

**Millersville University Alumni Association
Alumni Board of Directors Meeting
University Room, Gordinier Hall
Minutes 04/16/2016**

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, William Dewan '93, Christopher Driscoll '01, Kathy Focht '70/'75M, Kitty Glass '53, Alicia Good '14, John Held '02, Mike Henry '83, Matt Hepler '83, Amy Hoffman '94, Jonathan Mimm '02, Dick Moriarty '72, Sean O'Donnell '99, Carroll "Butch" Staub '71, Matt Storm '12/'14M, Ashley Tose '14, Steve Yacovelli '93, Cheryl Youtz '69/'72M

Voting Members Excused: Ashley Christman '12

Advisory Members and Guests Present: Dr. Aminta Breaux, Vice President for Advancement; Jason Robinson '93, Financial Planning Chair; Stefanie Mangir and Adam Good, Student Alumni Association Representatives; Denise Berg, Director of Alumni Engagement; Lorie Mahoney, Assistant Director of Alumni Engagement; Heather Morris, Assistant Director of Alumni Engagement and Annual Giving; Kristin Yoder, Graduate Assistant for Alumni Engagement; David Hernandez '71, Board Candidate

Advisory Members Excused: Dr. John Anderson, President; Lori Dierolf '91, Immediate Past-President; Christian Copeland, Student Senate President

I. Call to Order/Welcome

A. President Scott Bailey called the meeting to order at 10:01 a.m. Mr. Bailey welcomed Board members and guests. He acknowledged Board candidates and formally introduced President-Elect, Mike Henry.

II. Action Items

A. Motion to approve the Alumni Board of Directors meeting minutes for February 20, 2016, as distributed via email, was made by Matt Hepler and seconded by Amy Hoffman. **Motion passed unanimously.**

B. Motion to officially receive and file the quarterly financial report (ending March 31, 2016), as distributed via email, for audit at the end of this fiscal year was made by Kelly Davis and seconded by Chad Bolt. **Motion passed unanimously.**

C. Motion to officially receive the 2016-2017 proposed budget, as distributed via email, and adopt as our budget for next year was made by Amy Hoffman and seconded by Nathan Claycomb.

Question related to the budget:

- Increase in the line item for seat cushion revenue was based on actual/historical information from the previous Spring sales.
- Explanation of long-range planning goals related to a philosophical change by the Board to start strategic planning to set aside a portion of income for long-range projects and rainy day fund.

- Credit card fees noted in the budget relate to rate charged for merchant services when the MUAA accepts credit cards for fees related to flower/merchandise sales and event registrations.
- Significant decrease in technology line item from last year's prediction of assisting with university investment in online community product that was not purchased.
- Treasurer Moriarty noted that past budgets anticipated expenses, and now we are moving to a more realistic and historical budgeting process. This may mean that we will need to make adjustments, which would be brought to the Board for a vote, if needed throughout the year.
- President Bailey thanked Treasurer Moriarty for updating accounting software and working to change the budget to be more accurate. He expressed to the Board that his was a major undertaking and noted that this may mean some changes in line items as the process continues.
- Request for 2-year comparison to be on one sheet. Treasurer and Alumni Director will work to adjust the report for ease of use by Board.
- Brief high-level discussion of budget for newer Board members requested to include:
 - Budgetary overview
 - Possible interactive spreadsheet
 - To be done at new member training

Motion passed unanimously.

D. Bill Dewan, Chair of the Nominations and Awards Committee, asked voting Board members to review and complete the ballot. Once the votes are tabulated, candidates will be contacted directly.

Discussion related to election process:

- Conversation about methods to learn about candidates: paper, video, speeches on day of voting
- Note that timeframe for viewing applicant materials was short this year
- Goal is to have an effective process that allows Board to be in a good position to vote and choose the best new members for the Association

Motion to create a separate task force to review the election process made by Amy Hoffman and seconded by Jen Bertolet. Anyone interested is asked to contact Denise Berg and copy Scott Bailey by May 1. **Motion passed.**

President Bailey recognized departing members of the Board: Matt Hepler (1 term), Bill Dewan (2 terms), and John Held (4 terms) for their time and efforts during their years of service.

He also thanked Kristin Yoder for her technological support to the Board and welcomed her to the Alumni Association as she plans to graduate with a master's degree in Social Work in May.

III. **University and Vice President's Report: Dr. Aminta H. Breaux, Vice President for Advancement**

A. President Anderson is traveling on University business and was unable to attend today's meeting. Vice President Breaux shared some University updates as part of her report.

