

**Lycoming College  
Alumni Association Executive Board Meeting  
October 18 & 19, 2012**

**AAEB Members Present:** Brian Belz, Kim (Lazar) Bolig, Andy Bucke, Joe Bunce, Jim Burget, Lindsay (Martin) Courteau, Anne Marie DiSante, Austin Duckett, Rick Felix, Bill Gallagher, Clark Gaughan, Bob Graybill, Amilcar Guzman, Bill Hessert, Joanne Hullings, Jack Lea, Andy Lunt, Andrea (Duncan) Mitcheltree, Wendy (Park) Myers, Mary-Louise (Lovell) Paucke, Russ Rabadeau, Dick Raudabaugh, Michael Ruddy, Neil Ryan, Kurt Weirich, Ann (Bell) Wood

**THURSDAY, OCTOBER 18**

**Call to Order/Announcements**

AAEB President Clark Gaughan called the meeting to order at 6:08 p.m. After a few brief “housekeeping” announcements, Clark then introduced and welcomed the new AAEB members in attendance: Brian Belz, Amilcar Guzman, Mary-Louise (Lovell) Paucke, Russ Rabadeau and Neil Ryan.

**Approval of Minutes**

Bill Hessert presented the Spring 2012 meeting minutes for consideration.

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

**Treasurer’s Report**

AAEB Treasurer Wendy Myers provided a Treasurer’s Report for the 2011-2012 fiscal year and the 2012-2013 fiscal year as of October 5, 2012 (see attached). When reviewing the 2011-2012 fiscal year report, Wendy noted that an older alumni scholarship given for a similar purpose had been consolidated into the existing AAEB Scholarship Account, thereby increasing the cost and market values of the account.

Action Item: Joanne Hullings moved that the Treasurer’s Report be approved as presented; Jim Burget seconded the motion. Motion carried.

Action Item: Based on the existing fund balance of the General Account, Wendy Myers moved that \$4,000 be transferred from the General Account to the AAEB Scholarship Account; Dick Raudabaugh seconded the motion. Motion carried.

**Alumni Relations Update**

Clark then invited Director of Alumni Relations Amy Dowling to provide an update on alumni activities.

**Advancement Staff Update:** Amy indicated that Erin (Peterson) Miller had joined the advancement staff as director of annual giving, and that Bob Young had joined the staff as Lycoming's new major gifts officer.

**Taunia E. Oechslin Young Alumnus Award:** Amy indicated that plaques listing winners of AAEB's other alumni awards were hanging in Long Hall and asked if the board would like to purchase a similar plaque to display recipients of the newest alumni award.

**Action Item:** Kurt Weirich moved that AAEB purchase a plaque to display the names of the Taunia E. Oechslin Young Alumnus Award recipients in Long Hall; Ann (Bell) Wood seconded the motion. Motion carried.

**Alumni Weekend:** Amy noted that 223 people (118 "day students" and 105 full weekend attendees) attended the initial Alumni Weekend. Attendance at events were 148 for the beer and wine tasting, 194 for the Bash on the Quad, and 18 for the golf outing. She also indicated that planning was underway for the 2013 Alumni Weekend, which will be held May 17-19, 2013 (to allow more prep time following commencement and to avoid conflicting with Mother's Day weekend).

**Alumni Events:** provided a list of alumni activities that had taken place since the Spring 2012 AAEB meeting (see attached). She also shared details of alumni events planned for the fall and winter, including a happy hour in Washington, DC (11/9); a trip to Troeg's in Hershey (11/10); a New York City bus trip (12/8); a gathering at the Pennsylvania Farm Show in Harrisburg (1/12); an alumni gathering in Texas (1/18); a Black History Month Celebration Dinner on campus (1/26); another alumni gathering in Washington (2/2); a Pittsburgh gathering in conjunction with the tour choir leaving for Puerto Rico (3/2); and a happy hour in New York City in March. She also noted that faculty members Pam Gaber and Bill Dever will be hosting a Mediterranean yacht tour of central Turkey May 11-18, 2013.

**Alumni Networking and Mentoring:** Amy shared information on how alumni could sign up to assist with mentoring and networking opportunities in the alumni section of the Lycoming website ([www.lycoming.edu/alumni](http://www.lycoming.edu/alumni)). She indicated that approximately 25 alumni had registered to date.

**Spring 2013 Meeting Date:** Because of various conflicts with Amy's schedule, Dr. Douthat's schedule and other events, the date of the AAEB Spring 2013 meeting will need to be moved. The two weekends being considered are April 5-6 and April 12-13. Amy will contact AAEB members in the next few weeks to determine the date.

## **New Business**

**Alumni Cruise Update:** Andy Lunt shared possible dates/prices on booking a second alumni cruise in 2013, including specific alternatives for 7-day cruises from Baltimore to Bermuda/Bahamas in August. After some discussion, Andy agreed to check on possible July cruise dates from Baltimore to Bermuda/Bahamas.

