

Millersville University Alumni Association
Alumni Board of Directors Meeting
University Room, Gordinier Hall
Minutes 04/21/18

Roll Call:

Voting Members Present: Leslie Arnold '78, Jennifer Bertolet '92, Katie Breit '02, Kelly Davis '95, Kathy Focht '70/'75M, Kitty Glass '53, Alicia Good '14, John Held '02, Mike Henry '83, David Hernandez '71, Amy Hoffman '94, Patrick Leahy '97, Jonathan Mimm '02, Matt Olphin '95, Brandon Smith '16, Carroll "Butch" Staub '72/'80M, Matt Storm '12/'14M, Ashley Tose '14, Cheryl Youtz '69/'72M

Voting Members Excused: Chad Bolt '08, Teresa Dozier-Daniel '77, Brooke Magni '13/'16M, Dick Moriarty '72, Steve Yacovelli '93

Advisory Members and Guests Present: Scott Bailey '98, Immediate Past President; Denise Berg, Director of Alumni Engagement; Nathan Claycomb, Temporary Assistant Director of Alumni Engagement; Casey Craven, Student Alumni Association President; Joyce King '83, Nominations & Awards Chair; Bill Martin '81, Financial Planning Chair; Jennifer McMorris, Administrative Assistant for Alumni Engagement; Heather Morris, Assistant Director of Alumni Engagement and Annual Giving; Alice McMurry, Interim Vice President for Advancement

Advisory Members Excused: Dr. John Anderson, University President; Lorie Mahoney, Assistant Director of Alumni Engagement

I. Call to Order/Welcome

A. President Mike Henry called the meeting to order at 10:03 a.m. and welcomed special guests and advisory members to the meeting. Mike noted that the Board had a very nice tour of the Lombardo Welcome Center prior to today's meeting. He also asked that members focus on the meeting rather than their devices for a less "distracted meeting."

II. Action Items

A. Motion to allow all votes not financially-related be approved by general consent, in order to expedite this meeting, was made by Amy Hoffman and seconded by Matt Storm. All members, present in person and virtually, were polled individually and voiced YES/AYE votes. **A total of 20 yes votes, 0 no votes, and 0 abstentions were recorded.**

B. Motion to approve the Alumni Board of Directors meeting minutes for February 17, 2018, as distributed via email, was made by Jen Bertolet and seconded by Pat Leahy. **Motion approved unanimously.**

C. Motion to officially receive and file the quarterly financial report (ending March 31, 2018), as distributed via email, for audit at the end of this fiscal year was made by Kelly Davis and seconded by Butch Staub. **A total of 20 yes votes, 0 no votes, and 0 abstentions were recorded.**

D. Bill Martin, Chair of the Financial Planning Committee led a discussion on the proposed 2018-2019 budget.

- The committee looked at the budget based on actuals and tried to better balance the income and revenue with the needs and vision of the organization.
- Continuing to look for new revenue generating opportunities, like our affinity programs
- Discussed current management of some funds through Council Trust and the opportunity to work with the MU Foundation

- Reports the Association is well positioned, financially sound, and continuing to look for opportunities
- The budget is a blueprint, but worthwhile projects should be brought to the board (via the Executive Committee) for consideration
- Funds have been placed in long-term savings for the past five years, but the Board needs to start to talk about the goals of the organization to determine best strategies moving forward
- The Board was reminded, after some conversation and question, that the Financial Planning Committee has the authority to move \$100,000 without Board approval
- Brief discussion of need for strategic planning
- Ms. McMurry will share additional information regarding the Foundation opportunity with Mr. Martin

E. Election and Recognition of Outgoing Board Members

- Mike Henry reminded the voting members to complete their ballots and submit to Scott Bailey for tallying with staff member, Heather Morris. Election results will be shared at another time, after this meeting.
- President Henry recognized the following outgoing members for their service to the Board:
 - Chad Bolt - two terms
 - Matt Storm - two terms
 - Kitty Glass - four consecutive terms. To commemorate Kitty's generous and long-term service to the Board and University over the years, the Alumni Association donated \$1,000 in her honor to the SSI Catherine "Kitty" Glass Housing Scholarship Endowment