- Dr. Breaux thanked the group for their service to the University.
- Budget update
 - Millersville University has their allocation from the State.
 - PASSHE budget saw a 5% increase this year.
 - Thanks to the staff for their dedication during this time.
 - Cabinet will be looking at the budget and hopes to close the deficit one year earlier than expected.
 - Revisit frozen positions on campus. Two in advancement, including support staff in Alumni office
- Campus facilities update
 - Recent renovation of the electrical and telephone systems
 - Improve the quality of the student experience
 - Cove and Bistro will become main dining area during renovation of Gordinier, beginning over the summer
- Faculty/staff/students accomplishments update
 - Dr. John Wallace, Biology, received a grant from End Buruli Ulcer Alliance
 - Alumna, Cara Clase, won first place in regional competition and represented MU at a national festival at the Kennedy Center
 - Student-Athlete Advisory Council and Athletics department were granted the opportunity through Make-A-Wish organization to reveal a wish to a local boy during a recent basketball game
 - Two MU students sang the national anthem at a Philadelphia 76ers game in February
 - Four professors are working together on a research project to help prevent the financial exploitation of senior citizens
 - MU students, staff, and administrators took part in an alternative spring break in Florida as well as an alternative winter break in South Africa
 - The Center for Public Scholarship and Social Change, under the direction of several faculty members, received a contract from Lancaster Housing Opportunity Partnership to survey Lancaster residents in support of a resident-driven planning process
 - Dr. Marcum-Dietrich, Educational Foundations, and Dr. Wallace, Biology, are working to convert the Creek Lodge property into a Watershed Education Training Institute that will conduct educational programs and student training.
- Successes at the University
 - For the second straight season, two students were named All-Atlantic Region by the U.S. Track and Field and Cross Country Coaches Association
 - Millersville was recently named #22 best places to live for families based on health, safety, affordability, etc.
 - MU ranked #9 in the state in Business First's 2016 academic rankings of 477 U.S. public colleges
 - Welcome two new hires to campus

- Christopher Jachimowicz returns to his alma mater as our new Director of Orientation and transition Programs.
 - Dr. Candice Baldwin has been hired as the new Assistant Vice President for Student Success and Retention and will begin in June.
- Migrant Education program was granted continuation of federal funding in the amount of \$2.54 million
- Reverse transfer initiative allows students who began their studies at a community college in PA before transferring to a PASSHE institution to apply for an associate's degree from the community college where they started when they have earned at least 60 total credits
- This May's commencement speaker is Guido Pichini, chair of the PA State System Board of Governors
- Arts on campus programming included the Summer of Love and Music concert featuring Jefferson Starship and special guest, Dr. Anderson

B. Advancement Division Updates

- For the current fiscal year, through the period ending March 31, 2016, the Development office posted and acknowledged \$8,491,920 in donor contributions, including \$835,232 in pledges. \$6,837,470 for the Annual Fund, including \$369,975 in endowment pledges. This is a positive trend from the same time last year, even including a \$4.4 million gift from the dissolution of the Schock Foundation.
- Continued fundraising efforts in five University priority areas, raising over \$13.1 million (including pledges) toward a \$12.5 million three-year goal to support the strategic plan and close the gap in the following areas:
 - Scholarship (currently at 146% towards goal)
 - Athletics (currently at 130% towards goal)
 - Global opportunities
 - Student success
 - Sustainability
- Working with a consultant on a readiness study for a new capital campaign. Alumni board involvement will be requested moving forward.
- Major gift updates:
 - New endowment to support the Winter and Ware Centers includes \$25,000 from Rodgers and Associates, friends of the University who will be honored by inaugural Susan and Jerry Eckert philanthropic award next week
 - New baseball scholarship, endowed at \$25,000 by "Doc Roc" Ralph and Judy Anttonen '76
 - Victor J. Bilotta and William B. Cooper Intercollegiate Baseball Scholarship endowment in the amount of \$25,000 from Connie Greeley (friend of MU) and Ben Cooper '67 (for whom Cooper baseball field is named)
- Power of the Purse recently welcomed 35 attendees to their annual event on campus. Thanks to the Foundation and Alumni board members who took part.

