

**MILLERSVILLE UNIVERSITY ALUMNI ASSOCIATION
MCIWAINÉ MPR, GORDINIER HALL
MILLERSVILLE, PA**

**MINUTES OF THE BOARD OF DIRECTORS MEETING
SEPTEMBER 15, 2018, 11 A.M.**

Voting Members Present:

Mike Henry	President
John Held	President Elect
Richard Moriarty	Treasurer
Joyce King	Secretary
Leslie Arnold	Member
Jennifer Bertolet	Member
Katie Breit	Member
Theresa Dozier-Daniel	Member
Kathy Focht	Member
Alicia Good	Member
David Hernandez	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

Guests:

Scott Bailey	Past President
John Tintera	Student Government Association
Dr. Victor DeSantis	Interim Chief of Staff
Dr. Daniel Wubah	MU President
Alice McMurry	Interim Vice President for Advancement
Denise Berg	Director of Alumni Engagement
Nathan Claycomb	Assistant Director of Alumni Engagement
Jennifer McMorris	Administrative Assistant, Alumni Engagement
Eli Russell	Recording Secretary, Minutes Solutions

Not in Attendance:

Amy Hoffman	Member
Cheryl Youtz	Member
Bill Martin	Chair, Finance Committee
Heather Morris	Assistant Director of Alumni Engagement & Annual Giving
Representative	Student Alumni Association

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 11:05 a.m.

2. **ALLOW VOICE VOTES**

On a motion made by Kathy Focht, seconded by Richard Moriarty, 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 21, 2018

On a motion made by David Hernandez, seconded by Jon Mimm, it was resolved to approve the minutes of the Board of Directors meeting held on April 21, 2018, as presented. Motion carried.

4. **REVIEW AND APPROVAL OF FINANCIAL STATEMENTS FOR THE PERIOD ENDING JUNE 30, 2018**

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

On a motion made by Joyce King, seconded by Brandon Smith, it was resolved to approve the unaudited financial statements for the period ending June 30, 2018. Motion carried unanimously.

5. **INVEST FUNDS WITH MU FOUNDATION**

Richard Moriarty reported that the Association is in a position to invest \$200,000 with the Millersville University Foundation. He noted that the Finance Committee spoke to the Foundation to advise that the Association is looking for short term conservative investments.

On a motion made by John Held, seconded by David Hernandez, it was resolved to invest \$200,000 with the Millersville University Foundation. Motion carried unanimously.

6. **UNIVERSITY REPORT**

Dr. Daniel Wubah, Millersville University President, presented the University report and began by thanking the Board for their support and engagement. He shared his vision for an Alumni Mentorship program.

He noted that the University was expecting funding from PASSHE of approximately \$2.3 million, but instead only received \$230,000. He added that many universities did not receive what they had been expecting and as a result of this challenge, he would like to see the University develop its own revenue streams. He added that he would like to establish enough of an endowment to ensure projects and decisions to distinguish the University can be made in the future.

He noted that tuition will be increased by 2.99%, which will put the University in a comfortable position, but he would like it to be stronger than comfortable. With respect to enrollment, he noted that the University accepted 1380 undergraduates with an average GPA of 3.41 and SAT scores of 1079. He further noted that retention rates are currently at 76% from freshman to sophomore year, while the rate used to be in the mid-80%. He expressed that the first step to increasing retention is to focus on the advising system, which will be a focus for the coming year.

With respect to scholarships and grants, Dr. Wubah reported the University provided \$6 million in scholarships and \$16 million in grants. Part of the retention plan will be 2-year scholarships to help retain students. He noted that he would like to see these numbers increase and will continue to learn about the culture and values of the institutions to ensure he understands the needs of the University.

He noted that the Lombardo Welcome Center is the crown jewel of campus. It was designed as a Zero-energy building but it is actually generating more energy than it uses. The use of the unexpected rebates will be to address primary areas attention, power the human energy of students and faculty, high impact activities, and faculty and student research.

Dr. Wubah discussed changes that he has made to date regarding relationship building, assessing the University's structure, moving Marketing and Communication to Advancement, filling Cabinet positions, his Listening Tours.

Board members raised the mentorship framework and diversity inclusion and Dr. Wubah discussed that the framework is being built to match students to alumni using the enterprise platform. He envisions his Cabinet position being involved in diversity inclusion.

Board member raised the financial situation and how we will offset the requested 3.99% increase in tuition vs the 2.99% approved. Dr. Wubah reminded the board that PASSHE sets tuition, but the Council of Trustees sets fees and we can gain flexibility there. MU is still able to have a balanced budget. Also MU scored 100% in performance grading so we do well in our PASSHE funding.

