

**Lycoming College  
Alumni Association Executive Board Meeting  
May 15 & 16, 2014**

**AAEB Members Present:** Brian Belz, Kim (Lazar) Bolig, Alexis Bortle, Jamie (Rowe) Brown, Joe Bunce, Jim Burget, Anne Marie DiSante, Austin Duckett, Christina Faust, Richard Felix, Paul Henry, Bill Hessert, Jordan Hollander, Joanne Hullings, Mary-Louise Paucke Lovell, Robert Martin, Andrea (Duncan) Mitcheltree, Wendy (Park) Myers, Russell Rabadeau, Dick Raudabaugh, Michael Ruddy, Neil Ryan, Christine (Colella) Zubris

**THURSDAY, MAY 15**

**Call to Order/Announcements**

AAEB President Christine Zubris called the meeting to order and welcomed everyone in attendance at 10:03 a.m.

**Approval of Minutes**

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

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

**Board Introductions**

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

**Treasurer's Report**

AAEB Treasurer Andrea Mitcheltree provided the Treasurer's Report for the fiscal year ending June 30, 2014 and the financial summary of the Thomas B. Croyle Memorial Golf Outing held in October 2013 (see attached).

Action Item: Andrea Mitcheltree moved that the Treasurer's Report be approved as presented; Wendy Myers seconded the motion. Motion carried.

**Alumni Relations Update**

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

Amy started by welcoming the board back to campus for the spring meeting and for Alumni Weekend. She noted that it has been an exciting, engaging and wonderful time since Dr. Trachte arrived on campus to begin his tenure as Lycoming's president last fall.

**Alumni Events:** As of today, Lycoming has held or sponsored 47 alumni events during the current fiscal year (since July 1, 2013). Amy thanked the AAEB Regional Events Committee for its help in planning several of those events and making them such a success. She also noted that total did not include Dr. Trachte's inauguration, which brought many alumni along with many dignitaries from other colleges, universities and foundations throughout the nation to campus. She thanked several members of the board who attended and volunteered at the inauguration.

**Advancement Staff Update:** Amy announced that Catherine Park, who joined the staff as assistant director of alumni relations last August, had recently resigned to relocate to the Easton area with her significant other. She said the process to hire Catherine's replacement should begin sometime following the Alumni Weekend.

Amy also shared that the Office of Advancement has created a new Director of Development position. Interviews are currently being conducted for this position, which will serve as a mentor to the major gifts officer, annual gift officers, and supporting staff.

**AAEB-related Items:** Amy thanked the AAEB Communications Committee for its help in getting "alumni spotlights" added to the College website. She also shared the sad news that AAEB Member John Wilson's daughter had passed away. The board agreed to send flowers to John and his family as a gesture of sympathy.

**Alumni Weekend:** Amy noted that nearly 60 people will be staying on campus for Alumni Weekend, and that another 23 had signed up for the "Blue Package." She said the College expects approximately 350 people to attend at least one event being held over the weekend. Unfortunately, the golf tournament scheduled to take place tomorrow as part of Alumni Weekend has been canceled due to the expected heavy rain.

The College's Hall of Fame Ceremony will be held for the first time this year during Alumni Weekend rather than Homecoming, as will several class reunions – including the 50<sup>th</sup> anniversary reunion, which will be attended by 77 people. The Heritage Club event will continue to be promoted as part of the Homecoming festivities.

## **New Business**

Christine shared a letter from Wallace Hollinger, a friend of Charles Springman '57, recipient of the 2012 Angela R. Kyte Outstanding Alumnus Award, who recently passed away. Friends and colleagues of Springman's from the University of North Carolina at Beaufort are trying to establish a scholarship there in his memory and asked the AAEB if they would like to contribute. After some discussion, the board felt it was appropriate to send a letter of condolence to Hollinger and encourage representatives of UNC-Beaufort to recognize him at his alma mater.

**Constitution/By-laws Follow-up:** Christine led a conversation regarding electronic communications following the AMAEB Fall 2013 Meeting related to filling vice presidential vacancies. Following the discussion, the board agreed to revisit Article V, Section 3, Subsection k, Paragraph 3 to provide greater transparency on filling vice presidential vacancies.

## **Committee Meetings – Session 1**

Christine then invited AAEB members to break into their respective committees. Members met in their respective committees from 11:10 until approximately 12:25 p.m., at which time the Board broke for lunch and a group photo. The Board reconvened in the Honors Hall at 1:50 p.m.

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

Christine introduced Chip Edmonds, who welcomed AAEB members back for the meeting and for Alumni Weekend.

**Strategic Planning:** Chip then began by providing an update on the strategic planning process being undertaken by the College and its Board of Trustees. For the purpose of this presentation, he focused on one of the seven strategic planning areas of the process that may be of interest to alumni and the AAEB – Lycoming as a community of citizens. The process started with staff going to Lycoming’s own “community” and asking what they felt Lycoming did well now and where they thought Lycoming could improve as a member of the Williamsport/Lycoming County community. Staff then visited six other colleges/universities with a strong reputation for community engagement to learn more about what they do, and followed those visits with a community leaders to discuss how Lycoming could become more engaged in the region. Approximately 70 of the 120 community leaders who were invited attended the forum.

