

**Millersville University Alumni Association
Alumni Board of Directors Meeting
Multipurpose Room, Stayer Hall
Minutes 09/26/2015**

Roll Call:

Voting Members Present: Lesley Arnold '78, Scott Bailey '96, Jennifer Bertolet '92, Chad Bolt '08, Katie Breit '02, Ashley Christman '12, Nathan Claycomb '01, Kelly Davis '95, Christopher Driscoll '01, Kathy Focht '70/'75M, Kitty Glass '53, Alicia Good '14, John Held '02, Amy Hoffman '94, Jonathan Mimm '02, Dick Moriarty '72, Sean O'Donnell '99, Carroll "Butch" Staub '71, Ashley Tose '14, and Steve Yacovelli '93

Voting Members Excused: William Dewan '93, Matt Hepler '83, Matt Storm '12/'14M, and Cheryl Youtz '69/'72M, Tamara Willis '99.

Advisory Members and Guests Present: Dr. John Anderson, University President; Dr. Aminta Breaux, Vice President for Advancement; Dr. Jeff Adams, Associate Provost for Academic Administration; Dr. George Drake, Dean of College of Education & Human Services; Christian Copeland, Student Senate President; Steffie Mangir, Student Alumni Association President; Denise Berg, Director of Alumni Engagement; Lorie Mahoney, Assistant Director of Alumni Engagement; and Jason Robinson, Financial Planning Committee Chair

Advisory Members Excused: Lori Dierolf '91, Steve DiGuseppe '83, and Heather Morris

I. Call to Order/Welcome

A. President Scott Bailey called the meeting to order at 10:06 a.m. Mr. Bailey welcomed Board members and guests and thanked them for their continued support and participation. President Bailey reminded the group that they are working toward the following objectives:

1. Support student achievement
2. Ensure alumni engagement
3. Work with the University to support the institution's mission

B. President Bailey noted that the group is working to be more productive in our communication and use of technology and acknowledged that several members of the Board were attending the meeting through online tool, Go To Meeting.

C. It was announced that Steve DiGuseppe and Heather Morris, advisors to this group, were out of the office for health reasons. President Bailey encouraged Board member to be patient with requests to the Office of Alumni Engagement during this time and to lend assistance where possible.

D. President-Elect Tamara Willis has stepped down from her role on the Board, due to family issues.

II. **Action Items**

A. Motion to approve the Alumni Board of Directors meeting minutes for April 18, 2015, as distributed, was made by Amy Hoffman and seconded by Jen Bertolet. **Motion passed unanimously.**

B. Motion to officially receive and file for audit the quarterly financial report, ending June 30, 2015, was made by Kathy Focht and seconded by Dick Moriarty. **Motion passed unanimously.**

C. Motion to receive and file accordingly the Millersville University Alumni Association audit for 2014-2015 fiscal year, ending June 30, 2015, completed by Huber, Drewes, and Kendig of Willow Street made by Jon Mimm and seconded by Butch Staub. **Motion passed unanimously.**

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

A. Dr. Breaux expressed her appreciation for all those alumni who helped to welcome students to campus during Move In Day and the Pinning Ceremony.

B. Vice President Breaux discussed the department structure of University Advancement division:

1. Development
2. Scheduling and Event Management
3. Alumni Engagement
4. Information Services

C. Recap of recent events on campus

1. MU After Work event at Crossgates
2. American Dream Scholarship Ride – 70 riders took part and the event raised approximately \$18,000 for scholarships. There is a committee working to make campus more bike friendly.
3. Opening events for the Arts season held at the Winter Center in collaboration with the Lancaster Symphony Orchestra
4. Lockey Lecture
5. Lady Marauder Golf Tournament raised approximately \$100,000 in scholarships benefiting the women's basketball team
6. Dr. Breaux encouraged alumni to read publications and announcements about events and invite your alumni friends to attend.

