

**Millersville University Alumni Association
Alumni Board of Directors Meeting
University/Kline Rooms, Bolger Conference Center
Minutes 11/14/2015**

Roll Call:

Voting Members Present: Leslie Arnold '78, Scott Bailey '98, Jennifer Bertolet '92, Chad Bolt '08, Katie Breit '02, Ashley Christman '12, Nathan Claycomb '01, William Dewan '93, Kathy Focht '70/'75M, Kitty Glass '53, Alicia Good '14, John Held '02, Matt Hepler '83, Amy Hoffman '94, Jonathan Mimm '02, Sean O'Donnell '99, Carroll "Butch" Staub '71, Matt Storm '12, Ashley Tose '14, and Cheryl Youtz '69/'72M

Voting Members Excused: Kelly Davis '95, Christopher Driscoll '01, Dick Moriarty '72, Steve Yacovelli '93

Advisory Members and Guests Present: Dr. John Anderson, University President; Dr. Aminta Breaux, Vice President for Advancement; Lori Dierolf '91, MUAA Immediate Past President; Christian Copeland, Student Senate President; Steffi Mangir, Student Alumni Association President; Morgan Speakman, Student Alumni Association; Denise Berg, Director of Alumni Engagement; Lorie Mahoney, Assistant Director of Alumni Engagement; Heather Morris, Assistant Director of Alumni Engagement/Annual Giving; Kristin Yoder, Graduate Assistant for Alumni Engagement; and Jason Robinson, Financial Planning Committee Chair

Advisory Members Excused: Steve DiGuseppe '83

I. Call to Order/Welcome

A. President Scott Bailey called the meeting to order at 10:03 am. Mr. Bailey welcomed Board members and guests and thanked them for their continued support and participation.

B. President Bailey noted that efforts to engage people using technology continue to increase. Technology changes at the University will guide our direction as an organization; he stated that we need to be embracing the available technology as a board and as committees so we can engage alumni who aren't in Lancaster. He thanked the University and the Alumni Office for their efforts.

II. Action Items

A. Motion to approve the Alumni Board of Directors meeting minutes for September 26, 2015, as distributed, was made by Matt Hepler and seconded by Butch Staub. **Motion passed unanimously.**

B. Motion to officially receive and file for audit the quarterly financial report, ending September 30, 2015, was made by Matt Storm and seconded by Cheryl Youtz. **Motion passed unanimously.**

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

Dr. Anderson mentioned that many activities were occurring on campus during the weekend including an Open House for 1500 prospective students and parents, Girls on the Run, field hockey quarterfinals, football game, a performance of Macbeth, and hosting the NCAA soccer quarterfinals.

He stated that undergraduate commencement would take place on Sunday, December 13. State representative and MU alumnus, Jordan Harris, would be speaking.

Dr. Anderson spoke about items of interest touching on the goals included in the University's strategic plan: Engage Learners, Ensure Success, Embrace Agility.

A. Engage Learners

1. Nine students with intellectual disabilities are experiencing an inclusive educational program at the University. A \$2.36 million grant from the U.S. Department of Education will improve post-college employment opportunities for the students, and the curricula will be used as a model to develop similar programs at other colleges and universities.
2. LancasterHistory.org and the University have partnered in support of the Providence Project. The goal is to provide the story of the importance of Lancaster County in the nation's founding.
3. A group of students from five State System universities participating in a field study at Chincoteague Bay Field Station identified three species that had not previously been documented by the U.S. Fish and Wildlife Service.
4. At an October meeting of the Board of Governors, several programs were approved for PASSHE institutions, including two at Millersville: Bachelor of Science in automation and intelligent robotics engineering technology, and the Doctor of Nursing Practice.

