

Minutes of the Board of Directors Meeting
Saturday, February 10, 2024 - 10:00 a.m.

Voting Members Present:

Matt Olphin	President
Derrick McCutchen	President Elect
Dave Shafer	Treasurer
Charece Collins	Secretary
Jennifer Bertolet	Member
Lauren Dinse	Member
Conor Gilbert	Member
Jackson Houston	Member
Tiffany Jackson	Member
Fred Kohm	Member
Dave Malley	Member
Shawn Mark	Member
MaJuana Mayo	Member
Eric McCracken	Member
Mark Phillips	Member
Daniel Sidelnick	Member
Jordan Smith-Porter	Member
Carroll "Butch" Staub	Member
Rebecca Tassone	Member
Madison Whitcomb	Member

Voting Members Not Present

Julia Cao	Member – excused
Amy Hoffman	Member – excused
Lori Johnson-Negron	Member – excused
Gracie Strawser	Member – excused
Garland Thompson	Member

Advisory Members and Guests Present:

- Dr. Daniel A. Wubah, University President
- Victor Ramos, Vice President for Advancement
- Joshua Belice, Interim Director of Alumni Engagement
- Lori Leaman, Assistant Director of Alumni Engagement
- Andres E. Lanza, 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 a.m.

ROLL CALL

Charece Collins took attendance. 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 Butch Staub and seconded by Dave Shafer, 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 November 18, 2023. On a motion made by Tiffany Jackson and seconded by MaJuana Mayo, it was resolved to approve the minutes of the Board of Directors meeting held on November 18, 2023. Motion carried. (No negative votes)
- **Approval of Quarterly Financial Report.** The Board reviewed the quarterly financial report for the quarter ending December 31, 2023. On a motion made by Dave Shafer and seconded by Butch Staub, it was resolved to approve the quarterly report for the quarter ending December 31, 2023. After a roll call vote, the motion carried. No negative votes. One non-vote (Madison Whitcomb, who had stepped away).
 - a. Prior to the vote, Dave Shafer noted that we are midway through our fiscal year, and from an expense perspective, we are at approximately 46% of what our budgeted expenses were. Our largest expense was Homecoming (as anticipated). We came in at \$0.40 under budget. All is healthy.
 - b. Prior to the vote, Dave Shafer noted that this report was the last time that a Board member would prepare this report. Dave thanked the University's Accounting Office for partnering with us to take over the preparation for our reports going forward.
 - c. Prior to the vote, Daniel Sidelnick raise the need to find a sponsor or affinity partner for the MUAA. Matt stated that there is a proposal (ideas from the Advancement Office) to raise funds for MUAA, and meetings will occur with the Committee chairs, etc. soon. Matt further advised that the Board will see this proposal incorporated into the budget proposal at the April General Board Meeting.

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

- Dr. Wubah thanks the MUAA Board for their commitment to the school. He is impressed with the high number of attendees at our Board meetings. He belongs to other Boards, and they often do not get the attendance they expect. He congratulates us.
- He is very happy that Josh has stepped up to become MU's Interim Director of Alumni Engagement. Dr. Wubah has been at four other universities, and he can say that having an alum in this role is more effective, and it works very well. The last two weeks, Dr. Wubah was at the American Meteorological Society Meeting in Baltimore, and he was impressed with how the Alumni Office arranged to get so many MU alumni to the reception. It was very well attended by MU alums (the best attendance he's seen in his 6 years of going to this reception).
- Generally, Millersville seems happy. No major issues with students or staff this semester.
- The students are enjoying the pond.
- At the winter commencement, we graduated 349 undergraduate students and 73 graduate students. Our goal is to see those numbers increase (and our alumni association would also then expand in numbers). Matt Olphin was there and represented MUAA very well.
- PASSHE Updates:
 - Attended the Governor's budget hearing in Harrisburg with three other PASSHE Presidents.
 - For Millersville, the Governor is proposing the increase of operations to a new system of higher education in Pennsylvania. He is asking for a total of \$975 million to go to the new system, that will represent a 15% increase of our operations from last year. This would be helpful as it is much needed.
 - Governor's new plan involves merging the 10 PASSHE Universities with the 15 Community Colleges. This is a framework that came about from a task force that the Governor put together last Fall, and they made this recommendation and the Governor has accepted it.
 - The 25 Presidents have met twice virtually, and this coming Thursday (Feb. 15, 2024), we will all meet in Harrisburg for the first time. This group has been tasked with two main goals: (1) Develop a Governor's structure for this new system of higher education and (2) Come up with a funding formula that will be outcome based (meaning, the more students you graduate, you get an increase in funding). The Deputy Secretary of Education is leading this effort on behalf of the Governor's office.
 - Yesterday, the Secretary of Education for Pennsylvania (Dr. Khalid Mumin) was on campus, and we took him to look at our facilities and tour some of our programs. We took him to four or five labs (e.g. the meteorology lab; private biotech company lab; robotics lab; recycling; and engineering labs), and students presented to him. We have students doing internships right on our campus. The Secretary brought his Deputy