D. University Advancement staffing

1. Dr. Breaux thanked staff for their hard work.
2. Katie Wood recently joined staff as a new Development officer. Ms. Wood previously worked at York College.
3. Steve DiGuiseppe and Heather Morris have been or will be out of the office for health reasons. Steve is planning to return Monday, September 28.

E. Development Update

1. Closed the fiscal year out, having exceeded \$3.5 million goal with \$4.77 million received, including 2,200 alumni donations.
2. Next year's goal will be increased.

3. Three donations have been received for the Net Zero building, including \$1 million for naming rights of the Lombardo Welcome Center, \$250,000 for the atrium, and \$50,000 for a media wall that tracks the energy being used and produced.

4. The Schock Foundation designated Millersville University receive the largest portion of the trust, 37%.

F. Questions from the Board

1. Board member asked whether Schock Foundation funds would continue to be used for scholarships. Dr. Breaux stated they would.

2. Dr. Breaux was asked to share national, peer institution, and PASSHE data related to alumni giving trends to see how Millersville compares.

IV. **Guest Speaker: Dr. Jeff Adams, Associate Provost for Academic Administration**

A. Dr. Adams presented a PowerPoint outlining Academic Affairs goals and how they contribute to the University's Bold Path strategic plan. (PowerPoint attached)

B. Focuses of presentation and discussion

1. Increased faculty development

2. High impact practices lead to increased student success

a. Student-Faculty research

b. Study abroad

c. Living-Learning Communities in new residence halls that concentrate on topics like sustainability and social stewardship

d. Board member encouraged alumni to provide internship opportunities to Millersville students, whether you live locally or at a distance

3. Enrollment is increasing, and several new programs have full cohorts and a waiting list (including RN to BSN, Ed.D., and Doctorate in Social Work).

4. Retention is approximately 80% for full-time, first year freshmen.

5. Common Hour is a new initiative developed through the Agility teams. This time on Tuesday and Thursday from 12:05p-1:10p is used by groups to meet and work on projects, and no classes or office hours are scheduled during this time.

C. Questions from the Board

1. Board member asked for talking points to help this group better communicate the successes of programs, graduates, and young alumni with our constituents.

V. **University Report: Dr. John M. Anderson, University President**

A. Dr. Anderson reported attending an Open House for approximately 1,000 prospective students and families this morning. Another Open House will be held on November 14.

B. The final phase of the new residence hall project is scheduled to be completed in Fall 2016.

C. Multidisciplinary Studies programs are growing. They can be initiated by students or created by faculty to bring courses from different majors together to build a specialized degree and must go through an approval process.

D. Adult learners are the fastest growing segment of the student population. There is an increased need for online courses and other programs that are tailored to this group.

E. Two years ago, when Dr. Anderson started at Millersville, there was a \$9 million structural deficit. With costs continuing to rise, this year there is a \$2 million deficit and plans to eliminate that in the following years.

F. Recent project to improve electrical infrastructure has been completed.

G. Questions from the Board

1. Board member asked how success will be measured for new Common Hour initiative. Dr. Anderson noted the agility team will be surveying faculty and staff to assess.

VI. **Guest Report: Dr. George P. Drake, Jr., Dean of College of Education & Human Services**

A. Dr. Drake welcomed everyone to Stayer Hall, home of the newly formed College of Education and Human Services.

B. Dean Drake provided some professional background, how he came to join Millersville University, and his goals for the future of the College.

C. College of Education and Human Services identity is described as a confluence of helping professions that serve the whole person through the following departments

1. Early, Middle, and Exceptional Education
2. Educational Foundations
3. Psychology
4. Social Work
5. Wellness and Sports Sciences
6. Recently Applied Engineering, Safety & Technology moved to the College of Science and Technology

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

A. Alumni Events

1. Chair Kathy Focht reported on recent and upcoming events
 - a. MU After Work at Crossgates well attended. Average MU After Work event has 50-70 participants, always with several new alumni registering.
 - b. Inspire at American Music Theatre tonight, 9/26/15, is sold out.
 - c. Next MU After Work at Scooters in Lititz on 11/18
 - d. Recent Philadelphia-area MU After Work was very successful. Board member Matt Hepler was thanked for his support of the event. More events will be held in this area, which has a large population of young alumni.
 - e. Glorious Sounds of the Season holiday concert and alumni reception in Stayer Multipurpose Room tickets are available now online or by calling the Ticket Office.

