

**Lycoming College
Alumni Association Executive Board Meeting
October 23 & 24, 2014**

AAEB Members Present: Kim (Lazar) Bolig, Alexis Bortle, Jamie (Rowe) Brown, Joe Bunce, Rob Burger, Jim Burget, John Casciano, Denise Carlin, Austin Duckett, Christina Faust, Bob Graybill, Amil Guzman, Paul Henry, Bill Hessert, Joanne Hullings, Jack Lea, Mary-Louise Paucke Lovell, Ron McElwee, April (Sparks) Orwig, Russell Rabadeau, Michael Ruddy, Neil Ryan, Gary Samuels, Gary Spies, Phil Sunderland, Christine (Collela) Zubris

Ex Officio Student Representatives Present: David Gordon, Matthew Ruth, Greg Vartan

THURSDAY, OCTOBER 23

Call to Order/Announcements

AAEB President Christine Zubris called the meeting to order at 10:00 a.m.

Approval of Minutes

Bill Hessert presented the minutes from the AAEB Spring 2013 Meeting for consideration.

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

Board/Student Representative Introductions

Before moving to the next item on the agenda, Christine asked each AAEB member to introduce/re-introduce him/herself to the board.

Christine then yielded the floor to student representatives David Gordon and Greg Vartan to discuss student-related activities of interest taking place on campus. David noted that, in conjunction with Lycoming's new strategic plan, students have been seeking ways to become more actively engaged with the greater Williamsport community. He also noted that students have been exploring ideas that would help students make a smoother transition from Lycoming students to Lycoming alumni during their senior year.

Greg noted that the Student Senate has been working with staff from the Office of Student Life to review/update sexual assault policies and also ramp up suicide prevention efforts on campus.

Treasurer's Report

Joanne Hullings presented the Treasurer's Report on behalf of AAEB Treasurer Andrea Mitcheltree (see attached). Joanne also thanked the AAEB for 100% participation in giving to the College during the most recently completed fiscal year.

Alumni Relations Update

Christine then invited Director of Alumni Relations Amy Reyes to provide an update on alumni activities.

After welcoming board members back to campus for the meeting and Homecoming, Amy introduced Drew Boyles, who joined the advancement team as assistant director of alumni relations in July.

Advancement Staff Update: Amy then shared additional recent staffing changes including the hiring of Loni Kline, who has returned to Lycoming as director of development and associate vice president of advancement. The advancement team hopes to bring add an athletics fundraiser to the team in the near future.

The former Office of College Relations has undergone a large facelift and is now known as the Office of Marketing and Communications. James Raby has joined the team as executive director of marketing and communications, and Elizabeth Greenaway has been promoted to director of marketing. The office is looking to bring a full-time writer/editor on board and perhaps a full-time photographer in the future as well.

Lastly, Kristin (Guthrie) Laudenslauger '10 has been hired to serve as a career coordinator for the sciences. The “discipline-specific” career coordinator concept has worked well to date for the business and accounting majors, so the hope is to replicate that success within other departments and disciplines moving forward.

Alumni/Alumni Association Website Improvements: Amy spent some time reviewing some of the enhancements that have been made to the alumni section of the College website. She thanked the AAEB Communications Committee for its help in improving the alumni section and AAEB-related subsections of the website.

We <3 Donors Project: Amy shared highlights of the new program designed to demonstrate the value and importance of the role that alumni play in the life of their alma mater. Events include “Stop Day,” or the day that everything on campus would essentially “stop” without the contributions made by alumni donors. The office also had “alumni donor” postcards printed and have held various events designed to highlight alumni contributions around campus; in August, for example, students could receive a free ice cream cone in exchange for writing letters to alumni thanking them for their support.

EverTrue App: Lycoming has a new mobile application available through EverTrue, called Guidebook, which essentially creates an alumni directory for smartphones and tables and gives alumni the opportunity to seek out fellow alumni in cities they may be visiting (see attached). To register, AAEB members simply need to download the EverTrue app, search for Lycoming College, and follow the login instructions.

Lycoming Magazine: Amy indicated that the next issue will look markedly different than previous issues. Also, because of recent changes in the Office of Marketing and Communications, E-news (which included our Alumni Spotlight) has been temporarily suspended until additional enhancements can be made. Amy anticipates E-news should return sometime early in 2015.

Alumni Events: Christine complimented Amy on the large list of alumni events that she shared with the AAEB. Amy noted that the list extends back to spring 2013 and includes several “Meet the President”

events. She also noted that advancement efforts over the next six years will focus more on the capital campaign and that alumni events during that time may also take on more of a campaign emphasis.

Stand-up Display: Amy shared the new AAEB stand-up display with members of the board.

New Business

Lynn Science Center Pledge: Christine brought up the email thread started by Russ Rabadeau regarding AAEB support for a study room in the new Lynn Science Center. Russ had suggested in his initial email that rather than contributions coming directly from the AAEB, individual donations from AAEB members be earmarked specifically for the writing room. Doing so would not be a requirement; rather, it would be an option for AAEB members to consider when making their contributions.