with him. He left very impressed. He sent a text to Dr. Wubah after saying how fantastic it was.

- *Question (Joyce King):* Will tuition for community colleges become more expensive? Answer: no one knows at this time, but the Governor proposes to increase the grants given to students; and for students who come from families with a median income, they will pay a maximum of \$1,000 in tuition per semester. This is only a framework, and we do not know the details yet.
- *Question (Fred Kohm):* Do you know how this new legislation and framework will impact the strategic vision for the University? Answer: It will help MU strengthen its partnership with the Community Colleges. There was a matriculation agreement between all of the Community Colleges and public universities (If a student took a course at a community college, it was a seamless transfer. Schools used the same codes so students could easily transfer credits from community college to a 4-year university without worry. Now, within PASSHE, we are developing a program to allow registration on any PASSHE campus to be transferrable. If we can do something similar for the Community Colleges through this process, it will increase our enrollment because it will decrease one of the barriers for students to move from community college to a 4-year institution. MU has already started a transfer care team that works with Community Colleges to provide students with support; helping them to complete financial aid forms; etc.). Ultimately, this will help us to provide services for our students.
- *Question (Jordan Smith-Porter):* Will transferred credits count towards the degree requirement? Answer: This is one of the strengths that this partnership will bring. If we have this partnership, and we are using the same system/platform, it will be easier to do the transfers and credits will count towards the degree. When you see credit transfers not applied to the degree, it's because there has not been an Articulation. We are developing a good Articulation so that when a student takes a Community College course, we know what equivalents will be at the 4-year campuses, so the student can take the courses that will apply to their degree/major. This process will be more collaborative. Advisors from the Community Colleges are working with Advisors from the 4-year Institutions.
- Numbers for Spring enrollment and Fall expectations:
 - For the Spring semester, overall, we have seen an increase in admittance numbers. We have 75 more students than last year. Last year: 6,275. This year, as of this date, 6,350.

- The undergrad students are shifting from part-time to full time, which will lead to increase in overall graduation rates. We also see a big jump in graduate enrollments (at the part-time level). This tells us that we have more graduate students who are working full time and taking classes part time. We see this at a national level as well.
- For Spring: Retention rate for undergrads is 91% (higher than the 85% retention rate last year). We are taking active steps to improve retention, such as calling students who aren't registered before classes begin (e.g. to let them know they can still register if they owe under \$2,000).
- For Fall enrollment: With applications, there is an increase in 737 completed applications. Last year, we had 5,222 completed applications, this year we have 5,959 applications completed.
- We have improved the quality of our students: Last year, our acceptance rate was 91.3% at this time. This year, the acceptance rate is 82.7%, meaning that the quality has increased.
- We have admitted 4,129 students (compared to 4,770 at this time). Our goal is to increase the quality of the entering students. We want to see acceptance rates going down which will indicate an increase in quality.
- Regarding deposits paid: 370 students have paid their deposits, compared to 356 last year. FAFSA changed its system which is delaying financial assistance for students, which could impact the timing of their commitment to MU. MU is trying to be proactive (regarding grants, etc.) to help students be able make the commitment as soon as possible.
- Athletics:
 - Our Men's Golf team won the PSAC last year. Scott Vandegrift and his team are doing a great job coaching.
 - Men's basketball: Casey Stitzel is doing a great job with the students. We are currently 17 and 4.
 - Men's Baseball: We are number 5 in Division 2. Team is having both academic and athletic accomplishments. Three players have won PSAC athlete of the week awards.
 - Women's Swimming Team: They are entering the PSAC championship.
 - Wrestling: Our team is number 17 in Division 2. One student (Greg Cook) is expected to earn his 100th career victory this coming Friday. He will be the 9th athlete in the program history to reach this milestone.
 - Women's Basketball team is currently 4th place in PSAC. We have a new head coach who is working to rebuild the program.
 - Baseball: We opened the season at number 70 in Division 2. We are voted as the preseason favorite to win our 5th consecutive PSAC title. Jon Shehan is doing a great job with the students.
 - Football: Steve Sweeney became the first athlete in our history to win the College Sports Communicators All American Award twice.
 - Men's Soccer: Aaron Maynard was named the Academic All-American First Team, and his teammate (Mark?) was named to the Third Team.

