

**Millersville University Alumni Association  
Alumni Board of Directors Meeting  
University Room, Gordinier Hall  
Minutes 8/27/2016**

**Roll Call:**

Voting Members Present: Leslie Arnold '78, Scott Bailey '98, Jennifer Bertolet '92, 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, Ashley Nowak '12, Carroll "Butch" Staub '72, Matt Storm '12/'14M, Ashley Tose '14, Cheryl Youtz '69/'72M

Voting Members Excused: Chad Bolt '08, Mike Henry '83, Sean O'Donnell '99, Steve Yacovelli '93

Advisory Members and Guests Present: Dr. John Anderson, President; Dr. Aminta Breaux, Vice President for Advancement; Lori Dierolf '91, Immediate Past-President; Adam Good, Student Alumni Association President; Denise Berg, Director of Alumni Engagement; Heather Morris, Assistant Director of Alumni Engagement and Annual Giving; Janet Kacskos, Director of Communications; Angela Florimo, Grad Assistant.

Advisory Members Excused: Lorie Mahoney, Assistant Director of Alumni Engagement; Jason Robinson '93, Financial Planning Chair; Justin Pierre, Student Senate Representative

**I. Call to Order/Welcome**

A. President Scott Bailey called the meeting to order at 3:04 p.m. Mr. Bailey welcomed Board members and guests and shared his appreciation for their flexibility in meeting at this later time for a longer day to incorporate new member training and attendance at several evening events.

B. Congratulations were shared with board member, Kitty Glass, who was named 2016 Millersville Community Parade Grand Marshal.

**II. Action Items**

A. Motion to approve the Alumni Board of Directors meeting minutes for April 16, 2016, as distributed via email, was made by Cheryl Youtz and seconded by Dick Moriarty. **Motion passed unanimously.**

B. Motion to officially receive and file the quarterly financial report (ending June 30, 2016), as distributed via email, for audit at the end of this fiscal year was made by Kelly Davis and seconded by Matthew Storm. **Motion passed unanimously.**

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

A. President Bailey outlined eight (8) major initiatives and Board member sponsors for each. Our work will address changes in the MUAA and Alumni office and help build policies and procedures that reflect the current organization.

The Executive Committee has identified the following areas:

- Bylaws revisions (Jennifer Bertolet)
- Alumni Giving – increase contact with the alumni base and improve percentage of alumni giving (Mike Henry)
- Updating the financial reporting system – we are in the final stages of this process, reporting with the auditing team is almost complete (Dick Moriarty)
- Rebranding the organization – including social media and technology (Kelly Davis/Katie Breit)
- Alumni Advocacy – leveraging voting power of 65,000 alumni to influence in areas important to the University (Chad Bolt/Scott Bailey)
- Review election process (Amy Hoffman)
- Engage Golden Gavel – reengaging the past presidents and past members of the MUAA (Jerri Anne Johnson)
- Long-term financial viability – through mechanisms within the budget and long-term thinking to set aside surplus to secure the future of the organization, this is an ongoing conversation (Scott Bailey/Dick Moriarty)

B. Mr. Bailey will share more information with the Board soon. Anyone who has interest in any of these initiatives should reach out to President Bailey.

C. Dr. Breaux noted that the University is currently looking at branding as well and suggests linking our initiative with Janet Kacskos' group to coordinate efforts.

#### **IV. University Report: Dr. John Anderson**

A. President Anderson thanked the members of the Board for all their outstanding volunteer support and acknowledged the work of the Advancement staff toward the goals of the institution.

