.**

III. University Report: Ms. Alice McMurry, Interim Vice President for Advancement

A. Ms. McMurry shared Dr. Anderson's regards and provided University updates on Our Bold Path goals on his behalf:

- Engaging learners
 - Art students were recent winners of the First Collegiate Print Competition

- Maria Glotfelter, a senior and member of the Army Reserve Officers' Training Corps (ROTC) is a Distinguished Military Graduate
- The Stroud Water Research Center recently partnered with the National Oceanic and Atmospheric Administration's (NOAA) Chesapeake Bay Program and Pennsylvania partners to improve and expand environmental literacy and watershed education and stewardship among PA K-12 students and educators
- The Office of Global Education & Partnerships is experiencing exciting growth and an expansion in partners across the globe
- Ensuring success
 - MU was ranked 94th among both public and privates in Best Regional Universities in the North by U.S. News & World Report. MU was 28th in public.
 - For the 6th consecutive year, MU was nationally recognized as an INSIGHT into Diversity magazine's Higher Education Excellence in Diversity Award
 - The University is ranked 28th by College Choice for Best Online Colleges in PA
 - Millersville earned 14th spot on the SafeWise Report's annual list of the 30 Safest College Towns in America
 - Barry Kornhauser received the Governor's Award for the Arts, celebrating his career in youth theatre. He is assistant director of campus and community engagement with the Office of Visual and Performing Arts (VPAC)
 - Ms. McMurry reported on the financial health of the University and the strides that have been taken under Dr. Anderson to close the structural deficit, increase opportunities for financial aid, move to a per-credit model, etc.
 - Question and discussion about financial aid for students on campus; Ms. McMurry noted that approximately 1,500 students received some assistance for any gaps/inability to pay tuition after financial aid disbursements from \$2 million from Student Housing
 - The freshman class is stronger academically and have improved their average SAT score. Approximately 10% come from out of state, and 23 new students from 15 countries marks progress in international recruiting
 - Institutional research shows that 95% of alumni who graduated in 2015-2016 reported employment or enrollment in graduate or professional school within 6-10 months of graduation; 82% reported full-time employment in a field related to their major
- Embracing Agility
 - Council of Trustees voted to demolish several older buildings on campus (including Brooks Gym, Dauphin, Allegheny, Armstrong, Susquehanna, and Luzerne) due to concerns about safety and cost of maintenance and accessibility; process of approval now moves to the Borough
 - Discussion related to square footage guidelines within PASSHE system and how it relates to funding for capital improvements with Ms. McMurry
 - Ms. McMurry to get executive summary for the Board
 - Currently, plans do not include any additional buildings, but could be parking areas or green space
 - The new Lombardo Welcome Center is scheduled to open in early 2018
 - Discussion about MUAA membership visiting the building as part of an upcoming meeting on campus

V. Vice President's Report: Ms. Alice McMurry, Interim Vice President for Advancement

A. Ms. McMurry provided an update from the Advancement division:

- Recognized Nathan Claycomb for filling in temporarily while Lorie Mahoney remains out on medical leave
- Thanked Heather, Jennifer, Denise, and Nathan for their hard work, as well as extending thanks to alumni volunteers

- July 1 began the silent phase of a three-year fundraising campaign
 - Plan is to go public in Spring 2018
 - Looking for leadership gifts now
 - “Imagine the Possible”
 - Raised \$9 million last year
 - Leslie Arnold and Mike Henry have signed on as campaign ambassadors who will commit to staying informed and sharing information; see Alice to complete a campaign ambassador signup sheet if interested
 - Focus on several areas
 - Athletics
 - Scholarships
 - Student Experiences (high-impact practices like internships, global experiences/study abroad, living/learning communities, and student-faculty research)
- On November 15, the Anttonen Lobby in Pucillo will be dedicated, encourage Engagement committee to move their meeting to take part in the event

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

A. Alumni Engagement

Co-Chair Amy Hoffman reported:

- The committee assisted with the Experiential Learning and Career Management Job and Internship Fair through greeting guests and set up. The concierge lounge had 32 alumni participants
- Thanks for the many committee members who helped with Homecoming activities
- Three members volunteered at the Legacy Breakfast during Family Weekend

B. Technology

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

- Members of the committee streamed the Homecoming Parade live on Facebook. Thanks to all involved. Lessons were learned to address and improve for next year’s events
- A random winner was chosen for the Instagram competition
- Social media statistics were shared. Continued good reach to alumni and friends
- Slide attached

C. Nominations and Awards

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

- Committee reviewed bylaws for the committee
- Review of timeline (see attached slide) – review of applications
- Reminder of need for nominations for awards and for board members
- Thanks to members of the committee who attended Honors & Awards ceremony

D. Alumni Events

Chair Kathy Focht reported:

- MU After Work at Field House (42 attended, 90 signed up)
- MU After Work at Pressroom (72 attended, including former University President, Dr. McNairy)
- Reminder to sign up for the Glorious Sounds of the Season concert and reception in December
- Next MU After Work is January 17 at Fireside in Strasburg
- Slide attached

E. MUAAGoverning Documents

Chair Jen Bertolet reported:

- Progress continues as several entities within the Board need to make decisions about language
- Thanks to Scott Bailey for acting as liaison with Executive Committee
- Important to follow the bylaws once revised and approved by the Board; discussion of potential for new member of Executive Committee to help with this task

- Hope is to create high-level bylaws and create documentation of standard operating procedures for committees that are not part of the bylaws

F. MU Foundation

President Henry and Interim VP McMurry reported on recent meeting:

- The Foundation reports approximately \$35 million in assets and 418 individual endowments
- Currently receiving good returns on investments
- Thanks for the MUAA's contribution through the Neimeyer-Hodgson endowment that helps support student experiences through undergraduate research grants

G. Student Alumni Association

President Casey Craven reported:

- The organization is currently recruiting new members
- Helped with photo booth at the Homecoming tent
- Thanks to the 3 alumni who attended the Painting with a Twist night with SAA; SAA plans to have another social gathering with the MUAA in Spring 2018

H. Student Government Association

Representative Kiefer Luckenbill reported:

- The organization finalized their name change to Student Government Association
- They offer a textbook grant that provides \$250 to each student selected; 40 students have completed the essay application
- The group is planning a day long community service student event in March similar to the Day of Caring

VIII. Alumni Engagement Reports

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

- Kudos to the Engagement Committee for their hard work at the recent Job and Internship Fair
- Ten alumni, including Matt Olphin, took part in the filming of Candid Career spots that will be located on the ELCM and Alumni websites
- Thank you to everyone who participated in Homecoming activities; Heather shared attendance numbers for several events during HC:
 - 40th Anniversary Kappa Alpha Psi – 150, including 6 of the 7 founding members
 - Delta Reunion – 100
 - Thrillersville - 250
- More information will be shared about an “unselfie” initiative around Giving Tuesday (November 28)

B. Interim Assistant Director of Alumni Engagement, Nathan Claycomb, reported:

- Recently attended PASSHE conference and webinars related to alumni work
- Echoed Kathy Focht's positive thoughts about the MU After Work events
- The Glorious Sounds of the Season reception is already more than half full, sign up today
- Good numbers on social media and trending hashtags
- Attending strategy meetings around the launch of a new MU website, discussed the continued need for partnering with MUAA related to branding on social media
- The newsletter has a fresh face, please share your thoughts
- Thank you to everyone who took part in Homecoming 2017 – more than 1,000 alumni and friends came to campus or participated through Facebook
- Thank you to all volunteers who helped with the Legacy Breakfast; this year 115 guests attended and at least one family with three generations of Marauders took part

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

- Homecoming
 - Thank you to everyone for their hard work and support for Homecoming; it was a fun day and nice to see so many smiling faces
 - Positive feedback from the 1960, 1965, and 1970's decade reunions
- Note that a set of car coasters are at your place setting today
- PSECU and Liberty Mutual continue to support MUAA with financial support
 - Recently negotiated a new contract with PSECU that is incentive-based with the Founder's Card that offers a cashback reward and will be co-branded with a spirit mark; more information will follow in an email blast
- Honors and Award Convocation
 - Thanks to the Nominations & Awards Committee members who attended
 - Seven people received awards
 - Three nominations have already been received for the 2018 awards but more are needed
 - The deadline for submission for new board member candidates is coming soon, please encourage those who could be a good fit to apply
 - Alice McMurry noted that nominations for Honorary Degree and Commencement speaker are also accepted, please see the website for more details
 - December's Commencement speaker is Lancaster Mayor, Rick Gray
 - Discussion of PASSHE policy related to these decisions
- Board members are encouraged to assist with the upcoming campaign by sharing information about the need and good things happening at MU, printed materials will be available at upcoming events as well
- Additional help is needed for upcoming events
 - December 15 – Senior Sendoff
 - December 17 – Commencement – rose sales
 - See Denise to sign up

IX. Old Business

A. Homecoming: President Henry thanked the Board for their assistance with Homecoming. It was encouraging to see so many people actively participating and volunteering, showing a great face for the MUAA.

X. New Business

A. Pat Leahy thanked veterans for their service as we celebrate Veteran's Day.

B. Reminder that the One Day Give will likely move to April and would not occur in 2017.

XI. Adjournment

A. Next meeting will be held Saturday, February 17, 2018. 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 11:43 p.m. **Motion passed unanimously.**

Respectfully Submitted by Kelly Davis
MUAA secretary