III. **University Report: Ms. Alice McMurry, Interim Vice President for Advancement**

Ms. McMurry shared Dr. Anderson's regards and provided University updates on Our Bold Path goals on his behalf:

- The Made in Millersville event highlights student undergraduate research. Thank you for supporting the Neimeyer-Hodgson grants and for serving as volunteer evaluators. The event grows every year and is a wonderful showcase of what our students are learning
- Dr Wubah will begin as President of the University on July 1. He brings more than 25 years of academic experience, mostly recently at Washington and Lee. He will be coming to campus next week, in May, and in June to transition into his role. The MUAA Executive Committee hopes to meet with him to discuss the organization and its role at MU. Board members were thanked for meeting the candidates and providing feedback.

V. **Vice President's Report: Ms. Alice McMurry, Interim Vice President for Advancement**

Ms. McMurry provided an update from the Advancement division:

- The Imagine the Possible campaign kicked off on July 1, 2017
 - We are moving from the soft rollout to public phase. Alice noted that materials and a mug are at each place setting. More information on the web at: imagine.millersville.edu
 - The campaign has already reached 42% of goal before the end of the first year of the three-year campaign. Thank you to those who have taken part
 - This is the first campaign that is completely student focused – no capital campaign projects, etc.
 - The campaign is focused on scholarships, student experiences (55% to goal) and athletics. First public announcement will take place at Dining with Champions event, where two representatives from MUAA will be present
 - Dining with Champions will kick off 28 hours of giving, including the One Day Give. Please share on social media and contribute if you feel moved to give

- The MUAA has provided a \$10,000 contribution to be used as a match during One Day Give
- Board member Brandon Smith has established a named annual award
- Executive trend report was distributed - \$9.7m over the annual goal and just shy of the annual fund goal
- Pledge card is at your place setting: It indicates your last gift date. Board giving is important at whatever level you are able. Participation is requested of each board member to reach the goal of 100% board participation.

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

A. Alumni Engagement

Chair Amy Hoffman reported:

- The committee's focus is to engage with alumni and students - "how have you impacted a student?" - she encouraged each member to think about that for themselves
- Members volunteered at Experiential Learning and Career Management's job and internship fair at concierge lounge. Approximately 32 alumni stopped by during the event.
- Some alumni in the community prepare a free lunch for students in coordination with the Campus Cupboard/HUB. There were 81 students at the last lunch, with the highest number around 110. Board members Kitty and Butch, along with Steve Focht, are involved as active volunteers, and the MUAA is helping to fund that initiative. Discussion of food insecurity issue on campus and how it's being supported/addressed. Email Butch if you're interested in assisting. The December e-newsletter included information on the HUB/Campus Cupboard

B. Financial Planning

Chair Bill Martin reported:

- As noted on his slide, the recent events quadrant shows much of the committee's work happens primarily in the spring semester
- Upcoming goals are to continue to research investments, including a relationship with the Foundation, and meet with Exec Committee to explain ideas and advocate for major initiatives and planning

C. Technology

Chair Jon Mimm reported:

- Jon recognized the great work of the staff on social media. We have made gains on social media, which leads to engagement with the university and alumni and alumni with one another
- Leslie Arnold reported on advocacy efforts. She attended the Advocacy Day and recognized a need to help our fellow alumni understand more about funding in the higher education system. In coordination with the technology committee, consideration of providing a stream of information (content creation and release plan would need to be developed and approved).
- Another goal of the committee is enhancing the remote experience. Tech is dedicated to having a consistent, high fidelity experience
- Slide attached

D. Nominations and Awards

Chair Joyce King reported:

- The committee recently met to review and award Hazel R. Schmuck scholarship, alumni awards, and six Neimeyer-Hodgson grants

- Thank you for making nominations and getting the word out. Winners will be announced and given out next year
- Attendance at Honors and Awards is down in previous years. This event may change with the new president.

