



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

**MINUTES OF THE BOARD OF DIRECTORS MEETING
SEPTEMBER 14, 2019, 11:00 AM**

Voting Members Present:

John Held	President
Joyce King	President Elect
Matt Olphin	Secretary
Leslie Arnold	Member
Jennifer Bertolet	Member
Katie Breit	Member
Monika Buchanan	Member
Theresa Dozier-Daniel	Member
Kathy Focht	Member
David Hernandez	Member
Amy Hoffman	Member
Patrick Leahy	Member
Kiefer Luckenbill	Member
Dave Malley	Member
Cameron Martin	Member
Mark Phillips	Member
Stefanie Roberto	Member
David Shafer	Member
Carroll "Butch" Staub	Member
Timika Tyson	Member
Rachael Weaver	Member
Cheryl Youtz	Member

Voting Members Not in Attendance:

Bill Martin	Treasurer
Tamika Mack	Member
Brandon Smith	Member

Advisory Members and Guests Present:

Mike Henry	Immediate Past President
Dr. Daniel Wubah	University President
Dr. Victor DeSantis	Interim Chief of Staff
Victor Ramos	VP for Advancement
Denise Berg	Director of Alumni Engagement
Heather Morris	Asst. Dir. Alumni Engagement / Annual Giving
Gabrielle Buzgo	Asst. Dir. Alumni Engagement
Jennifer McMorris	Alumni Engagement
Crystal John	Student Alumni Association
John Tintera	Student Government President
Conor Gilbert	Finance Committee Co-chair

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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 11:00 AM.

John thanked all of those who attended and helped during the Legacy Breakfast. He welcomed the new board members: Monika Buchanan, Cameron Martin, Mark Phillips, Kiefer Luckenbill, and Timika Tyson. John recognized Conor Gilbert from the Finance Committee.

John recognized the Board Buddies and thanked them for mentoring the new board members.

Amy Hoffman : Monika Buchanan

Butch Staub : Cameron Martin

Cheryl Youtz : Kiefer Luckenbill

Kathy Focht : Mark Phillips

Tamika Mack : Timika Tyson

John stated that he will be looking for new ideas to make a “bigger tent” so that the Association will be able to engage more alumni. He ended with comments on the proposed revisions to the MUAA By-Laws, the process, and the current status of the project. The estimated timeline will include the proposed revisions and comments to be sent to board members within the next week, followed by an open comment period for members to send feedback to the Executive Committee for review, and hopefully a final revision to be voted on at the November board meeting. The goal is to have a living document that provides the board with the needed flexibility to realize its mission and achieve its goals.

2. ALLOW VOICE VOTES

On a motion made by Kathy Focht, seconded by Butch Staub, 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 April 27, 2019. It was noted there was an error in the location to be amended.

On a motion made by Amy Hoffman, seconded by Cheryl Youtz, it was resolved to approve the minutes of the Board of Directors meeting held on April 27, 2019, as amended. Motion carried.

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4. REVIEW AND APPROVAL OF QUARTERLY FINANCIAL REPORT ENDING JUNE 30, 2019

The Board reviewed the unaudited financial statements for the period ending June 30, 2019.

On a motion made by David Hernandez, seconded by Dave Malley, it was resolved to approve the unaudited financial statements for the period ending June 30, 2019. Motion carried unanimously.

5. UNIVERSITY REPORT

Dr. Daniel Wubah, Millersville University President, presented the University report and began by thanking the Board for their support, engagement, and commitment.

Dr. Wubah welcomed Mr. Victor Ramos to the University as the Vice President of Advancement and commented on the appointment of Steve deFilipio, Chief Technology Officer, to his cabinet and on the hiring of Dr. Felicia Brown-Haywood as the new Chief Diversity Officer.

Dr. Wubah discussed enrollment across PASSHE and that only four schools experienced increased enrollment: Millersville, West Chester, Cheyney, and Mansfield. Millersville's enrollment increased by 47 students from last year to this year. Dr. Wubah also stated that student retention is a priority, especially in the first 2 years. Last year the retention rate for these students was 74% and this year it is 77-78%. Dr. Wubah's goal is to increase retention into the 80s.

Dr. Wubah emphasized the importance of affordability. This year's total cost of education is 3.5% less than last year. It was further noted that the plan is to cut costs and raise the quality of education for students.

Dr. Wubah is confident that the Imagine the Possible campaign will meet and exceed its goal. The campaign is currently at 80% of goal. He is already excited for another campaign to start in July, 2020 and stated that the University needs to make its own way as the funding from Harrisburg is not guaranteed.

Partnerships with other organizations is an area where Dr. Wubah continues to focus. Recently the University partnered with HACC for three programs: Nursing, Social Work, and Business Administration. Thaddeus Stevens and Millersville recently signed a similar agreement.