B. Ensure Success

1. For the fourth consecutive year, Millersville University is the recipient of INSIGHT into Diversity magazine's Higher Education Excellence in Diversity Award.
2. Millersville has been named one of the safest college towns in the United State according to The SafeWise Report. Millersville ranks 22nd in the list of the top 50 safest college towns.
3. Millersville ranked 24th in the U.S. News & World Report Best Colleges in the category of best public regional universities in the North region.
4. According to the College Scorecard released by the U.S. Department of Education, the University scored above average in the categories of graduation rates, students who returned after their first year, and students paying down their debt.
5. Best Value Schools ranked the University 15th on the list of Top 30 Best Value Colleges in 20-year return on investment.
6. The intramural program was ranked as one of the top 50 intramural programs in the nation by BestColleges.com.
7. Throughout the 2014-15 academic year, the Student-Athlete Advisory Committee dedicated its time to raising money for Make-a-Wish. \$5000 was donated, and Millersville will be able to reveal a wish to a Make-a-Wish child during this academic year.
8. The University partnered with Student Senate to purchase LiveSafe, a safety app that offers services from submitting tips to campus police to using location services to allow friends and family to watch a person walk home virtually.

C. Embrace Agility:

1. Despite the fact that Pennsylvania does not have a budget, students are still being served.

2. The state system has been operating for the last four years on the same amount of aid it received in 1997-1998. The system doesn't know what to expect for 2015-2016.

F. Questions from the Board

1. Board member asked if there was anything board members could do to help with the budget situation. Dr. Anderson replied that he knows that letters make a difference.

IV. **Vice-President's Report: Dr. Aminta H. Breaux, Vice President for Advancement**

A. Dr. Breaux thanked volunteers for a very successful Homecoming including a porch party with top donors and the 50th Reunion class.

B. Development Efforts

1. For this fiscal year, as of 10/31/15, \$6.33 million in cash and pledges in total private giving has been realized. During the last fiscal year, \$3.95 million was raised. This large jump is attributed to the dissolution of the Clarence Schock Foundation; \$4.5 million was disbursed to the University.
2. \$5.45 million dollars has been raised in the Annual Fund.
3. Approximately 1724 donors have given during the fiscal year.
4. Major gifts coming to fruition include: \$1 million estate gift from Janet Keiser '52 that has been designated for a discretionary budget for the dean of the College of Science and Technology and scholarships; and approximately \$1 million from the estate of Luceille Hagerman which will support an endowment, a garden, and campus beautification efforts.
5. Additional information was provided about two gifts mentioned at the April MUAA board meeting. The Lombardo Family has pledged an additional \$200,000, and the Steinman Gift of \$500,000 is a matching gift; the foundation will match \$100,000 each year, and it is a priority to raise \$100,000.
6. Major priorities for raising money include scholarships, student success, athletics, global initiatives, and sustainability.

C. Alumni Giving and Trends: At the request of President Bailey, Dr. Breaux provided alumni giving statistics.

1. There has been a trend nationally of decreasing alumni participation rates. The University's percentage of giving is at five percent, which is similar to sister schools; the capital campaign was closed two years ago, and there is typically a decrease after that occurs.
2. The engagement of students in extracurricular activities before they become alumni has proven to enhance alumni engagement. Current programs of the Office of Alumni Engagement include SNAP and Senior Send-Off.
3. It is important to have touchpoints to tell the message of the value of public education. Talking points could be created for alumni and updated on a regular basis.

D. Questions/Comments from the Board

1. Board member asked if there is contact with other universities to learn about their numbers and what programs they're using. Dr. Breaux responded that there is contact, and that each university has different strategies.

2. Board member stated that the Information Technology committee has been looking at contests and asked if there is any way contests could be launched or flash messages sent out with an incentive. Feedback was provided about the success of the One Day Give.
3. Board member suggested taking a five year approach to raising endowment funds. Another board member stated that a number of alumni have expertise in development. Dr. Breaux responded that interested people could let Denise Berg know and a strategy could be created.
4. Board member mentioned a program another university uses to engage graduating seniors who commit to give over the next five years. They receive a cord to wear at graduation and are invited to the president's house for a reception. Dr. Anderson asked for feedback from students at the meeting; student feedback was positive.
5. Information Technology chair would like to take the talking points a step further and create template social media posts for alumni to use.