B. Alumni Engagement

1. Butch Staub reported on Chair Lori Dierolf's behalf.
 - a. Three subcommittees have been defined to focus on specific programs
 - 1.) Careers/New graduate engagement
 - 2.) Student Alumni Association
 - 3.) Newly accepted students

b. Subcommittees will be led by Board members who report progress to the group

- 1.) Butch Staub
- 2.) Amy Hoffman
- 3.) Cheryl Youtz

C. Financial Planning

1. Chair Jason Robinson is reaching out to alumni to increase membership of committee.
2. Treasurer Dick Moriarty reported that this committee will meet next week.
3. The 4th quarter was the least impactful, with revenues of \$38,000 and expenses of \$44,000. The Alumni Association is in good financial shape. Thanks to Steve Focht, Steve DiGuseppe, and Denise Berg for their work with finances.
4. Sponsorships continue to be a large portion of revenues, with approximately \$185,000 from PSECU and Liberty Mutual this fiscal year.
5. The committee will focus on the mission and vision of the organization and where funds should be spent based on our goals.
6. Audit was recently completed and distributed to Board members by email prior to the meeting and at each member's seat today.
7. Conversion to Quicken is underway with the help of Millersville's IT department.

D. Information Technology

1. Co-Chair John Held reported that the committee met twice in September to discuss several initiatives.
 - a. Enhancing Board communication
 - 1). Committee researched remote meeting options for committees and Board.
 - 2). Go To Meeting was selected and has been working well for committee meetings and is being utilized by several Board members attending today's meeting.
 - 3). Feedback has been requested from those attending virtually today. Recommendations will be made for the November meeting.
 - 4). Basecamp is a calendaring and collaboration tool that has been selected by the Technology committee to help connect Board and committee members between meetings to work on projects. It works well with PC and MAC, Outlook, Gmail, and Apple calendars.
 - 5). Master calendar and separate committee calendars have been created. If you are not subscribed, please contact John or Kelly.
 - b. One Day Give
 - 1). Committee will support this initiative in collaboration with University Advancement.
 - 2). Greg Freedland and Katie Wood from the Development Office were invited to discussion on Basecamp.
 - 3). Members will share messages and promote the initiative on personal social media accounts.
 - c. Homecoming outreach and engagement
 - 1). Plans to support Homecoming through social media contest encouraging alumni and students to post fun and creative photos

of how they celebrate Homecoming on Facebook, Twitter, and Instagram.

2). Winner will receive a hooded sweatshirt, compliments of Alumni Association.

3). Subset of committee will develop a detailed plan, timeline, deliverables, and responsibilities.

d. Next Tech meeting is 10/13/15 at 7 p.m. via Go To Meeting.

2. Co-Chair Kelly Davis reported that agenda and supporting materials for this Board meeting were uploaded to Basecamp and an invitation sent to all Board members. All are encouraged to use this tool to preview and discuss materials, projects, and ideas between meetings. If committees are interested in using Basecamp, please contact John or Kelly.

E. Nominations and Awards

1. Chair Bill Dewan was not present to provide report. Denise Berg to share information during her report.

F. MU Foundation

1. Dick Moriarty attended the recent Foundation meeting and will do so until a new President-Elect is in place.

2. Treasurer Moriarty provided a report to the Foundation regarding Alumni Association and found that in addition to financial information, the Foundation was engaged and interested in hearing about the Association and University.