Dr. Wubah reviewed several accomplishments and stated that highlights from the State of the 'Ville address will be available on the website. Several of these are listed below.

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- US News and World Report ranking increased from 103 to 94 in the public and private universities in the north category and from 29 to 24 for best public university in the north.
- Eight new degree programs were submitted to the Chancellor – with 3 approved and 5 more waiting for approval. Approved were: BS in Information Technology with an option in Healthcare Analytics; BA in Entertainment Technology; and a BS in Sports Administration.
- College of Business was launched on July 1, 2019 and has an advisory board with many alumni serving. The College of Business offers a Bachelor of Science in business administration with six areas of concentration: accounting, finance, general business, international business, management and marketing, as well as a certificate in marketing.
- Lombardo Welcome Center is the first building in Pennsylvania to be certified as a zero-energy building. The University website has additional information. The building is generating more energy than it consumes and the funds are used for faculty and student research into sustainability.
- Biemesderfer Stadium has a new sound system. Clair Brothers donated the system after installing a new system at Penn State’s Beaver Stadium.
- The Men’s soccer team had a great year last year and hopes to continue success this year and the Women’s Field Hockey Team has not allowed any goals in the first three games.

Dr. Wubah mentioned several upcoming events and initiatives: A new strategic plan to be effective 7/1/20; a new Facilities Master Plan is in development; on 10/4/19 the PASSHE Chancellor will be visiting the Millersville campus as well as downtown Lancaster; and Dr. Wubah is very excited for Homecoming weekend – October 25-26.

Dr. Wubah initially challenged Advancement to engage 400 new alumni in FY19. This goal was exceeded as 1,200 new alumni were engaged. Dr. Wubah has challenged Victor Ramos and all of us to engage 2,000 new alumni in FY20.

6. VICE PRESIDENT’S REPORT

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

Victor thanked everyone for engaging with him in his first two months and talked about his work with Melissa Wardwell, Director, Experiential Learning and Career Management, to start discussion on the mentorship program. The pilot program’s goal is to have 200 mentors for 200 students.

Victor thanked those board members who attended the Legacy Breakfast. He stated that out of 9,200 applications for admission, there were 1,700 that had some family tie to alumni. Mr. Ramos wants to determine how to attract more legacy applicants and build on this. He will be working with several people to develop a new legacy program to focus on

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this area.

Unfortunately last year the university was not able to close several large proposals for many reasons. The Advancement division is hopeful that those large donations will be closed this year. New for this year is the involvement of academic deans in the giving process – this has not been done in the past.

Victor finished his comments by stating that he is confident the \$32 million mark for the Imagine The Possible campaign will be reached and he hopes the campaign will achieve \$34-\$35 million.

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

John Held recognized new committee chairs and members:

Stefanie Roberto: Co-Chair with Amy Hoffman on the Alumni Engagement Committee

Dave Malley: Technology Committee Chair

Conor Gilbert: Co-Chair Finance Committee

Rachel Weaver and Cassandra Karamanos: Co-chairs of the Nominations and Awards Committee

Alumni Engagement: Amy Hoffmann reported the following. Please refer to the included committee report for more information.

- The committee is focusing on making sure the activities of the committee are tied directly to the committee's purpose.
- Reviewed upcoming activities: Admissions Open Houses (9/28, 10/19 & 11/9) and the ELCM Job & Internship Fair (10/3) – see Amy and Stefanie for how to help and get involved.
- November 14, 2019, will be an event held in conjunction with the SAA. Committee members will attend and then it will be opened up to board members as well.
- John Held challenged the committee to make sure that new / young / recent alumni feel comfortable attending events. It is very important that we engage with alumni after graduation, get them involved, and make them feel comfortable attending events.

Technology: Dave Malley reported that the committee is considering what will be done at Homecoming this year. Monika and Kiefer are new members to the committee. Dave stated that ultimately the committee is working to define who their users are and then generate services for those users. Please refer to the included committee report for more information.

Nominations and Awards: Please refer to the included committee report for more information. The goal of the committee is to generate more awareness and nominations for all of the award categories. Joyce King and Rachel Weaver provided an announcement of recent award recipient.

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Distinguished Alumnus Award

Ronald Burger 1970
Col William Davis III, USA (Ret) 1972

Young Alumni Achievement Award

Dr. Nikanor Volkov 2005, 2007M
Dr. Clifford Stains 2002
Dr. Jaime Kurtz 2000

Outstanding Volunteer Service Award

Richard Moriarty 1972

Honorary Alumnus Award

No candidates

In discussing the Neimeyer-Hodgson grants, it was suggested that:

- Perhaps the board considers providing funding for students to present, as the grant only provides money for research.
- Consideration be given to expanding the grant to include graduate students.
- Create a working group to help faculty and students from all areas of the University understand the grant application process in order to reach more students and create more awareness for the grant.

