

**Lycoming College  
Alumni Association Executive Board Meeting  
October 22 & 23, 2015**

**AAEB Members Present:** Kim (Lazar) Bolig, Jamie (Rowe) Brown, Rob Burger, Jim Burget, David Dearing, Anne Marie DiSante, Austin Duckett, Bob Graybill, Paul Henry, Bill Hessert, Joanne Hullings, Jack Lea, Mary-Louise Paucke Lovell, Bob Martin, Ron McElwee, Andrea (Duncan) Mitcheltree, April (Sparks) Orwig, Russell Rabadeau, Michael Ruddy, Gary Samuels, Jasmine Sanders, Christian Shaffmaster, Gary Spies, Phil Sunderland, Brad Webb, Greg Vartan (*ex officio student member*)

**THURSDAY, OCTOBER 22**

**Call to Order/Announcements**

AAEB President Joanne Hullings called the meeting to order at 6:12 p.m.

**Approval of Minutes**

Bill Hessert presented the minutes from the AAEB Fall 2014 Meeting for consideration. Gary Samuels noted that a presentation referenced on page 6 of the minutes was made by Amil Guzman and Gary Samuels, not Amil Guzman and Gary Spies.

Action Item: Bill Hessert moved that the minutes be approved as presented and corrected; Gary Samuels seconded the motion. Motion carried.

**Welcome/Board Introductions**

Joanne thanked Amy Reyes for arranging to have the Thursday evening portion of the meeting in Detwiler Planetarium, and for all of her work with the board and alumni. Joanne then welcomed David Dearing, Jasmine Sanders and Brad Webb, who were attending their first meeting as board members. Following her welcome, Joanne invited the new board members to introduce themselves.

Following those introductions, Joanne invited the rest of the board to go around the room and introduce themselves to the group.

**Treasurer's Report**

Joanne Hullings then yielded the floor to AAEB Treasurer Andrea Mitcheltree who presented the Treasurer's Report (see attached). She noted that the transfer of \$2,500 from the AAEB General Fund to the AAEB Scholarship Fund had taken place as approved at the Spring 2015, and that that Scholarship Fund currently had a cash value of \$52,636.71 and a market value of \$60,108.18.

In a related item, Andrea noted that AAEB member pledges/donations to the study room in the Lynn Science Center stood at \$14,472.

Action Item: Bob Martin moved that the Treasurer's report be approved as presented; April Orwig seconded the motion. Motion carried.

## **President's Report**

**Alumni Awards:** Joanne noted that the class reunions and the Sports Hall of Fame Ceremony were held last spring in conjunction with Alumni Weekend. With Alumni Weekend now a regular fixture on the spring schedule, Joanne indicated it seemed to make sense to move the alumni awards ceremony to Alumni Weekend as well. The ceremony could be held in conjunction with the reunion rally in the morning as opposed to scheduling an additional luncheon.

Action Item: Bill Hessert moved that the alumni awards ceremony be moved from Homecoming Weekend to Alumni Weekend; Mary-Louise Paucke Lovell seconded the motion. Motion carried.

**Meeting Attendance:** Joanne reminded board members of the honor, value and importance of serving on the board. In return, it is important for those elected to attend meetings regularly and be active participants in the meetings and associated alumni activities. Although still being defined, the Executive Committee is exploring how to make members more accountable in relation to meeting attendance and being actively involved.

## **Philip Witherup, Coordinator of Study Abroad and Travel**

Joanne then yielded the floor Philip Witherup, who gave a brief presentation on international education opportunities at Lycoming. These include traditional study abroad opportunities, May Term travel and embedded course offerings, and opportunities to participate in archaeological digs in Cyprus, Israel and now Guatemala. Additional study abroad partnerships also exist in France, Costa Rica, Ecuador, Spain, and Germany, to name a few, with the newest partnership being in Puebla, Mexico.

Philip said alumni can help by becoming mentors to students and sharing their own study abroad experiences with them, and by sharing ideas for where Lycoming should be offering international education opportunities.

## **Lynn Science Center Tour**

Following a brief question-and-answer session with Phillip, the board took a brief self-guided tour of the Lynn Science Center.

## **Mimi Mylin, Editorial Director**

The board reconvened in the planetarium following the tour, at which time Joanne yielded the floor to Mimi Mylin, who discussed her new role as editorial director for the College.

## **Alumni Relations Update**

Following Mimi's presentation and a brief Q&A, Joanne next yielded the floor to Amy Reyes, Lycoming's director of alumni relations, to provide an update on alumni/advancement activities.

**Advancement Staff Update:** Amy started with recent staffing changes within the Advancement Office, noting that Molly Johnson had been appointed director of prospect research.

**Alumni Relations “Think Tank” Meeting:** Amy shared highlights from a recent gathering of alumni relations professionals from Pennsylvania institutions similar to Lycoming, which was held at Lebanon Valley College. Topics/ideas discussed included class identity by “generations” rather than class year; student philanthropy; quality vs. quantity; faculty on the road; career immersion opportunities in larger cities; scholarship lunches; meetings/events at companies where larger number of alumni work; and determining the take-home message of events with students.