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

A. Alumni Events

1. Chair Kathy Focht mentioned upcoming events
 - a. MU After Work at Scooters in Lititz is on 11/18
 - b. Glorious Sounds of the Season holiday concert and alumni reception – when purchasing tickets, ask for the alumni section at the 7:30 program

B. Alumni Engagement

1. Chair Lori Dierolf reported on the committee's three goals.
 - a. Connect alumni and students with career assistance: A meeting is being set up with ELCM to see about aligning goals. Alumni who came to the job fair on campus are being individually thanked.
 - b. Recruitment: A meeting with the admissions office will be held in the next few weeks.
 - c. Engagement with student groups: Committee members are reaching out to groups

C. Financial Planning

1. Chair Jason Robinson is looking at existing partnerships and figuring out how those relationships can be enhanced.
2. The next meeting is on January 11; requests for funding need to be submitted ahead of time so the committee can conduct research.
3. President Bailey pointed out that if there are changes to line items in the budget, the financial planning committee needs to be involved.

D. Information Technology

1. Co-Chair John Held reported on progress in several areas.
 - a. Social media updates
 - 1). Instagram has over 100 new followers.
 - 2). Facebook has over 250 photos and 3000 views. Posts are made several times each week.
 - 3). There is a LinkedIn group. A board member stated that changes are coming to it that could make it a better professional platform.

b. Committee engagement outside of meetings

- 1). Looking at other collaboration tools to facilitate work and foster conversation. Board members should send information about helpful tools to the committee.
2. A board member suggested creating an online alumni business directory. The financial planning committee is looking at a virtual marketplace concept as a revenue stream, but it could also be looked at as an engagement tool.

E. Nominations and Awards

1. Chair Bill Dewan provided a report.

a. Sophomore Elizabeth Siebold was selected as the recipient of the Hazel Rorck Schmuck scholarship.

b. Neimeyer-Hodgson Student Research Grant

1). The committee recommends \$11,286.07 in grants for the fall cycle. Approximately \$4294 should be available through the endowment; therefore, the MUAA board will need to be asked to fund the remainder.

A motion to provide \$7000 of the \$25,000 budgeted line item for student research grants for the fall cycle of the Neimeyer-Hodgson Student Research Grant was made by Bill Dewan and seconded by Jennifer Bertolet. **Motion passed unanimously.**

F. MU Foundation

1. President Scott Bailey reported on chair Dick Moriarty's behalf.

- a. It was a rough financial quarter, but the foundation is doing a good job of mitigating the impact.
- b. A number of members are leaving the board.

G. Student Alumni Association

1. President Steffi Mangir reported on recent and upcoming SAA activities

- a. They won first place for their float in the Homecoming parade and had a photo booth at the Alumni Tailgate tent
- b. They are planning "I Heart MU Week" where students can receive free items by participating in activities

H. Student Senate

1. President Christian Copeland reported on Student Senate projects.

- a. Board of student government presidents of PASSHE schools wrote a letter to the governor about how the lack of a budget is impacting students
- b. \$250 for textbooks is being offered to twenty students who complete a 250 word application. Fifty applications have been received so far.
- c. \$2600 was given towards adding four benches to the pond.
- d. \$3500 was given to the Newman Grant
- e. \$5000 was given to Campus Cupboard