This is the first team in history with 2 Academic All-American selections in one season.

- One-Day-Give is February 14 (same day as Valentine's Day and Ash Wednesday). We hope everyone participates. We hope to exceed last year's numbers. We've put several signs on campus for students to see that something is coming this week. We have set up stations. We look forward to an exciting day of support for our University.
- Matt Olphin thanked Dr. Wubah for the outstanding work that he does as our President.

D. Advancement Report, provided by Victor Ramos, Vice President for Advancement and Josh Belice, Interim Director of Alumni Engagement
(Victor's report)

- Thanked Josh Belice for joining our team. He's been doing a great job. We will soon be going out to search for our Alumni Director position. Thanked Derrick McCutchen for being on the search committee. Advertisement will go out shortly. Search committee is being put together. We hope to have this tied up before mid-March. Encouraged Josh to apply. Thanked Lori Leaman for supporting the team.
- One-Day-Give is Wednesday. We hope to exceed last year's overall number of \$540,000+. We believe that we are on pace to do that. We might have an outside chance of receiving support way beyond that (fingers crossed).
 - The office has made significant improvements in the way that we process gifts and acknowledge them from the Leaderboard. The Leaderboard numbers were previously updated manually, but it is now automated. The Leaderboard will now be automatically updated online every 5 minutes. This frees up our staff to have more time to support celebration stations and make calls for support for that day. Thanked IT Dept. for their help.
 - We have several on campus activities planned. 4 celebration stations from 8:00 a.m. – 4:00 p.m. and an evening celebration (in partnership with Student Affairs) from 9:00 p.m. to midnight.
 - We have promotional items all over campus (lawn signs, table tents, posters, etc.) and online (social media posts and emails to constituents).
 - Our challenges are already listed online.
 - Thanked the alumni association for its support of the athletics department.
- Executive Trend Report: Will be posted online Monday morning. Goal this year of \$7.5 million. We are currently sitting a little behind at \$3.2 million in funds raised. We are about 2 asks away from catching up. We ended our Imagine the Possible campaign on June 30, and there is a bit of a lull the year after a campaign ends. People have a little bit of fatigue.

- Our annual fund has a goal of \$4.5 million for this year. We are just behind at \$2 million for the year.
- Endowment giving has been slower than we would like. We secured funding for four new endowed scholarships this past quarter.
- Donor contacts: We are supposed to document interactions had with donors and friends, and we are behind entering this info due to One-Day-Give prep. There will be a spike in February and March since there is a push to get them all in.
- The Review Magazine came out last month. The online version has been promoted online and through email. The University Communications Marketing Team, in conjunction with the President, will be putting out a digital magazine 2 times a year and a printed magazine 2 times a year. The next issue comes out in April.
 - Josh has been working with the University Communications Marketing Team to adjust the Ville Connections email and the Imagine newsletter. We will therefore have a major publication coming out 8 times out of the 12 months of the year.
- Question (Butch): Will any alumni board members be on the search committee for the new director? Answer: Derrick McCutchen will be on the committee (he volunteered). Historically, someone from the Board has always been on this committee.

