

**Lycoming College  
Alumni Association Executive Board Meeting  
March 25 and 26, 2011**

**AAEB Members Present:** Kim Bolig, Joe Bunce, Jim Burget, Christine Colella, Austin Duckett, Heather Duda, Shannon English, Rick Felix, Bill Gallagher, Clark Gaughan, Bob Graybill, Bill Hessert, Joanne Hullings, Joe Lorah, Andy Lunt, Nancy Marple, Lindsay Martin, Andrea Mitcheltree, Wendy Myers, Mark Ohlinger, Dick Raudabaugh, Linda Ross, Kurt Weirich, Michele Witowski, Ann Wood

**FRIDAY, MARCH 25, 2011**

**Call to Order/Announcements**

Meeting was called to order at 10:00 a.m. by AAEB President Heather Duda. Heather began by introducing and welcoming Williamsport native Amy Dowling '04, Lycoming College's new Director of Alumni Relations.

**Agenda:** Heather noted that discussion/approval of the Treasurer's Report had been moved from 1:00 p.m. Friday to 10:20 a.m. Saturday. She also indicated the agenda format had been changed slightly for this meeting, giving committees more time to report on Friday and respond to questions on Saturday.

Heather announced that the bookstore was now selling merchandise commemorating Lycoming's bicentennial.

Heather announced that the AAEB had received a note from Kristina Mauer (sophomore- environmental science) thanking the Board for its scholarship.

Lastly, Heather noted that AAEB Member Jack Lea sent his regrets and asked everyone to keep him and the people in Japan in their thoughts and prayers following the earthquake and tsunami. Jack is a navy chaplain whose primary focus area is Japan.

**Dr. James Douthat, President**

Heather introduced Dr. James Douthat to present an overview on the "state of the College." Dr. Douthat began by indicating the past year has been a "major game changer" in higher education. He noted that Governor Tom Corbett's proposed 50% cut in funding to state and state-related institutions was a huge surprise as most had been anticipating a 15-20% cut. Proposed cuts of that size have a huge impact for students at private institutions as well – there will be greater demand for grants/loans from PHEAA, meaning the average award per student will decrease from the previous year.

At the Federal level, the President's current proposal is to keep the Pell grant program at level funding – which in real terms will be a decrease because of increased demand for funds from families. The House, meanwhile, passed a resolution to cut Pell funding by \$850 per student in the United States and cut student loan amounts by \$2,000 per year. There have also been dramatic cuts in work study funding – Lycoming, for example, must now match work study funds \$1.25:\$1 rather than \$1:\$1.

All of these proposed and real cuts, not surprisingly, are having the most dramatic impact on high-needs students. Dr. Douthat noted that Lycoming is already assuming the College's highest need students will have significantly less money to bring to the table.

Dr. Douthat also noted that Lycoming's endowment had lost one-third of its value since 2008, and that higher education had gone from a point where every revenue source was up (2006) to a point where every revenue source was down (2011) in just five years.

Dr. Douthat did point out that it is the first time in 42 years that he's worked at a higher education institution that a budget wasn't in place by April 1.

Dr. Douthat did point out there was some good news amidst all of the bad news:

- No commitment to Lycoming's capital campaign had been broken as the result of the economic downturn;
- As of December 31, total funds under long-term management was \$162 million, which was within \$5 million of where we were before the market collapse;
- Lycoming is protected much, much better than most higher education institutions for what promises to be a significant rough patch;
- There are now less than 100 higher education institutions in the U.S. that carry an uninsured A rating from Standard & Poor's – Lycoming is one of those institutions; and
- Despite the economic uncertainty, applications and paid acceptances are both up; not surprisingly, so are financial aid requests.

Dr. Douthat then opened the floor to questions. Clark Gaughan asked how the reaccreditation process had been progressing. Dr. Douthat indicated that the accreditation team was arriving on Sunday (March 27) to conduct the on-site portion of its review; he also noted that far more financial questions were being asked than had been in previous accreditation reviews.