Action Item: Joanne Hullings moved that members of the Alumni Association Executive Board collectively pledge to donate \$25,000 over the next five years to support the naming of a study room in the Lynn Science Center. John Casciano seconded the motion. After some discussion, Joanne amended her motion and John amended his second to read as follows:

Current members of the Alumni Association Executive Board, along with former and future members of the board who wish to do so, collectively pledge to donate \$25,000 over the next five years to support the naming of a study room in the Lynn Science Center.

Motion carried.

Rob Burger asked if it would be beneficial to appoint a “point person” who could update the AAEB regularly on the status of the pledge.

Action Item: John Casciano moved that Russ Rabadeau be appointed the liaison to update the AAEB regularly on the status of its pledge to support the naming of a study room in the Lynn Science Center. Joanne Hullings seconded the motion; motion carried.

Treasurer’s Report Follow-up: Jamie Brown moved that the Treasurer’s Report be approved as presented earlier in the meeting. Gary Spies seconded the motion; motion carried.

The meeting was suspended for a tour of Crever Hall, lunch, and individual and group photos at approximately 11:55 a.m.

Strategic Planning Discussion

AAEB President Christine Zubris reconvened the meeting at approximately 1:30 p.m. and yielded the floor to **Chip Edmonds, Vice President for College Advancement**, to lead a discussion on the College’s ongoing strategic planning process.

Chip began by reminding the board that the overarching goal from the outset of the strategic planning process has been to make Lycoming one of the very best liberal arts colleges in the country. The process started by reviewing institutions recognized among the best liberal arts colleges, seeing how Lycoming compares to those institutions, and identifying areas where Lycoming could distinguish itself. President Trachte has loosely used the top 50-75 liberal arts institutions as ranked by US News and World Report

as one benchmark; the strategic planning team has looked closely at Washington Monthly and the “LA 25” group. In terms of distinguishing ourselves, Chip noted that Lycoming is ranked 60th in the country in terms of endowment support per student.

Chip noted that the strategic planning team is now in the process of determining the cost of implementing some of the plan’s action items; determining where the money will come from to pay for those items; and where prohibitive costs or a lack of funding may limit their implementation. For the AAEB, Chip said the questions the board should be considering are: 1) How do we become one of the best alumni boards in the country; and, 2) how can we become more distinctive as a board?

Chip then yielded the floor to **Drew Boyles, Assistant Director of Alumni Relations**, to discuss steps being taken to implement an AAEB strategic plan. Drew began by noting the formation of an ad hoc AAEB Strategic Planning Committee in Spring 2014 which has conducted some initial research since its formation. Moving forward, the goals would be to consider philosophical and conceptual strategies for possible implementation as early as Spring 2015.

Drew then led a discussion focused on the AAEB mission, which he started by sharing the existing mission statement and asking if that statement truly captured our mission. He also shared examples of other college alumni organizations’ mission statements to explore whether changes could be made to capture our mission more effectively. Other questions discussed included:

- What constitutes the character of a strong alumni body and executive board?
- How does the AAEB’s current committee structure meet expectations and develop the characteristics of a strong alumni body?
- Do the current committees’ names and missions accurately reflect the good work being done and/or considered?
- What work needs to be done to position the AAEB to be ready to develop and implement an AAEB strategic plan?

Based on discussions considering these questions, members of the board agreed that the ad hoc Strategic Planning Committee would convene to develop a revised mission statement and review what changes, if any, need to be made to the existing committee structure. Those changes would be recommended in advance of the AAEB Spring 2015 Meeting, if not before.

Lycoming President Kent Trachte then joined the discussion and shared his interest in the conversation focused on developing lifetime relationships with individuals and building a lifelong community – from recruiting potential students, to mentoring existing students, to creating networks that support alumni through various lifetime transitions. “We want to be recognized as an institution that provides high impact academic experiences that can be leveraged into long-term opportunities.

Dr. Trachte noted that Lycoming had received a \$100,000 grant from the Mellon Foundation to develop a pilot program that would extend the faculty/student research collaboration that currently exists in Lycoming’s scientific disciplines into its humanities programs as well. Over the longer term, this collaboration could be infused into, and become a regular component of, the humanities curriculum.

Dr. Trachte also discussed two recent trips that he and Chip made. Last month, the two traveled to Mexico at the invitation of the governor of Pueblo, who is a Lycoming alumnus. The governor arranged visits with the presidents and deans of the five most prestigious colleges in Pueblo, which provided a valuable opportunity to explore exchange agreements. Pueblo is also home to some very rich archeological treasures, which has the potential to expand the archeology study abroad program into Latin

America. Paul Henry also arranged a New York visit for Dr. Trachte and Chip to meet with a Lycoming alumnus who currently serves as Angola's ambassador to the United Nations. That visit could also open doors for increasing international learning opportunities.

A couple of additional items that Dr. Trachte noted:

- Tom Woodruff, a Lycoming alumnus living in Los Angeles who has created characters for "Aliens" and other movies, is looking to film an independent film in Williamsport.
- Lycoming will be opening a new art gallery in downtown Williamsport (on Fourth Street) this weekend. Barbara Silk ('73) and her husband are providing part of the first exhibit, and current Lycoming art students have played a key role in curating the exhibits.

