

Millersville University Alumni Association
Alumni Board of Directors Meeting
University Room, Gordinier Hall
Minutes 02/17/2018

Roll Call:

Voting Members Present: Leslie Arnold '78, Jennifer Bertolet '92, Kelly Davis '95, Theresa Dozier-Daniel '77, Kathy Focht '70/'75M, Kitty Glass '53, Alicia Good '14, John Held '02, David Hernandez '71, Amy Hoffman '94, Patrick Leahy '97, Brooke Magni '13/'16M, Jonathan Mimm '02, Dick Moriarty '72, Brandon Smith '16, Carroll "Butch" Staub '72, Matt Storm '12/'14M, Ashley Tose '14, Steve Yacovelli '93, Cheryl Youtz '69/'72M

Voting Members Excused: Katie Breit '02, Chad Bolt '08, Mike Henry '83, Matt Olphin '95

Advisory Members and Guests Present: Scott Bailey '98, Immediate Past President; Dr. John Anderson, University President; Denise Berg, Director of Alumni Engagement; Nathan Claycomb, Temporary Assistant Director for Alumni Engagement; Casey Craven, Student Alumni Association President; Kiefer Luckenbill, Student Senate President; Bill Martin '81, Financial Planning Chair; 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: Joyce King '83, Nominations & Awards Chair; Lorie Mahoney, Assistant Director of Alumni Engagement

I. Call to Order/Welcome

A. President-Elect John Held called the meeting to order at 10:01 a.m. and welcomed special guests and advisory members to the meeting.

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 Cheryl Youtz and seconded by Kathy Focht. 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 November 11, 2017, as distributed via email, was made by Butch Staub and seconded by Jon Mimm. **Motion approved unanimously.**

C. Motion to officially receive and file the quarterly financial report (ending December 31, 2017), as distributed via email, for audit at the end of this fiscal year was made by Cheryl Youtz and seconded by Matt Storm. **A total of 19 yes votes, 0 no votes, and 0 abstentions were recorded.**

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

A. Dr. Anderson provided University updates:

- Moving his retirement date from March 1 to June 29, 2018 to assist with transition
- Roger Bruszewski, VP for Finance and Administration, will retire at the end of March after 10 years of service; Gil Brown will join MU as Interim on April 2
- Signed memorandum of understanding with Milton Hershey School to further accessibility to lower income, first-generation students
- A music business technology course will be taught at Clair Global in Lititz, leaders in their industry who will offer get hands-on learning opportunities to our students

- Made in Millersville event showcasing undergraduate research is slated for Tuesday, April 17 from 9 a.m. to 5 p.m. in McNairy Library and Learning Forum
- Our field hockey and men's soccer teams continue to excel and again reached semi-final play
- This fall, we had 100 student-athletes achieve dean's list and are on pace to have more PSAC scholar-athletes this year compared to last year
- Announced the recent opening of the Lombardo Welcome Center; President Anderson recommends having a meeting in the facility in the future and reminder that they are offering an open house and tours during Made in Millersville
- Comprehensive mini-campaign is underway; thanks to Alice and her staff and to the Alumni Association for consistent 100% giving participation

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

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

- Comprehensive mini-campaign is underway with student focus
 - Athletics
 - Student experiences
 - Scholarships
- Wonderful progress toward 3-year goals
- 32% to goal in just first 3 months
- Plan to make public at Made in Millersville and soft roll out capped off with One Day Give
- Videos are under development
- Thank you for 100% Board support
- Questions
 - Additional information requested about square footage equation and funding discussed at last meeting. Alice to share.
 - Discussion about visit and call reports in Development
 - Conversion rate at MU 50%, industry average 20%
 - Discussion around student loan debt in recent graduates and whether it effects their giving – Alice noted this really depends on their experience here and noted several very recent graduates have named annual awards in their name (\$500 per year for 4 year commitment)

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

A. Alumni Engagement

Co-Chair Cheryl Youtz reported:

- Working with staff member Josh Belice in Admissions on some initiatives
- Volunteers will be staffing concierge lounge at Spring Job and Internship Fair with Experiential Learning and Career Management
- Next SNAP event at CARGAS
- Continue to work on thank you calls and notes to donors

B. Financial Planning

Chair Bill Martin reported:

- Committee reviewed portfolio with Counsel Trust on 2/12/18
- 2017 was a good year, but 2018 has been a bit of a rollercoaster thus far; MUAA is well diversified and well-prepared
- Committee voted overwhelmingly to reinvest where not getting good returns
- Thanks to the committee members for their hard work and to Treasurer Moriarty; MUAA in good financial position
- Committee chairs are to be in touch with Denise Berg about budgets for the coming year
- Question regarding money in the budget that was not used; Bill reports that this will be reassessed as they begin to look at the next budget to determine next steps

C. Technology

Chair Jon Mimm reported on the group's efforts:

- Shared appreciation for the work of the Alumni staff
- New initiatives on attached slide
- Question related to who posts on social media; combination of efforts by Jennifer McMorris, Nathan Claycomb, Heather Morris, and the two graduate assistants
- Requested that board members continue to like, love, and share on social media to continue to foster those connections with other alumni and community