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

Heather then introduced Chip Edmonds, who provided an update on advancement/development activities. Chip started by calling on the AAEB for assistance in reaching out to alumni, saying that he doesn't feel that Lycoming has a deep enough level of engagement from a wide enough base of alumni in terms of support – while there are some strong pockets of giving from certain years, there doesn't seem to be any consistency across the board. Chip says he sees the AAEB as a vehicle for increasing that level of engagement.

Chip noted that Lycoming's bicentennial celebration will kick off with Charter Day on April 2. Events for the day will include alumni band and student band performances, a pig roast and fireworks. Charter day will launch a 12- to 18-month celebration focused on strengthening alumni engagement.

Lycoming will host its first Alumni Weekend May 11-13, 2012 (the weekend following commencement). Chip encouraged members of the AAEB to reach out to friends/classmates to recruit other alumni to participate in the event – as he said, “we want to make it hard for people to say no.”

Chip noted the creation of the Young Alumni Award, saying the award would present a great opportunity to identify and recognize younger alums who are doing great things.

In terms of 2011 Commencement, Chip indicated that graduating seniors were planning a bus trip to Baltimore the Thursday before commencement. In addition to looking for alumni volunteers to make the bus trip with the seniors, Chip said he would like the AAEB to consider how Lycoming can help students make the transition to “alumni with a lifelong relationship” with the College.

Lastly, Chip shared some highlights from the most recent Board of Trustees Meeting, during which priorities for Lycoming’s next capital campaign were discussed: access (scholarships, increasing alumni giving percentages); academic excellence; and enhancing student life. “Even in these challenging times, the ambition of Lycoming is never diminished,” Chip said.

During questions and answers, Wendy Myers asked how alumni will be notified of upcoming Bicentennial events. Chip indicated the summer issue of the magazine would include dates for the major events. Wendy then noted it would be helpful for the AAEB to have more advance notice of Bicentennial events so more board members could plan to attend.

The Board adjourned for lunch at approximately 11:20 a.m.; Heather reconvened the meeting at approximately 12:40 p.m.

## **New Business**

***Bicentennial Cruise Proposal*** – Heather yielded the floor to Andy Lunt to share information regarding the potential for a Lycoming College Alumni Cruise. Andy’s recommendation was for a five-night cruise on the Royal Caribbean cruise line in late spring/early summer 2012 that would leave from an East Coast port (New Jersey, perhaps). There could be a fundraising component as well – by adding \$25 or \$50 per room as a donation to the College, the trip could potentially raise \$10,000 for Lycoming and/or the AAEB Scholarship Fund.

Although there was no clear-cut majority, the Board expressed its preference for a June 2-7, 2012 cruise date, followed by June 16-21, 2012. Kurt Weirich asked about the possibility of checking fall dates; he also expressed his concern that the Board was focusing too much on where the money was going and not enough on engaging the maximum number of alumni. Wendy Myers noted that engaging alumni and addressing the fundraising concerns were equally important concerns that needed to be addressed.

Kim Bolig asked what the consequences would be should we not reach a minimum number of participants. Andy indicated there was no guaranteed minimum that needed to be met – the \$2,750 guaranteed minimum could be refunded, but at the same time the cruise could be a go whether five alumni or 100 alumni registered.

The Board agreed to table the discussion until Saturday morning to give Andy more time to obtain additional information, focusing especially on the June 2 and June 16 cruise dates.

***Events “Clarification”:*** Heather sought to clarify the difference between “AAEB-sponsored events” and “regional events,” saying that the regional affairs committee focuses on organizing events that the Board sponsors and makes available to everyone.

***AAEB Constitution:*** Heather noted the revised AAEB Constitution based on changes approved at the Fall 2010 AAEB Meeting and invited any questions, comments or feedback on the revisions. Bob Graybill asked members of the Bylaws Committee if the revised changes had accomplished what the committee hoped to accomplish. Members of the committee in attendance indicated they had.

**Online AAEB Minutes:** Heather said that minutes from previous AAEB meetings have been made available online to maintain transparency; however, some concerns have been raised as to whether they should continue to be posted online. Shannon English asked when the minutes are actually posted online – she felt that while we have a responsibility to maintain transparency, we also want to make sure that people being appointed to, or receiving awards from, the Board be notified before that information become publicly available online in the minutes.

