

Minutes of the Board of Directors Meeting
Saturday, November 18, 2023 - 10:00 a.m.

Voting Members Present:

Matt Olphin	President
Derrick McCutchen	President Elect
Dave Shafer	Treasurer (left meeting early)
Charece Collins	Secretary
Jennifer Bertolet	Member
Julia Cao	Member
Lauren Dinse	Member
Conor Gilbert	Member
Amy Hoffman	Member
Jackson Houston	Member
Tiffany Jackson	Member (left meeting early)
Lori Johnson-Negron	Member
Fred Kohm	Member
MaJuana Mayo	Member
Eric McCracken	Member
Mark Phillips	Member
Daniel Sidelnick	Member
Carroll "Butch" Staub	Member
Gracie Strawser	Member (left meeting early)
Rebecca Tassone	Member
Garland Thompson	Member
Madison Whitcomb	Member

Voting Members Not Present

Dave Malley	Member
Shawn Mark	Member – excused
Jordan Smith-Porter	Member – excused

Advisory Members and Guests Present:

- Dr. Daniel A. Wubah, University President
- Victor Ramos, Vice President for Advancement
- Kristin Schab, Director of Alumni Engagement
- Lori Leaman, Assistant Director of Alumni Engagement
- Marissa Loretto, Administrative Assistant – Development
- Cindy Darin, Executive Associate, Advancement
- Joe Garner, Foundation President
- Jovanne Cortez, SGA representative
- Joyce King: Immediate Past President

A. CALL TO ORDER

There being a quorum present and the members having been given adequate and proper notice of the meeting, Matt Olphin called the meeting to order at 10:02 AM.

Matt extended a huge thank you to everyone who made such a successful Homecoming happen.

ROLL CALL

Derrick McCutchen took attendance (Charece Collins appeared virtually). All voting members were in attendance except those listed above under "Voting Members Not Present."

B. Action Items

- **Approval of Voice Votes.** On a motion made by Madison Whitcomb and seconded by Amy Hoffman, it was resolved to approve the use of voice votes for all matters and decisions not financially related. Motion carried. (No negative votes)
- **Approval of Alumni Board of Directors Meeting Minutes.** The Board reviewed the minutes of the meeting held on September 16, 2023. On a motion made by Butch Staub and seconded by Tiffany Jackson, it was resolved to approve the minutes of the Board of Directors meeting held on September 16, 2023. Motion carried. (No negative votes)
- **Approval of Quarterly Financial Report.** The Board reviewed the quarterly financial report for the quarter ending September 30, 2023. On a motion made by Jennifer Bertolet and seconded by Julia Cao, it was resolved to approve the quarterly report for the quarter ending September 30, 2023. After a roll call vote, the motion carried. No negative votes. One non-vote (Gracie Strawser, who had stepped out of the room).
 - a. Dave Shafer noted that no expenses have gone out in the first quarter
 - b. Matt Olphin noted the income reflected on the report, which includes income from the Foundation; a \$40.55 deposit from Liberty Mutual (carrying over from our previous affinity agreement); and an interest-income balance of \$886 in our PNC Money Market Account.

C. University Report by Dr. Daniel Wubah, University President

- Dr. Wubah thanks the MUAA Board for their commitment to the school.
- We sadly lost two students this year (one on campus, and one off campus). The community supports each other in the midst of tough times.
- We will have only one Commencement ceremony at the end of the school year.
- We have a strategic plan (called "Traditions and Transformation") that we are working on. It started in 2020, and it will end in June 2025.
 - This plan tells us how we are doing and where we are headed, and what actions we should reconsider
 - The plan has four pillars focused on the students:

- (1) Accessibility and Affordability (bring the students in)
 - (2) Provide students with transformative experiences
 - (3) We must have the right environment and people (as an institution, our people are our greatest asset)
 - (4) Communicate our values (so we can recruit students who know our values)
- We are working hard to increase our enrollments:
 - About 3 years ago, we had about 7,800 students by headcount. But currently, we are around 6,800 students by headcount.
 - Our goal is not to increase enrollment to the detriment of the experience that students get. We are increasing intentionally so that students can continue to get the quality education that we promise them when they sign on.
- There has also been some improvement in our numbers this year compared to last year:
 - Last year at this time, we had received 2,290 completed applications, we had admitted 1,602 students, and we had 47 deposits.
 - This year, we have received 2,617 applications, we have admitted 1,799 students, and we've received 56 deposits already. It is still early in the year, but this tells us that we are headed in the right direction. One of our goals is to increase our selectivity in terms of quality but also increase enrollment.
- If you speak with any student who might be interested in coming to Millersville, please share Dr. Wubah's email address with them: Mupresident@millersville.edu – he will respond to every email.
- We are also working on our retention efforts.
- How this year went in athletics:
 - So far, very well. Men's golf team won PSAC this year. The last time we won was 2013. We should feel very proud! We will take part in the NCAA super regionals in May of next year. Dr. Wubah looks forward to hosting the men's golf team at Tanger House (any team that wins a conference is guaranteed a dinner at Tanger House).
 - Also, our men's soccer team also won the PSAC this year – in Dr. Wubah's five years at the University, they have won it four times! We have a game this afternoon, and Dr. Wubah will be there at the soccer field to watch them play. Coach Widdowson has done an awesome job. This year, he won his 200th game.
 - We have beaten West Chester in two different sports: Football and Soccer – great thing.
 - We welcome our new women's basketball coach (Kira Mowen). She has started on a very good note, and we look forward to the excitement that she will bring.

- Dr. Wubah appreciates our coaches, as they don't only coach our student athletes as athletes, but they coach them in a very educational way. Dr. Wubah always wants to keep education first.
- Homecoming this year was exciting. Despite the rain, the Marauder spirit showed through! We were able to successfully move the events indoors.
- Reminder about upcoming events:
 - Conference on Education and Poverty is happening today. 120 students and faculty from all over the country are in attendance.
 - On December 2 and 3, kindly make time to attend the Glorious Sounds of the Season events. It's very immersive (students perform at 360 degrees – you hear sounds from all directions).
 - Winter Commencement will occur on December 9.
- We have alumni who are committed to the University in all kinds of ways. And some go above and beyond. Joe Garner is in his final year as Foundation President. He has done amazing in this position, and Dr. Wubah thanked him for all that he has done for Millersville.
- *Questions from Board Members for Dr. Wubah:*
 - Question from Conor: *There has been a question about the stability of State Schools. Can you please speak on the strength of Millersville and what is happening with the State System, and how we are navigating these waters to keep students successful?* Answer: Millersville is headed in the right direction. We are strong. We are not going to be integrated with any other university. We are independent. Though we are part of a system, our commitment is to Millersville, and our goal here is to enrich PASSHE as a whole. Our focus is on what is going on here. We are focusing on increasing enrollments. Our budget is currently balanced. We have recently put measures in place to make sure that at the end of the year, we have resources to move funds into our reserves. We are not in a dire situation financially because we are watching our budget. E.g., we have a Vacancy Management Committee: when positions open, instead of assuming that we will automatically fill it, we have a committee (the CFO, Provost and VP of Student Affairs) that reviews it and makes a recommendation to Dr. Wubah as to whether to fill the position or not (this helps us to make sure that we are not overextending ourselves by hiring too many personnel). At the same time, our goal and philosophy is to enhance our next assets as we decrease costs. Millersville is doing well. We are somewhere in the middle – we are not the healthiest, because places like West Chester and Slippery Rock have a better financial position, but we are healthy. We can support ourselves. We can put money into reserves year after year. We have enough to start initiatives and also support our primary mission.
 - Comments for Dr. Wubah from Butch: Encourage you and your admin that we get someone to replace Kristin. We went two years without one before, and it almost destroyed the MU Alumni Association. (He also

asked if Alice McMurry's position was approved, and Dr. Wubah advised that Alice McMurry's position is still up in the air – it will come from Victor Ramos with a justification if committee feels it's needed). Butch also added that coaches are exceptional at MU. He visited the Lehigh Building and it was phenomenal. There is no question as to why they are successful.

- Per Matt: The link to buy tickets for Glorious Sounds of the Season is on the back of the agenda.

