

**Millersville University Alumni Association  
Alumni Board of Directors Meeting  
University Room, Gordinier Hall  
Minutes 02/18/2017**

**Roll Call:**

Voting Members Present: Leslie Arnold '78, Scott Bailey '98, Jennifer Bertolet '92, Chad Bolt '08, Katie Breit '02, Nathan Claycomb '01, Kelly Davis '95, Theresa Dozier-Daniel '77, Christopher Driscoll '01, Kathy Focht '70/'75M, Kitty Glass '53, Alicia Good '14, David Hernandez '71, Amy Hoffman '94, Patrick Leahy '97, Jonathan Mimm '02, Dick Moriarty '72, Carroll "Butch" Staub '72, Matt Storm '12/'14M, Ashley Tose '14, Steve Yacovelli '93, Cheryl Youtz '69/'72M

Voting Members Excused: Mike Henry '83, Ashley Nowak '12

Advisory Members and Guests Present: Denise Berg, Director of Alumni Engagement; Dr. Aminta Breaux, Vice President for Advancement; Lori Dierolf '91, Immediate Past-President; Adam Good, Student Alumni Association President; John Held '02, Nominations & Awards Co-Chair; Aaron Jaffe, Student Senate Representative; Janet Kacskos, Director of Communications; Bill Martin '81, Financial Planning Chair; Lorie Mahoney '13, Assistant Director of Alumni Engagement; Jennifer McMorris, Administrative Assistant for Alumni Engagement; Heather Morris, Assistant Director of Alumni Engagement and Annual Giving

Advisory Members Excused: Dr. John Anderson, University President

**I. Call to Order/Welcome**

- A. President Scott Bailey called the meeting to order at 10:04 a.m.
- B. The Board welcomed Dr. Breaux and Janet Kacskos 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 Lori Dierolf and seconded by Kelly Davis. All members, present in person and virtually, were polled individually and voiced YES/AYE votes. **A total of 21 yes votes, 0 no votes, and 0 abstentions were recorded. Please see attached for specific votes.**
- B. Motion to approve the Alumni Board of Directors meeting minutes for November 19, 2016, as distributed via email, was made by Nathan Claycomb and seconded by Butch Staub. **Motion approved unanimously.**
- C. Motion to officially receive and file the quarterly financial report for the second quarter (ending December 31, 2016), as distributed via email, for audit at the end of this fiscal year was made by Kelly Davis and seconded by Kathy Focht. **Motion approved unanimously.**

### III. **University Communications Update**

A. Director of Communications, Janet Kacskos, reported that our recent feedback regarding the changes to The Review were heard by administration and the “Communications A-Team” working group responsible for the magazine.

- Review will return to approximately 36 pages
- President asked Vice President for Finance & Administration to find a way to fund the return to larger magazine
- Group will continue to look into sponsorships/advertisements, but must be careful not to lose nonprofit status rate for postage
- Janet asked for Board input on possible sponsors
- Responses to questions posed by the Board
  - The paper used to print the Review is new and on trend with other magazines, is sustainable, and has received many positive comments
  - The approximate cost per issue to mail and print 52,000 copies is \$30,000

B. Additional questions for Ms. Kacskos related to other University business:

- The University was recently served with documents related to the lawsuit pertaining to the student death on campus. PASSHE legal counsel is handling this.
- The Chancellor recently spoke on the local radio talk show “Smart Talk” related to possible contraction of the PASSHE system. It is important to note that Millersville is financially stable and there are no current plans for a merger.
- Janet will work on drafting talking points for the Board and ways that the Advocacy committee can work with the University.

### IV. **University Report: Dr. Aminta Breaux, Vice President for Advancement**

A. Dr. Breaux reported on behalf of Dr. Anderson, who sends his regrets for today’s meeting.

B. The State recently approved a 2.2% increase to the PASSHE budget. Please refer to the University’s Finance and Administration webpage for more information.