E. Alumni Events

Chair Kathy Focht reported:

- Recent events
 - JoBoy's in Lititz (MUAW) - 78 in attendance for trivia with Mike Horn '82. MUAWs continue to attract first time attendees - someone from Texas joined us in Lititz! This location was well received.
 - Thanks to the University for the volunteer appreciation night at the Fulton
 - Thanks to the Alumni Engagement staff for their efforts with events
- Upcoming events
 - May 23 Barnstormers
 - July 12 Loxley's MUAW
 - June 7 Fox and Hound
 - September 19 Pressroom MUAW

F. MUAA Governing Documents

Chair Jen Bertolet reported:

- Executive Committee is actively working on finalizing the election piece
- Discussion of the executive committee slate.

G. MU Foundation

President Henry notes that the Foundation Board meets in two weeks; no other report

H. Student Alumni Association

President Casey Craven reported:

- This is Casey's last meeting. She shared her thanks and reports that it was great to learn about the organization
- SugarBowl fundraiser took place recently, and Monday there is a Tropical Smoothie fundraiser for those interested
- I Heart MU Week is upcoming. The t-shirt was produced by Matt Storm. Other free items will be handed out to students throughout the week.
- The Student Alumni Association is looking for some tried and true fundraisers - please share with the group if you have ideas

I. Student Government Association - no representative present; no report

VIII. Alumni Engagement Reports

A. Assistant Director of Alumni Engagement/Annual Fund, Heather Morris, reported:

- African American/Latina/o American Scholarship committee update: 10 alumni interviewed students and awarded 8 scholarships (over \$10,000 awarded)
- Spearheaded by Mel Allen '69, there was a Celebration for the Black Student Union in March with a conference and gala with alumni that connected donors with recipients
- Volunteer appreciation night had 70 attendees at a reception at the Fulton (and 60 stayed for Guys and Dolls)

- April 4 – Student Networking Alumni Programming (SNAP) event at Cargas with presentations provided by three alumni employed at Cargas. Fifteen students attended and two students were interviewed that evening for internship opportunities
- The Student Alumni Association had dinner with the president recently. Thank you to Casey for serving on the senior class gift committee who plan to use their funds to bring an endowment to threshold
- Upcoming events:
 - I Heart MU week
 - Dining with Champions kicking off One Day Give

B. Temporary Assistant Director of Alumni Engagement, Nathan Claycomb, reported:

- Recent events
 - Jazz and Java - the band played to a sold-out house on April 14
 - ELCM Job and Internship Fair welcomed lots of companies. Many MU alums were on site, representing their companies
- Upcoming events
 - Barnstomers game in Lexus RX suite with arcade games and full buffet
 - Spring Commencement - volunteer opportunities
 - Reunion planning underway for Homecoming
 - Applied Engineering, Safety, and Technology conference in San Antonio coordinating with Dr. Ogutu

C. Director of Alumni Engagement, Denise Berg, shared:

- The Assistant Director position has been posted
- Graduating Students of Color is May 1 - Kelly Davis will provide remarks on behalf of the MUAA and Heather will represent the office
- Mike Henry will welcome new alumni at commencement rehearsal and we have root beer floats for Senior Sendoff at Pucillo afterwards. PSECU will be there, and we are giving co-branded mugs. To the graduates. Alumni are welcome to drop by
- Graduate Commencement is Friday and Undergraduate ceremony is Saturday. The MUAA will be selling flowers. Nathan will be sending out a call for volunteers. Mike Henry will be on the platform.
- Homecoming is set for October 12-13
 - Liberty Mutual no longer sponsors golf tournaments. If your company is interested in helping, please let Denise know
 - Nathan will be organizing an ad hoc committee

IX. Old Business

No old business

X. New Business

A. David Hernandez noted his involvement with recent Open House and Admitted Students Expo in March and April. It was noted that attendance at these events is very good, and that admitted student yield is up 4% in paid deposits, and SAT scores of admitted students is up about 20 points.

B. Reminder to share the good news of the campaign during One Day Give

XI. Adjournment

A. Next meeting is scheduled for Saturday, September 15, 2018. E-reminders will be sent prior to the meeting with supporting materials and agenda. Be sure to RSVP.

B. Meeting adjourned at 12:07 p.m.

Respectfully Submitted by:
Kelly Davis
MUAA secretary