Board member raised thoughts on the collegiate Athletic programming. Dr. Wubah emphasized being a student before an athlete and noted that our athletes are the best at time management, have good values (mind, body, and soul), and he has aspirations with respect to revenue generation. He would like to see the stadium filled, and he attends games.

7. VICE PRESIDENT'S REPORT

Alice McMurry, interim Vice President for Advancement, presented the Vice President's report. She noted that fiscal year ended positively. She further noted that the \$32 million campaign has raised just over \$16 million by the end of August and that she is confident the target will be reached.

Regarding alumni, she noted that there is a goal of engaging 400 new alumni this year, and she and Denise Berg are continuing to develop and focus on engagement.

She reminded us to mark our calendars for April 18, 2019 at 11 am for Dr. Wubah's inauguration. Butch Staub will be the MUAA representative serving on the planning committee.

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

Alumni Engagement: Butch Staub reported that the Alumni Engagement Committee has been developing ways to have alumni work alongside the University, whether as mentors, sitting on committees, donations, etc. He noted that they are now partnering with the admissions office to engage recent graduates and have them be involved early on.

Financial Planning: Richard Moriarty reported on the 2017/18 goals and achievements, noting that the Finance Committee will be reviewing revenue opportunities for soundness and feasibility, maximizing investment returns while minimizing risk, assessing the ability to support MUAA major initiatives, and ensuring fiscal transparency. Regarding achievements, he reported that the committee diversified positions to minimize market volatility, ensured timely financial reporting, and created a budget that ensures expenditures align with needs/direction of the Association.

Technology: Jonathan Mimm provided an update on technology. He noted that the goals are to promote MU events such as Homecoming 2018, One Day Give, and MU After Work; develop committee member resources such as FAQs and how-to guides; and develop the social media platform. He further noted that Homecoming 2017 Facebook Live of the parade was a success and reached 8,000 people, with over 3,500 views and 345 likes.

Nominations and Awards: Joyce King noted that the committee will be meeting soon to discuss awards for the coming year in more detail. She highlighted the goal of continuing to increase visibility of alumni awards and grants and to invite a Neimeyer-Hodgson Grant recipient to present to the Board.

Alumni Events: Kathy Focht noted that the goals for 2017/18 are to continue to plan a variety of events that attract new attendees, engage alumni from multiple graduating classes, and encourage ongoing involvement of all participants. She highlighted the Family Night event at Barnstormers, noting that they had 100% attendance. She also noted the following upcoming events: MU After Work on September 26 and November 14, 2018; Homecoming 2018; and the Glorious Sounds of the Season concert and alumni reception on December 1, 2018.

Advocacy: Leslie Arnold reported that the team is working to make connections to our alumni to make them aware of issues and to share who they can contact with in the legislature.

MU Foundation: John Held reported that the MU Foundation approved 11 new endowments worth almost \$2 million. He highlighted the story of a student who used scholarships and grants and, thanks to the help of the alumni and advancement office, was able to work with a Millersville alumna on a research project at the University of Nebraska.

Membership Committee: John Held noted that he is the Chair of the newly formed (ad hoc committee) Membership Committee, whose mandate will be to focus on recruitment, retention, and recognition. He noted that it is currently a committee of one and asked Board members to consider if they are interested in participating.

Student Government: John Tintera provided an update on the Student Government Association, noting that they are in the first stages of planning an alumni event to be held in spring 2019. They are working to increase diversity and inclusion.

9. **ALUMNI ENGAGEMENT REPORT**

Denise Berg, Director of Alumni Engagement, announced that Nathan Claycomb has been officially named Assistant Director of Alumni Engagement. She noted that his primary responsibilities are to positively engage alumni on social media channels and coordinate reunions as well as many other events. She urged us to invite friends to events who haven't previously attended and to share information about the giving campaigns with our alumni friends.

Nathan Claycomb highlighted recent events and social media successes. He reported that new initiatives include continually evaluating the value of Facebook live broadcasts and looking for opportunities to partner with development for boosted posts and coordinated communication.

10. **OLD BUSINESS**

Mike Henry reported that the affinity contract with Liberty Mutual is ending September 30, 2018. The Executive Committee is in the process of looking at other potential options.

11. **NEW BUSINESS**

Orientation and We Will Statement: John Held reported that new member orientation went well. He advised that the Board needs to review the We Will Statement and return signed copies to him. He highlighted three important clauses within the statement: for each member to make a yearly financial contribution, to attend regular scheduled Board meetings, and to serve on at least one committee.

Homecoming: Mike Henry briefly discussed the upcoming Homecoming 2018, noting it is expected to be a success.

12. **NEXT MEETING**

The next Board of Directors meeting is scheduled for November 17, 2018 at 10:00 a.m.

13. **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 1:35 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:
Joyce King
MUAA secretary