

Minutes of the Board of Directors Meeting
Saturday, September 16, 2023 - 10:00am

Voting Members Present:

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

Voting Members Not Present

Tiffany Jackson	Member - Excused
Dave Malley	Member
Jordan Smith-Porter	Member - Excused

Advisory Members and Guests Present:

Alice McMurray	Assoc. VP Advancement
Kristin Schab	Director of Alumni Engagement
Lori Lehman	Assistant Director of Alumni Engagement

Advisory Members and Guests Not Present:

Joyce King	Immediate Past President
Victor Ramos	VP Advancement

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 10:22 AM.

ROLL CALL

Charece Collins took attendance. All voting members were in attendance except those listed above under "Voting Members Not Present"

WELCOME TO NEW MEMBERS

Julia, Conor, Jackson, Fred, Shawn, MaJuana, Eric, Dan, Gracie, Garland, Madison.
Thank you for joining!

B. Action Items

- **Approval of Voice Votes.** On a motion made by Amy Hoffman and seconded by Conor Gilbert, 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 April 22, 2023. On a motion made by Rebecca Tassone and seconded by Butch Staub, it was resolved to approve the minutes of the Board of Directors meeting held on April 22, 2023. (One abstention – Shawn Mark)
- **Approval of Dave Shafer as Treasurer and Fred Kohm as member at large.** On a motion made by Charece Collins (and Conor Gilbert) and seconded by Derrick McCutchen (and Mark Phillips), it was resolved to accept Dave Shafer and Fred Kohm effective September 16, 2023. The motion carried.
- **Approval of Quarterly Financial Report.** The Board reviewed the quarterly financial report for the quarter ending June 30, 2023. On a motion made by Dave Shafer and seconded by Rebecca Tassone, it was resolved to approve the quarterly report for the quarter ending June 30, 2023. After a roll call vote, the motion carried. One abstention (Gracie Strawser).

C. University Report: Alice McMurry on behalf of Dr. Daniel Wubah, University President

- Dr. Wubah sends his regrets for not being able to attend today's meeting. Millersville had a "Day of Caring" that he and several other cabinet members participated in, and it went longer than anticipated. His remarks will be emailed on his behalf. Several of his remarks were included at the State of the 'Ville Address (recorded and online on Millersville's website).

D. Advancement Report, provided by Alice McMurry, Associate Vice President for Advancement (on behalf of Victor Ramos)

- Over \$110 million in commitments has come in over the past 6 years, through the "Imagine the Impossible" giving campaign, to support various programs within the University that will benefit the students (e.g. Homecoming, One Day Give,

various receptions, etc.). 100% of the returning MUAA Board members participated in the “Imagine the Impossible” campaign.

- Page 4 of the Campaign Report of Gifts Booklet has some of the campaign highlights: Over 4,600 alumni participated in the campaign from 65 counties in PA, all 50 states and 22 countries throughout the world.
- You may go to www.imagine.millersville.edu to see a complete listing of all of the people who contributed to the campaign, and videos to hear from some of the students who benefited from the funds.
- We will plan a new fundraising campaign in the future, but for now, we have an approximate \$6 million gap to raise for the Lombardo Hall renovation (formerly Brooks Hall), which will be the future home of the Lombardo College of Business. Groundbreaking will begin a few weeks after homecoming this year. It is hoped to be available for students in Fall 2025.
- We received a \$2.5 million dollar match gift from the Commonwealth of Pennsylvania to renovate Biemesderfer Stadium and Pucillo Gymnasium. We received private support, and we are about \$200,000 shy of meeting the \$2.5 million goal to receive the match. The deadline for the match is mid-November.
- Lockers will be available with nameplates that you can dedicate to yourself or someone else (as part of the fundraising goal).
- We are continuing to raise funds for scholarships and student experiences (e.g., to help our students with undergrad research, study abroad, internships and other classroom enhancing experiences)
- www.millersville.edu/give is a link to find information on this and much more.
- <https://www.millersville.edu/imagine/files/imagine-the-possible-campaign-report.pdf> <--Link that Alice posted into the chat during the meeting.
- We rely on private support to try our best to keep a flat tuition rate for students.

