

**Lycoming College
Alumni Association Executive Board Meeting
October 13 and 14, 2011**

AAEB Members Present: Melany (McGillvray) An, Kim (Lazar) Bolig, Andy Bucke, Joe Bunce, Jim Burget, John Casciano, Anne Marie DiSante, Austin Duckett, Heather Duda, Shannon (Keane) English, Rick Felix, Bill Gallagher, Clark Gaughan, Bob Graybill, Bill Hessert, Joanne Hullings, Jack Lea, Andy Lunt, Nancy Marple, Lindsay Martin, Ron McElwee, Wendy (Park) Myers, April Orwig, Dick Raudabaugh, Linda (Wabschall) Ross, Michael Ruddy, Michele (Connors) Witkowski, Ann (Bell) Wood, Christine (Collela) Zubris

THURSDAY, OCTOBER 13, 2011

Call to Order/Announcements

Meeting was called to order at 6:05 p.m. by AAEB President Heather Duda. Heather welcomed everyone and introduced the newest members of the board attending their first meeting: Andy Bucke, Anne Marie DiSante, April Orwig and Michael Ruddy.

Agenda: Heather noted that agenda had been updated to include the consideration of old business immediately following the approval of the Spring 2011 meeting minutes.

Approval of Minutes

AAEB Secretary Bill Hessert presented the Spring 2011 meeting minutes for consideration.

Action Item: Joanne Hullings moved that the minutes be approved as presented; Joe Bunce seconded the motion. Motion carried.

Old Business

Heather announced the results of the electronic votes that had taken place since the Spring 2011 meeting. The first vote amended the AAEB Constitution/Bylaws to allow the secretary and treasurer to serve consecutive terms in those capacities. Following the approval of the constitutional amendment, Bill Hessert and Wendy Myers were re-elected by electronic vote as secretary and treasurer, respectively.

Amy Dowling, Director of Alumni Relations

Heather then invited Amy Dowling to the podium to provide an update on alumni activities. Amy started by updating board members on alumni events that had been held since the last AAEB meeting (see attached Alumni Events chart) and by offering a PowerPoint presentation of photos from various alumni events held during the spring and summer.

Website Update: Amy indicated that Lycoming's website was undergoing a major update. Although she wasn't sure when the project was scheduled to be completed, she indicated the updated site would be much more user-friendly and easier to navigate.

Alumni Weekend: Amy shared a tentative agenda and pricing for the inaugural Alumni Weekend (slated to take place May 11-13, 2012). She also indicated that pricing for overnight accommodations on campus would be \$75 per night.

Amy then asked whether it would be appropriate for the AAEB to present its **annual awards** during Alumni Weekend as opposed to Homecoming. Jack Lea asked if it would be possible to create new/additional awards that could be presented during Alumni Weekend. He noted in particular that it may be worthwhile to consider creating awards that memorialize the three Lycoming alumni who died in the World Trade Center attacks on 9/11. Heather provided some background on why it may be beneficial to move the awards ceremony, noting that the Alumni Brunch can get "lost in the shuffle" amidst other Homecoming events in the fall. She also noted that nothing exists in the AAEB Constitution/Bylaws that precludes moving the ceremony or creating new awards. Wendy Myers and Joanne Hullings expressed concerns about moving the ceremony away from Homecoming, while Bill Gallagher indicated it may be premature to consider the possibility before determining how successful Alumni Weekend turns out to be. After some additional discussion, the Board decided to table both ideas in order to assess the success of Alumni Weekend first.

Taunia Oeschlin Young Alumni Award: Amy indicated that Taunia's family has given its blessing to proceed with the award. Plans for initial presentation of the award will be discussed by the Membership, Nominations and Awards Committee.

Family Weekend/Homecoming Dates: Amy indicated that Lycoming was considering two Family Weekend/Homecoming date options for this fall: September 15/October 13 or September 29/October 27. The Board expressed its preference for the September 15/October 13 option; Amy will notify Board members of the final choice as soon as possible.

New Mascot Committee: Amy noted that Lycoming is looking to create a new mascot and update its signature "L" logo and invited AAEB members who were interested to join Lycoming's New Mascot Committee. AAEB President-elect Clark Gaughan volunteered to serve on the committee.

New Business

Action Item: Joe Bunce moved that AAEB send a sympathy gift to Colleen Fox and her family following the death of her mother. Joanne Hullings seconded the motion; motion carried.

Action Item: Wendy Myers moved that AAEB send a congratulatory gift to Andrea (Duncan) Mitcheltree and her family following the birth of her daughter. Dick Raudabaugh seconded the motion; motion carried.