(Josh's report)

- Lori and I are Marauders just like you. We are always here for you. You are not the interruption to our work; you are the reason for it.
- Reminder: One-Day-Give. All gifts help to support a place that we love (MU).
- I have met with almost everyone on this call, and I look forward to connecting with those I have not yet met.
- We are close to the 100th year anniversary of the Snapper.
 - Morgan Huber, Senior Editor of the Snapper Spoke:
 - We are one of the oldest active organizations at MU, and we will celebrate our 100th year anniversary next year (2025). She has been working with Wendy Walmer (managing editor) and Josh on a piece for their centennial. They are looking into grants and also creating an alumni subscription service.
 - She has applied for a \$700 grant (the Neimeyer Hodgson grant) to obtain updated software and computers needed for research
 - We are looking to apply for the Scripps Howard fund (application is due in April). Josh has helped us to apply for both.
 - We are looking to set up an alumni gathering/banquet/recognition service (we are 1-2 years out from a potential date for that)
 - They are looking into a subscription service for alumni to receive a print copy of the Snapper. Also looking into potential "\$100 for 100 years" donations from alumni.
 - Whitney has been getting in touch with prior writers/editors for the Snapper to get write-ups from them about what it was like to work

for the Snapper; what our alumni have done over the years, what they've gained from the Snapper, and how it has impacted them as a member the MU Community.

- We hope to put out an article/historical portfolio that we hope to publish in this year's Feature Magazine.
 - Butch volunteered to help in any way that he can (as the 1971 editor of the Snapper)
- Josh to MUAA: The work that you are doing is making a difference. We are excited and our students are excited about what it could mean to engage the alumni association more in campus life. Lori and I hope to make the alumni association "just as fun as college, but without the exams."
- Matt thanked both Josh and Lori and the Office for their incredible support of MUAA. Dave Shafer also spoke about how great it has been to work with Josh.

E. SGA Report by Andres E. Lanza, SGA Representative

- Jovanne is on hiatus, so I will be standing in for him. I am a meteorology major.
- The SGA will be hosting its second annual Mardi Gras event on Tuesday, February 13, 2024 from 11:00 – 1:00 in the SMC atrium. Food and refreshments will be available, and it's to encourage students and wish them well for the semester.
- This will be SGA's first year participating in One-Day-Give. SGA reps will be at each of the events happening that day.
- Senior Appreciation Week will happen again this Spring. We had one in the Fall, and it was a big success. It's another celebration of students.
- SGA is currently accepting nominations for the Person of the Year award (given to one faculty member and one student who demonstrates a strong commitment to the community and the University). Nominations close on February 12, and we will have a celebratory lunch in April to congratulate our two winners.
- Our Nominations are open for next year's Executive Board positions on SGA Board (President, Vice President, Director of Finance). We will have a week-long voting period and hope to get the students involved.
- Please feel free to contact him if you need any assistance from the SGA. We are always here to help our alumni.

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

- Finance – Conor Gilbert
 - We had our meeting on January 30, 2024.
 - We are glad to hear that there is an idea regarding affinity partnerships for MUAA. We have identified a couple of banks that could be a good fit for us.