C. University updates on Our Bold Path goals:

- Engaging learners
  - MU recently recognized by the White House for promoting the Affordable Care Act open enrollment as part of Healthy Campus program
  - The MU NAACP and Black Student Union hosted “Police Defined” event, an open forum with over 150 in attendance to discuss police and community relations and fostering partnerships
  - Grant from State to fight campus sexual assault expected in the amount of \$30,000
  - New international partnership agreement with University of Reading in the UK to offer graduate degrees in Emergency Management
  - Saxby’s Coffee recently opened in the former site of Campus Grill in Gordinier Hall. It is the University’s first fully student-run experiential learning model in the state system
  - Board members are also encouraged to visit the Upper Deck in Gordinier, which finishes out the renovations related to the student housing project

- Ensuring success
  - Accolades for 2016
    - Great College Deals included MU on its list of “20 Best Deals on Small Colleges in PA”
    - Student Loan Report ranked MU third in PA for total in school part time job compensation
    - Washington Monthly recognized MU as one of the top master’s universities in the nation
    - Military Friendly Schools recognized MU in top 20% in nationwide experience for military students
    - Named to the President’s Community Services Honor Roll every year since 2006
  - Key initiatives in progress
    - Closed the structural deficit at the start of 2016
    - International recruiting, including recent trip to India
    - Campus climate survey underway
    - Completion of housing project
  - Upcoming initiatives
    - Space study – currently assessing square footage and space usage on campus
    - Working with a consultant on brand identity
    - Continue to see more creativity and innovation, acknowledge need to evolve. Thanks to President Bailey for attending a recent Strategic Advisory Council meeting related to this
- Embracing Agility
  - Car sharing service, Zipcar, made their debut on campus, will be available to community members (\$25) and students, faculty, and staff (\$15)
- Campus News
  - David Erickson recently retired from MU’s Purchasing department, but he is now heading up work with our partnership with Chincoteague Bay projects
  - Laura Kendall has resigned as Director of the Visual and Performing Arts Center at MU, interim director is Robin Zaremski
  - MU has joined with others to urge President Trump to pursue a clean energy future, we continue to strive for carbon neutrality on campus

**V. Vice President’s Report: Dr. Aminta H. Breaux, Vice President for Advancement**

A. Vice President Breaux continued with news from the Advancement division:

- Capital Campaign update
  - Consultant Graham-Pelton recently completed an internal readiness and campaign planning study and shared recommendations
  - More than 50 people including donors and alumni gave feedback to the consultants and e-survey to more people
  - Overwhelming support for a campaign
  - Recommendation \$60 million campaign over 5 years
  - Continue to need staffing and technology infrastructure before beginning
  - CASE statement
    - Scholarships
    - High impact practices

- Athletics
- Advancement update
  - Events
    - American Meteorological Society conference in Seattle had a record number of attendees, program held in high national esteem especially in this time of focus on the climate
    - Alumni events hosted in Sarasota and The Villages, Florida, positive feedback received
- Development report
  - Currently at 149% of total private giving toward goal of \$4.5 million with \$6.7 million raised through the end of December 2016
  - Thank you to all those who support their alma mater and to staff who continue to do outreach
  - Giving levels based on the University's priorities:
    - \$12.25 million over 3-year goal toward those priorities, currently at \$19.3 million
      - Scholarship at 205% of goal
      - Athletics at 247% of goal
      - Global Opportunities – continue to grow support
  - Donor breakdown, to date (by fiscal year):
    - Total donors YTD= 2,904
    - Total alumni donors YTD= 1,298
    - Total friends YTD= 948
  - Endowed funds balance with Foundation stands at \$40.4, which is 106% as of December 2016 (goal set to end June 2017 as part of Our Bold Path)
  - Recent Gifts
    - Robertsons: \$70,000 to science and technology
    - Wehrheim: \$50,000 to nursing scholarships
    - American Endowment Foundation/Rodgers Family: \$25,000 to scholarships
    - Robert Brown: \$45,000 to global, ITEC, and health and wellness scholarships
    - Seaber: \$405,000 for scholarships and will have softball facility named for her in the spring
    - Stanton: \$25,000 to Science and Technology, high impact practices
    - Darlene Ford: \$126,000 for upkeep and maintenance of the Ford Atrium in McComsey Hall
    - There is a proposal in the works for a partnership with BB&T Bank, SCORE, and MU in the amount of \$227,000 to benefit the Lancaster Partnership Program related to entrepreneurship
  - Capital Campaign
    - Recommended \$60 million goal over 5 years
    - Cabinet must give final approval
  - Remarks related to questions posed by the Board
    - It is very important that all boards related to the University give at a 100% participation rate
    - Scholarships are completely funded by private dollars, there are no allocations for scholarship from the State

**VI. MUAA Major Initiatives for 2016-2017**

A. President Bailey noted great progress toward our goals and major initiatives. He believes this work positions the organization to grow and sustain itself, and he thanks everyone for their efforts toward that end.

