

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

**MINUTES OF THE BOARD OF DIRECTORS MEETING  
NOVEMBER 17, 2018, 10:00 A.M.**

**Voting Members Present:**

Mike Henry	President
John Held	President Elect
Richard Moriarty	Treasurer
Leslie Arnold	Member
Jennifer Bertolet	Member
Katie Breit	Member
Kathy Focht	Member
Alicia Good	Member
David Hernandez	Member
Amy Hoffman	Member
Patrick Leahy	Member
Tamika Mack	Member
Dave Malley	Member
Stefanie Mangir	Member
Jonathan Mimm	Member
Matthew Olphin	Member
David Shafer	Member
Brandon Smith	Member
Carroll "Butch" Staub	Member
Ashley Tose	Member
Rachael Weaver	Member
Steven Yacovelli	Member
Cheryl Youtz	Member

**Not in Attendance:**

Joyce King	Secretary
Theresa Dozier-Daniel	Member

**Advisory Members and Guests Present:**

Scott Bailey	Past President
Denise Berg	Director of Alumni Engagement
Cassandra Chambers	Recording Secretary, Minutes Solutions
Nathan Claycomb	Assistant Director, Alumni Engagement
Bill Martin	Finance Committee Chair
Madison Mazza	Student Alumni Association
Jennifer McMorris	Administrative Assistant
Alice McMurry	Interim Vice President for Advancement
Heather Morris	Assistant Director, Alumni Engagement
John Tintera	Student Government Association
Dr. Daniel Wubah	MU President

1. **CALL TO ORDER**

There being a quorum present, and the members having been given adequate and proper notice of the meeting, Mike Henry called the meeting to order at 10:01 a.m.

2. **ALLOW VOICE VOTES**

**On a motion made by Dave Hernandez, seconded by Brandon Smith, 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 September 15, 2018.

**On a motion made by Cheryl Youtz, seconded by Kathy Focht, it was resolved to approve the minutes of the Board of Directors meeting held on September 15, 2018, as presented. Motion carried.**

4. **REVIEW AND APPROVAL OF ANNUAL AUDIT FOR THE PERIOD ENDING JUNE 30, 2018**

The Board reviewed the annual audit for the period ending June 30, 2018.

**On a motion made by Dick Moriarty, seconded by Jon Mimm, it was resolved to approve the annual audit for the period ending June 30, 2018. Motion carried unanimously.**

5. **REVIEW AND APPROVAL OF FINANCIAL STATEMENTS FOR THE PERIOD ENDING SEPTEMBER 30, 2018**

The Board reviewed the unaudited financial statements for the period ending September 30, 2018.

**On a motion made by Amy Hoffman, seconded by Dave Shafer, it was resolved to approve the unaudited financial statements for the period ending September 30, 2018. Motion carried unanimously.**

6. **FUNDING TO SUPPORT MU PRESIDENTIAL INAUGURATION**

The Presidential Inauguration of MU's 15<sup>th</sup> President, Dr. Daniel Wubah, is being planned for April 18, 2019 and the University is asking the MU Alumni Association to provide a leadership gift in the amount of \$20,000 to support the historical celebration. The Executive Committee is recommending that the MUAA show its support by providing the funding. The overall budget for the event is expected to be approximately \$75,000. Donations from private donors will be sought to cover the remainder of the costs. Discussion ensued on how major sponsors would be recognized.

**On a motion made by Dave Malley, seconded by Carroll Staub, it was resolved to grant the approval to invest \$20,000 to support the Millersville University Presidential Inauguration. Motion carried with 22 affirming votes and 1 dissenting.**

## 7. UNIVERSITY REPORT

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

He reported that on September 18, 2018, the new Chancellor of PASSHE visited the University and noted this was the first institution he visited. The Chancellor spent the day with students and held a focus group. The Chancellor accepted the invitation to be the commencement speaker in December 2018. In addition, the Chair of the Board of Governors also will be a part of the platform party at commencement. Commencement will be held on December 16. Dr. Wubah encouraged everyone to attend.

Dr. Wubah reported that 40 sessions for his Listening Tour were scheduled at the beginning of the academic year. A total of 31 are complete with nine to be completed by the end of the semester. There has been a consistent message in the feedback indicating the need for improvement in communication and collaboration as a community. The feedback from the listening sessions has been entered in the database. It was noted there is interest in forming a comprehensive mentorship program; this program is currently being put into place with the goal of helping to attract new students and support current students.

Dr. Wubah mentioned the implementation of national fellowships and scholarships for students. Students in first year will be prepared to apply for the scholarships by junior or sophomore year.

It was reported that the men and women's soccer teams had good seasons. For the first time, four different sports teams made it to the playoffs.