B. Dr. Anderson shared a University update as we enter the third year of the strategic plan on Our Bold Path.

- Engaging learners
  - Continue to build international student recruitment efforts – recently signed an international agreement to partner with schools in India
  - Millersville University opened its first apiary for honeybees on campus under the leadership of Dr. John Wallace and alum, Dan Bleecker, who provided two hives
- Ensuring success
  - The University is ahead of scheduled goal to eliminate structural deficit within 3 years. Millersville completed year 2 with no deficit and a healthy surplus. This was achieved by moving to a per-credit tuition model, sound financial management, and strong recruitment efforts.
  - Along with housing project partner, Student Lodging, Inc., offered more than \$1.9 million in new financial aid to students.
  - Strong incoming freshmen class for Fall 2016 with 10% goal out-of-state students achieved (less than 5% previously) and 27 international students expected (up from 6 previously).

- Goals to improve quality of incoming students and focus on retention rates. Revised initial goal of 10,000 enrollment to 9,000 to allow to be more selective in recruiting.
- Continue to keep eyes on rising costs. Recently negotiated with AFSCME union and in negotiations with APSCUF.
- The final phase of the \$150 million student housing project with partner, Student Lodging, Inc. is complete. Will double size of dining hall beginning in November.
- Construction on the Net Zero Energy Building, Lombardo Welcome Center, will begin in Spring 2017.
- Recent alumni satisfaction survey report: 91% rated their satisfaction with their education from MU as “good” or “excellent”, alumni 6-10 months out report higher ratings than they did as seniors.
- Special thanks to all involved with the Bernie Sanders rally on campus in April.
- Welcome to new men’s head basketball coach, Casey Stitzel.
- More than 50 events were held on campus over the Summer of 2016 and Spring 2016 events brought more than 11,000 people to campus. Approximately 67,000 visit Millersville’s campus or Ware Center every year.
- MU Athletic Hall of Fame announced their 22<sup>nd</sup> annual inductees.
- The Millersville University baseball team, coached by alum Jon Shehan, set a PSAC record with 53 wins and made it to the D2 World Series finals. Coach Shehan won three coach of the year awards.
- Our student-athletes continue to achieve in the classroom with an average 2.943 GPA overall. This year, 104 Marauders were named to the PSAC Scholar-Athletes list – our 9<sup>th</sup> consecutive year with 100+.
- Invitations
  - This year’s Fall Convocation is September 9 in the Winter Center.
  - There is still time to sign up for the American Dream Ride. You can walk or ride your bike on 9/17. The endowment has already reached \$100,000.
- Dr. Anderson answered several questions from the Board
  - The total number of students living on campus is 2,000. We are currently 90 over the capacity for the residence halls, and some students are living in Gilbert Hall. Overall, the new residence halls reduced total beds by 300, but there is a change in the overall demographics, including an increase on adult learners and more competition from off-campus housing and increased numbers of commuters.
  - These residence halls are living-learning communities and their learning engagement is being monitored through retention numbers and surveying of student perceptions. There are faculty sponsors in these communities as well.
  - Dr. Anderson notes that all is well at your alma mater and he continues to try to increase the value of your degree from Millersville University.

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

**A. Vice President Breaux shared news from the Advancement area of the University.**

- Reminder to visit the Villages residence halls during your campus visit during Homecoming.

- Top priorities in Advancement related to the Strategic Plan are continued student success through high-impact practices. Thank you for your financial support of the University.
- Development report
  - \$10.4 million in total private giving, including pledges and assets
  - Last year was \$5.96 million at this time.
  - The dissolution of the Shock Foundation will benefit Millersville University (approximately 30% of the Foundation assets will be gifted to MU).
  - Original goal for the year was \$12.25 million. Revised to \$14 million.
  - Priorities for fundraising:
    - Scholarships
    - Athletics
    - Global opportunities
    - Student success
    - Sustainability
  - Thank you to President Bailey and the Board for your efforts to increase support
    - Total donors YTD= 4,107
    - Total alumni donors YTD= 2,211 (last year 2,190)
    - Total friends YTD= 1,060 (last year 869)
    - We are ahead of numbers for same time last year
  - Recent Gifts
    - Lucille Hagerman (friend of University) \$250,000 to gardens and Conrad Nelson
    - Wright (alum '72) \$30,000 to scholarships
    - Morgan (alum '54) \$100,000 to Providence project
  - Capital Campaign
    - Working with a consultant in two phases
      - Structural assessment
      - Planning and feasibility study for a new campaign
    - There is no target at this time.
  - Questions/Answers
    - Title IX question – Dr. Breaux reports that the number of female athletes mirrors the enrollment, approximately 60% of student population.
    - Game Changers question – Dr. Breaux reports that all of the money is either spent or invested in the endowment. The Carpenter Foundation has not been very active recently. The current coach is doing much of the fundraising for his sport.