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

A. Alumni Engagement

Chair Lori Dierolf reported:

- Goals remain the same
- Highlighted recent and upcoming events
- Slide attached

B. Financial Planning

Chair Bill Martin reported:

- Group is very active right now
- Met with our financial advisor and is very confident in his approach
- Working on next year's budget, committee chairs are encouraged to share input about expenses and how the budget can support initiatives
- Current members who are not on the committee are always invited to attend meetings
- Slide attached

C. Technology

Co-Chairs Jon Mimm and Chris Driscoll reported:

- Hoping to collaborate with other committees and offer a menu of options
- Chris created an online form for Board candidate nomination (intent/application) which routes submissions directly to the mualumni email account
- Goal to enhance the remote experience and has been in touch with IT and Student Services at MU, hope to report more at April meeting
- Slide attached

D. Nominations and Awards

Co-Chairs Kelly Davis and John Held reported:

- Continue to learn a great deal about the processes related to grants and awards
- Thanks to the office staff for their good work and assistance
- Schmuck grant winner's name was submitted to Financial Aid, they will inform the student and confirm with Alumni office
- Spring Neimeyer-Hodgson grant deadline was yesterday
- Currently working on revisions to the grant application language to make guidelines clearer and encourage more submissions from the arts and humanities to be implemented in the Fall semester
- April meeting will be spent choosing winners of the Alumni Awards, to be given during the Honors & Awards Convocation in Fall
- Elections for the Board have 14 applicants for 12 vacancies
- Made in Millersville is April 18, we hope to work to create some short video clips to be shared on the website and social media as a tangible demonstration of the great work funded by alumni grants

- Slide attached

#### E. Alumni Events

Co-chairs Kathy Focht and Nathan Claycomb reported:

- Increased participation noted at events, including diversity of generations and new alumni attending events
- MU After Work attendance in particular is steadily increasing
- Glorious Sounds of the Season reception had 90 in attendance
- Chairs will work with locals to the Philadelphia area to find a good location for an MU After Work later in the year
- Board members are encouraged to share ideas for venues with private spaces that accommodate 75-100 people, as the events continue to grow
- Great response to Jonah event at Sight & Sound
- Bus trip in the works for May or June 2017
- Slide attached

#### F. MUAA Governing Documents (Bylaws) Ad Hoc

Chair Jen Bertolet reported:

- Significant progress has been made on this project
- Working to standardize the language throughout
- Continue work with Executive Committee's and Standing Committee's sections
- Language is needed for more pressing issues like elections and voting procedures
- President Bailey thanked Jen for her hard work on this very involved process

#### G. Board Recruitment and Elections Ad Hoc

Chair Amy Hoffman reported:

- Continue to work on language and procedures
- For this election cycle, there will be no video or speech for each candidate
- Board will be responsible to read all materials before election
- Noted it will be important to have the materials to Board members as soon as possible to allow ample time to review

#### H. MU Foundation

President-Elect Mike Henry created a video with his report, as he was not able to attend today's meeting. The video update is attached to this file of the minutes.