It was noted there was a lot of positive participation at the 2018 Homecoming festivities and Dr. Wubah is looking forward to more interactions with MU alums. The resilience of the community was exhibited with participation in the parade despite the inclement weather.

Dr. Wubah reported on searches for cabinet positions. The Chief Diversity Officer position should be filled soon, the VP of Advancement hopefully by the end of March 2019, and the VP of Finance to be filled after.

It has been documented there are many adult students who have children. Working with partners in the community, a location on campus has been selected where a head start program will be provided for the children of the University's students. A space with the capacity for up to 20 is currently being created in Bard Hall's basement so that parents can drop off their children while they attend classes. The focus of the program is to be on STEM – science, technology, engineering, and math.

Board member commented on how Millersville and West Chester Universities experienced positive enrollment compared to other PASSHE schools and what Millersville is doing to continue this trend. Dr. Wubah commented that the University tracks events and activities to analyze how these impact enrollment and gave much credit to staff and initiatives in place before his arrival.

Board members commented on how Alumni Board Members should share the results of the listening tours (when known) and that all Board Members should be willing to support the mentor program that is being developed.

## 8. **VICE PRESIDENT'S REPORT**

Alice McMurry, interim Vice President for Advancement, stated that as of November 16, 2018 the campaign figures are at 64% to meeting the goal of \$32 million. The goal is to reach 70% by January 2019.

A summary of an alumni engagement metric was presented and it was explained that the goal this year is to engage 400 alumni that were never engaged before. It was noted 255 have already engaged with the University since July. There are four main categories in the engagement metric: volunteerism, experiential/event attendance, communication and philanthropy. Next year the chart will include an additional graph depicting how all alumni are engaging with the university. Newly engaged alumni will be tracked to see what they do next (following the initial engagement activity).

It was reported that 400 people started to watch the live stream digital listening tour, but there were technical issues during the live stream. It is available now to watch on YouTube. There has been positive feedback verbally, through paper cards and on the website. Once the listening tour is complete, a reflection on the findings will be sent out in June.

One Day Give will be held on Valentine's Day: February 14, 2019. The theme will be, "Give to What You Love."

Board member questioned how the University addresses the issue of donor fatigue because of the seemingly non-stop requests for money from so many organizations. McMurry commented that this is a legitimate concern and the University does conduct feasibility studies prior to implementing campaigns.

Dr. Wubah commented that because funding from the Commonwealth is shrinking, from 49% of the University's budget to 29%, we need to grow our endowment so that the future of the University is more secure. We need to seek out the people that can help with major gifts as well as all alumni. Alumni giving, and the communication of alumni giving, helps to illustrate how alumni are engaged with the University and this can be used to show new students how alumni continue to support the University.

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

**Alumni Engagement:** Amy Hoffman reported that the Experiential Learning and Career Management Job and Internship Fair was a success. Upcoming events include the Graduating Students of Color, an event where students are honored and share their experiences at MU; SNAP, an event where students are invited to a business to learn about the business and opportunities for internships and employment; and MU At Work, an event that is held at a business which employs numerous MU Alumni. Please refer to submitted report for additional information.

**Financial Planning:** Bill Martin reported that the goal is to look for any revenue opportunities, maximize return and minimize risks in today's markets and support the initiatives of the Board and the Association. It was noted that the Association is in a sound financial position. A recommendation was proposed to automatically re-invest a portion of the foundation account earnings until needed.

Upcoming events include the annual review with Counsel Trust and budget preparation in January 2019. The next finance meeting will be January 14, 2019. There is the possibility that two new members will be added to the Committee. Please refer to submitted report for additional information.

**Technology:** Jonathan Mimm reported on the statistics of the Homecoming live stream. There were significant video views and reactions online. A total of 7,655 people were reached, which is a (-310) difference in people who were reached in 2017. The primary audience of the live stream was women, 65 and older. The peak views were 35 people at a time.

Leslie Arnold presented an overview of Homecoming. Everyone's hard work going into planning the parade was acknowledged. Drones were not used to record the parade, as it is a safety hazard.

Dave Malley presented lessons learned and that 2017 and 2018 coverage of homecoming can be considered pilots so that 2019 can be more polished. To increase views/engagement of the live stream, a marketing campaign should be strategized beforehand to make alumni and family / friends aware. The Facebook video of the parade can still be viewed and shared.

Steven Yacovelli presented an update on the remote experience. He reported that the use of GoToMeeting has been well received and the increased number of microphones and the re-positioning of microphones and cameras has improved engagement. He presented suggestions on how to enhance the remote experience and recommended creating a "how to" guide for remote attendees. Alice McMurry commented that the University recently purchased an Executive Package for the Zoom webinar product. Please refer to submitted report for additional information.