Heather took a moment to introduce and welcome late-arriving members of the Board.

Point of Clarification: Dick Raudabaugh noted that Alumni Weekend will still take place in the spring and the 2012 alumni awards ceremony will still take place during Homecoming; discussion of the timing of alumni award presentations in 2013 and beyond will take place during the Spring 2012 (or subsequent) AAEB meeting.

Bill Gallagher provided a brief history on how Alumni Weekend came to be for newer members of the Board.

Treasurer's Report

Heather introduced AAEB Treasurer Wendy Myers. Wendy began by sharing findings and recommendations related to financial reporting issues the AAEB Executive Committee initially shared with the Board during its Spring 2011 meeting. Initially, the AAEB was keeping track of its finances based on what was being transferred into the AAEB Scholarship Fund – the Office of Alumni Relations would give the figures to the AAEB Treasurer who would then plug those numbers into the Treasurer's Report. Some additional investigating by Wendy and Amy (Dowling) over the summer, however, revealed that the AAEB reports had inaccurate numbers – it was not a matter of losing any money (the amounts on Lycoming's book were accurate) but rather a matter of properly reporting funds being transferred from subaccounts to the general account (revenue that didn't run through the general account wasn't always reported the same).

Action Item: Wendy Myers moved that all money that comes into the AAEB go directly into the general supplies account and then be rolled over at the end of the fiscal year into the general net asset fund in order to provide a clean audit trail; John Casciano seconded the motion.

During the discussion period, Jack Lea asked if the AAEB Constitution/Bylaws addressed this topic at all; Wendy indicated they did not, and that was something that needed to be addressed in the future. Bill Gallagher asked where the numbers were coming from if they weren't matching and why they hadn't matched in the first place; Wendy noted that she had talked with Gary Spies (the previous AAEB Treasurer), and both assumed they had been receiving accurate data – both thought that some money they thought was going into the general net asset fund was instead being transferred directly into the AAEB Scholarship Fund.

Motion carried (with one opposing vote).

Action Item: Wendy Myers moved that the AAEB review its finances each fall in order to determine how much money it can transfer to the AAEB Scholarship Fund while maintaining a minimum \$2,000 balance in the general net asset fund; John Casciano seconded the motion. Motion carried.

Action Item: Wendy Myers moved that the AAEB discontinue accounting for regional alumni accounts (such as the Baltimore/DC chapter's account) as a separate account; Joanne Hullings seconded the motion. Motion carried.

Clark Gaughan asked who was responsible for authorizing payments out of the general supplies account. Wendy indicated that Amy Dowling authorizes the requests, but that the actual payment comes from the College's Finance Office. Joanne Hullings asked why Lycoming wrote the check when the AAEB is actually a separate organization; Amy responded that it was easier from a logistical standpoint.

Joanne then suggested that the AAEB Treasurer should at least be given the opportunity to approve AAEB transactions. Bill Gallagher noted that the AAEB Constitution/Bylaws call for any check to be signed jointly for auditing purposes; that being said, an event such as the AAEB Golf Tournament is technically a "college" event. Bill also reminded the Board that the AAEB has only had a Treasurer for the past four years; before that, there was nobody responsible for tracking this information on behalf of the Board. Andy Lunt suggested that the AAEB Executive Committee work on clarifying the AAEB Constitution/Bylaws in order to resolve the "check signing" issue.

Wendy then presented a Treasurer's Report for consideration (see attached Treasurer's Report).

Action Item: Dick Raudabaugh moved that the Treasurer's Report be approved as presented; Bill Gallaher seconded. During the discussion period, Dick Raudabaugh asked if any money had been withdrawn to pay for the alumni cruise deposit. Andy Lunt indicated he was able to secure the rooms without the AAEB needing to provide a deposit.

Motion carried.

Committee Meetings

Heather Duda thanked the Board for its patience in resolving the financial reporting issues. She then asked Board members to break into their respective committees to discuss whatever business was on each committee's agenda. The committees met following a short break until approximately 9:30 p.m., at which time the Board meeting was suspended until Friday morning.

FRIDAY, OCTOBER 14

AAEB President Heather Duda reconvened the meeting at approximately 8:10 a.m.

Executive Committee Report

Heather indicated that the AAEB Executive Committee met on Thursday evening to address some of the issues raised during the presentation of the Treasurer's Report.

