

To: Strategic Planning Committee
From: Dan Sidelnick
RE: Strategic Planning Session 2
Date: Nov. 10, 2025



Committee Members Present: Dan Sidelnick, Shawn Mark, Jennifer Bertolet, Dave Shafer, Cheryl Youtz,
Absent: Amy Hoffman, Derrick McCutchen. MaJuana Mayo, Eric McCracken
Strategic Planning Committee met on Monday. November 10 via ZOOM 6:00 – 6:45 PM

The group opened discussion on their experience with a consultant who provided the DNA framework. They agreed to take a more flexible approach, selecting and adapting elements from the consultant's work that align with our goals while deemphasizing parts of the structure that don't apply. Dan expressed a desire to involve the committees more actively in implementing their priorities, which were identified during the consultation process.

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The committee then discussed the revised **We Will** statement that was drafted by Dave. All agreed that it was a much clearer revision that would be easier to understand. Dan added the highlighted section to the We Will statement that includes both Millersville University's Values and Millersville University Alumni Association's Values.

The focus was then on the implications for board expectations and member commitment. Jen expressed worry that the revised statement might set too low an expectation, particularly for new board members, and could lead to misunderstandings about the level of involvement required. She raised questions about whether these expectations should be codified in the bylaws or just guidelines, expressing some uncertainty about the document's purpose and whether it clearly communicates board member's expectations.

Dave explained his decision to avoid specific event names like "homecoming" or "commencement" was to ensure inclusiveness for all alumni, including those who cannot attend meetings in person. The committee also discussed the idea of having the "We Will" statement presented and signed for board applicants as part of the application process.

The team agreed on the need for further discussion on how to monitor any financial requirements to the association.

Dan suggested discussing monitoring activities as the next step which are outlined in **Priority Theme 1: Objective 1A**. The group felt that it was premature and that more input on the We Will statement by the Strategic Planning Committee was necessary before developing any monitoring activities or other requirements.

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However, some initiatives can proceed as Alumni Board Committee work.

1. It was agreed that Committee Chairs should begin to review their structure and duties to identify Objectives for Strategic Priorities 2, 3, and 4 that relate to their committee with and plan to complete the review and agree on objectives by February in order to be able to report back to the Strategic Planning Committee before the April Board meeting.
2. The Finance Committee has already begun to plan for revenue streams and plan out the budget development process
3. Shawn and Derrick will collaborate on shoring up the re-election process for the committee/executive board, with the goal of having it ready before April 2027 BOD elections.

Next steps

- Dan: Send out the revised "We Will" statement to all Strategic Planning Committee members and request their feedback before the next scheduled Nov. 19 Strategic Planning meeting.
- Dan: Draft and circulate the SP Committee Board Report for review by the SP Committee by Nov. 17, to be reviewed at the Nov. 19 SP Committee ZOOM prior to the Nov. 22 BOD meeting.
- Dan: Schedule a ZOOM SP Committee meeting for Nov. 19th, to review feedback on the We Will Statement and on the draft Board Report before the Nov. 22 Board meeting.
- Dan: Conduct a survey (possibly via Doodle) to determine the best meeting time for the group:
6:00; 6:30; 7:00; 7:30

Respectfully submitted

Dan Sidelnick

Reference attachment:

Current & Revised **We Will Statements**