

Millersville University Alumni Association

Board of Directors Meeting

Saturday, February 21, 2015

Gordinier Hall - Old Main Room

Present: University President John Anderson, Ashley Ayers, Scott Bailey, Denise Berg, Jennifer Bertolet, Chad Bolt, Aminta Breaux, Roger Bruszewski, Nathan Claycomb, Patricia Coulson, Kelly Davis, William Dewan, MUAA President Lori Dierolf, Steven DiGiuseppe, Kathy Focht, Stephen Focht, Kitty Glass, Anthony Grant, John Held, Matt Hepler (via telephone), Amy Hoffman, Maggie Johnson, Cassandra Karamanos, Patrick Leahy (via telephone), Lorie Mahoney, Heather Morris, Carroll Staub, Marcus Sterner, Matthew Storm.

The meeting began with a moment of silence in memory of Millersville student Karlie Hall who was killed on February 8th.

A. Call to Order / Welcome

President Lori Dierolf called the board meeting to order at 10:02 am. Ms. Dierolf welcomed the guests: Dr. John Anderson, University President; Dr. Aminta Breaux, Vice President for Advancement; Mr. Roger Bruszewski, Vice President for Finance and Administration; Marcus Sterner, Student Senate representative; Maggie Johnson and Ashley Ayers , of the Student Alumni Association; Dr. Anthony Grant, Associate Athletic Director; and Pat Coulson, Assistant Director of Communications.

B. Action Items

1. Approval of Alumni Board of Director Meeting Minutes of 11/15/14

Motion made by Amy Hoffman. Second by Steve Focht. Motion passed unanimously.

2. Approval of Quarterly Financial Report (ending 12/31/14): Motion by Bill Dewan to officially receive the report and file it for audit at the end of this fiscal year. Second by Matt Storm. Motion passed unanimously.

C. University Report: Dr. John M. Anderson, University President

- Dr. Anderson spoke about the tragic death of a Millersville student and the need for education on dating violence.
- Anthony Grant, the Associate Athletic Director, was introduced to the MUAA.
- This is a historic moment for the University; the Board of Governors approved first doctoral program in education. The program is to begin this summer. It is offered in collaboration with Shippensburg. There are 12 applications already.
- Millersville earned its first NCAA women's championship during the Fall. MU Field Hockey won the National Championship in Louisville. Additionally, the team won the award for the Highest Team GPA . Numerous individual awards as well.
- This is the 25th anniversary of the Lancaster Partnership program. This program is in cooperation with the School District of Lancaster. It offers all socioeconomically disadvantaged students enrolled in the School District of Lancaster incentive to finish high school and to obtain a college education. It has offered scholarships to the 1100 students who have gone through the program. 400 of those students have come to Millersville. At the anniversary celebration, Pedro Rivera, superintendent of SDL, was the keynote speaker and was Millersville's first recipient of the Lancaster Partnership Programs' Distinguished Education Award for his extraordinary efforts in urban education. He was recently named as Governor Wolf's new Secretary of Education.
- Steve Kepchar, Jr. was recognized nationally in Washington D.C. by the Council for Advancement and Support of Education, District II, with the Robert L. Payton Award for Voluntary Service. Mr. Kepchar was the Chairman of Millersville's "Soar to Greatness" capital campaign, which raised \$88 million. There was a reception for him at Millersville for receiving this award.
- The Francine G. McNairy Library and Learning Forum was recently honored as one of the Nation's Most Outstanding Learning Environments and was selected to be featured in the August 2014 Educational Interiors Showcase edition of American School & University magazine.

- For the third year in a row, Millersville University has been named to the Military Friendly Status schools list.
- Millersville's technology education students competed against nine other schools at the Technology and Engineering Education Collegiate Association Eastern Regional Conference. The students placed in seven out of nine competitions held at this conference.
- The Strategic Advisory Council: There will be a follow up six months into the plan to see how things are going. It is doing well and gaining much traction in many areas. This advisory group will give feedback, and is widely represented by all aspects of the university... students, faculty, staff and alumni.
- Dr. Anderson also extends a welcome to the new Alumni Director, Denise Berg.