G. Student Alumni Association

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

a. Recruitment activity recently yielded 13 new members from 90 students who attended their tie-dyed shirt event. This doubles the size of the organization.

b. Recent Barnstormers baseball event was attended by 6 alumni and 7 SAA members.

c. Student Alumni Association members will participate in Homecoming activities.

1). Float in Parade

2). Providing campus tours

3). Photo booth at Alumni Tent Tailgate

d. Group is planning another Alumni activity in November.

H. Student Senate

1. President Christian Copeland reported on Student Senate projects.

a. Discussing more flexible meal plan options, based on concerns from students

b. Installed concern boxes around campus. Well received with 25 concerns in first week

c. Need for more benches and dumpsters by the residence halls

d. Possibility of 24/7 library operation

e. Need for more Ethernet cables and concerns about reliability of internet

VI. **Alumni Engagement Report**

A. Director of Alumni Engagement: Denise Berg

1. New temporary employee, Sylvia Drennen, has joined the staff as an Administrative Assistant. Sylvia is an MU alumna.
2. The Golden Gavel Society, past presidents of the MUAA, were invited to take part in the welcome dinner and pinning ceremony during Convocation on 8/22/15
3. Fall Neimeyer-Hodgson grant applications are due by 10/16/15.
4. Nominations are being accepted for annual Alumni Awards, including Distinguished Alumni, Honorary Alumna/us, Young Alumni, and Outstanding Volunteer Service awards. Deadline is December 31, 2015.
5. Liberty Mutual will be scheduling an on-campus quote day and had a recent lunch and learn event.
6. Board members are encouraged to thank sponsors PSECU and Liberty Mutual at the Alumni tent at Homecoming for their ongoing support.
7. Next Student Networking Alumni Program (SNAP) event will be held at Eurofins/Lancaster Labs on 10/7/15 from 5-7 p.m.
8. Please update your contact information with Denise Berg.
9. Board members have been added to the distribution list for the Exchange, an online campus news publication.
10. Volunteer sign-up sheet was distributed during meeting for Homecoming assistance.

B. Assistant Director of Alumni Engagement: Lorie Mahoney

1. Lorie highly recommends attending MU After Work events, which are informal, social events that connect alumni.
2. Homecoming postcard at each member's place today. Volunteer assistance is welcomed and appreciated.
3. Legacy breakfast scheduled for 11/7/15.
4. Veterans' Day events in collaboration with Millersville Borough, including ceremony in Freedom Park, presentation of colors, luncheon, open house at Veterans Resource Center, and keynote address in Lehr Room.

VII. **Old Business**

A. New Member Training was held on 8/22/15 and led by Immediate Past President Lori Dierolf and President Scott Bailey. Feedback was requested to help improve and guide future trainings.

B. We Will Statements were distributed to all in attendance. Please return to Denise Berg at the end of the meeting.

C. Per the April 2015 meeting, the Board passed a spending plan which included a \$7,500 gift to the American Dream Scholarship. This will be the lead gift in the One Day Give on 10/9/15, to set an example of the dedication of our support to the University. Board members are encouraged to participate in the One Day Give.

VIII. **New Business**

A. An ad-hoc committee to review and amend the Millersville University Alumni Association governing documents will be headed by Jen Bertolet. If interested in serving on this committee, please contact Jen or President Bailey. Committee chairs will be asked for their input in revising documents.

B. The President-Elect position is currently vacant. The bylaws require an officer must have been previously elected to the Board. This is a critical position on the Executive Committee, and it is a substantial commitment of at least 6 years of service.

C. Volunteers are encouraged to sign up to assist with Homecoming events.

IX. **Adjournment**

A. Next meeting will be held in this room, Stayer Multipurpose Room, on 11/14/15.

B. Football game against West Chester begins on Chryst Field at 1 p.m.

C. Motion to adjourn the meeting made by Amy Hoffman and seconded by Jen Bertolet.

Motion passed. Meeting adjourned 12:25 p.m.

Respectfully Submitted by Kelly Davis 09/30/15