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

### **A. Alumni Engagement**

Chair Lori Dierolf reported on initiatives:

- Group has not yet met this year
- Members of the committee welcomed students back to campus on move in day. Thanks to all those who were able to help.
- Working with campus departments:
  - Alice McMurry in Development on social media project

- Experiential Learning and Career Management on SNAP events and job fairs
- Admissions at open houses

## B. Financial Planning

Treasurer Dick Moriarty reported on group's work:

- Currently in the midst of the audit. Preliminary results returned with one minor item. Pleased with the progress.
- Discussion of long-term planning. Lost some money in recent months with market, but have recovered funds now and appear to be moving in the right direction.
- Scott Bailey noted this is a major accomplishment to have a clean audit with no paid personnel and all the changes to the financial documentation system. Many thanks to Denise Berg and Dick Moriarty for their hard work on this important accomplishment.

## C. Information Technology

Co-Chairs Jon Mimm and Chris Driscoll reported they are excited to build upon the committee's recent successes and continue the work of the group:

- See slide/report
- Major goals
  - Look at the buddy system and best ways to move forward with this initiative
  - Support the One Day Give
  - Work with the Nominations and Awards committee
- Teamlets will be working on efforts to support Homecoming
- Looking for additional ideas and new committee members

## D. Nominations and Awards

Co-Chair Kelly Davis reported on the recent committee work:

- See slide/report
- Recently joined the committee with John Held as co-chair.
- Main areas of focus
  - Grants and scholarships
  - Elections for Board membership
  - Alumni Awards
- Building timeline and systems to streamline the processes

## E. Alumni Events

Co-chairs Kathy Focht and Nathan Claycomb reported on recent and upcoming events:

- Recent Events
  - ⊖ MU After Work – Spooky Nook Forklift and Palate in May, Loxley's in July and Fox and Hound in King of Prussia in June
- Upcoming Events
  - Glorious Sounds of the Season reception – details will be up on the website soon for this December event
  - Family Day at Millport Conservancy on 9/18
  - MU After Work at McCleary's 9/21
  - Homecoming 10/21-10/22

- Possible Ideas
  - NYC bus trip
  - Basketball reception and maybe meet the new coach
  - Jazz and Java
  - Sight and Sound Theatre

#### F. Student Alumni Association

President Adam Good reported on recent and upcoming SAA activities

- Recently attended CASE ASAP conference in Atlanta
- I Heart MU Week planning underway
- Currently have 20 members but 14 graduate soon – working on recruitment efforts including a “get the scoop” ice cream membership event
- Questions: How can the MUAA support the SAA? Adam noted that they will try to have several events for more engagement and all members are welcomed to attend SAA meetings at 9 p.m. on Monday nights.

