

**Lycoming College
Alumni Association Executive Board Meeting
October 24 & 25, 2013**

AAEB Members Present: Brian Belz, Kim (Lazar) Bolig, Alexis Bortle, Jamie (Rowe) Brown, Joe Bunce, Jim Burget, John Casciano, Anne Marie DiSante, Austin Duckett, Christina Faust, Bill Gallagher, Clark Gaughan, Bob Graybill, Amil Guzman, Paul Henry, Bill Hessert, Jordan Hollander, Joanne Hullings, Jack Lea, Mary-Louise Paucke Lovell, Robert Martin, Andrea (Duncan) Mitcheltree, Wendy (Park) Myers, April (Sparks) Orwig, Dick Raudabaugh, Michael Ruddy, Neil Ryan, Christine (Colella) Zubris

THURSDAY, OCTOBER 24

Call to Order/Announcements

AAEB President Clark Gaughan called the meeting to order at 6:03 p.m. He started by reading a letter from former Lycoming President James Douthat, who expressed his gratitude to the AAEB for naming its annual Outstanding Achievement Award in his honor. Dr. Douthat noted the greatest accomplishment of his presidential tenure had been the opportunity to present a Lycoming College diploma to 40 percent of the College's alumni.

Clark then welcomed the newest AAEB members attending their first meeting and gave them the opportunity to introduce themselves.

Approval of Minutes

Bill Hessert presented the Fall 2012 meeting minutes for consideration.

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

Bill then presented the Spring 2013 minutes for consideration on behalf of Kim Bolig, who compiled the minutes in Bill's absence.

Action Item: Dick Raudabaugh moved that the minutes be approved as presented; Wendy Myers seconded the motion. Joe Bunce noted that Chip Edmonds discussed changes to the stadium entrance at the spring meeting and added that the renovations were a truly spectacular improvement. Regarding Chip's comments intimating "broad buy-in" by alumni to move reunions to Alumni Weekend, Joanne Hullings asked that it be noted in the minutes that members of the board indicated that if some correspondence with alumni had taken place AAEB should have been consulted to provide its input as well. Dick Raudabaugh moved that the original motion be amended to include Joanne's notation; Wendy Myers seconded the amendment. Original motion and amendment carried.

Treasurer's Report

AAEB Treasurer Wendy Myers provided Treasurer's Reports for the fiscal year ending June 30, 2013 and the 2013-2014 fiscal year as of October 7, 2013 (see attached).

Action Item: Joanne Hullings moved that the Treasurer's Report be approved as presented; John Casciano 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 started by introducing Catherine Park, who joined the staff as assistant director of alumni relations on August 5. Amy also noted that Matthew Parrish '06 had joined the advancement staff as assistant director of college relations.

AAEB-related Items: Amy thanked AAEB member Amil Guzman for giving a free public lecture earlier in the day. She then announced that Ashley Burger '16 had been selected as the most recent AAEB scholarship recipient, and that AAEB bricks had been given and installed recognizing Dr. and Mrs. Douthat.

Alumni Events: shared photos and a list of alumni activities that had taken place since the last AAEB meeting. She noted that the first official "Meet the Trachtes" event had been held recently at the West Shore Country Club (Cumberland County) and provided a handout that outlined Dr. Trachte's strategic vision which had been distributed at the event. She then invited Bill Gallagher and Dick Raudabaugh, both of whom attended the event, to share their impressions of the event.

Amy then shared an upcoming calendar of alumni event which initially included a meet and greet with Dr. Trachte in Rochester, New York on November 2. That event has been postponed so that Dr. Trachte can attend a memorial service for Bishop Fred Wertz, who passed away recently. Bill Gallagher and Jack Lea both shared personal recollections of Dr. Wertz before Amy continued with her report.

Lycoming Mascot: Amy noted that the new Lycoming Warrior mascot would be unveiled during the football game on Saturday.

New Business

Constitution/By-laws Changes: Amy presented suggested amendments Article V, Section 3, Subsections j. and n. for consideration.

