Millersville University
ALUMNI ASSOCIATION

To: Strategic Planning Committee

From: Dan Sidelnick

RE: Strategic Planning Session I

Date: Oct. 28, 2025

Committee Members Present: Dan Sidelnick, Derrick McCutchen, Jennifer Bertolet, Dave Shafer, Eric McCracken, MaJuana Mayo, Cheryl Youtz,

Absent: Amy Hoffman, Shawn Mark

Strategic Planning Committee met on Tuesday October 28 via ZOOM 6:30 – 7:45 PM

There was a brief discussion before the formal start of the meeting concerning the need to formalize budget development and the expenditure approval process as we move into planning for the 2025-26 fiscal year. It was stated that budget requests are due from Committee Chairs by February 1. The Finance Committee will be meeting in November to begin that process.

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Dan started the meeting at 6:35 by explaining that Shawn would not be in attendance due to the death of a close friend earlier in the day. He then began to explain the purpose of the Strategic Planning committee to continue the work of the committee last year from working with Shantz Consulting to develop the "DNA" of the MUAA. Dan presented a framework to organize the Priority Values into actionable Objectives that was confusing to the committee.

To start the discussion Dan presented a draft of Objectives (1A and 1B) that were related to **Priority Theme #1 Guidance & Board Engagement**. The draft included a list of possible activities that could support each objective. The committee was uncertain how developing objectives were connected to the strategic planning process and disagreed with several of the activities listed.

The meeting continued with discussions of Priority Theme #1, which aims to increase board member participation and evaluate the membership structure. The group discussed potential ideas to implement these objectives, including requiring board candidates to review the "We Will" statements before joining the Board and establishing criteria for re-election eligibility of current board members. Jennifer expressed confusion about the current discussion, highlighting the need for clearer communication and simpler processes in a volunteer organization.

The group continued to discuss board member engagement and participation, focusing on **Objective 1A** which proposed tracking attendance and developing web biographies. Jennifer noted that the framework for board requirements already exists but is not enforced. Derrick confirmed that membership interviews include discussions about board commitments with potential board candidates. The group agreed that a tracking system for board member activities could help identify those who need encouragement, though questions remained about who would maintain such a system given the unwillingness of board members to discuss board participation with individuals who do not appear to meet current We Will expectations.

MaJuana shared that the Events Committee is working to increase mid-year engagement to improve board member participation beyond homecoming. The group acknowledged that it is difficult for board members to become actively involved when they reside a long distance from the university.

We Will Statement Revision Discussion

The group discussed revising the We Will statement for board members, focusing on making it more welcoming and less punitive while ensuring active participation. They agreed to define the goals of the statement before considering specific requirements. Jennifer emphasized the need to clarify the purpose of the We Will statement and whether it should set clear standards or remain more general.

The group decided that the "We Will" statement, should focus on two main categories: active participation and code of conduct. The discussion touched on the importance of board member attendance at meetings and involvement in committees.

David volunteered to draft improvements to the "We Will" statement, which would serve to enhance board engagement and accountability. He agreed to share a draft for feedback to the committee for comments by November 4th. The committee will review and provide feedback on the draft before the next board meeting on November 22nd.

Additional discussion of Priority Theme 1 and Priority Themes 2, 3, 4 will remain the focus as the Strategic Planning process continues.

Next steps

- David: Draft a revised We Will statement incorporating code of conduct and active participation categories and share the revised We Will statement draft with all Strategic Planning Committee members for review and feedback by November 4th.
- Dan : Send follow-up memo/minutes of this meeting to all Strategic Planning Committee members
- Dan : Create and send a Doodle poll with Tuesday and Thursday date options to schedule the next Strategic Planning Committee meeting after Nov 4 but before the Nov. 22 BOD meeting.

Respectfully submitted

Dan Sidelnick

Attachments:

Current We Will Statement

Priority Theme #1 with Draft Objectives and activities for consideration.