G. Student Senate: No representative, no report.

### V. Alumni Engagement Reports

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

- Thanked the Board for their commitment to the Alumni Association. Thank you for your time and flexibility. You continue to show current students what it is to be connected for life.
- New students were given a MUAA-branded ID card protector on arrival to campus to begin to introduce them to the Alumni Association
- Legacy Breakfast will be held on September 24. All board members are invited to attend to hear President Bailey’s remarks and meet and mingle with legacy families. See Denise for more information.
- Honors and Awards Convocation will be held on September 24 as well. Congratulations to this year’s award winners:
  - Outstanding Volunteer Service
    - Bob Lehr ’57
  - Honorary Alumni
    - Dennis Denenberg
  - Distinguished Alumni
    - Lt. Col. Paul McNamara ’84
  - Young Alumni Achievement
    - Dr. Kristin Albright Waters ’05
    - Dr. Thomas Bernhardt ’96
    - Greg Pizzoli ’05
- Office staffing update:
  - Administrative Assistant search is ongoing
  - Lorie Mahoney is out on medical leave
  - Karen Danke is continuing to work on a part-time, temporary basis
  - Heather, Denise, and two Graduate Assistants continue to staff the office on a normal schedule
- Please note the revised roster of members in your packet today.

- Reminder that American Dream Ride comp spots are available for riders or walkers. See Denise for more information.
- If you need a “Golden Ticket” for anyone planning to apply at Millersville, please see Denise.

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

- Next SNAP event is scheduled for 10/28 at High Concrete from 12 noon to 2 p.m. in Denver, PA
- October 5 is the One Day Give
- Student Alumni Association continues to do great things at your University

## VI. **Old Business**

### A. Bylaws Committee

Jen Bertolet reported on current ad-hoc committee progress:

- Continues to wait for all feedback from committee chairs
- Currently, lots of inconsistencies
- Thanks for detailed and thoughtful feedback
- Hopes to set meeting with committee to discuss in more detail and make needed revisions to bring to the board for vote
- Would like to discuss election process with Amy Hoffman, who is chairing Elections ad-hoc committee

### B. Advocacy Committee

Scott Bailey reported that the committee is getting ready to move forward:

- If any Board members are interested in joining the ad-hoc committee, please contact Scott or Chad
- Scott shared the long-term goal would be to make this is a standing committee that would be positioned to proactively engage key stakeholders at times and in ways to contact elected officials about what is important to alumni (especially those in the Commonwealth of PA).
- Hope to coordinate with the University to help with things that they cannot
- Dr. Breaux thanked the group for their efforts with the letter to the state related to the budget impasse. She noted that Steve DiGuiseppe and Janet Kacskos could be resources at the University.

### C. Board Recruitment and Election Process

Amy Hoffman set out a timeline for revamping the procedures for recruitment and elections:

- Working with Nominations & Awards Committee Chairs
- November: Rough draft revisions
- February: Vote
- April: New process in place for elections

### D. Alumni Board Giving

- Scott Bailey reported that Alumni Board giving for 2015-2016 was 100%. Thank you for your continued support of MU. This sends the right message of board commitment to the University.

- The 2016-2017 spending plan passed at the April 2016 meeting contained a line item for \$10,000 gift to the American Dream scholarship. This gift will be the lead gift for the One Day Give. Please be sure to encourage friends to take part, and if you wish to make another gift, this is a great day to do so! Mark your calendars for October 5.

## VII. **New Business**

### A. New Member Orientation

Lori Dierolf reported on recent new member orientation earlier in the day:

- Be sure to welcome new members
- Please don't use jargon or abbreviations, help them to learn

### B. We Will Statements

- President Bailey instructed all voting members to complete and sign the "We Will" statements at their places.
- This is a reminder of the commitment of board members to the Board and the University.
- Please hand in to Denise Berg or Scott Bailey before leaving today.

### C. Homecoming Volunteers

- Please see Denise Berg about helping out at Homecoming festivities.

### D. Millersville Review Discussion

- Janet Kacskos, Director of Communications facilitated a discussion about recent changes to the frequency, look, and size of the Millersville Review
- New format is significantly smaller, approximately 16 pages in length
- Expect 2 issues per year, rather than 3 or 4 in past years
- Janet took extensive notes on feedback from the Board members. She will share this with University representatives and the Review committee.

## VIII. **Adjournment**

A. Next Board meeting is scheduled for Saturday, November 19, 2016 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. Meeting adjourned 5:19 p.m.**

Respectfully Submitted by Kelly Davis, MUAA Secretary