D. Joe Garner, Foundation President, Presentation

- Matt introduced Joe and explained that he would like everyone to understand what the Foundation is and what they do.
- \$900,000 of our money is invested in the Foundation
- **See other document with slides captured and notes taken**

E. Advancement Report, provided by Victor Ramos, Vice President for Advancement

- Alice McMurry, former Associate Vice President for Advancement, has left the University. Many of the Associate Vice President's direct reports are reporting directly to Victor.
- Victor will evaluate, with the directors, the job description of Associate Vice President for Advancement as it stands, and whether it will be modified moving forward. It will come up for review with the Vacancy Management Committee in early January, and will hopefully obtain approval for the position to go to search.
- With Kristin Shaub's announcement that she is leaving MU, Victor thanked her for her work over the past two years. Lori Leaman will report to Victor for the short term, and the committee will seek approval for an interim, and for this position to go out to search.
- The intent is to rehire for both of these positions and hire two other positions – Events Coordinator and Prospect Researcher.
- Kim Cole, has been hired as a Major Gift Officer for MU. She is working with benefactors and donors to raise resources for the institution.
- Heather Morris will be taking on the role as Interim Director of Philanthropic Giving. The Major Gift Officers, the Digital Gift Officer, and Marissa Loretto will report into her.
- **Question: Why is the University not on a hybrid schedule?**
 - **Answer:** In the prior Spring semester, MU reviewed its current policy regarding hybrid and remote schedules. It has now rescinded that policy and instead stated that some positions are 100% remote, and hybrid status is not allowable. Part of the reasoning is that MU is a front-facing institution. We have students who are on campus. We need to see and breathe the life of the campus to present accurately to alumni and friends. We review all of our policies to see if they need to be changed in any way. We will review in the Spring to see if any possible changes should be implemented starting in July 2024.

- **Comment:** I hope positions are approved according to need; that we get the right people and quickly so that we can have the impact that we want for the University.
 - **Victor's Response:** The Vacancy Management Committee has been reviewing every position that has become vacant in the last several months. It has "put the brakes" on a number of positions, but upon second submission, some positions have been approved. Many promotions occur during times like these as well. Many institutions in the region are looking for the same types of positions right now. Our journey is a little rocky right now, but we hope that the road will smooth out.
- **Question: What are you going to do about the swans?**
 - Victor is relying what he heard at cabinet: Swans are supposed to pair for life. When these two new swans came, they were supposed to have their wings clipped. Apparently, the clipping of wings did not take, so unfortunately one did try and fly and hit a power line and has passed away. Like humans, there was a period of mourning. We can't just find another swan to bring in and all will be fine. We will hopefully bring in a new one, but we will allow bird experts to help with that.
- As of October 31, 2023, we are sitting at \$1.874 million in philanthropic funds received this year. We have a private goal of \$7.5 million for the year. We have a couple of new people and vacant positions, but we will work through prospects and hopefully exceed our goal.
- Upcoming Events
 - December 1: Celebrate Scholars (matching scholarship donors to their current recipients). We currently have 60+ donors who have registered for the event, and Marissa is contacting every student who has benefited from those donors to try to have them there for the event.
 - Glorious Sounds of the Season is coming back. Kristin has put the reception together (4:00 and 7:30) following each event. We have over 60 registrants signed up for that event.
 - Commencement: Jennifer Craighead Carey, class of '90, will be the speaker.

F. Alumni Engagement Report (Kristin Schab, Director of Alumni Engagement)

- (These numbers are effective as of the end of October). We have engaged 3,021 alumni. Our goal by the end of the year is 8,000, so we are 37% to goal. Kristin will place a pie chart in the folder that shows how we would get to 8,000.
- We are trending upward from the last fiscal year.
- Thank you to everyone in the room who volunteered for Homecoming. It takes a village with staff and volunteers. Huge shoutout to Lori who had a grand vision to move the field, food trucks, etc. inside.
 - We only had to cancel 1-2 events. The trolley tour was canceled due to safety reasons, but we were able to put that money towards the coach bus to provide transportation to and from the block party.