Bill Hessert indicated that he Board currently doesn't approve minutes from its previous meeting as one of its ongoing action items. He suggested it might be beneficial to add approval of minutes to future agendas, and that the minutes then be posted online once they have been approved by the Board.

Kurt Weirich suggested that the minutes also be more easily accessible in the alumni section of the Lycoming College website following their approval. Bill Gallagher agreed, saying that visitors to the website currently need to “dig very, very deeply” on the website to find the most recent minutes.

Action Item: Shannon English moved that the minutes from the October AAEB Board Meeting be approved as presented. Joanne Hullings seconded the motion; motion carried.

### **Committee Meetings**

Heather asked the Board to break into its respective committees to discuss whatever business was on each committee's agenda. The committees met from approximately 1:40 p.m. until approximately 2:45 p.m., at which time Heather reconvened the Board.

### **Mary Jo Campana, Director of Career Services**

Heather introduced Mary Jo Campana, who provided an overview on services provided by her office. She indicated that the provost has pinpointed her office for strengthening study abroad opportunities and for identifying potential scholarship students.

Mary Jo then discussed her desire to strengthen the link between the AAEB and her office. She indicated that alumni are already involved in some areas (i.e., the business etiquette dinner, job shadowing, informational interviews) but that she would like to see more alumni involvement at job/recruiting fairs. Mark Ohlinger discussed his participation at job/recruiting fairs and how it has benefited his current employer.

Joe Bunce suggested that holding AAEB/student career exploration activities in the spring may be too late in the job search cycle to benefit students; it may actually behoove us to hold these activities in the fall instead. Several Board members suggested doing a career-related event in conjunction with each AAEB meeting. Mark Ohlinger suggested the Board consider doing events that were not as “calendar-specific” – events that help students strengthen their interviewing skills, for example. Heather asked if it might be better for Board members to be doing things on an individual basis as opposed to the AAEB holding “forced” group events. Christine Colella suggested it would also be beneficial for the AAEB to work with Career Services on strengthening relationships with faculty in order to develop an even greater pool of resources/contacts with students.

Kurt Weirich suggested that since Lycoming has alumni scattered throughout the country, it might be a good idea to offer “virtual” sessions to get more involved in career service activities. Wendy Myers

suggested further that it might be beneficial to create online chat rooms through which students could communicate with alumni working for certain companies.

Mary Jo noted that Career Services had typically asked graduating seniors on graduation day to complete a career/job survey; beginning this year, however, the Office was going to survey graduating seniors earlier – and offer the survey online – in the hopes of increasing the response rate. The Office will continue conducting follow-up surveys six months after graduation. Those surveys are currently conducted by phone, but Mary Jo hopes to offer the survey online as well beginning this year.

### **Amy Dowling, Director of Alumni Relations**

Heather then invited Amy Dowling to the podium. Amy reiterated her excitement of coming on board as the College's new Director of Alumni Relations and said she was looking forward to working with the AAEB and getting to know members of the Board.

Amy shared and reviewed a list of recent alumni events with the Board (see attached). She then updated the Board on the roundtable discussions taking place with alumni to find out what connected them to Lycoming when they were here and what keeps them connected now. She noted the first roundtable, held in the Snowden Archives, was attended by seven alumni. Bill Gallagher and Amy will attend a roundtable in Lancaster scheduled for April 6; additional discussions are planned in Philadelphia and Washington, DC on May 19. Amy hopes to provide feedback on the discussions at the fall AAEB meeting.

### **Committee Reports**

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

Clark noted that the committee would present its recommended slates of AAEB candidates and award nominees tomorrow. He said everyone nominated for awards this year was a strong candidate, but the committee hopes to have more candidates to choose from in the future.

Clark said the committee is exploring new designs for the alumni awards.

***Fundraising:*** Wendy Myers reported on behalf of the committee.

Wendy said the committee was working on publishing an AAEB-sponsored calendar in conjunction with Lycoming's bicentennial celebration. The calendar would include before and after photos of Lycoming.

Just under 80 license plates have been sold to date. Alumni Relations will continue to send email blasts to remind alumni about the license plate program.

The committee spent some time discussing the cruise proposal put forward by Andy Lunt, and will discuss it further following Andy's follow-up report.