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

- Finance – Conor Gilbert
 - Financial Committee Report is located in Teams
 - **CONFIDENTIAL INFORMATION**
 - Balance sheet is strong – we have \$180,000 in our PNC accounts (\$110,000 of that is in a money market)
 - Our biggest asset is with the Foundation account (over \$900,000 within our MU Foundation account)
 - We have recently lost about \$60,000 in revenue from our affinity partners (PSECU and Liberty Mutual)
 - Our operating budget is at a low; though we have assets to utilize, we need to find ways to generate additional income streams.
 - We are looking for more ways to engage with alumni and impact students (scholarships, etc.)
 - Future Goals

- We want to use the money that we have to impact the students and the University but also allow the money to grow.
 - We need to look at the budget to make sure all activities are funded properly. Some things should be recategorized.
 - We want to generate additional ideas (we will reach out to other PASSHE schools to see what they do)
 - We will contact businesses that may be able to partner with us
 - Council Trust (a local money management company) – we have over \$600,000 of investable assets there and approximately \$26,000 in a money market account there.
 - We may want to get an RFP to see what other money managers are out there
 - We are currently in a good financial position, but we need help to stay there.
 - Amy Hoffman – special thanks to Conor for taking over 😊
 - Comments from Matt: Money market account at PNC was raised from 0.2% to 3.5% thanks to Matt and Derrick 😊 Joe Gardner (current President of The Foundation) will come in to speak to the Board about the Foundation at the November meeting.
- Alumni Engagement and Events – Amy Hoffman and MaJuana Mayo
 - Ways for alumni to be involved:
 - 'Ville on the Road on September 27, 2023 in Reading
 - Homecoming is coming up and they really need the Board there and they need volunteers (in person and virtual). There are so many things that we can do. Parade desperately needs volunteers – see Mark Phillips if you would like to volunteer.
 - No deadline to register or volunteer, but the sooner they know, the better
 - The Committee is looking into future events as well
- Executive Committee (EC) – Matt Olphin
 - Committee meets every month (President, President-Elect, Past-President, Secretary, Treasurer, and the Alumni Engagement Office)
 - We discuss funding requests, meeting prep, homecoming, etc.
 - Committee chairs will send potential topics of discussion to the EC

- Communications and Technology: Leslie Arnold and Madison Whitcomb
 - Members: Leslie Arnold, Madison Whitcomb, Jackson Houston, Jennifer Bertolet
 - Current Goals:
 - Increase awareness of the MUAA Board of Directors and its committees and our interaction with the Alumni Engagement Office
 - Continued revisions and updates the Millersville University Alumni Association web page
 - Improve Communications between the alumni engagement office and the alumni board

- Scholarships, Grants and Awards – Rebecca Tassone
 - We are starting review for the upcoming year
 - Successfully addressed issues from past year over the summer
 - Expected to have introductory meeting with their new team in October
 - Will review first applications for grants in November (for the Neimeyer-Hodgson Student Research Grant)

- Membership Committee: Derrick McCutchen
 - First meeting will take place on October 23, 2023
 - New committee members: Butch Staub, Lori Johnson-Negron, Mark Phillips, Tiffany Jackson, Amy Hoffman, Charece Collins
 - Goals for this year:
 - Will look at the election process; how we are soliciting candidates and how the voting is done for those candidates. This includes how we select the executive board members.
 - Will look at the new candidate assessment matrix – it was a little cumbersome going across the long excel spreadsheet, so we will see if it can be streamlined
 - Will look at the candidate scoring system for recommendations to see if it can be improved.

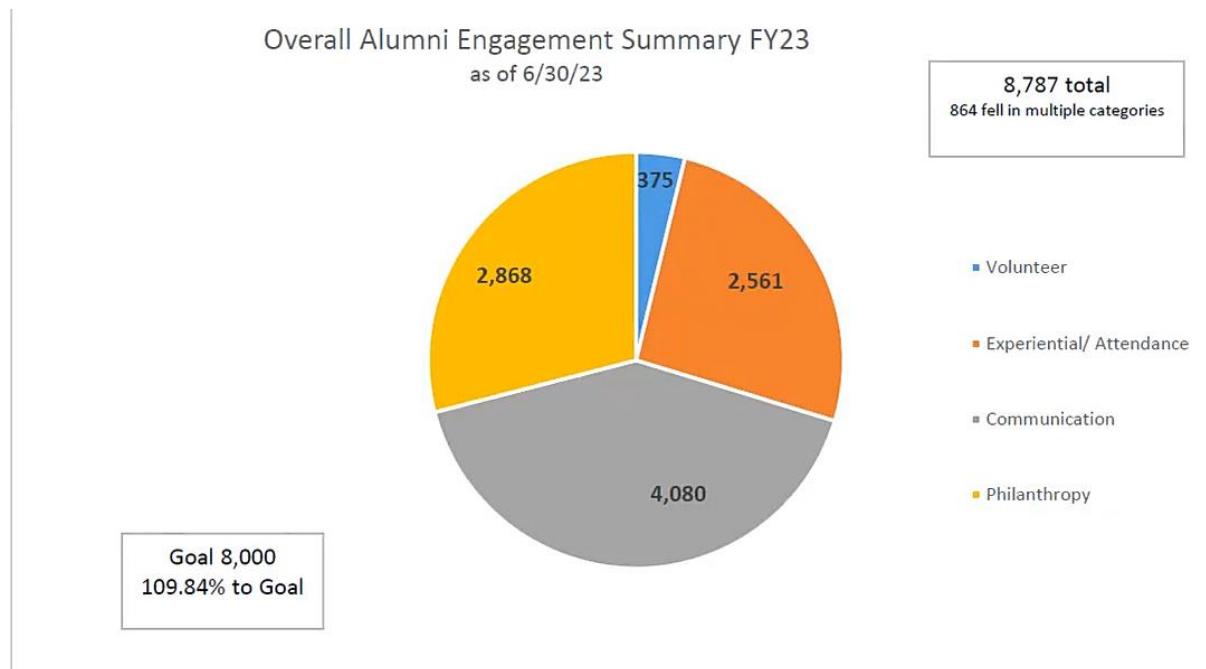
- MU Foundation: Derrick McCutchen
 - First meeting was held on Tuesday, September 12, 2023
 - Various committee reports from exec, audit, assessment, spending, etc. committees
 - Dr. Wubah gave a State of the 'Ville address
 - The funds are being well managed