- New events took place – it was the 90th anniversary of Homecoming (first being in 1933). So, we set up two open houses on Friday and Saturday and set up archives. Materials from 1933 and the first Homecoming were laid out.
 - The Welcome Home Kickoff Party occurred on Friday evening.
 - A Goodbye Party was also held. It was not as nicely attended because it was outside in tents (with mud and rain).
 - Class of 1973 celebrated their 50-year anniversary.
 - 27 of the 40 Marvelous Marauders attended a brunch with Dr. Wubah. The other winners will receive their awards sometime throughout the year.
- Upcoming Events: 'Ville Voice Speaker Series has returned. In August, we did a webinar with alumni who are experts in their fields. Everything has been recorded, and the gallery of recordings should be available soon. The topics so far have been: (1) How to Create your own Podcast; (2) Building your Own Brand on LinkedIn; (3) How to Use Volunteering in the Community to Help Yourself Professionally and Personally; and (4) Money Management and Budgeting 101.
 - They are looking for future speakers and topics. There are 10 in the pipeline for now.
- Over the summer, we held some events (e.g. Barnstormers; tour of the Southern Market)
- We started a virtual 5K series – went very well.
- 'Ville on the Road event was held in Reading. 60-70 were in attendance. To date, we've held 5 or 6 of these events (e.g. Skippack; D.C.; Lancaster; Reading; etc.). We have a few cities and counties that we are looking to host in the Spring.
- Marvelous Marauders were recognized over Homecoming Weekend. Information for this program next year will be forthcoming.
- Recent Grad Council will host their first meeting in December or January. They have about 22 members right now, which is great. Information about their goals and initiatives will roll out after first meeting
- 'Ville Nation Social Media Ambassador Program: Alumni can register to share good news about Millersville. We currently have about 60 active ambassadors. This program launched in the Fall of 2022, and to date, we have had a reach of about 61,000 (people who see the content) and 12,000 Impressions (number of times content is displayed), and 25 published posts.
 - This ensures that even if alumni are not following the Office's social media sites, if they are connected with an ambassador on LinkedIn, Facebook, Twitter, etc. they are still getting MU news (Homecoming, One Day Give, etc.).
- The MUAA Board thanked Kristin for her two years of dedication to the University and the Alumni Association.
 - She has taken a position at Goucher College located in Maryland.

G. SGA Report by Jovanne Cortez, SGA Secretary

- Academics Committee has done amazing things so far. We are working to send out text-o-grams to students. We plan to give \$150 vouchers for the textbook website.
- Student Life Committee (led by Kerri DeWitt) is also doing amazing. We have had student complaints regarding dining, and many concerns have been alleviated.
- National Recycling Day went very well.
- Student Appreciation Week went well: Stress relievers; sensory events; gave students quarters for washer/dryer; self-care awareness.
- Homecoming: We were excited to see the turnout. It was a great parade.
- Our Director of Organizations (Ethan Demler) and Finance Director (Brayden Button) have been working to fix our organizational chart – some positions/organizations/clubs are no longer active, so we are reviewing that. We created a moratorium to prevent organizations from being created, and we'll have a process to create new organizations going forward. Additional information can be found at our SGA Linktree: <https://linktr.ee/MillersvilleSGA>. You may also email their Finance Director, Brayden Button (sgafinance@millersville.edu), for more information.
- There has been a lot of engagement with SGA, and we've had a 30% increase in membership. We want to make sure we have a perspective from each department.
- Plug for Glorious Sounds of the Season.

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

- Finance – Conor Gilbert
 - Nothing to really update or change regarding finance. Transparently, my life has been crazy between last meeting and now, so I could not get the Committee together.
 - The statement where our assets currently sit has been updated.
 - Thank you, Dave, for work to the budget. All income, and no bills have gone out.
 - We will meet before the next Board meeting and will have further updates.
- Alumni Engagement and Events – Amy Hoffman and MaJuana Mayo
 - We just had our meeting last week.
 - We are happy about how well Homecoming went despite the rain. We are seeking more volunteers to help with the events because it is a huge weekend. We want to discuss how to get more alumni to commit to coming out and being involved.
 - We are talking about Homecoming for next year