C. Nominations and Awards

Denise Berg reported on behalf of Chair Joyce King:

- Upcoming meeting to focus on awarding Neimeyer-Hodgson grants
 - Fall 2017 - 13 recipients awarded a total of \$7,942
 - Hope to have same or more in the Spring
- Next meeting will review the slate of 21 applicants for 10 open positions on the Board
- Increase in number of nominations for alumni awards

D. Alumni Events

Chair Kathy Focht reported:

- Glorious Sounds of the Season concert and reception will be Saturday, December 1 this year, 77 attended last year and for 2018 we will move back to Stayer to accommodate request from Music Department for space for their students rehearsing for the event
- MU After Work at Fireside in Strasburg had 57 in attendance
- Upcoming events
 - March 21 trivia at MUAW at JoBoys in Lititz
 - April 14 Jazz and Java
 - May 24 Barnstomers event in the Lexus RX suite
 - Jen Bertolet noted she has contacts for group tickets at Nationals if there is interest
 - June 7 Fox and Hound in King of Prussia
- Slide attached

E. MUAA Governing Documents

Chair Jen Bertolet reported:

- Continuing to get feedback from the Executive Committee
- Election component still needs to be completed
- New system of vetting candidates to the Board – Mike Henry and John Held are contacting individuals and will share information about commitment to gauge continued interest
- Discussion of absences, buddy system, and possibility of flexible engagement opportunities for Board members

F. MU Foundation

Interim VP McMurry reported:

- Provided a brief overview of the MU Foundation
- Marauder Fund is an opportunity for MU students to work with the Foundation to learn more about investments
- At a recent meeting, a scholarship recipient shared thanks and personal story of how the funds have helped him

G. Student Alumni Association

President Casey Craven reported:

- Efforts focused on recruitment and brand recognition on campus
- Upcoming events
 - Alumni engagement with musical Anything Goes and Sugarbowl on 3/25
 - aMUzing Race 4/24
 - I (heart) MU Week around time of One Day Give
- Fundraisers
 - Sugarbowl 2/17
 - Wayback Burger 2/28 from 4-8 p.m.
 - Relay for Life 2/23

H. Student Government Association

Representative Kiefer Luckenbill was recognized for his service to the Board, as this is his last meeting before graduation:

- Elections take place this week; we will meet the new representative at April's meeting
- Request for help offering volunteer opportunities in Millersville-area for their big one-day community service initiative. Community members can fill out a form and volunteers will go out to assist.

VIII. Alumni Engagement Reports

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

- Limited number of tickets will be available for the volunteer appreciation event at the Fulton on 3/29; register right away to secure a seat
- Next SNAP event is 4/4 at CARGAS on Marshall Avenue
- Request that all Board members serve as ambassadors for the upcoming One Day Give, especially on social media

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

- Reminder to tag yourself in any posts and pictures from events, including MU After Work, shown on social media
- Mr. Bruszewski recently hosted an alumni event in Florida at The Villages with 15 attendees
- PSECU is paying for social media campaign of launch of new MU-branded Founders Card
- Please share feedback about the new format of the newsletter with Nathan
- Homecoming planning is underway for reunions: 1958, 1968, WIXQ, 70's decades. 1953 planning reunion for summer 2018.

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

- Campus Cupboard continues to do great work and serves lunch to students on campus. More information on website and December e-newsletter. MU alumni interested in volunteering on the 2nd Thursday of each month should see Denise or Butch
- Our affinity partners, Liberty Mutual and PSECU, may be reaching out to you via mail or social media to promote their alumni discounts and offerings
- Recent events:
 - Senior Sendoff - December 15 – Mike Henry addressed the attendees
 - Commencement - December 17 – Kitty Glass helped to sell flowers and teddy bears
 - Meteorological Association Conference in January in Austin, Texas had over 100 attendees at a reception
 - Development and alumni staff to attend CASE conference in Washington, DC

IX. Old Business

No old business

X. New Business

No new business

XI. Announcements

A. No shortage of opportunities to volunteer and engage.

B. Reminder to make your donation to the University by June 30th to continue our 100% participation as a board.

C. Advocacy Day is February 22. Please contact Denise or Steve DiGuiseppe if you are interested in taking the bus with other alumni, students and administrators to the Capitol from 8 a.m. to 2 p.m.

D. Heather Morris noted that Trayvon Martin's mother, Sybrina Fulton, will be speaking on campus on February 20. Tickets are free and the event is open to the public.

XII. Adjournment

A. Next meeting will be held Saturday, April 21, 2018. Courtesy e-reminders will be sent prior to the meeting with any supporting materials and agenda. Members are reminded of their commitment to reply to requests for attendance plans for each meeting.

B. Motion to adjourn the meeting made by John Held and seconded by Jon Mimm at 12:16 p.m.
Motion passed unanimously.

Respectfully Submitted by:
Kelly Davis
MUAA secretary