

**Lycoming College
Alumni Association Executive Board Meeting
September 29 & 30, 2016**

AAEB Members Present: Evelyn (Hunt) Bastian, Kim (Lazar) Bolig, Jamie (Rowe) Brown, Rob Burger, Jim Burget, Bobby Cook, David Dearing, Anne Marie DiSante, Paul Henry, Bill Hessert, Nancy Hoerner, Jordan Hollander, Joanne Hullings, Jack Lea, Philip Levesque, Bob Martin, Chuck McCall, Ron McElwee, Brad Myhre, Mary-Louise Paucke, Tanner Paulhamus, Michael Ruddy, Gary Samuels, Jasmine Sanders, Christian Shaffmaster, Chris Spadoni, Gary Spies, Phil Sunderland, Brad Webb, Matthew Bernard (*ex officio student member*)

THURSDAY, SEPTEMBER 29:

Call to Order/Announcements

AAEB President Joanne Hullings called the meeting to order at 11:06 a.m.

Approval of Minutes

Action Item: AAEB Secretary Bill Hessert moved that approval of the Spring 2016 meeting minutes be tabled until the next meeting; Jack Lea seconded the motion. Motion carried

President's Report

Before giving her report, Joanne welcomed new board members beginning their term at this meeting and then invited all members to introduce themselves.

After the introductions, Joanne noted that one thing she hoped to bring to the board during her term was a little more accountability and a little more involvement. She then shared a form titled "The Role of an Alumni Board Member," which she asked current members to sign before the end of the meeting tomorrow. (Incoming members already signed one as part of agreeing to become board members, and Joanne wanted to make sure the remaining board members had the chance to review the statement before signing).

Alumni Director's Report

Upon the conclusion of her report, Joanne yielded the floor to Amy Reyes, director of alumni relations, to provide an update.

Staffing: Amy's report began with a blank slide, which she indicated was "intentional and significant," as it indicated that the advancement office was fully staffed. In terms of other administrative staffing, Amy noted that Jessica Hess, formerly associate director of admissions, had been promoted to director of admissions (succeeding Jason Moran).

Fundraising Update, 2015-2016: Amy was thrilled to report that the fiscal year ended June 30, 2016 was a record-breaking year for advancement. Figures shared for 2015-16 included:

- \$5,635,056 in gifts (Cash and Bequests)
- \$4,453,450 in gifts (Cash, no Bequests)
- \$1,282,477 in gifts to the Lycoming Fund
- 23% Alumni Participation in Overall Giving
- 21% Alumni Participation in giving to Lycoming Fund

Community Partnership: Amy shared that Lycoming College recently entered into a partnership with the Community Arts Center and the Pennsylvania College of Technology. Because of the partnership, Lycoming students and staff will have greater access to the Community Arts Center, and there will be more opportunities to host larger campus events at the venue. Amy also hopes to hold one of our upcoming AAEB meetings and/or dinner there at some point in the future.

Technology Updates: Amy provided an update on Evertrue, the application available to Lycoming alumni looking to connect with alumni in a particular location they may be visiting. She noted that Evertrue is working on an online version of the app to improve its accessibility to users. Amy then indicated that alumni relations staff was exploring the utility of Brazen, an online tool that creates “chatrooms” where alumni and students can meet/share their Lycoming experiences, hold meetings, host webinars, etc. While it is already being used among students, Amy asked the board if it may be an effective tool for alumni as well. The consensus among board members was that it depended on the topic.

“Open Lycoming” Community Seminars: Amy indicated that the college is looking at ways to share the expertise of its faculty with the community. John Piper offered a “History of Williamsport” class last year that 12 people attended; this semester, Amy Golahny is hosting a four-week “Art in the Dark” class on Wednesday evenings in October for which 25 people have registered. Ultimately, the goal is to offer one or two classes per semester.

Regional Campaign Launches: In addition to this weekend’s capital campaign kickoff, Amy noted that two regional campaign events have been scheduled: Saturday, November 12 at The Hotel Hershey; and, Wednesday, November 16 at The Union League in Philadelphia.

Frank Girardi Accolades: Amy said that Lycoming will host an on-campus salute for Frank Girardi, Sr. on October 22 to honor his induction into the College Football Hall of Fame. Girardi also will be honored by the Pennsylvania Senate on October 18 in Harrisburg.

Homecoming Online Registration: Amy asked the Board for feedback on the online system currently being used to register for Homecoming, Alumni Weekend and other campus events. She noted a few glitches are still being worked on in the system. Phil Sunderland suggested that it may be beneficial if the system included an option to “save” profile information so it could be pre-filled when you register for future events; Bob Martin added that it would be great if the system allowed you to automatically download events you registered for onto your calendar.

Dinner with 12 Warriors: Amy shared details of efforts by Dr. Trachte to host smaller dinners with current students and alumni at this President’s House or at restaurants in an alumni’s town. Intimate gatherings such as these could allow current students and alumni engage on a different level. The suggestion was made to host breakfasts as well.