Committee Meetings – Session 1

After President Trachte's comments, the board broke at 4:05 p.m. and reconvened at 4:20 p.m. Christine then invited members to break into their respective committees, which they did until 5:30 p.m. At that time, Christine asked each of the committee chairpersons to provide brief updates.

Committee Reports

Fundraising: Jamie (Rowe) Brown reported on behalf of the committee. Highlights of her summary included the following:

- The affinity program with Liberty Mutual is providing the AAEB with \$4,100 in revenue annually
- The AAEB will hold a 50/50 Raffle at the Beer & Pretzel Tent tomorrow evening at Homecoming
- The AAEB will be holding its third annual 5K run on Saturday morning. This year's race features the largest registration to date and a new race route.
- The committee will explore the possibility of recommending to the board the transfer of \$2,000 from the general fund to the scholarship fund.

Communications: Michael Ruddy reported on behalf of the committee. Highlights of his summary included the following:

- The AAEB will be hosting a tailgate lunch prior to the Homecoming football game on Saturday.
- The committee is exploring the feasibility of handing out AAEB-themed gift bags to registrants at Alumni Weekend.
- Liz Greenaway, newly promoted to Lycoming Director of Marketing, joined the committee to discuss changes to the magazine, the class scribe project, and the alumni spotlight project and how the committee can collaborate with their office on these projects moving forward.

Membership, Nominations and Awards: Mary Louise Paucke Lovell reported on behalf of the committee. She noted that the committee is looking for avenues for promoting awards to current students. She also indicated it would be beneficial to consider profiling alumni award winners in upcoming alumni spotlights.

Regional Affairs: Joe Bunce reported on behalf of the committee. Upcoming events being planned include a host of favorites: an annual outing at an Orioles game at Camden Yards; the annual family event at Knoebel's; events at a Trenton Thunder and Harrisburg Senators baseball games; a trip to the Philadelphia Zoo and a tour of Troeg's Brewery.

Additional Discussion/Wrap-up

Christine suspended the meeting for the evening at approximately 5:45 p.m.

FRIDAY, OCTOBER 24

Call to Order

AAEB President Christine Zubris reconvened the meeting at approximately 8:00 a.m. She introduced Matt Ruth, past senior class president, who was in attendance at the meeting.

Dan Miller, Vice President for Student Life

Christine then yielded the floor to Dan Miller, who told the board he wanted to take a little time to “discuss the things that keep me up at night and the things that keep me coming in each morning.” Among the “things that keep me up at night,” Dan mentioned situations related to students’ emotional/mental health and well-being; social media issues, particularly issues regarding notifications and responses to emergencies; use of alcohol among students; and sexual discrimination and misconduct issues. Among those that “keep me coming in each morning,” Dan noted being able to work with the Student Senate and students in general (first and foremost); efforts to improve residential life, including the introduction of intellectual affinity housing; boosting interest in outdoor club activities; creating additional study abroad opportunities; career programming, including the introduction of career coordinators within academic clusters; the creation of a Center for Enhanced Academic Experiences; and “the notion that we are part of, and support, a diverse community.”

Committee Meetings – Session 2

Following Dan’s presentation, Christine again invited the board to break into its respective committees. The board took a short break and the committees met from 9:05 a.m. until approximately 10:05 a.m., at which time the board reconvened for committee reports.

Committee Reports

Regional Affairs: April (Sparks) Orwig reported first on behalf of the committee. In addition to items shared the previous day, the committee will also explore the possibility of hosting a wine tasting event in Gettysburg next fall.

Communications: Michael Ruddy reported on behalf of the committee. He started by asking each member of the board to identify at least one alumnus or alumna that could be interviewed for an upcoming “Alumni Spotlight.”

The committee agreed to explore the possibility of hosting a beer and pizza event with senior students at next year’s Homecoming.

Fundraising: Jamie Brown reported on behalf of the committee. She said the committee will continue to look for opportunities to raise funds through programs similar to the one offered by Liberty Mutual.

Strategic Planning Committee: Rob Burger shared a first draft of revised mission and vision statements that the committee for input. Joanne Hullings indicated that the committee will revise the statements based on feedback, and will share them via e-mail for additional feedback. Based on additional discussion and approval, the committee will then look to begin developing strategic goals and objectives for the AAEB.

Additional Discussion/Adjournment

Christine noted that this was her last meeting, not just as president but also as a board member. She thanked the AAEB for their hard work and for being the opportunity to serve her alma mater in this capacity. Joanne presented Christine with a thank you gift on behalf of the entire board.

Amy reminded the board that the AAEB Spring 2015 Meeting will be held Thursday, May 14 and Friday, May 15 in conjunction with Alumni Weekend.

Christine adjourned the meeting at approximately 10:35 a.m.

Respectfully Submitted,

A handwritten signature in cursive script, appearing to read "S. William Hessert, Jr.", written in black ink.

S. William Hessert, Jr. '85
AAEB Secretary