- Alice has suggested possibly having the MUAA alumni representative be the volunteer participant on the investment committee (if the alumni board is interested in learning about specifics regarding the investments)

F. Alumni Engagement Report, Provided by Kristin Schab, Director of Alumni Engagement

- They had a goal of engaging 8,000 of the 74,000 alums, and exceeded the goal – they were 109% to goal. They engaged 8,787 alums!
- They increased the number of volunteers by 48% (from fiscal year '22 to '23)
 - Recent Grad Council, social media ambassador program, one-day give, couples challenge (asked them to help with specific things), all helped to drive this
- Benchmarks are similar for 2024 (8,000 alumni engagement goal)
- Past summer: held events including mini golf; tour of the Southern Market in Lancaster; virtual opportunities; MU Night with Lancaster Barnstormers
- Dinner with Marauders (alumni with recent grad council members, social media ambassadors and Marvelous Marauders)
- 'Ville on the Road (Reading) – 70 attendees registered so far
- Brought back the Ville Voice series – using Marvelous Marauders – two webinars held so far (How to Rebuild your Brand on LinkedIn and Top 10 Tips for Starting a Podcast)
- Three upcoming webinars: (1) Cameron Martin – Budget Management Tips; (2) John Held and Tom Baker – Tapping into your volunteer Networks for Professional and Personal Advancement; (3) Importance of Mental Health
- Webinars are pushed out to students, alums, recent grads and staff on campus
- If interested in doing a webinar, let Kristin know
- Marvelous Marauders (new program that started last year): 113 nominations received; the selection committee narrowed it down to 40 (the number 40 represents anniversary of MU becoming a university in 1983) – they will be recognized at a brunch with the President during Homecoming weekend.
- Application will go out soon for next year.
- 'Ville Nation Social Media Ambassador Program is in its second year. Kristin will set up a small training session to help us to spread news and information. They are looking for alums to serve as social media ambassadors (on LinkedIn, Facebook and Twitter). The office creates the content, and ambassadors help to push it out. The Office holds contests every month with prize packs as rewards.
- Homecoming 2023 coming up in October. Coffee and Conversation event will be back again (where you can go to the archives and meet the staff members there. The staff plans to do a celebration of homecoming (celebrating 90 years)). Welcome Home Party; Goodbye Party; Block Party; Reunions; etc.
- Volunteers will get a Homecoming T-Shirt and they will get Golden Tickets
- Staff liaisons have changed – she will be staff liaison for membership and communications.
- Recent Graduate Council may be considered for Board Membership

- Butch – kudos to Kristin and Lori for how well the Coffee and Conversation went last year (with the Archives office) – and it will come back to Homecoming this year
- Julia Cao suggested setting up a bridge of communication between the Recent Graduate Council and the Board.
- Matt asked: How do you measure engagement? Kristin answered: It's anything and everything that we are able to track. It can include event attendance; volunteerism; professors inviting people onto campus, etc. It is also about education awareness (speaking with deans, faculty, and staff, asking them to report to the Office if they bring in a certain number of people). Alice added: The four main categories for how alumni engage are (1) Volunteer; (2) Experiential/Attendance; (3) Communication; (4) Philanthropy. She provided the below chart for reference:



G. Old Business

- Raised by Amy Hoffman: Kristin and Lori (and all at the office) – thank you to the Engagement Office for all that you do

H. Adjournment

- Prior to adjourning, Matt reminded everyone to turn in their We Will and Confidentiality Statements
- On a motion made by Rebecca Tassone and seconded by Amy Hoffman. Motion carried unanimously, it was agreed that there was no further business of the Association to transact, the meeting was adjourned at 11:45 a.m.

Next Board Meeting: November 18, 2023, 10:00 a.m. (hybrid)
New Member Training: November 18, 2023: 8:30 – 9:30

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