AAEB Nominations: Amy encouraged current AAEB members to share the names of fellow alumni who could potentially serve on the Board. Bob Martin asked each Board member to take Amy's request a step further and submit at least one nominee for the Recruitment and Recognition Committee to consider at the fall meeting.

After a brief question and answer session with Amy, Joanne Hullings suspended the meeting at noon for lunch.

Susan Ross, Associate Provost for Experiential Learning and Director, Center for Enhanced Academic Experiences

Joanne reconvened the meeting at 1:07 p.m. and yielded the floor to Susan Ross, who provided an overview of the Center for Enhanced Academic Experiences. Susan said that she believes the Center – which focuses on global experiences, undergraduate research, and career advising and internships – will become a best practice model for career advising at colleges and universities. She noted that Lycoming now has career advisers working with students in specific areas (IMS, Education, and CCOM; Natural Sciences and Mathematics; Social Sciences; Arts and Humanities), and that every adviser will be in at least one first-year seminar this fall.

Susan then introduced **Caroline Payne, Associate Professor of Political Science**, to share the story of the study abroad experience for Lycoming students that has arisen out of Payne's research exploring the effectiveness of fair trade practices for farmers. Students participating in the program travel to the Dominican Republic to visit a coffee farm. The experience brings students from various disciplines together, including biology students who help with water and soil testing; chemistry students; and education students, who collect and share stories from the farmers. In addition to the learning experience for students, the farm now produces three blends of "Warrior Coffee" consumed and sold by the College, with a fourth blend – a "single source" Dominican blend being made available starting October 17.

In addition to purchasing coffee through the bookstore, Susan indicated that AAEB members had additional ways available to support this particular study abroad experience – including making the trip with the students.

Kent Trachte, Lycoming College President

Joanne then yielded the floor to President Trachte, who began with a brief overview of some of the weekend events planned for the launch of the capital campaign.

President Trachte then made reference to the strategic plan, in which there was an identified need to enhance the College's performing arts space. Rather than building or renovating space on campus, Lycoming has entered into an agreement with the Pennsylvania College of Technology to use the Community Arts Center as a student performance space with the added potential of using it to host lectures and other College events. He noted that the Community Arts Center offers access that will help recruit students interested in the performing arts, and helps promote partnerships within the community rather than "competition."

President Trachte then provided an update on the Gateway Project, saying that Lycoming was moving forward on acquiring the necessary properties needed for the project. The streetscape portion of the Gateway Project will include the widening of Basin Street, the straightening of Franklin Street, and

making Fourth and Third streets in the area a bit more “pedestrian-friendly.” The city of Williamsport has submitted the first of two grants for the project to the Commonwealth, and an initial design for a new campus building at the entrance has been completed as well. The new building could potentially house advancement and alumni relations, the Center for Enhanced Academic Experiences, the Center for Outdoor Learning, and the Office of Admissions.

President Trachte concluded his remarks by discussing fall admissions statistics. Currently, Lycoming boasts about 1,300 students, which raises the question: What is the best size for Lycoming today – where we are currently, or do we want to try and get back to around 1,400 (where we actually haven’t been in about 12 years)? Additional statistics regarding the current class: more than 50 percent are from outside Pennsylvania, which truly makes Lycoming a national liberal arts school; approximately 33 percent of Lycoming’s domestic students are students of color; there are also 18 global/international students.

Chip Edmonds, Vice President for College Advancement

President Trachte fielded questions from the Board before yielding the floor to Chip Edmonds, who welcomed AAEB members back to campus.

Chip then shared the results of some of the latest college rankings, including *US News and World Report*, where Lycoming ranked #154 on the national liberal arts list (ten spots higher than the previous ranking); and, *Washington Monthly*, where Lycoming ranked #137 (up 44 spots).

Chip also noted that Lycoming would soon receive a 120-acre property along Loyalsock Creek that the College will use as a biology field station for the Clean Water Institute.

Committee Meetings and Reports:

After Chip’s comments, Joanne invited the Board to break into its respective committees. AAEB members went to their respective committee meetings at approximately 3:00 p.m., and the Board reconvened for committee updates at approximately 4:50 p.m.

Communications and Career Services: Committee Chair Michael Ruddy reported on behalf of the committee.

The committee spent additional time meeting with Susan Ross and her team to learn more about the Center for Enhanced Academic Experiences and to ascertain how the AAEB and Lycoming alumni can support enriched academic experiences. Susan suggested that AAEB members have bios on the alumni page so her office gets a better idea of who we are and what we do.

The committee then discussed Alumni Spotlights. Michael indicated that letters had been sent to various affinity councils to spur additional interest, and he reminded AAEB members to encourage other alumni to complete the online form.

The committee then discussed the College Sweethearts Contest, which Lycoming planned to launch for the time around Valentine’s Day. Voting will take place in late March, and the winning couple will receive free registration to Alumni Weekend, accommodations in the Rich Hall guest suite, and maybe some coupons to local restaurants.