D. Vice President's Report: Dr. Aminta H. Breaux, Vice President for Advancement

Personnel Updates within Advancement

1. New Associate Vice President for Advancement: Alice McMurry - (effective 2/9/2015) She first joined MU in the Advancement Division in November 2010. She will oversee the Development operations including the coordination and management of philanthropic activities that support the university and the MU Foundation.
Special thanks to Jerri Anne Johnson who served on this search committee.
2. Welcome to our new Director of Alumni Engagement: Denise Berg (effective 1/30/15)
Ms. Berg comes to MU from Mansfield University, where she served as Director of Alumni Relations since 2000.
Special thanks to Scott Bailey, Tamara Willis, Maggie Johnson and Ashley Ayers who served on this search committee.
3. Looking to fill two new vacancies: Director of Advancement Information Services and Major Gift Officer positions (vacancy due to promotion of Alice McMurry). Also hoping to make an offer for a Data Quality Report Specialist within the next week.

Strategic Planning for Advancement: Advancement is finalizing their strategic plan - (over \$12 million to raise in next 3 years). Advancement is partnering with Deans and Vice Presidents around the university to have the strategic plans of advancement and the university correspond.

Development efforts: Although there are vacancies, Advancement is hitting and surpassing its targets.

- a) **Impact Fund:** (as of 1/31/15): \$1.3 million has been raised, including cash and pledges, toward the \$1.5 million goal. That is about 95% of the goal. Endowments has a \$2 million goal and \$439,000 has been raised, which is about 31% of the goal.
- b) **Total All Private Giving:** This is a \$3.5 million goal. \$1.8 million has been raised to date in cash and pledges. That is 60% of the goal. Approximately 2681 donors have given to date to MU, including 1516 alumni (62% of goal of 4265 donors).
- c) **MU Foundation Assets** stand at around \$27.65 million (toward the 3-year goal of \$38 million); These funds have taken a dip due to stock market fluctuations.
- d) **Our Bold Path:** As part of Our Bold Path strategic initiative, the Advancement Division is charged with increasing and enhancing fundraising and friend-raising efforts to support the University's prioritized needs. The Alumni Association will be asked to support this component of the overall plan to ensure success at our alma mater.

Dr. Breaux was asked why there are so many vacancies currently. She explained that there is a lot of longevity but there are people who will look to continue in their career. This is not unusual.

E. Guest Speaker: Roger Bruszewski, Vice President for Finance & Administration

- Mr. Bruszewski gave us an overview of the new tuition model. Steve DiGuiseppe has a copy of the full tuition model. If you would like a copy, Steve can provide it.
- The Maguire Group was hired to do a study regarding tuition. The new tuition system adversely impacts the fewest number of students but generates additional revenue. The credit average per student was 14.5. Many students were taking 16 credits. Full time = 12 credits. Essentially, it was buy twelve get 4 free... this was no longer affordable for the school. The new model generates \$4 million in revenue.
- A communication plan was developed to address it with students and families.

- Impact: For non-payment, warning letters were sent, phone calls were made. These were down 4-5%. Fewer students dropped. It appears that people were paying closer attention.
- The university was able to offer more scholarship for financial aid that was not claimed.
- Bloomsburg has taken our model and wants to implement a version of it.... other state schools are looking into it as well. Seven schools will be in this model by the end of the year. Even schools out of the state want to implement this. The new tuition model will get us out of our budget deficit by the end of the three year period providing enrollment stays the same.
- On the MU Budget Page, under Budget Issues, Roger's presentations are available.
- Net Zero building - There will be enough energy generated by this building each year that it will not take any off the grid... it will go where Hull Hall is now.

F. Special Discussion: The Millersville University Review - A Future Look at Content/Layout: Patricia Coulson, Assistant Director of Communications and Review Editor

The Review is going down to 2 issues. Therefore, there will be greater competition for content. They are looking to do things differently and want MUAA input on how to do that. They are looking to see if we should send to fewer people. If so, who gets it? There was an extensive discussion on what we, the alumni, look for in the Review. Most agree that Class Notes (including marriage, job and death notices) are important to include. It costs \$25,000 to print and \$15,000 to mail each issue. Ms. Coulson will take all our input into account as they evaluate the future of the Review.