**Nominations and Awards:** Rachael Weaver reported the 2018 – 2019 goal is to continue to increase the visibility of alumni awards and grants, and to have a Neimeyer-Hodgson Grant recipient present to the Board.

The 2017 – 2018 achievements were the increased visibility of alumni awards and receiving a tremendous slate of candidates for the various awards.

The 2018 alumni award recipients are to receive recognition at the December Commencement, including lunch with President Wubah and members of the platform party. It was reported that 19 Neimeyer-Hodgson Grant applications were received this fall. A total of 11 students were awarded \$7,061.15 and eight applications were not funded due to not meeting the criteria.

Upcoming events and activities:

- Commencement and recognition of MUAA award recipients on December 16, 2018
- Nominations for MUAA Board of Directors due on January 22, 2019
- Nominations for MUAA alumni awards due on January 31, 2019
- Neimeyer-Hodgson Grant applications due on February 17, 2019

- Meet to review and select Neimeyer-Hodgson Grant recipients and review MUAA nominations for Board of Directors ballot on March 5, 2019
- Review and select alumni award recipient on April 9, 2019

Please refer to submitted report for additional information.

**Alumni Events:** Kathy Focht reported on the goal of continuing to plan a variety of events that attract new attendees, engage alumni from multiple graduating classes and encourage ongoing involvement of all participants. She also explained achievements such as MU After Work, where questions and dialogue were pertinent and plentiful at the MU After Work events, with both new and returning alumni attending the MU after work events and Homecoming.

MU After Work at the Pressroom saw 83 people on a rainy day and 52 people attended the event at Troegs in Hershey. Kathy has been thrilled with feedback from alumni on events.

Upcoming events are the Glorious Sounds of the Seasons concert and Alumni Reception on December 1, 2018 and MU After Work on January 16, 2019 at the Fireside in Strasburg. Please refer to submitted report for additional information.

**MU Foundation:** John Held shared the story of Eli, a notable baseball player who received a scholarship from MU. The scholarship provided Eli with the financial support he required throughout the school year so he didn't need to work a full time job.

**Membership Committee:** John Held noted the Committee is focusing their work around recruitment, retention and recognition. He is proposing a mentorship program for new Board members called Board Buddies, an initiative to match new board members with experienced ones.

Amy Hoffman and Rachel Weaver reported that they are developing questions for the Board to respond that will help to gain an understanding of what kind of talent the Board members possess and identify gaps where experience and talent is needed. The Membership Committee is looking for people from different fields and work experience. The questions will be shared in December 2018.

**Student Alumni Association:** Madison Mazza reported that the Student Alumni Association won the most spirited award at the conference in Louisville, Kentucky. The organization sold t-shirts at Homecoming. An event at Pottery Works will be held on November 17, 2018.

**Student Government Association:** John Tintera noted an internal restructuring where they passed the new constitution. It was reported that 88.8% were affirmative and 11.1% in opposition. Different speakers have been invited to the meetings to educate students on options available to them. One of the guests was the Mayor of Millersville.

The textbook grant of \$250 is a scholarship grant for students who need money for textbooks. Up to 50 will be awarded and the deadline to apply is November 24, 2018. It is funded via a donations account through SSI which also allocates \$10,000 to Campus Cupboard.

## 10. ALUMNI ENGAGEMENT REPORT

Nathan Claycomb reported that the views of the on line listening tour live stream is increasing and there is an option to provide feedback on the live stream on the MU website. WIXQ radio

station celebrated its 50<sup>th</sup> reunion and the classes of 1958 and 1968 celebrated their 60<sup>th</sup> and 50<sup>th</sup> reunions. An MU After Work will be held in Washington, DC on 12/5/18 @ District Chop House at the Wharf.

Heather Morris reported that the job fair will be held on March 28, 2019. The Millersville Scholarship Fund mail reminder is going out at the end of December 2018. It was noted that if a named annual award or endowment is funded by a Board Member, this counts as a Board member's annual contribution.

Denise Berg commented on John Held and his wife creating a named annual award. Held indicated that he was inspired by the action of another Board member and how easy the Advancement staff make it to establish this type of gift.

It was reported the initiative to increase event attendance was a success. The Homecoming tent party door prize winners were gifted with MU hoodies. The winners were then encouraged to submit photos of themselves in the hoodies for use on social media outlets.

Board member commented that Made in Millersville will be coming in the Spring of '19 and to please participate.

**11. OLD BUSINESS**

Mike Henry thanked all that assisted in supporting the 2018 Homecoming events and helping MU alumni and friends to feel welcome.

**12. NEW BUSINESS**

There was no new business to discuss.

**13. NEXT MEETING**

The next Board of Directors meeting is scheduled for February 23, 2019 at 10:00 a.m.

**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 12:26 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  
Acting MUAA Secretary for this meeting