Recruitment and Recognition: AAEB Vice President/Committee Chair Mary-Louise Paucke-reported on behalf of the committee.

The committee met with Jessica Hess, Lycoming's new director of admissions to discuss ways to involve alumni in the admissions process. Ideas shared included the creation of an "Admissions Ambassador" program and having alumni write letters to incoming accepted students. If AAEB members know of any college recruitment fairs taking place in their area, Jessica asked that they please let the Admissions Office know.

Philanthropy and Fundraising: Tanner Paulhamus reported on behalf of the committee.

Committee members will be participating in the Quizzo contest taking place in the cafeteria on Saturday morning. The committee is still looking for more alumni volunteers, however, so anyone interested in participating should let Amy (Reyes) or Jamie (Rowe) Brown know as soon as possible.

Committee members will also be handing out foam claws at the football game on Saturday and helping with Homecoming registration on Saturday morning. The committee is still looking for volunteers to help with registration and share information about the AAEB's brick, license plate, and affinity campaigns for an hour or two on Friday.

Reunions and Events: Committee Chair Paul Henry reported on behalf of the committee.

Paul noted that 13 alumni events had been scheduled for this summer, with one being cancelled (Erie) because of a lack of registrants. The number of events planned between now and March have been kept to a minimum to allow advancement staff to focus on the capital campaign launch.

The committee is exploring a number of events for next spring and summer, including a Gettysburg Battlefield tour, outings at baseball games, and winery tours.

Meeting Suspension

Following the committee reports, Joanne reminded AAEB members that dinner would be served in the Jane Schultz Room at 6:00 p.m. Joanne then officially suspended the meeting at 5:10 p.m. until the following morning.

FRIDAY, SEPTEMBER 30

Call to Order

AAEB President Joanne Hullings reconvened the meeting at 8:07 a.m.

Treasurer's Report

Joanne then yielded the floor to AAEB Treasurer Jamie (Rowe) Brown to provide the latest Treasurer's report (see attached).

Action Item: Bob Martin moved that the Treasurer's Report be approved as presented; Bobby Cook seconded the motion. Motion carried.

Committee Meetings/Reports (Session 2)

Following approval of the Treasurer's Report, the Board again broke into committee meetings at approximately 8:15 a.m. AAEB members reconvened for a group photo at approximately 9:05 a.m. before the presentation of committee reports.

Fundraising and Philanthropy: AAEB Treasurer/Committee Chair Jamie (Rowe) Brown reported on behalf of the committee.

Jamie reiterated that was a lot of activity taking place between now and Alumni Weekend, including Relay for Life on April 7, for which Tanner Paulhamus and Mary-Louise Paucke will be serving as team captains. She also noted that AAEB members can sign up to attend capital campaign events in Hershey and Philadelphia, and shared highlights of activities being planned for Alumni Weekend in June, such as a pub crawl and maybe "something special" for 50th anniversary reunion attendees.

Jamie also reiterated the need for volunteers to assist with "Quizzo" and handing out claws at the football game tomorrow.

Communications and Career Services: Committee Chair Michael Ruddy reported on behalf of the committee.

The committee spent more time discussing its meeting with Susan Ross and her staff yesterday. While there are already several alumni "unofficially" supporting the Center for Enhanced Academic Experiences' work, the committee will explore ways to make those relationships more "official." The committee also plans to continue providing gift bags for Alumni Weekend, so if anyone can provide items to be included please let Michael know.

Recruitment and Recognition Committee: AAEB Vice President/Committee Chair Mary-Louise Paucke reported on behalf of the committee.

On behalf the committee, Mary-Louise presented its recommended slate of candidates for the 2017 Alumni Awards:

- Darra B. Gordon, '95 – Angela R. Kyte Outstanding Alumni Award
- Meghan E. Strong, '07 – Taunia Oechslin Young Alumni Award
- Joseph O. Bunce III, '63 – Dale V. Bower Service Award
- The Reverend Dr. Thomas V. Wolfe, '78 – Dr. James E. Douthat Outstanding Achievement Award

Action Item: Jack Lea moved that the recommended slate of award nominees be approved as presented; Jordan Hollander seconded the motion. Motion carried.

Mary-Louise reminded AAEB members that there are three board vacancies to fill in the spring, so please submit nominees to the committee for consideration.

Reunions and Events: Committee Chair Paul Henry reported on behalf of the committee.

The committee spent most of its time refining events for later in 2017, including potential events in Somerset and Frenchtown, New Jersey and something closer to Valley Forge as well.

Paul took a moment to recognize Kim Bolig for all of her work with the committee as her term on the Board comes to a close. Phil Sunderland has agreed to serve as vice chair of the committee.

Passing of the Gavel

Following the committee reports, Joanne took a moment to thank Amy Reyes and the Board for all of their support while she was on the Board and especially during her term as president. She then officially “passed the gavel” to Mary-Louise to begin her term as AAEB president.

Adjournment

Joanne moved that the meeting be adjourned; Jim Burget seconded the motion. The meeting adjourned at 9:40 a.m.