G. Alumni Association Standing, Ad Hoc and Special Appointed Committee Highlight/ Reports

1. Alumni Events: Kathy Focht:

- The MU After Work event at Meadia Heights Golf Club on November 19, 2014, had a record attendance. There were just under 50 people. Ed Weber from Campus Ministries spoke about the need for food items for the Campus Cupboard. Several bags of food were collected that evening and the Events committee members decided that food items would continue to be collected at future MU After Work events.
- June 17th is the rescheduled date for the MU After Work the Federal Taphouse. The one on January 21 was cancelled due to snow.
- The next MU After Work is scheduled for the Pressroom on March 18th. This will be one of the venues to meet Denise Berg and will also be a karaoke night. Park in the Lancaster Newspaper garage.
- The Events Committee is planning to do several smaller receptions to have alumni meet Denise Berg. There is one slated for the Sandwich Factory in May.
- There is a Volunteer Appreciation event on March 31st. We will have the 1st floor of the Fulton.
- There will be a Barnstormer game and/or first Friday event at the Ware Center to get to meet Denise Berg.
- Looking for activities for 2015-16 year. Several events from this year had to be postponed/ cancelled due to the snow.
- A bus trip to New York City is planned for Saturday April 11. The trip includes the bus and tickets to a choice of musicals: *Beautiful* or *Jersey Boys*. Prices are \$195.00 and \$200.00 respectively. A few seats for the bus only are available at \$55.00.

2. Alumni Engagement: Heather Morris for Katie Breit

- Candid Career Videos - Nathan Claycomb was interviewed, Steven Kepchar is also on. The videos are on the experiential learning page. Could put them on social media and alumni page.
- Please RSVP for the volunteer appreciation event.
- The Student Networking Alumni Program (SNAP) will be at Clair Brothers in Manheim. It will be held from 5-7 pm on April 1st. You can register online for this event.
- Senior Sendoff is May 7. It will be linked to graduation rehearsal.
- On April 23rd, there will be a reception for Graduating Students of Color in Gordinier Hall in the Lehr Room or Student Center.
- The senior class gift will be an outside charging station outside of the net zero building.

3. Financial Planning: Steve Focht for Dick Moriarty

It is budget time; by end of the March, they will have a draft of budget. It will be presented for final approval at the April meeting.

Looking at the Statement of Assets, our checking account got very big... excess funds were put into a money market account again because the funds exceeded FDIC insurance. We are making money off the PNC money market account. The question now is what to do with these funds. The Financial Planning Committee spoke with several financial advisors. They have decided to go with Counsel Trust. We must consider long term vs. short term investments and what we want to do with this funds. The Committee needs to know where it is going to go before they finalize a plan as to how it should be invested. They will need to have answers to specific questions from the advisor to figure where the funds should go.

- 4. Information Technology:** Will give their report at the end of the meeting when they give their presentation.

5. Nominations and Awards: Bill Dewan

The committee received 25 board nominations by yesterday's deadline. There are 11 open positions plus 4 officers. The committee is encouraging even people who live at a distance. Video conferencing is available. There is a way to have absentee ballots for the April board meeting election.

6. Alumni Association Strategic Planning: Bill Dewan

A possible mission/ vision/ core value statement was disseminated at the last board meeting. They are finalizing this so it can be put to a vote. Bill will send it to Denise Berg and it will be sent back out. Chad Bolt is looking at new ways to reach out to alumni; creative ways to get more alumni involved. Chad reviewed several ways to do this. If you have any ideas, let Chad know.

7. MU Foundation: Jerri Anne Johnson

Jerri Anne is sick and, therefore, not in attendance. No report.

8. Student Alumni Association: Maggie Johnson and Ashley Ayers

- I love MU week coming up. People are interested in getting involved with this organization. On Wednesday, students signed postcards and sent them to donors who help the university. For signing a postcard, the student gets a free t-shirt.
- On social media: I heart MU because... take a picture and #iheartmu with your message and post on social media.
- Membership: there are many people interested in joining in the Spring semester. Typically, Fall sees more people joining groups, but people are really interested in joining the Student Alumni Association. They have around 20 members.
- aMUzing Race: April 18th 2:00 - 5:00... Last year, alumni helped with a challenge... would love to have help again this year. Or, if you want to run in the race, alumni can do that, too.
- Will be going to Shrek the Musical on March 22nd at 2pm. They invited the alumni to join.

9. Student Senate: Marcus Sterner

Rolling out the new funding process. They will be increasing the student activity fee. There is a meeting at 5pm on Sunday at SMC for a memorial for Karlie Hall.