- Almost \$240,000 has been raised to date for additional lighting and turfing needs at the Cooper Baseball Park, continue to raise money toward these efforts
- The Advancement division looks forward to continuing relationship with the MUAA to help support fundraising priorities for the University. Alice McMurry recently met with Executive Committee to discuss options and strategies

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

A. Alumni Events

1. Chair Kathy Focht reported on recent and upcoming events:

- See attached report/slide
- Thank you to Nathan Claycomb for helping with door prizes at recent MU After Work event
- Upcoming events
 - MU After Work at Forklift and Palate
 - Jazz and Java tickets are still available at the door tonight
 - MU After Work event at Loxley's in July and McCleary's in September
 - Thanks to Matt Hepler for helping to host at upcoming MU After Work at Fox and Hound in King of Prussia
- Question: Is the Association a member of the Lancaster Chamber of Commerce? Kathy and Alumni Office will look into using University membership to advertise events

B. Alumni Engagement

1. Butch Staub reported on initiatives:

- See attached report/slide
- Committee continues outreach to students
- Continues to encourage alumni giving, focusing on the number of gifts rather than the amount of each gift
- Meeting with campus partners, including Admissions and ELCM, who are receptive and thankful for MUAA involvement
- Recent Admitted Student Expo was well attended and MUAA and Student Alumni Association involvement was beneficial to students and parents, who seemed to enjoy seeing their prospective students interact with current students at MU
- Alice McMurry will help with efforts and is excited about working with the Association

C. Financial Planning

1. Jason Robinson reported on group's work:

- See attached report/slide
- Most of the committee's recent work focused on the budget
- Questions, discussion, and input from the Board members is greatly appreciated
- Thanks to President Bailey, Treasurer Moriarty, and Denise Berg for their assistance during Chair Robinson's recent illness

- Goal is to develop a substantial base in the event any affinity monies decrease over time and to allow the Association to withstand any difficult financial times and provide for the long-term future of the organization

D. Information Technology

1. Co-Chair John Held acknowledged Kristin Yoder for her excellent work on social media and technology, including assistance at meetings. Co-Chairs Held and Davis reported on progress since last meeting:

- See attached report/slide
- Social media numbers continue to grow
- LinkedIn continues to be an area of opportunity
- Nathan Claycomb discussed idea of social media takeover initiative for alumni to share a day in the life with their greater alumni community
- Sean O'Donnell continues to work with the Engagement committee to highlight the work and needs of MU student groups for fundraising purposes
- Committee buddy system continues to work to strengthen bonds between committees and technology; chair feedback is requested to John or Kelly Davis
- John Held is beginning to look at opportunity for a rebranding of the Association. Subcommittee is working on this effort and expects to take 12-18 months. Will call on Board members for input moving forward
- Kristin Yoder has been promoting #MarauderMondays, where an alum who is also a MU employee is spotlighted on social media and the villealumni.com page.
- Questions
 - Continued challenge for better speaker quality discussed; will work with Alumni Office to resolve. This is a work in progress
 - Discussion of using focus groups to engage alumni and capture alumni and student ideas. John Mimm and Leslie Arnold will work on this effort

E. Nominations and Awards

1. Co-Chair Bill Dewan reported on the recent committee work:

- Neimeyer-Hodgson grant recipients have been chosen and will be contacted. 9 of 13 grant applications were approved for some level of funding
- Honors and Awards Convocation will take place in the Fall, a change from previous Spring ceremonies

F. Student Alumni Association

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

- Introduced newly elected president, Adam Good
- I Heart MU week was a success, and included having students sign several hundred thank you letters to donors

- Group raised over \$1,000 for Relay for Life fundraiser
- Taking part in Minithon on campus
- Tonight, the group is delivering at Sugar Bowl, and tips from 5 p.m. to 2 a.m. support the SAA
- aMUzing Race has 6 teams registered, including an alumni/student hybrid team, still time to register
 - Thanks to Matt Storm for his assistance with t-shirts
- Members will assist with Commencement ceremony
- Treasurer Melissa Sheffer was instrumental in securing \$2,830 from Student Senate to allow 4 members of SAA to travel to CASE ASAP conference in Georgia this year.
- Heather Morris thanked Stefi for her service to the organization

H. Student Senate

1. President Christian Copeland was unable to attend, but Denise Berg read a letter of thanks on his behalf.
2. Justin Pierre will join us at the next meeting in his role as newly elected president.