#### I. Advocacy Ad Hoc

Chair Chad Bolt reported:

- Main focus will be a budget letter similar to the one sent last year
- Believes timing is right for this work
- Need University feedback related to the budget and will reach out to Steve DiGuiseppe and Janet Kacskos for more information
- Board member requested advocacy in the area of the clean energy; however, Board feels the time is right for advocacy to focus on budget
- Goals and objective to align with our goals as an organization, build a process and scrutinize things that may be outside our scope
- Chad encourages anyone interested to share their expertise by joining this ad hoc group

#### J. Rebranding Ad Hoc

Chair Katie Breit reported:

- Group recently drafted the RFP (request for proposal), thanks to Steve Yacovelli for his work on this project
- Headline Consultant – alum who will help focus on content through discovery questions related to things like logo, website ownership, etc.
- Will be talking with a branding company, Taylor Branding
- This is a big project with many layers, and Board input will be encouraged throughout
- Differentiate the organization from the University, we are not part of the University but rather a supporter
- Decisions to come from the Board as a whole through voting process along the way
- Anticipate 2 year process

#### K. Student Alumni Association

President Adam Good reported:

- Reminder to like their Facebook page for updates
- Join SAA at Sugar Bowl and theatre on 3/26 – email to come
- Several fundraisers in the works: Tropical Smoothie, Wayback Burger, and a sub sale
- I “heart” MU week 2/13-2/17 was successful with socks and t-shirts popular giveaways
- Upcoming events
  - AMUzing Race scheduled for 4/22
  - SAA Dinner with the President on 3/2
  - Elections to be held in March, new officers to be introduced at April Board meeting

#### L. Student Senate:

Representative Aaron Jaffe reported:

- Elections occurred recently, and Katie Luckenbill will join us at next meeting as our representative
- Fraternity and sorority recruiting recently finished for the semester
- Upcoming events
  - Jane Elliott “Power, Perception, and Prejudice” 4/20
  - Superfest 4/26
  - Joan Jett concert 4/28

### VIII. Alumni Engagement Reports

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

- Welcomed Lorie Mahoney back from medical leave
- Valentine’s Day email contest had three random winners, each receiving a \$50 gift card to a restaurant and inclusion in the February e-newsletter
- The Neimeyer-Hodgson grants are an example of the way MUAA supports faculty-student research, which is a high-impact practice and one of the University’s priorities

- Those interested in attending the Made in Millersville event on 4/18 to interact with students and see these research projects are encouraged to check the e-newsletter for more information
- Heather and Denise recently attended the CASE conference in Baltimore, where they brought back some helpful information related to documenting measurements of success
- Recent events
  - December's Senior Send Off event offered a mug and donuts to graduating seniors after rehearsal
  - Sunday brunch in Naples on 2/26 was hosted by President Anderson

B. Assistant Director of Alumni Engagement, Lorie Mahoney, reported:

- Thanked Nathan Claycomb and Kathy Focht for all their work during her medical leave with the Events committee
- Commencement is scheduled for 5/12 (Graduate) and 5/13 (Undergraduate) – volunteers are needed for flower sales
- Board members are encouraged to contact Lorie if they are interested in coordinating a reunion or space in the alumni tent at Homecoming for a reunion of their group

C. Assistant Director of Alumni Engagement/Annual Fund, Heather Morris, provided an update:

- Valentine's Day email and Facebook post brought in great stories of couples who met at MU, very positive feedback
- Board members are encouraged to contact their employers to see if they offer matching donations
- Watch for upcoming email invitation to "In The Heights" at the Fulton on 3/30, volunteer appreciation event

## IX. **New Business**

A. President Bailey entertained new business from the floor:

- Dick Moriarty publicly thanked Denise Berg for her assistance with the financial operations of the MUAA, especially through all the changes to the financial processes.

## X. **Adjournment**

A. Next Board meeting is scheduled for Saturday, April 22, 2017 at 10 a.m. Reminders will be forthcoming from the Alumni Office.

B. Motion to adjourn the meeting made by Dick Moriarty and seconded by Jon Mimm. **Motion passed unanimously.**

Respectfully Submitted,  
 Kelly Davis  
 MUAA Secretary

Roll Call vote for Motion A:

Arnold – y  
Bailey – y  
Bertolet – y  
Bolt – y  
Breit – not present at time of vote  
Claycomb – y  
Davis – y  
Dozier-Daniel – y  
Driscoll – y  
Focht – y  
Glass – y  
Good – y  
Hernandez – y  
Hoffman – y  
Leahy – y  
Mimm – y  
Moriarty – y  
Staub – y  
Storm – y  
Tose – y  
Yacovelli – y  
Youtz – y