Wendy noted that AAEB's credit card affinity program with Bank of America has ended. Chip Edmonds is talking with JP Morgan Chase – holder of Lycoming's corporate cards – about establishing a similar affinity program.

**Communications:** Bill Gallagher reported on behalf of the committee.

The committee spent a majority of its time meeting with Director of College Relations Jerry Rashid about the AAEB column in *Lycoming Magazine*. Jerry noted that results of a recent survey about the magazine indicated that the AAEB column and director's column running together may not be an effective tool for reaching readers, so it may be beneficial to revisit the use of the space. The committee will explore different ways to utilize the space more effectively.

The committee is also exploring ways to encourage more participation in the Alumni Online community.

Lastly, Bill indicated it would be helpful if all of the AAEB members reviewed the alumni portion of the Lycoming website and provided feedback. Nancy Marple and Lindsay Martin said they would be willing to review the site and collect feedback from other AAEB members. The committee would also like to find a way to put more alumni profiles on the website.

**Regional Affairs:** Linda Ross reported on behalf of the committee.

Linda noted that six regional events were on the horizon: an Orioles game at Camden Yards (Baltimore) on May 21; Lyco Down the Shore in Sea Isle City, NJ on July 9; a family day at Knoebel's Grove on July 30; a Camden (NJ) River Sharks game in July or August; a post-game gathering following the Lycoming/Widener football game on September 17; and a Brandywine River Museum tour and reception tentatively scheduled for November 19.

### **Bicentennial Cruise Follow-up**

Andy Lunt provided additional information regarding cruise options. He indicated it would be helpful for the Board to agree on a date/destination and vote to express its support for a potential trip.

Kurt Weirich said it would be appropriate to get the Fundraising Committee's input/recommendation on the proposal. Wendy Myers (speaking on behalf of the committee) said the committee feels any money "raised" from the cruise should be designated to the AAEB Scholarship Fund.

Joanne Hullings asked for further clarification on the security deposit. Andy indicated the deposit would be \$2,750 and that Royal Caribbean would require the deposit to be made by April 24.

Action Item: Robert Graybill moved that AAEB sponsor the Bermuda cruise in 2012. Ann Wood seconded the motion. Following brief additional discussion, motion carried.

Action Item: Joanne Hullings moved that the cruise take place June 2-7, 2012. Dick Raudabaugh seconded the motion. Following brief additional discussion, motion carried 12-1 with 10 abstentions.

### **Additional Items:**

Heather Duda opened the floor to any additional comments/discussion. Clark Gaughan reminded the Board that the Membership, Nominations and Awards Committee was trying to get the Board on an 8/8/8/8 schedule in terms of electing/re-electing members. He noted the committee would have additional information regarding that tomorrow.

Shannon English reminded the Board that it needed to elect a new first vice president at this meeting. She invited anyone currently serving on the Board interested in serving as first vice president and whose term lasted until 2015 to let her or any other member of the Membership, Nominations and Awards Committee know as soon as possible.

Heather Duda suspended the meeting until Saturday morning, March 26 at approximately 4:20 p.m.

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## **SATURDAY, MARCH 26**

Heather Duda reconvened the meeting at approximately 9:30 a.m.

### **Additional New Business**

Heather indicated that it came to the attention of the Executive Committee during an executive committee session the previous evening of the need to amend Article VI, Section 2 of the Constitution to read as follows (section to added in italics; section to be deleted crossed out):

*ARTICLE VI, SECTION 2:* The terms of officers shall be for two years. An officer's term shall commence at the start of the fall meeting of the AAEB following their election, except that the outgoing President shall chair the fall meeting of that year and hand over the gavel at the Homecoming Brunch. ~~Officers shall be limited to one term in any one office.~~ *The offices of President and Vice President/President-elect shall each be limited to one term.*

Heather indicated the Executive Committee was making this recommendation because, as the Constitution is written now, the Secretary and Treasurer are limited to serving one two-year term. The Board needs to elect a Secretary and a Treasurer at this meeting – both Bill Hessert (Secretary) and Wendy Myers (Treasurer) are willing to serve second two-year terms, but they cannot do so under the current Constitution.