Action Item: On behalf of the AAEB Executive Committee, Bill Hessert moved that the AAEB general supplies account be used to pay the following expenses: Shirts, nametags, plaques, expenses related to the Golf Tournament and expenses related to AAEB-sponsored events hosted/sponsored by the Regional Affairs Committee. Payments for awards paraphernalia will be revisited once a steady income stream has been re-established. Motion seconded by Joanne Hullings. Motion carried.

Action Item: On behalf of the AAEB Executive Committee, Bill Hessert moved that ARTICLE VII, SECTION 3 of the AAEB Constitution/Bylaws be rewritten as follows: *In conjunction with the Director of Alumni Relations, the Treasurer shall maintain current and accurate records of funds held, received, and/or expended.*

Motion seconded by Andy Lunt. Motion carried.

Alumni Cruise Update

Andy Lunt indicated that ten people had made their reservation for the inaugural Lycoming's All-Alumni Cruise to Bermuda (June 2-7, 2012). Several more are in the process of contacting friends and classmates to encourage them to sign up as well.

Chip Edmonds, Vice President for College Advancement

Heather then introduced Chip Edmonds, who welcomed AAEB members back on campus for Homecoming and provided an update on advancement/development activities. He indicated that changes had been made to the annual giving program starting with the name (Lycoming Fund instead of Annual Fund).

Chip noted that additional details about the Lycoming Fund were available on the College website. He also indicated the website also now features a “Legacy Page,” which provides alumni and friends with tools for planning/considering longer-term gifts.

Chip also shared changes to recognition/giving levels. The 1812 Society designation, for example, is no longer simply a designation for gifts to the Annual/Lycoming Fund over \$1,000; it applies to any \$1,000 or greater gift to the College. He also said the College is hoping to increase recognition of “loyal givers” (alumni/friends who give consistently over time).

Changes are also planned to the President’s Report as well, Chip said. Traditionally the report has been distributed as one of the four annual issues of the College magazine and was basically a list of donors; this year, however, all of the giving lists will be presented online. The College will still publish a printed President’s Report, but it will be used to evoke a greater connection with what is happening on campus. Chip stressed the online version will be an intranet site, which means information will not appear in public search engines or otherwise compromise the integrity of donors.

Chip thanked the AAEB for its feedback regarding Alumni Weekend and noted that the inaugural event needed to offer activities and programs with “staying power” in order to make it successful. He asked members of the AAEB to help spread the word through their social/affinity networks.

Lastly, Chip thanked the AAEB for its role in planning/hosting some outstanding events for alumni during the past year.

Dr. James Douthat, President

Chip then turned the podium over to Dr. Douthat, who began his remarks by noting that had received full accreditation from the Middle States Commission on Higher Education since the last AAEB meeting. All but one of the recommendations that the Commission included in their final report were recommendations that Lycoming had included in its self-analysis.

Approximately 60 schools were up for accreditation during the current cycle; approximately 40 percent of those did not receive full accreditation, and one institution actually lost its accreditation. Dr. Douthat suggested there were two reasons for this occurring – the institutions did not have some mechanism in place to prove they were meeting their missions, and/or there were concerns regarding their financial stability.

Lycoming did particularly well in meeting the Commission’s financial stability requirements, Dr. Douthat said. He added that Lycoming still maintains its “A” rating with Standard & Poor’s – one of only 85-90 academic institutions to do so. However, he stressed that being “financially stable” should not be misconstrued as being “rich.”

Dr. Douthat was also pleased to share that in the midst of the current national economic turmoil (and at a time when many of Lycoming’s competitors were struggling to meet their enrollment goals), Lycoming

had actually overshot its goal of 375 incoming freshmen for the 2011-2012 academic year by 50 students; had exceeded its goal for incoming transfers; and had fewer students transfer out than projected.

Dr. Douthat also noted that Lycoming is moving up in the national rankings – it is now listed as a Tier 1 School by *U.S. News & World Report*, and its numerical ranking continues to climb. He also noted that as of June 30, the value of the College’s endowment was somewhere between \$163 and \$164 million. That figure is similar to 2007, when the endowment was its highest value in Lycoming history.

“Lycoming is in a unique position right now,” Dr. Douthat said. “The question is how will we take advantage of it? Our greatest concern right now is what our competitors will do to increase their enrollment. If they’re losing the battle, their tactics may change – it could grow to become a very, very competitive environment.”

The Board had a short question-and-answer session with Dr. Douthat followed by a brief recess.

Committee Reports

The Board reconvened at 9:35 a.m. for reports from the committees.

Regional Affairs: Joe Bunce reported on behalf of the committee.