H. Alumni Engagement Report: Denise Berg

- Denise thanked the board for their time and commitment. She is excited to be here. The Board is invited to join in on the All Alumni Day on May 2nd.
- Homecoming weekend is October 23-24. The theme is Super Heroes. Denise is now Chairperson of the Millersville Community Parade.
- There has been a great response from alumni seeking to fill vacancies that are coming up on the MUAA Board.
- In conjunction with Liberty Mutual, we will be hosting a Lunch and Learn for the campus community on March 18. There will also be a quote day on April 16 for faculty and staff. FYI: as part of the Alumni Association affinity arrangement we do offer this benefit to our faculty and staff, and we receive royalties from their policies.

- Currently reviewing various online community/ event management software to potentially implement this year. They are doing some additional research of that.
1. **Lorie Mahoney, Assistant Director of Reunion Planning and Giving**
 - a) American Meteorological Society Alumni Reception, 1/6 in Phoenix, Arizona. 175 people in attendance. Alumni and students were there. Lorie worked with the Department to formulate an endowment proposal.
 - b) There is an Alumni event in Naples, Florida, on February 6th hosted by George and Helen Stine.
 - c) Grad Fest 2/16 - 2/17 at school store, have alumni items for graduating seniors and show how to be involved as alumni
 - d) April 4th, Baseball event at the stadium
 - e) Broadway Bus Trip on April 11
 - f) Jazz and Java 4/18
 - g) All Alumni Day is coming up.
 2. **Heather Morris, Assistant Director of Alumni Engagement and Annual Giving**
 - a) Candid Career - Now LIVE
 - b) If you gave your Golden Ticket to someone (to waive the application fee), you can get another.

I. **Old Business** - None

J. **New Business**

1. **Memorandum of Understanding Update: Scott Bailey, President Elect**

A copy of the MOU was provided. The nature of the relationship between the organization and the university will change somewhat in that we will need to better define the relationship: what our role is relative to the employees of the university. We may take things on that used to be done by a university employee and vice versa. There may be budgetary changes because of this, too.

Scott Bailey made a motion to approve the Memo of Understanding between the Millersville University Alumni Association and the University, as distributed via email. Second by Matt Storm. Motion passed unanimously.
2. **Information Technology Discussion: Lori Dierolf/ Kelly Davis / John Held**

Will take place after board members have had an opportunity to get lunch.
3. **Field Hockey: Sponsorship and Celebratory Event: Scott Bailey**
 - MUAA Field Hockey won the NCAA Championship. MUAA approached the Field Hockey coach and asked if there is something we could do for the team in recognition. Steve Focht and Dick Moriarty confirmed that the MUAA has funds in the budget that we could use to celebrate the national championship for field hockey.
 - It was discussed with the Engagement and Events Committees about what could be done. The coach stated that scholarship nice, but they don't have a way to pay for championship rings.... Scott Bailey made a motion: **that \$10,000 - \$12,000 be allocated to fund the 2014 NCAA Division II Field Hockey Team's championship rings, a special alumni event to include field hockey alumni, the team and their parents, as well as monies to support field hockey equipment and scholarships.** Second by Bill Dewan.
 - A discussion followed where board members asked for clarification... the school does not have a funding source to pay for rings nor is it an allowable university expense. We want parents to be at an event, too. The ability to do this would be contingent upon NCAA... we need to be sure that it is not a violation for the team to receive that type of a gift. We could also make money available for equipment and recruitment. It was pointed out that this is a way to develop a relationship with women's athletics. It is new territory.
 - A vote was taken on the motion: **5 in favor 7 opposed; motion does not pass.**
 - Jennifer Bertolet made a motion: **Motion to fund an event recognizing the National Championship of the women's field hockey team, money for equipment and use for recruitment in an amount up to \$8000 contingent upon NCAA regulations.** Second by Matthew Storm.
 - **14 in favor, none opposed; motion passed.**

- Lorie Mahoney reported that the coaching staff will be unveiling a fundraising program in the near future, "Field Hockey Champions Campaign," and one of the goals of this campaign will be to identify individuals who can make cash gifts of at least \$3,000.

K. Technology Committee Presentation:

John Held and Kelly Davis gave a power point presentation on the goals of the Technology Committee including the role and use of social media in connecting alumni. They also explained the "buddy system" of offering a technology committee member to work with the other committees to see if technology could be useful for them to reach their goals.

L. Final Remarks / Announcements/Adjournment: Lori Dierolf

Next Meeting is on Saturday April 18, 2015 in Gordinier Hall.

2015-2016 Board Meetings have been set are noted at the bottom of the agenda. E-reminders will be sent by the Alumni Office

Meeting adjourned at 1:39 p.m..

Respectfully submitted,

Cassandra Karamanos, Secretary