Action Item: Jack Lea moved that the amendments to the bylaws be submitted to the AAEB as presented for an electronic vote in 20 days; Joanne Hollings second the motion. Motion carried.

Committee Meetings

Clark Gaughan then invited AAEB members to break into their respective committees. He reminded new members that they can join any committee they choose and encouraged them to attend any or all of the

committee meetings to help them decide which committee to join. He also asked for volunteers who might be willing to serve as mentors for incoming AAEB members.

New Business

Before breaking into committees, Bill Gallagher asked for clarification on Lycoming's official stance on hosting alumni reunions. Because of time constraints during Homecoming weekend, Amy Dowling the reunions for significant dates (5 years, 10 years, 25 years, etc.) will be held in the spring in conjunction with Alumni Weekend; however, reunion-related events will continue to be held during Homecoming. Tower Society events will also take place during Homecoming weekend.

The Board took a short break and the committees then met until approximately 8.25 p.m., at which time the Board reconvened for committee reports.

Committee Reports

Communications: Austin Duckett reported on behalf of the committee. He started by encouraging new Board members to consider joining the committee.

The class scribe project is moving forward with the development of set guidelines for volunteers to follow when collecting information. Austin noted he is working with Amy to develop a formal process for selecting class scribes moving forward. The committee is also exploring the possibility of recruiting affinity group class scribes in an effort to tap alumni through their campus groups/organizations rather than class years. Jack Lea is going to conduct a benchmarking study of some of Lycoming's sister institutions to learn more about their class scribe programs.

The committee is also moving forward with plans to collect alumni profiles/stories to use in the magazine and on the website. The committee is hoping to develop six or seven questions that can serve as the template for the profiles and is looking for volunteers who would be willing to write articles and/or forward questions to alumni they know.

The committee is exploring the possibility of using videoconferencing technology to hold a "virtual meeting" in January. If the committee finds it useful, it could be another avenue for the Board and its committees to use to conduct meetings and discuss business as needed between Board meetings.

Fundraising: Wendy Myers reported on behalf of the committee. She started by reminding Board members that bids were still being accepted on the tailgate basket being auctioned off to benefit the AAEB Scholarship Fund. The current bid (\$350) has already exceeded the value of the basket (\$300), and bids will be accepted until the beer and pretzel tent closes on Friday evening.

Wendy noted that 25 participants had already pre-registered for Saturday morning's 5K run, which already matches last year's overall registration. The committee hopes to include a 5K as part of future Alumni Weekends. This would be in addition to continuing the volleyball tournament as part of Alumni Weekend, which was considered an initial success.

Wendy said the committee is working on a notebook of "best practices" that can help future committee members avoid fundraising conflicts with other entities on campus and provides tips for simply "hawking

goods.” She also indicated that the committee had identified a potential replacement for the credit card affinity program that it would present to the Board tomorrow.

Regional Affairs: Joe Bunce reported on behalf of the committee. Joe shared the committee’s concern with the video quality of Lycoming sporting events streamed over the Internet, adding that this was pertinent because the committee hoped to host an event in New Jersey that included a live feed to a football or basketball game.

Joe then shared a list of alumni events being considered/planned by the committee, including an event in the Rehoboth Beach/Lewes, Delaware area in late April; and event at Longwood Gardens and The Joyous Porch on May 24; an event at Eastern State Penitentiary in October 2014; an event during the Little League World Series in August that would also tie in with move-in weekend; an event at Troeg’s in Hershey in January or February; participation in the breast cancer run in Philadelphia in May 2014; and an event at The American Music Theater in Lancaster in December 2014.

Membership, Nominations and Awards: Joanne Hullings reported on behalf of the committee. She thanked those AAEB members whose terms were expiring for their service. The committee will discuss the possibility of serving a second term with the two board members eligible to do so and is seeking to replace the four members whose terms will expire.