**Mascot Committee:** Clark Gaughan, who serves on the committee, indicated that the initial goal was to have an announcement about the new logo and mascot by Homecoming, but that the initial design firm "missed the boat" on its selections; therefore, a new firm was hired and that firm made its initial presentation about a week ago. If everything stays on track, Clark anticipates an announcement being made around the first of the year.

## **Committee Meetings**

Clark Gaughan asked AAEB members to break into their respective committees to discuss whatever business was on each committee's agenda. Before doing so, he asked the committee chairs to provide brief descriptions of their committees for new members and encouraged the new members to visit all of the committees since it was their first meeting. The committees met following a short break until approximately 9:00 p.m., at which time the Board reconvened for committee reports.

## **Committee Reports**

***Membership, Nominations and Awards:*** Joanne Hullings reported on behalf of the committee. She said the committee strongly encouraged each AAEB member to nominate at least one person for one of the AAEB's four alumni awards. Clark Gaughan also encouraged board members to attend the awards brunch taking place on Saturday morning.

***Regional Affairs:*** Joe Bunce reported on behalf of the committee. Joe expressed his concern about alumni receiving the magazine after alumni events on the calendar have taken place, using the example of his receiving his magazine two weeks after the Delaware Valley event. Amy noted that the issue stems from mailing things via bulk mail.

Joe then provided an update on two alumni events being planned by the committee: an alumni event at the Pennsylvania Farm Show in Harrisburg in January (in addition to the event, there will be 25 seats reserved at the opening ceremony for Lycoming alumni); and, a "Lyco Down the Shore" event in Strathmere, New Jersey in July or August. He also said the committee will work with Amy to publicize these and other events more frequently using Facebook.

***Communications:*** Austin Duckett reported on behalf of the committee. He noted that the committee is in the process of reviewing existing projects in order to determine whether to proceed with them or take them off the committee's plate.

Austin indicated that the alumni birthday emails are in the process of being moved from Harris Connect to Constant Contact. He also noted that Bill Hessert will work with Amy and others to move the Alumni Spotlight project forward.

In terms of visibility at alumni events, Austin noted that while events such as Alumni Weekend have gone well, the AAEB has limited visibility in planning the event and at the event itself. The committee feels it would be beneficial to explore ways to become more involved and spreading the word about the events.

The committee is exploring the possibility of using Google or Dropbox as avenues for sharing information between meetings. If successful, this could serve as a model for sharing information among the entire AAEB.

Lastly, Austin encouraged AAEB members to continue reviewing the College website – particularly the alumni section – and let either him or Amy know if they come across any broken links, outdated information or other problems. He also expressed the committee's interest in adding AAEB members' photos and contact information to the alumni section of the website.

Jack Lea then provided a report on where Lycoming stands in terms of alumni staff support compared to institutions of similar size/stature. After talking with staff at several institutions (Gettysburg, Franklin & Marshall, and Juniata to name a few), it appears Lycoming is woefully understaffed in terms of alumni relations (Gettysburg, for example, has five alumni relations staff members, while Amy is largely responsible for all of Lycoming's alumni outreach efforts). While we may be doing well athletically and academically, Jack indicated there may be room for improvement from the alumni/parent outreach perspective.

Austin indicated that it may be advantageous to research a few additional institutions to identify best practices and mirror what they have done. Kim Bolig suggested it might be advantageous to add a Young Alumni Committee to the board that would be responsible for exploring avenues to generate interest among younger alumni.

**Fundraising:** Wendy Myers reported on behalf of the committee. She indicated that the committee has moved away from simply sharing ideas and is in the process of planning "tangible events." Fundraising events being discussed include:

- Alumni can have their pictures taken with Dr. Douthat in the "rising sun" chair from 9-10 a.m. during Homecoming registration on Saturday morning. Cost will be \$25, with all proceeds going to the Scholarship Fund.
- An auction for dinner for two with Dr. and Mrs. Douthat at the Williamsport Country Club, with 100% of the proceeds going towards the scholarship fund.
- The inaugural Homecoming 5K run/walk will take place Saturday morning at 8:00 a.m. So far, 10 people have signed up. Austin indicated that we were still looking for volunteers to help with registration and direct runners/walkers.

Wendy also indicated that the Student Senate would love the opportunity to partner on a project with the AAEB.

### **Additional Discussion/Adjournment**

Bill Hessert provided an update on the presidential search process. He indicated that the slate of candidates had been narrowed to four, and that those individuals would be visiting campus to meet with the Presidential Selection Committee, students, faculty and staff over the next few weeks. The goal remains to have Dr. Douthat's successor named before the end of the year.

The meeting was suspended for the evening at approximately 9:45 p.m.

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### **FRIDAY, OCTOBER 19**

AAEB President Clark Gaughan reconvened the meeting at approximately 8:00 a.m.