- We are comfortable with the cash that we have now, although we are in a position of uncertainty. If we increase our streams of income, we would be comfortable with discussing what more to do with the extra cash that we have.
- We have our Foundation account (which is close to \$1 million), and the 4.5% distribution that we take from it every month has been a huge help for us to meet our needs. Our Council Trust account (close to \$650,000) adds additional flexibility and liquidity if needed.
- We think a request for RFP may be prudent for our Council Trust account – we have no issue with our current management, but it wouldn't hurt to put an RFP out to some advisory firms and wealth management shops to see if there is anything we may be missing
- One-Day-Give: We are giving \$5,000 for this. We'd like to see this number go up, but we have to carefully manage our money. We hope to have ways next year to increase our giving.
- Matt had asked us to look into whether they needed to come up with a way to accept formal requests for money. We don't feel the need to create a formal process at this time for accepting funding requests. We are not bombarded with a large number of requests on a weekly or even monthly basis. If we are consistently being asked for funding, we may consider creating a process, but at this time, we think it's fine to take requests as they come and discuss as a Committee/Board.
- George Washington University sells cords for graduates (and maybe alumni). This may be a good way to gain additional funds.
- To-Dos for our Committee: Prepare next year's budget; think up new ideas for streams for income (and look at what other PASSHE schools are doing to generate income); and Council Trust review with Jeff
- Jennifer Bertolet has been brainstorming how to generate more revenue, and she looked into other schools and what they are doing to generate income. She sent a list of affinity groups that George Washington University has to Connor (she teaches at GW). She noted that you don't buy cords; you earn them (so students are not buying cords).
 - She noted that GW makes cords available to graduating students (the agreement is to donate to the University as you are graduating, and make a promise that you will donate for the next five years, and you get a cord). This would generate income and ensure automatic, committed engagement from alums (with the hope that donation amounts increase as alums grow into their careers).
 - Victor Ramos commented that there are internal discussions occurring to determine how to ensure that cords and stoles maintain their meaning, as they are earned by students and not bought, but it appears that students are now buying things online to wear at graduation. We want to maintain the meaning as an

Academic Institution and need to consider an approval process for this. He likes the idea of a commitment to future pledges that begins upon graduation.

- Matt asked Conor to please put together a proposed process for using an RFP to find an affinity partner that we can discuss at the April meeting.
 - Conor also noted the ideas surrounding affinity partnerships, which he appreciates. He thinks there is only so much they can do from MUAA's standpoint. We do not believe that building relationships with affinity partnerships is a job for the finance committee or MUAA – that is a full-time job that takes a lot of time to build and manage these relationships and ask for very large sums of money. There should be communication from us to the designated point person who will actually go out to build the relationships. But our job is to be good stewards of the money that comes in to us.
 - Matt: We are in a good position moving forward, where the Office will be helping us to take the lead on things. We are already seeing this, but we will see more detail with the proposal that we will discuss at the next Board meeting.
 - Joyce also noted that this work would need to be done by the Office because a lot of it entails getting contact lists, etc., and we don't have access to that.
- Alumni Engagement and Events – MaJuana Mayo
 - Our quarterly meeting will occur on Feb. 29. We will have additional information to share at the next Board meeting.
 - One-Day-Give reminder
 - The Career Center Job Fair will be held on March 19 at the Student Memorial Center Marauder Courts (11:30 – 1:00).
 - Per Lori Leaman: Alumni looking to make a career change will be invited to a breakfast beforehand at 9:30 that morning in the SMC Atrium.
 - Volunteers for the Fair are welcome
 - Fred Kohm asked about how to share job opportunities for students/alumni. Lori: Please forward any job postings to Careers@millersville.edu (they will confirm and validate the legitimacy of the position and then post it to their website)
 - Fred Kohm asked if any alumni events are planned for the Spring (like happy hour, baseball game, etc.). Lori: We will discuss at our meeting on March 29, but we do have an artist opening happening on March 4 (1st Friday in Lancaster), and we are looking at some events in the Spring ('Ville on the Road, etc.).
 - Admissions Open House dates are March 2 and April 13 – you can contact us (Amy and MaJuana) to volunteer. Volunteers will mingle with

students and families, assist with refreshments, and help to push the event along and bring energy to it (to encourage new students to want to attend MU).

- Communications and Technology – Jackson Houston (on behalf of Leslie Arnold)
 - At our meeting in September, we went over our committee goal to increase communication between our alumni office and our Board, and we reviewed the website to consider potential changes. Our goals have been put on hold due to changes in the alumni office. We will be meeting with Josh this afternoon to further discuss how we can best move forward.