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. Your commitment does not go unnoticed.
- Glad to see so many people attend the recent volunteer appreciation event
- Made in Millersville event on campus was a success
 - Dean Jackson solicited help from 25-30 alumni, who will welcome and recognize the students
 - Many Neimeyer-Hodgson recipients will display their posters
 - Logo was created to incorporate into N-H displays to recognize the MUAA's contribution to their research efforts through funding
- President Bailey will represent the MUAA at the upcoming Students of Color reception, as well as Commencement rehearsal and ceremony
- Volunteers needed for Senior Sendoff on May 5 after Commencement rehearsal, contact Denise for information
- Denise is part of the newly formed Parade Leadership Team with Carol Reichler and Rich Yednock from Advancement, and long-time parade committee volunteer, Jim Pontz

B. Assistant Director of Alumni Engagement, Lorie Mahoney, reported on recent and upcoming events:

- Distributed cards with upcoming events; register online or call the office for more details
- Upcoming events:
 - 4/23: Baseball double header and fundraising reception
 - Homecoming schedule in the planning stages, to include the following reunions:

- Delta Phi Eta
- Phi Sigma Pi
- 1951
- 1956
- 1976
- WIXQ

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

- Unrestricted giving has reached \$160,000 toward the \$250,000 goal
- Overall trend by donors is to restrict funds
- Thanks to all those who have made a gift
- Senior class gift will be a reflection garden in the SMC which will serve as a memorial to those students who lost their lives
- President Anderson invited the Student Alumni Association to dinner at his house this week, 24 are expected to attend
- Employee giving campaign is halfway through at this time
 - 20% of faculty and staff have already given
 - Trend is higher than this time last year
- Question around need for restricted funds. People tend to want to support a group they have an affinity with, but unrestricted funds are important too and allow the University to address urgent needs

VI. **Old Business**

A. Jen Bertolet reported on progress with ad hoc Bylaws Committee:

- Committee chairs were sent materials to review, but none have been received back at this time
- Asking for feedback to help standardize the language around committee work
- Request that chairs work with their committees and return digital copies with typed notations or changes to make their intention clear
- All committee reviews due back to Jen by May 15

B. MUAA Board Giving discussion

- Each Board member made a commitment to donate to the University by signing the "I Will" statement
- Thank you to those who have given in this fiscal year. Your contributions are greatly appreciated
- Goal is 100% Board giving before the end of the fiscal year (June 30)
- If you are unsure if you have given in this period, please contact Denise Berg
- Please feel free to contact Scott Bailey if you have any questions

VII. **New Business**

A. President Bailey introduced establishment of new Ad Hoc Committee on Advocacy

- Assist MUAA in advocating on behalf of the University
- Thanks to Chad Bolt for crafting a letter and working with the Board members and stakeholders to get our thoughts regarding the budget impasse into the right hands in government

- Chad has graciously accepted Chair responsibilities for this new committee, beginning next year
- Goal is to share political/governmental issues facing the University and MUAA with alumni through careful and prudent practices
- This is an area of exploration that may eventually need to become a separate entity
- Representative Jordan Harris '08 met with President Bailey recently and is willing to assist and provide insider coaching with his knowledge and perspective on Commonwealth issues
- Chad is very excited to lend his expertise to the Board. Please contact him if you are interested in serving on this group

B. Committee Assignments for 2016-2017

- President Bailey will meet one-on-one with Chairs and Co-Chairs
- After election results, he will reach out to new members and those who were not selected
- Every Board member is expected to serve on at least one committee to remain active
- If you are interested in serving on a new committee, please contact Scott Bailey or Denise Berg

C. New Board Member Orientation

- Training scheduled for Saturday, August 27 at 1 p.m.
- Followed by 3 p.m. Board meeting, dinner, and pinning ceremony for the incoming freshman class
- Board members are asked to provide feedback to President Bailey as soon as possible to determine if we will have quorum. If you have a conflict, please contact Scott Bailey or Denise Berg

D. Board Member Updates

- Butch Staub noted that Board members should wear their name badges on the right lapel, based on information he learned as a mentor during the ELCM etiquette and manners round tables he helped with in previous years. Discussion of asking to be involved with this in the future as a great volunteer opportunity for Board.
- Dick Moriarty shared information about a community conversation about Heroin sponsored by Lancaster General Health and the Anti-Heroin Task Force on May 2 at Grace United Methodist Church.

VIII. **Adjournment**

A. Meeting information will be sent out by the Alumni Office after confirmation of dates and times.

B. Motion to adjourn the meeting made by Kitty Glass and seconded by John Held.
Motion passed unanimously. Meeting adjourned 12:25 p.m.

Respectfully Submitted by Kelly Davis 05/01/2016