**Alumni Events:** Amy shared a comprehensive list of events that had taken place between May 31 and early October, ranging from golf outings to alumni gatherings at minor league baseball games.

**Evertrue:** Amy noted that the alumni application was still “alive and well,” with 282 current users. She encouraged board members who had not yet done so to sign up to use the app.

**Online Giving on Lycoming Website:** Amy indicated that the College was working with a new vendor in the hopes of improving the online giving capabilities on the College website. The current method for doing so online is very clunky and not very user-friendly.

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

Joanne next yielded the floor to Chip Edmonds, who welcomed AAEB members back to Lycoming.

**“I Am Lycoming”:** Chip discussed Lycoming’s relationship with Creative Communication Associates, who has developed the “I Am Lycoming” marketing campaign. Originally rolled out with a focus on enrollment/student recruitment last year, the promotional campaign will be used in the upcoming capital campaign as well. Chip then shared a “I Am Lycoming” video set to debut over Homecoming weekend.

**Alumni Engagement:** Chip then touched upon Lycoming’s intentional attempts to increase alumni involvement in the College in the past few years, including an increase in the number of regional alumni events; the introduction of Alumni Weekend; alumni career mentoring; use of the Evertrue app; and the development of the President’s Leadership Council.

**Giving “Year in Review”:** Chip next provided a synopsis of giving to the College for the fiscal year ended June 30, 2015. Some of the highlights included \$1,231,579 donated to the Lycoming Fund—the best year in the fund’s history—and a 23.7% alumni donor participation rate, compared to a national rate that stands closer to 8%.

**Capital Campaign:** Chip noted that the capital campaign began its “quiet phase” on July 1, 2014 and will enter its “public phase” in January 2017. The public phase will last until June 30, 2019, at which time the College hopes to have raised \$60 to \$75 million. The actual final amount is yet to be determined; however, contributions/pledges during the silent phase as of the end of September stand at slightly more than \$36 million.

Based on the recently completed feasibility study, areas of emphasis during the capital campaign will be scholarships, academic programs, and facilities upgrades—including the possibility of creating a new “gateway” to campus in the Basin Street area.

## **Planetarium Show**

Following a brief Q&A with Chip, Joanne next yielded the floor to Planetarium Director Chuck Doersam, who provided an overview of the planetarium's new digital technology and then closed with a planetarium show.

## **Meeting Suspension**

Following the planetarium presentation, Joanne suspended the general meeting activities until the following morning. The meeting was officially suspended at approximately 8:45 p.m.

## **FRIDAY, MAY 15**

### **Call to Order/Committee Meetings**

AAEB President Joanne Hullings reconvened the meeting at approximately 8:05 a.m. After inviting board members who had not done so the previous evening to watch the "I Am Lycoming" video, Joanne invited board members to break into their respective committees.

### **Jennifer Carmody, Student Representative, Food Recovery Network**

Following committee meetings and a group photo, Joanne reconvened the meeting at approximately 10:00 a.m. Joanne yielded the floor to Jenn Carmody, who provided an overview of the Food Recovery Network. The local chapter, started in January 2014, is one of 150 chapters nationwide. The network partners locally with the American Rescue Workers, where food is dropped off five times per week for distribution. Since its inception, the local chapter has recovered and delivered 20,000 pounds of food.

Jenn invited anyone who was interested in learning more about the Food Recovery Network to contact her at [carjenn@lycoming.edu](mailto:carjenn@lycoming.edu).

### **Habitat for Humanity**

Joanne then yielded the floor to Anne Marie DeSante, who provided an update on Habitat for Humanity. Anne Marie noted that Lycoming students are looking for a local project on which they could work alongside alumni this spring—no previous construction experience required! She will contact the AAEB with dates as they become available so any board member who is interested can participate. She also indicated it would be the first home to be built by Habitat for Humanity in the Williamsport area in two years.

Anne Marie also shared that she will be traveling to Costa Rica this summer with a team of current seniors to work on Habitat for Humanity projects. Any board members or any other alumni who might be interested in joining the team can still do so; simply contact Anne Marie for additional details.

## **Committee Reports**

***Fundraising and Philanthropy:*** Jamie (Rowe) Brown reported on behalf of the committee.

In terms of Homecoming events, Jamie reminded board members that inaugural “road rally” would start at 6:00 p.m. tonight in front of Crever Hall. She noted that 8-10 alumni had signed up to participate and that there was a great deal of student interest in the event. The AAEB would also be holding a 50/50 raffle at the Beer and Pretzel Tent, with proceeds benefitting the AAEB Scholarship Fund.

Jamie encouraged AAEB members who could to attend the Ben Crever Society event taking place in Harrisburg on November 12. The event (and the society) is designed to recognize those individuals who have donated to Lycoming for at least five consecutive years.