Joanne indicated that the committee would like to help new AAEB members become familiar with parliamentary procedure as part of their mentoring/orientation. She noted that there should be some version of meeting rules followed and that incoming members should be made aware of that. Bill Gallagher suggested it would be beneficial for new members to receive a packet of materials outlining policies and expectations (i.e., donating to the College, meeting attendance requirements, active participation in committees) upon their appointment to the Board.

Additional Discussion/Adjournment

Clark congratulated the Board for achieving a 100 percent giving participation rate for the fiscal year ended June 30. Because the College was in a new fiscal year, he encouraged those who hadn’t already donated to the College to do so. Clark also thanked members for their time commitment and for traveling from near and far to serve on the Board.

The meeting was suspended for the evening at approximately 9:10 p.m.

FRIDAY, OCTOBER 25

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

Dr. Kent Trachte, President

Clark yielded the floor to Dr. Trachte, who started by started by thanking AAEB members for “taking the time to do everything you do every day for Lycoming.” He was impressed by how many decades of alumni were represented on the Board and was pleased to work with a group that believed in the College and believed in its future.

Dr. Trachte reiterated a point that he made at his first public presentation last December about Lycoming being recognized by both Carnegie and U.S. News and World Report as a national liberal arts college. He said at the time that he believed the next logical step should be for Lycoming to be ranked among the very best national liberal arts colleges in the country; today, after spending 3½ months on campus, he is convinced more than ever that this should be the case.

The core of what we do here, Dr. Trachte said, is bring curious young people together with engaged faculty and prepare them for their future.

Dr. Trachte said the faculty are currently embarking on a two-year review of the general education curriculum and looking at committing themselves to offering more “high impact” experiences for students (internships, study abroad, etc.). First-year seminars will be implemented, and alumni will be called upon to help provide these types of opportunities for students. He also hopes to “re-animate” May term and make it a signature part of the Lycoming experience (not as a requirement, but as an opportunity).

Quality of facilities also matters, he said, noting that the Board of Trustees has committed to building a new science building and planetarium that will become the home of Lycoming’s physics and astronomy programs. Groundbreaking for the building, which will connect with the Heim Building, will take place in July 2014 and is scheduled to be completed by September 2015.

Dr. Trachte also stressed that part of the college experience at residential institutions takes place outside the classroom, and that it is way past time that Lycoming invest in improving its residence halls in order to attract the best students. That process started with the renovation of Rich Hall this past summer and will continue with renovations to another residence hall in the summer of 2014 and yet another in the summer of 2015.

In terms of admissions/recruitment, Dr. Trachte noted that enrollment was currently slightly above 1,300, which is slightly below Lycoming’s goal of 1,400 students. He attributed part of the reason to high school graduation rates in Lycoming’s primary “feeder states” has gone down (Approximately 60 percent of Lycoming’s students come from Pennsylvania; another 30 percent come from New York, New Jersey, and Maryland). In order for Lycoming to become a truly national liberal arts college, it will need to broaden its recruitment base. Along those lines, Lycoming became the 41st higher education institution to form a partnership with KIPP, a network of public, college-prep charter schools located in 20 states. Dr. Trachte also noted that Lycoming hopes to broaden its global presence. International students currently comprise 3 percent of Lycoming’s student population, a number he hopes can grow to at least 6 to 7 percent.

Dr. Trachte noted that work has started on developing a strategic plan for the College. He and the Board of Trustees worked on an initial version during the Board retreat earlier this month and is now beginning to incorporate faculty, staff and students in the process. Alumni will be invited to participate in the process as well via online sessions. The goal is to have the strategic plan endorsed by the faculty by September 2014 and approved by the Board of Trustees the following month. Three questions he hopes can be answered through this process:

1. Are there programs or areas where Lycoming needs to progress in order to become a prominent national liberal arts institution?
2. Just as we are trying to resemble other prominent national liberal arts institutions, how can we distinguish ourselves from the others?
3. Is there a place within higher education where Lycoming can become a national leader?