Emeritus Board Members: John Held stated that this status has never been given but that there may be those worthy of receiving it and we should consider bestowing this award on those that are worthy. Please consider sending names of those who may qualify to the Nominations and Awards Committee. As written in the Association By-Laws, following is information on this award.

The Board of Directors may elect Board Members Emeriti to the Board from nominations submitted by the President of the Association. Nominations shall be limited to those alumni who, at the time of nomination, meet the following criteria:

- a. The nominee has been a member of the Board of Directors for a minimum of three (3) terms.
- b. The nominee has, in the opinion of the Association President, distinguished himself/herself in service to the Association.
- c. The nominee has celebrated his/her fiftieth anniversary of graduation from Millersville University.

Events: Kathy Focht reported on the highlights of the events committee. Please refer to the included committee report for more information. The MU After Work at Maggiano's in King of Prussia in June and Loxley's in July were both very well attended. Copper Hill in September is sold out and a waiting list has been established. A new location, the Barn at

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Stoner's Grill, is the venue for the November 20 event and trivia will be back. Discussion around holding events at "larger" venues was held, and the events committee stated that large venues typically charge room rental fees which adds to our costs – but this possibility will continue to be considered. Regional events are being planned with the help of regional coordinators – e.g. Reading and SE PA are areas of focus.

Membership Committee: John Held reported that the formal creation of this committee is in the proposed revision to the Alumni Association by-laws. The committee will focus on the recruitment and succession of board members.

MU Foundation: Joyce King reported that there is no Foundation report.

Finance Committee: Conor Gilbert reported that their main goal is how to generate more revenue for the MUAA.

Student Alumni Association: Crystal John reported that 20 new members were recruited and that the focus of the group is professional development with activities such as outside speakers and alumni working with the group on activities such as developing LinkedIn accounts and profiles. Monika Buchanan offered to support the group.

Student Government Association: John Tintera reported that the University is hosting the Board of Student Government Presidents October 4-6, 2019. This is the first time for the University to host since 1997. It is a great opportunity to network and learn from other university student government associations. John shared that the University Student Government Association is making changes as well, including: new by-laws; a new system where the representatives are elected by the student body; and new executive board positions.

The Student Government Association is also helping to support a Campus Closet which provides students with professional attire to wear for jobs, internships, or interviews. See Amy Hoffman for more information and to help.

Student food insecurity was discussed at length. The Executive Board recently approved \$500 to help fund free lunches for students. This effort is spearheaded by Butch Staub and several other alumni. When this first started they served 23 students and at the last lunch they served 100. Student Services also helps by providing meals throughout the week. The Campus Cupboard is another organization that can provide assistance to students and monetary donations to the Campus Cupboard are very helpful.

It was requested that someone from the University attend the next Board meeting to talk about this topic so the Board can learn more about what is going on at the University and how it may be able to help.

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8. ALUMNI ENGAGEMENT REPORT

Heather Morris, Assistant Director of Alumni Engagement, reviewed the recent Post-Graduate Survival Guide e-newsletter. This was sent to 782 graduates and had a 49.1% open rate. It is anticipated that three editions will be sent annually.

Gabrielle Buzgo, Assistant Director of Alumni Engagement, reported there was an increase in Instagram followers after the Marauder Post-Graduate Survival Guide was sent out. The MU Alumni Facebook page has a significant number of followers and the Instagram account saw a 58% increase in followers from the previous year.

Denise Berg, Director of Alumni Engagement, referenced two charts that illustrated new alumni engagement and overall alumni engagement. We want to do everything we can to find more ways to capture alumni engagement through: volunteer activity; communication; and philanthropy. Denise also thanked the board for 100% giving through June 30, 2019. As discussed previously, the Office will be working to enhance and grow the Legacy program at the University. Homecoming is next month and the Office will be seeking volunteers to help. Please contact Denise with your availability to help.

9. OLD BUSINESS

John Held asked if there was any old business to discuss, there was no old business to discuss.

10. NEW BUSINESS

Tamika Tyson reported the New Member Orientation was a success and was a welcoming event. John Held talked about the new board member orientation, Fajita Friday, Marauder Pride celebration, pinning ceremony, and the candle lighting at the lake. Several of the new board members commented that orientation went well and the Marauder pride ceremonies were very welcoming.

Amy Hoffman remarked on her involvement with the President's Commission on the Status of Women. If you would be willing to serve as a mentor or make donations to any of the causes supported by the Commission please talk to Amy.

We Will Statement: The We Will statement was distributed to the Board for signature.

John Held thanked all the Board members for being present and thanked the staff of the Alumni Engagement Office for all of their hard work and dedication to the University and the Association.

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11. NEXT MEETING

The next Board of Directors meeting is scheduled for November 16, 2019 at 10:00 a.m.

Upcoming Board of Directors meetings are scheduled for February 22, 2020 and April 18, 2020.

12. 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 1:10 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