With National Giving Tuesday occurring on December 1, the committee was encouraging board members to create a buzz about giving to Lycoming (or other charities) by posting something on their social media on National Giving Tuesday.

The committee also discussed the possibility of having an alumni team or AAEB team at the next local Relay for Life event in March (most likely March 25). Jamie and the committee will send out more information as it becomes available.

Lastly, the committee encouraged board members to explore Amazon Smile as another way to donate Lycoming. By linking to Smile on your Amazon account, a small percentage of your purchase amount can be donated to your charity of choice whenever you make a purchase.

***Communication and Career Services:*** Austin Duckett reported on behalf of the committee.

He started by asking the board if it wanted to continue providing “welcome bags” at Alumni Weekend registration again in 2016. While the bags were well received, there might be slightly larger costs associated with purchasing the supplies next year. Mary-Louise Paucke Lovell suggested contacting local branches of Frito Lay and Kellogg’s about donating food items.

Action Item: Austin Duckett moved that AAEB continue to provide supplies welcome bags for Alumni Weekend at a cost of up to \$250 per year. Mary-Louise Paucke Lovell seconded the motion; motion carried.

Austin noted that the AAEB would be displaying the alumni banner and have a presence at the College’s Homecoming Tailgate. He encouraged any board members planning to attend the tailgate to show up between 11:30 and 1:30 to help promote AAEB.

The committee discussed the Alumni Spotlight, noting that the time had come to recruit additional alumni to profile in the feature. Austin noted that the committee needed help from the board—in addition to suggesting alumni to profile, the committee needed at least ten members of the board to sign up and provide a spotlight. The committee also suggested that the form that people complete when submitting an Alumni Spotlight be updated to include a space for recommending additional people to be profiled. Past AAEB members, past trustees, international students, Black History month participants, former student leaders, and alumni in the classroom participants are also alumni that the committee hoped to contact regarding the Alumni Spotlight.

The committee then discussed the possibility of having an AAEB golf cart in the Homecoming Parade beginning in 2016. Joanne authorized the creation of an ad hoc Homecoming Parade planning committee to plan AAEB's involvement in the parade.

Action Item: Austin Duckett moved that the Alumni Association Executive Board spend up to \$250 to purchase supplies associated with participating in the 2016 Homecoming Parade. Jack Lea seconded the motion; motion carried.

Returning to the Alumni Profile discussion briefly, Brad Webb noted that the committee will explore the possibility of creating a "Lyco Sweethearts" feature that would profile couples who met while students at Lycoming.

Lastly, Jack Lea noted that the committee met with Mary Jo Campana and Ann Landon to discuss ways the committee and the board could participate in "Alumni in the Classroom" and other career service activities. In addition to improving our connection with students, participating in these events could help AAEB identify new candidates to serve on the board at some point.

**Events and Reunions:** Paul Henry reported on behalf of the committee. Paul started by recognizing the additional members of the committee in attendance and announcing that Kim Bolig would be serving as co-chair of the committee.

Paul noted that the committee would like to focus on identifying events that bring alumni together and allow them to engage and interact with each other. The committee would also like to identify events without a high price point so more alumni might be interested in participating. The committee will look at events that could take place more frequently in certain areas (Williamsport, Harrisburg/York, Philadelphia, Baltimore/Washington, New Jersey) as well events that would occur less frequently in areas such as Pittsburgh and New York City.

Paul concluded by noting that there were about 30 alumni events planned throughout the year, but that the committee would like to do what it could to help that number grow by about 50 percent (to about 45 per year).

**Recruitment and Recognition:** Mary-Lousie Paucke Lovell reported on behalf of the committee.

Mary-Louise noted that Tanner Paulhamus '14 would be joining the board to fill the vacant seat created when Christine (Colella) Zubris rotated off of the board,

Mary-Louise next indicated that the committee had met with Jason Moran from the Office of Admissions to discuss how alumni might be able to assist with student recruitment (defining territories, defining what is entailed with meeting and interviewing students). The committee will continue to explore this possibility.

Lastly, Mary-Louise noted that the committee is preparing a slate of candidates for the 2016 alumni awards. The committee will share the list of candidates with the board via email once it is ready, with the awards being presented during Alumni Weekend for the first time next spring.

### **Additional Discussion/Adjournment**

Joanne noted that the Affinity ad hoc committee has been dissolved since there have recently been changes on campus related to Greek life and because all of the standing committees are already trying to engage affinity groups in alumni activities.

Joanne reminded the board that the AAEB Spring 2016 meeting will be held Thursday, May 19 and Friday, May 20 in conjunction with Alumni Weekend.

Bill Hessert moved that the Fall 2015 Meeting be adjourned. Paul Henry seconded the motion; the meeting was adjourned at approximately 11:10 a.m.

Respectfully Submitted,

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

S. William Hessert, Jr. '85  
AAEB Secretary