Action Item: Bill Gallagher moved that Article VI, Section 2 of the AEEB Constitution be amended as presented. Joanne Hullings seconded the motion.

*Point of Order:* Bill Gallagher noted that a formal vote could not be taken at this meeting because the Board had not been given notice of the amendment at least 20 days in advance (as required by Article X, Section 1 of the Constitution). Heather indicated that in accordance with Article X, Section 3 of the Constitution, the motion and second would remain open and that she would conduct a vote on the amendment via email in 20 days.

Heather also indicated that the Board would not need to elect a Vice-President/President Elect at this meeting – because of changes approved to the AAEB Constitution at the fall 2010 meeting, Christine Colella would be transitioning into the Vice President/President-Elect position this fall.

## **Committee Meetings**

Heather again invited the Board to break into its respective committees to complete their work. The committees met from approximately 9:40 a.m. until approximately 10:30 a.m., at which time Heather reconvened the Board.

## **Treasurer's Report**

Before the presentation of the Treasurer's Report, Heather indicated that an issue had arisen regarding how AAEB kept track of its funds compared to how Lycoming keeps track of AAEB funds – apparently, more money has been put into the AAEB Scholarship Fund than originally thought. Heather indicated that the Executive Committee will provide a more specific report at the Fall 2011 meeting once Wendy Myers and the Executive Committee have a chance to explore the situation further. Wendy added that the situation would actually provide AAEB with an opportunity to streamline its finances and put procedures and policies in place to maintain consistency in its financial reporting.

Wendy noted that the AAEB operating account currently had \$3,866.38, which would certainly be enough to cover the cruise deposit and provide financial support to the planned upcoming regional events. She also indicated the current gift value of the AAEB Scholarship Fund was \$29,728.

Shannon English asked for a refresher on what revenue actually goes into the AAEB Scholarship Fund. Wendy indicated sources of revenue for the fund included brick sale proceeds, royalties from the credit card affinity program and revenue from the Thomas B. Croyle Golf Tournament. Revenue from license plate sales weren't specifically designated that way, but the Board could recommend proceeds from license plate sales be transferred to the scholarship fund each year.

Heather thanked the Board for its patience in allowing Wendy and the Executive Committee to explore the reporting discrepancy more thoroughly. She reiterated that a more comprehensive report will be provided at the Fall 2011 meeting.

## **Thomas B. Croyle Memorial Golf Tournament Update**

Tournament Coordinator Gary Spies provided the Board with a brief update on the status of the golf tournament. He indicated the tournament has grown to a point that it now "makes money" – 84 people registered for, and 82 people played in, last year's event. Because of that growth, he will need to purchase some additional gifts for participants in upcoming years.

Gary noted that Jack Ernst, who had played in the tournament for many years, passed away earlier this week. Gary is currently considering creating an award in his memory as part of the tournament (i.e., longest drive, closest to the hole). He is also considering switching from giving golf course gift cards as prizes to giving gift cards to the Lycoming bookstore as prizes instead – he needs to check with the golf course to make sure there are no issues with doing that.

Lastly, Gary said it may be worthwhile to consider using proceeds from the next tournament to set up a "rainy day fund"/reserve in case inclement weather would ever wipe out the event in a given year.

## Committee Reports

The Board reconvened for committee reports.

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

Clark indicated there were six board members whose terms were expiring at the end the meeting. Two of those members – Joe Bunce and Lindsay Martin – were eligible and had agreed to serve second terms of the Board. Two members – Deanna Barthlow-Potkanowicz and Joe Lorah – were eligible but had chosen not to serve second terms on the Board. Two others – Heather Duda and Mark Ohlinger – have fulfilled their two-term limit; however, Heather will remain on the Board until she completes her term as AAEB Past President.

Clark presented the slate of candidates recommended by the committee to join the AAEB beginning with the Fall 2011 meeting: Andy Bucke ('71), John Wilson ('67), Christine Albergo Shemeta ('85), Michael Ruddy ('05) and Anna Marie DeSate ('06). He indicated the committee also had alternates in place should any of the three decline the invitation.

Action Item: Clark asked the Board to abide by the committee's Board recommendations; the slate of candidates was approved.