### **Dr. James Douthat, President**

Clark yielded the floor to Dr. Douthat, who started by providing an update on Lycoming's financial picture. He noted that while Moody's has downgraded higher education's bond ratings as an industry, Lycoming at this point has not been downgraded. He also indicated that while most of the industry is

shifting its revenues towards paying down debt, Lycoming is “holding its own” in terms of its ability to spend money on academic programs.

Dr. Douthat then noted several audits/studies that indicated that one-third of the 2,700 colleges and universities in the United States would close in the next 10 years. Those same studies, however, all indicate that Lycoming is well positioned for the long term.

Dr. Douthat thanked the AAEB for all the work it has done during his tenure, indicated the AAEB and the Board of Trustees were both the strongest they had been since he arrived 24 years ago. He also said the stability of the institution depended on the support of its alumni. As he said, “You grow on big gifts, but you operate on the small gifts. Heart and mission without money don’t go very far.”

### **New Business**

Clark then introduced Colleen Fox, who recently left the Alumni Relations Office to accept a position as faculty secretary for Lycoming’s Education Department. Clark thanked Colleen for her years of service to the AAEB and presented her with a gift certificate and golf umbrella on behalf of the board.

### **Chip Edmonds, Vice President for College Advancement**

Clark introduced Chip Edmonds, who welcomed AAEB members back for the meeting and for Homecoming. He indicated there was an exciting lineup of events taking place throughout the weekend, including a special dinner for Dr. and Mrs. Douthat; the dedication of the new turf and the unveiling of a statue honoring Frank Girardi; and a special brunch for Fred Thayer on Sunday. Chip noted that Dr. Douthat, Dr. Thayer, Dr. Morris, and Janet Hurlbert, who were all retiring at the end of the school year, were leaving with more than 100 years of collective service to the college. He also noted that a new fund has been created to support Dr. Thayer’s legacy – the Thayer Fund for Music Enrichment. Efforts are also underway to rename the basketball court in memory of longtime coach Dutch Burch, who recently passed away.

In terms of fundraising, Chip noted that last year was Lycoming’s third-best fundraising year ever, and that the college was trending ahead of those figures for the current year. The support from alumni in terms of number of alumni giving and in dollars given, have also grown.

As for a capital campaign, Chip indicated that a comprehensive campaign will not begin in earnest until the new president is selected. The first project will most likely be a new science center that will be linked somehow with the Heim Building, but the college is also looking at a new student center and updating residential facilities.

### **Committee Meetings**

The board broke into their respective committees at approximately 9:00 a.m. to discuss whatever business remained on each committee’s agenda.

### **Committee Reports**

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

**Membership, Nominations and Awards:** Nothing additional to discuss.

**Regional Affairs:** Joe Bunce reported on behalf of the committee. He indicated the committee was going to review the alumni websites of other colleges to see how they are promoting alumni events.

**Fundraising:** Wendy Myers reported on behalf of the committee. She indicated that the bid for the dinner with Dr. and Mrs. Douthat (at the Williamsport Country Club) had reached \$110. She also noted that there will be a volleyball tournament during Alumni Weekend, with a nominal registration fee for each team and a small prize for the winning team. The winning team will also be invited back to Homecoming to play a student team.

**Communications:** Austin Duckett reported on behalf of the committee. He noted the committee would like to strengthen participation in the “Class Scribe” program and make it more active, thereby strengthening communications among alumni. One way to do so may be to launch an affinity scribes program to supplement the class year scribes.

Austin also noted that the committee wants to make a formal appeal to the faculty to become more involved in alumni events. He and Amy will explore avenues to make that happen.

## **Wrap-up**

Clark again encouraged board members who haven’t done so already to make some sort of contribution to the college before the end of the calendar year. Having 100% participation from the board gives AAEB greater credibility with the college, and gives Lycoming greater credibility with donors and grantors.

Jim Burget reminded board members that the memorial service for Dr. Robert Yasui, who had served the college for many years and also endowed a scholarship in his wife’s name, was taking place next Saturday.

Clark noted that he, Chip Edmonds and Amy Dowling will review the scholarship guidelines to see if the AAEB should contemplate giving a larger scholarship or consider giving a second scholarship.

Andy Lunt indicated that the second alumni cruise will be a seven-day cruise from Bayonne to Bermuda on Celebrity Cruise Lines, and that \$50 from every cabin purchased will be contributed to the college. He will check to see if that can be contributed directly to the AAEB Scholarship Fund.

After some discussion, it was agreed that the board would draft a letter to the Board of Trustees endorsing the hiring of an assistant director of alumni relations. There was also a brief discussion on the AAEB having a greater presence at graduation weekend in the spring.

Clark adjourned the meeting at approximately 10:15 a.m.

Respectfully Submitted,

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

S. William Hessert, Jr.  
AAEB Secretary