- Scholarships, Grants and Awards – Rebecca Tassone
 - I met with Josh in January to discuss a broader long-term vision for the awards and to come up with a promotional plan for the alumni awards that are due this Spring. They were supposed to be due this week, but the deadline has been pushed to March 15 to provide more time to effectively promote them (so we will hopefully see an increase in applications).
 - Spring Neimeyer Hodgson Award deadline passed yesterday, so we will get the materials from Lori and send them to the Committee members for review.
 - We will meet in March to resume review of award criteria to make recommendations to the Board to see if we want to change anything for future scholarship recipients.
 - We hope to select the Alumni Award winners prior to the April meeting so that we can discuss them at that meeting.
 - Lori Leaman has been extremely helpful this Fall, and I look forward to working with her again this Spring. Josh has been a powerhouse, and we have a lot of great ideas (including how to possibly nestle the Marvelous Marauders Award long-term within the more distinguished awards).

- Membership Committee – Derrick McCutchen
 - Committee met on January 30, 2024. We discussed the upcoming elections and the process. The applicant link is up and running. We have received 8 applications so far. The deadline is February 23. There are 10 incumbents up for re-election, and we have heard from 4 to date. The deadline for their applications is also February 23.
 - We will plan to use Microsoft Forms again for the ballots. Derrick will speak with Matt and the Office to see how to get it up and running.

- We discussed options for addressing recommendations (or non-recommendations) for applicants.
 - We established a timeline for the process.
 - Matt asked: Are any of the incumbents terming off? Derrick: No.
- MU Foundation – Derrick McCutchen
 - Foundation is meeting next week. No foundation report this week.
 - Per Matt: He will be presenting at the Foundation meeting (because Joe Gardner presented at our last Board meeting in September).
- Executive Committee (EC) – Matt Olphin
 - No report provided

G. Old Business

- MOU has been signed with the Accounting Office. The next quarterly report will be provided by the MU Office of Accounting.

H. New Business

- Matt: The Recent Graduate Council may be joining MUAA
 - Per Lori Leaman: This Council stemmed from feedback that Kristen and she received from alumni at various events in the area. This Council is for graduates of the past decade to give them a voice, and to hope that they can roll into Board positions if they wish. About 20-30 individuals expressed interest and attended at least one meeting in the past 18 months. But, with not having an EC or the ability to have roll call votes, make decisions, no budget, etc., they are not sure what their ultimate vision/purpose is. So the idea is that they could have at least one member who can be a report-giver or become a part of this Board. Julia Cao is currently a member of both, but they hope to have more members who are a part of the Board as a whole.
 - Matt: We do not have anything in our bylaws to appoint people to the Board. Some Recent Grad Council members are applying for Board positions. The EC does have the ability to develop ad hoc committees as needed, so Matt is thinking that we may make the Recent Grad Council an ad hoc committee of the MUAA so that we may guide them in their journey going forward. After a year, we can see where it goes – whether it becomes a permanent committee of the MUAA, or their roles can merge with other standing committees that we have (or we decide something different).

- Dave noted that there is a gap, and bridging the gap is a wonderful idea. Incorporating Recent Grad Council somehow would be great to ensure there is more representation of recent graduates.
- Question (Rebecca Tassone): Could they possibly serve in volunteer capacities as needed by MUAA Committees? Answer (Matt): Yes.
- Per Matt: We will add them as an ad hoc committee.
- Question (Jennifer Bertolet): Will any current board members serve on the Recent Grad Council committee so that there is oversight? Answer (Matt): Yes, Julia Cao is already on our Board and in their Group, so she'll be on the committee.
- Question (Dan Sidelnick): Are they having any events (like parties) or gatherings where we can “cohabitate” with them for fun? They sound like a fun group. Answer (Matt): Lori can speak better to this, but they have gotten together, and going forward, they want to engage the recent grads to do these things.
- We will be meeting soon with the Committee Chairs to discuss income generation ideas proposed by the Office.
- A budget will be presented to the group in April for a vote (for the '24 – '25 year).

I. Adjournment

- Motion made by Conor Gilbert and seconded by Tiffany Jackson. Motion carried unanimously. It was agreed that there was no further business of the Association to transact, and the meeting was adjourned at 11:59 a.m.

Next Board Meeting: April 20, 2024, 10:00 a.m. (hybrid)

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