Clark then indicated that the Board was very close to reaching its 8/8/8 threshold; it currently stands at 8/8/9/7. To help reach that threshold, Bill Hessert has agreed to resign at the end of this meeting to eliminate his partial term ending in 2012. The committee recommends that Bill then be "re-nominated" for a full four-year term ending in 2015.

Action Item: Clark asked the Board to abide by the committee's recommendation; the recommendation was approved.

Clark noted that the committee had selected a new design for the alumni awards; beginning this fall, award recipients will receive a clock that can be put on a table or desk.

Attention then turned to the newly created Young Alumnus Award. Shannon English noted that the committee recommended naming the award in memory of Taunia Oechslin ('92), a former AAEB member who passed away in 2009. Taunia was a very dynamic, altruistic person who – in addition to being actively involved at Lycoming – has started a benefit dinner in Johnstown to promote breast cancer awareness.

Action Item: On behalf of the Membership, Nominations and Awards Committee, Shannon English moved that the Board create the Taunia Oechslin Young Alumni Award. The award will be presented annually (beginning in the fall of 2012) to recognize a graduate of Lycoming College who has made significant contributions to his/her profession; demonstrates leadership and accomplishment in his/her career; exemplifies outstanding service and volunteerism to the College or the community during the first 15 years since graduating from Lycoming College; and whose ongoing work reflects positively on the College. Kurt Weirich seconded the motion; motion carried.

Clark then presented the slate of candidates for the 2011 Alumni Awards:

- Angela R. Kyte Outstanding Alumnus Award – Anthony L. DiSalvo, II ('64)
- Outstanding Achievement Award – Eugene Dodaro ('73), Comptroller General of the United States

- Dale V. Bower Service Award – Bill Byham, who became Lycoming’s first sports information director in 1983 after retiring from teaching.

Clark asked the Board to abide by the committee’s award recommendations; the slate of candidates was approved.

Last but not least, Clark, the committee and the AAEB thanked Mark Ohlinger for his service on the Board.

**Fundraising:** Wendy Myers again reported on behalf of the committee.

Wendy said the committee had asked to review a proposal asking AAEB to promote a Travelocity card. After further review, however, the program seemed better suited for other organizations on campus; therefore, there will be no recommendation from the committee to pursue the program.

The committee will share news about “rebooting” the affinity credit card program with JP Morgan Chase once more information becomes available.

Applications for Lycoming College license plates were included in senior packets and will be sent to parents of graduating students as well. The committee also suggested that an email blast about the license plates also be sent to current students.

**Regional Affairs:** Linda Ross again reported on behalf of the committee.

Linda indicated that the committee hopes to get additional information about the Brandywine River Museum Tour in the summer issue of the magazine.

Regarding the Knoebel’s Grove outing, Linda said the committee was exploring the possibility of purchasing t-shirts to give to children attending the event.

Regarding the alumni cruise, Linda said the committee feels it is important to post a “save the date” in the magazine as soon as possible. Also, since the College will receive one “complimentary” cabin for every eight reservations, it is important to determine how any “complimentary” cabins will be used (i.e., member of Lycoming’s administration, faculty member providing an education session on the cruise). Heather Duda also recommended that certain dates be set as deadlines for deposits, bookings, etc., in cruise promotions.

**Communications:** Bill Gallagher again reported on behalf of the committee.

Bill noted the committee is going to look at ways to get more work done between AAEB meetings.

Bill again indicated that the committee is going to review Lycoming’s website and encouraged all AAEB members to do likewise.

Austin Duckett is working on new ways to promote AAEB to graduating seniors.

The committee hopes to have 4-6 laptops set up at Homecoming to demonstrate the Alumni Online Community to alumni and tell them more about AAEB.

Bill Hessert is going to contact with Mary Jo Campana to follow-up on some of the ideas she discussed yesterday.

The committee will also work on “talking points” that can be distributed to AAEB members to use to share information with alumni.

### **Wrap-up**

Heather Duda encouraged members to begin promoting the cruise and Alumni Weekend on Facebook and through other avenues. She also reminded AAEB members about having 100% Board participation in the Annual Fund.

Dates for the Fall 2011 AAEB Meeting will be October 13 and 14.

Heather adjourned the meeting at approximately 11:40 a.m.