VI. **Alumni Engagement Report**

A. Director of Alumni Engagement: Denise Berg

1. 2015 Homecoming events were very well-attended. 800-1000 alumni and friends visited the Tailgate Tent. 67 golfers participated in the Alumni Golf Outing which was sponsored by Liberty Mutual; \$10,000-20,000 worth of prizes were available. 125 alumni and friends attended the Hall of Fame banquet. Feedback has been positive regarding all events.
2. Liberty Mutual hosted a Lunch & Learn and a quote day on campus. PSECU continues to provide support for numerous activities and events; plans are being made for cobranding and marketing with them.
3. Nominations are currently being sought for the 2016 Alumni Association Award recognition program. Nominations are due by December 31.
4. A few board vacancies will need to be filled, and there is an interest in attempting to have diverse representation. Let Denise know of any recommendations.
5. The MUAA has made financial contributions to the American Dream Ride Scholarship, the Homecoming/Community Parade, and the Senior Class Gift.
6. President Bailey is representing the MUAA by serving on the Strategic Advisory Council; attending Council of Trustee meetings; attending Foundation Board meetings (in partnership with Dick Moriarty); and by providing remarks at a reception for Undergraduate Students of Color, at Commencement Rehearsal, and at Commencement.

B. Assistant Director of Alumni Engagement: Lorie Mahoney

1. More than 40 members from the Class of 1965 along with their guests enjoyed a campus tour, a Meet & Mingle, the parade, and a formal dinner at Homecoming.
2. A total of more than 500 people participated in the following Homecoming reunions: Classes of 1970 and 1975, Sigma Phi Omega, Phi Sigma Pi, Kappa Alpha Psi, Delta Sigma Theta, 50 years of Mu Alpha Kappa, 90th anniversary of the Snapper, baseball alumni home run derby, and wrestling. Bob and Mary Lehr hosted a reception at their home in September for alumni from the 1950s.
3. Kelly Davis represented the MUAA at the Legacy Breakfast, which had more than 225 attendees.
4. A Veteran's Day event was held with the Millersville Borough including a ceremony at the park, presentation of colors by ROTC, a luncheon, and an evening lecture.
5. Upcoming events include: American Meteorological Society reunion in New Orleans in January and Homecoming 2016 on October 22.

B. Assistant Director of Alumni Engagement and Annual Giving: Heather Morris

1. Alumni are encouraged to make a gift to the Impact Fund. \$65,190 of unrestricted funds has been given towards the goal of \$250,000.
2. A donor can make a 4-year commitment of \$500 per year to establish an annual award. These donors are invited to the annual Celebrate Scholars luncheon to meet the student benefitting from their award.
3. A SNAP event was held at Lancaster Labs. A number of alumni who work there and 35 students attended. Some alumni would like to have a mentoring relationship with students and were filmed for Candid Career Videos. The next SNAP event will be on February 3, 2016.

VII. **Old Business**

A. President Bailey and Jen Bertolet spoke about the ad-hoc committee to review and amend the MUAA governing documents. Dr. Breaux gave suggestions for changes, and legal representation will need to look at those suggested changes. The committee will be convened to discuss this project.

B. President Bailey followed up on suggestions of candidates for the president-elect position. The executive committee made a recommendation at their last meeting for Mike Henry to fill the role. A vote needs to occur. A board member stated that it would be helpful in future similar situations to provide a biography ahead of time to review.

C. A plan will be put in place to increase alumni giving.

VIII. **New Business**

A. President Bailey stated that it is the recommendation of the executive committee that Mike Henry be accepted to the position of president-elect.

Motion that Mike Henry be accepted to the position of president-elect by a voice vote was made by Cheryl Youtz and seconded by Kitty Glass. **Motion passed unanimously.**

B. President Bailey asked if board members had any alumni-related announcements. Kathy Focht made a request that the finance committee look at making a donation to the Campus Cupboard.

- Motion that the alumni board make a contribution of \$2000 to the Campus Cupboard was made by Bill Dewan and seconded by Kathy Focht.
- Discussion occurred about their focus and funding sources.
- **Motion passed – 11 yes, 9 no.**
- Board members made a recommendation to make it clear in the bylaws and policy manual about future funding requests.

IX. **Adjournment**

A. Next meeting will be held in the University Room on February 20, 2016.

C. Motion to adjourn the meeting made by Matt Hepler and seconded by Butch Staub. **Motion passed. Meeting adjourned 12:37 p.m.**

Respectfully Submitted by Amy Hoffman 12/03/15