Dr. Trachte also noted that Lycoming was in a very strong financial position compared to its competition. Lycoming's endowment, for example, ranks 60th out of 200 or so similar institutions.

"I see no reason why Lycoming should not aspire to become one of the leading national liberal arts institutions," Dr. Trachte concluded. "We are certainly in a position to do so."

Chip Edmonds, Vice President for College Advancement

Clark then introduced Chip Edmonds, who welcomed AAEB members back for the meeting and for Homecoming. Chip said he was particularly excited to follow Dr. Trachte on the agenda because of the excitement and ambition he has for our alma mater.

Chip noted that the next issue of the alumni magazine would be coming out in January and the next President's Report would be available in a few weeks. He also introduced AAEB members to EverTru, a phone app that can connect with LinkedIn and give alumni a unique way to connect with their Lycoming network.

In terms of fundraising, Chip indicated it has been another solid fundraising year to date. Contributions are up \$40,000 from last year (15-20 percent increase).

Chip shared that Lycoming's basketball court will be renamed Dutch Burch Court during a dedication ceremony on November 16. Plans are being discussed to honor longtime wrestling coach Bud Whitehill in a similar manner in the near future. In other sports-related news, plans are moving forward to make the Hall of Fame induction ceremony part of the Alumni Weekend festivities in the future.

David Heffner, Associate Dean and Chief Information Officer

Clark then introduced David Heffner, who provided an information technology update to the Board. In particular, David highlighted IT-related concerns associated with the strategic plan: academic computing, mobile computing, risk management, and responsive design.

Committee Meetings

The Board then broke into its respective committees to discuss whatever business remained on each committee's agenda.

Committee Reports

The Board reconvened at approximately 9:55 a.m. for final reports from the committees.

Communications: Austin Duckett again reported on behalf of the committee. He noted that the committee discussed the possibility of using Hoot Suite to merge all alumni messaging into one platform and provide greater flexibility in targeting specific alumni groups and timing messages. He also recommended that the Board and committees consider using WebEx to hold committee meetings between Board meetings.

Lastly, Austin noted that the committee is working on getting an article in the next issue of Lycoming Magazine that discusses renaming the Outstanding Achievement Award in honor of Dr. Douthat.

Regional Affairs: Joe Bunce reported on behalf of the committee. He indicated the committee had assigned individuals on the committee to lead/coordinate specific regional events.

Membership, Nominations and Awards: Christine Zubris reported on behalf of the committee. She noted that Brian Belz will not be able to serve as AAEB Vice President as he will be resigning from the Board this spring. The committee recommended that Joanne Hullings be appointed vice president beginning with the Spring 2014 meeting and asked that the Board abide by its recommendation; motion carried.

Christine also noted that Andrea Mitcheltree will replace Wendy Myers as treasurer at the Spring 2014 meeting and that Bill Hessert will remain secretary.

Finally, Christine recommended on behalf of the committee that the bylaws be amended as presented at the Spring 2013 meeting (and presented yesterday by Amy Dowling) and asked that the Board abide by its recommendation; motion carried.

Fundraising: Wendy Myers reported on behalf of the committee. Liberty Mutual Insurance would like to enter a five-year agreement to offer “hazard insurance” to Lycoming alumni. In return, the company will guarantee AAEB a fixed sum of \$4,100 annually provided the amount is less than 2 percent of new policies or 1 percent of renewals; if more, then the amount donated to AAEB would increase. The committee recommended endorsing the program to replace the credit card affinity program and asked the Board to abide by its recommendation; motion carried.

Wrap-up

Christine Zubris presented a gift to outgoing President Clark Gaughan as a token of the Board’s appreciation for his service on the Board and as president.

Dates for the Spring 2014 meeting will be Thursday, May 15 and Friday, May 16.

Clark adjourned the meeting at approximately 10:20 a.m.

Respectfully Submitted,



S. William Hessert, Jr.
AAEB Secretary