- The Office was possibly talking about possibly changing the month of Homecoming next year?
 - Victor responded: Other PASSHE institutions celebrate all month of November, so MU is looking at possibly moving our Homecoming weekend to early October or even September (instead of late October). That will depend on the football schedule. It will likely be the second week of October 2024.
 - Engagement Committee was not keen on September.
 - We are looking how to get more people involved, including the students.
 - Jovanne commented: Pick a date that is not cold! 😊
 - Question to Kristin – do we have a hashtag for the 'Ville Nation Ambassador program? Kristin: Some events have their own specific hashtag, but we can look into something for the 'Ville Nation. We mostly use #VilleForLife for generic hashtags. We coordinate with UMC and do hashtag checks to determine which ones are the best and ensure they aren't being used by other schools.
- Executive Committee (EC) – Matt Olphin
 - EC has written checks. You will see expenses on the next quarterly report.
 - Matt and Dave Shafer will meet with Conor, Amy and MaJuana and talk about additional ways to enhance engagement.
 - Last board year, we lowered the amount that EC can spend on its own to \$7,500. So far, we have given:
 - \$1,000 to the American Meteorology Society for their national conference
 - The reception will be held in Baltimore – it is open to alumni
 - Communications and Technology – Leslie Arnold and Madison Whitcomb
 - Madison: No report: Committee is trying to restructure and determine how to best serve the other committees.
 - If you see a need for our team as your committees meet, please let us know.
 - Scholarships, Grants and Awards – Rebecca Tassone
 - A report is in the folder for everyone to read.
 - We had a scholarship meeting to award the Neimeyer-Hodgson award. We were able to award a total of \$3,427.43 to six students from multiple colleges/majors and interesting projects. The most any student can receive is \$700, and they can only receive the grant one time during their MU career.
 - We are going to review scholarship criteria to make sure that they are in alignment with what the Board wants to continue to support.

- In the Spring, after our Feb. meeting, there will be our next round of awards to decide upon. There will therefore be more updates in April (not so much in February).
- Membership Committee – Derrick McCutchen
 - First meeting took place on October 23, 2023
 - We discussed the We Will statements. We want to confirm that all members have signed the Conflict of Interest, Confidentiality and We Will Statements. We are 95% covered.
 - We also discussed Board Member involvement. How do we assess it? We thought about tracking attendance; whether board members volunteer; should we create a scoring system to track; should committee chairs do the scoring.
 - We discussed the election process for new members – it needs to be tweaked.
 - We need to look into the scoring system – how many tiers should it be (three tiers?)
 - We developed a tentative timeline regarding new members submitting applications: First tentative date is January 22 for the application deadline. Derrick will discuss with the Office to get that started.
 - **Comments from Jennifer Bertolet:** Encouraging members to be more involved – check email (forward to personal email if it would help) – respond to emails – attend committee meetings. Decision to run for the Board should not just be for a resume. Board needs help to run efficiently.
 - **Question asked:** Are there policies in place regarding attendance and eligibility to run for another Board position? **Joyce:** There are rules around Board meeting attendance and how many you can miss (2). In the past, President will contact those who miss 2, the member shows up for the third one, and then cycle starts again. It is difficult to know what to do there.
 - **Jennifer Bertolet Comment:** This should also carry over to membership on Committees. Attendance is important there too. There is a lot of work to do.
- MU Foundation – Derrick McCutchen
 - I attended the meeting. Will not add anything further after Joe Garner's wonderful presentation.

I. Old Business

- Nothing raised.

J. New Business

- We have reviewed the completed compilation report, and our taxes have been filed.
- From our audit and accounting firm: We have very little expenses and a lot of liquid cash. No issues. Audits will be done every year ending in 0 or 5.
- New Action Item raised by the EC: To Allow MU's Accounting Office to Provide Treasurer in Kind and Bookkeeping Services for the MUAA (report is in Teams with information for why this is necessary).
 - Jennifer Bertolet made the motion; Butch Staub seconded the motion
 - Discussion: We are glad that this is on the table. It will be less of a "trainwreck" for us. Will be a huge help when Treasurer is in transition.
 - **Question:** Can the firm write checks when Matt or Dave is not able to? **Matt:** Yes. **Question:** Will this new setup cause disbursements to take longer? **Matt:** No – will be much faster!
 - On a motion made by Jennifer Bertolet and seconded by Butch Staub, it was resolved to approve the motion to allow MU's Accounting Office to Provide Treasurer-in-Kind Services for MUAA. After a roll call vote, the motion carried. No negative votes. Three non-votes (Tiffany Jackson, Dave Shafer and Gracie Strawser had to leave early that day).

K. Adjournment

- Motion made by Julia Cao and seconded by Amy Hoffman. Motion carried unanimously. It was agreed that there was no further business of the Association to transact, and the meeting was adjourned at 12:15 p.m.

Next Board Meeting: February 10, 2024, 10:00 a.m. (virtual-only)

Disclaimer

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting by the members of the Association. This document shall not be considered a verbatim account of every word spoken at the meeting. Members have the opportunity to review and provide suggested corrections to the minutes.

Respectfully Submitted,

/s/

Charece Collins
MUAA Secretary