Joe updated the Board on several upcoming planned/proposed events:

- The annual “Time Out” event at Camden Yards (Baltimore) will be held June 9, when the Orioles are slated to play the Philadelphia Phillies.
- The next “Lyco Down the Shore” in Sea Isle City may need to be postponed until 2013 because of scheduling/logistical difficulties. The committee is exploring other possible locations for the event to be held in future years.
- The second annual alumni outing to Knoebel’s Grove will take place in the summer of 2012, although the exact date still needs to be determined.
- Another alumni outing to a Camden (New Jersey) River Sharks game will also take place in the summer of 2012.
- Dick Raudabaugh will host a Harrisburg Senators outing sometime in July or August, 2012.
- The committee is considering hosting a Habitat for Humanity event, most likely in the Philadelphia area, sometime in 2012. Additional details will be forthcoming.
- Lastly, Joe shared information regarding the Brandywine River Museum tour scheduled for December 10. Only four people have registered to date, so Joe encouraged AAEB members – especially those living in the area – to register.

Communications: Bill Gallagher reported on behalf of the committee.

The committee again discussed the pros and cons of continuing to provide articles for *Lycoming Magazine*. While the committee still thinks it’s a viable communications vehicle worth pursuing, it also feels it may be advantageous to begin featuring alumni or groups of alumni to promote events and programs. The committee is also looking at other outlets for promoting AAEB activities to alumni.

The AAEB will staff a table at Homecoming registration to show alumni how they can maintain contact with Lycoming online.

Bill again encouraged AAEB members to review the College website – and the alumni section in particular – and let Amy Dowling know if they come across any broken links, outdated information or other problems.

Bill Hessert will contact MaryJo Campana, director of career services, before the next AAEB meeting to explore how AAEB can work with the Office of Career Services.

Bill Gallagher noted that Austin Duckett is working hard on strengthening the AAEB's connection with graduating seniors. He also noted that Austin will be taking over as chair of the Communications Committee beginning with the Spring 2012 AAEB Meeting.

Lastly, Bill encouraged members of the Board to use Facebook, Twitter and other social media outlets to spread the word about upcoming Lycoming events.

Membership, Nominations and Awards: Clark Gaughan reported on behalf of the committee.

Clark noted that the AAEB will present the inaugural Taunia Oeschlin Young Alumni Award at the fall 2012 awards ceremony.

Clark indicated that the AAEB fell one person short of 100% participation in the Lycoming Fund for 2010-2011. He reminded the Board that 100% participation is critical, especially when it comes to seeking outside sources of funding.

Clark said there may be a need to conduct an electronic vote before the next meeting to approve a candidate to fill an unexpired term. He also noted the Board did not have a formal plan in place for replacing Board members that need to resign or step down, which is something the committee may explore at future meetings.

Lastly, Clark encouraged Board members to nominate worthy candidates for any of the AAEB's four alumni awards – and to provide as much candidate information as possible when making nominations.

Fundraising: Wendy Myers reported on behalf of the committee.

Wendy indicated the proposed 2011-2012 alumni calendar planned in conjunction with Lycoming's bicentennial celebration did not come to fruition. The committee still hopes to develop some sort of 200th anniversary-branded item benefiting the AAEB Scholarship Fund; it is currently exploring the possibility of creating a bicentennial-themed brick.

The committee just received information about Capital One's credit card affinity program and will review that information in time to share it with the Board at its Spring 2012 meeting.

Wendy noted that the Grad Med Program is not providing a lot of revenue, but it is providing a necessary service to students; therefore, the program will continue for the time being.

The committee would love to have an alumnus/alumna develop an alumni-themed t-shirt for Alumni Weekend. It would also like to develop a "traveling suitcase" promoting everything that AAEB offers that Board members could use for making presentations.

Wrap-up

The Board discussed the possibility of holding its Spring 2012 Meeting in conjunction with Alumni Weekend in order to provide a strong AAEB presence at the inaugural event. It was also suggested that the AAEB host a “Meet the Board” event at some point during Alumni Weekend. After a brief discussion, the Board voted in favor of holding its Spring 2012 meeting May 10 and 11 (with four votes against).

Heather indicated it had been honor and pleasure to serve as the AAEB President the past two years. She then adjourned the meeting at approximately 10:20 a.m.

Respectfully Submitted,

A handwritten signature in cursive script, appearing to read "S. William Hessert, Jr.", with a stylized flourish at the end.

S. William Hessert, Jr.
AAEB Secretary