Ideas shared that are currently being considered for inclusion in the strategic plan include creating an Office of Community Engagement; curriculum enhancements that allow students and faculty to become more actively engaged in the region; and opportunities for opening College facilities for use by the community.

**Staff Changes:** Chip indicated that the College was also exploring a different model of advancement that requires colleges and universities to pay much closer attention to marketing and branding. Along those lines, the College will be creating a new Office of Marketing and Communications and anticipates hiring an executive director to oversee those operations by July 1.

**Fundraising:** Chip noted that Lycoming has been averaging between 19% and 21% of its alumni giving back to their alma mater annually. While this exceeds the national average of 11%, the goal for the next annual giving campaign is to increase Lycoming’s rate to 30%.

Chip also provided an update on the “silent” phase of the five-year capital campaign, which to date has raised slightly more than \$23 million (with a cumulative cash total of nearly \$17.5 million). He anticipates a \$65-\$75 million campaign that will go public once the College reaches 60% to 70% of that goal.

Chip also shared that groundbreaking for the new science building will take place this summer. The building will be named the Lynn Science Building, while the atrium inside will be named the Cleveland Atrium.

## **Committee Meetings – Session 2**

Christine then invited the board to break again into its respective committees. The board took a short break and the committees met until approximately 4.15 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 indicating the committee was going to begin using Dropbox to share and edit documents. Based on how that goes, the committee will provide recommendations on whether or not this would be a useful resource for other committees and the entire board to consider using.

Austin noted that two Alumni Spotlights have been published to date. The committee used some of its time to meet with Jerry Rashid, Director of College Relations, to discuss ways to improve the process for submitting Alumni Spotlight pieces. His recommendation was to keep things as simple as possible – reduce the number of questions from eight to five, try to limit answers to 50-60 words, etc. The committee is also working with Amy on developing an email for soliciting future Alumni Spotlights.

The committee has begun developing guidelines for class scribes to follow when soliciting information from alumni. The committee will reach out again to current class scribes to gauge their interest in continuing to serve in this capacity.

Lastly, Austin indicated that Michael Ruddy will assume the helm of Communications Committee Chair effective next meeting.

Christine asked if the committee had ever considered an alumni letter-writing campaign similar to the current student letter-writing campaign in an effort to increase alumni engagement. Austin indicated that the committee would add that possibility to an upcoming committee discussion.

**Membership, Nominations and Awards:** Joanne Hullings reported on behalf of the committee. She started by thanking outgoing AAEB member Brian Belz for his work on the committee.

Joanne noted that there were several upcoming board vacancies that needed to be filled – new members were needed to fill the unexpired terms of Andy Bucke, Lindsay (Martin) Courteau and John Wilson; Brian Belz, whose first term had expired, has decided not to serve a second term; and Rick Felix, Bill Gallagher, Wendy (Park) Myers and Dick Raudabaugh are required to step down for at least one year after completing two terms on the board. John Casciano and Jack Lea have both agreed to serve second four-year terms, meaning six vacancies remained. The committee recommended Denise Carlin '09 and Pamela Burke Drager '10 to serve two of the three unexpired terms; and Rob Burger '85, Ron McElwee '71, Gary Spies '72 and Heidi (Meachem) Lind '90 to Jessica Fossett '04 to replace AAEB members rotating off the board. The committee has a slate of additional candidates available should any of these nominees decide they are not available to serve on the board. The board agreed to abide by the committee's recommendations.

**Fundraising:** Wendy Myers reported on behalf of the committee. The committee has been working on develop guidelines that will assist the committee moving forward. In addition to highlighting projects that were proposed and undertaken, what worked and didn't work, etc., the documents will provide

guidelines for ensuring that future projects undertaken benefit Lycoming, fortress the relationship between alumni and the College, and don't conflict with College development activities.

Wendy noted that Jamie (Rowe) Brown will assume the helm of Fundraising Committee Chair effective next meeting.

The committee is exploring the possibility of holding the Homecoming 5K entirely on campus because of some concern raised by community members related to shutting down roads for the race. The committee definitely wants to keep the event going, however, because it has become a successful event.

Rather than auctioning off a tailgating basket at this year's Homecoming, the committee is exploring the possibility of holding a 50/50 raffle at the Beer and Pretzel Tent. The committee is also reviewing legislation related to small games of chance to determine whether or not it can hold a football pool.

Lastly, the committee is awaiting a report from Liberty Mutual Insurance to determine how successful the affinity program has been to date.

**Regional Affairs:** Joe Bunce reported on behalf of the committee. He indicated the event the April (Sparks) Orwig helped coordinate at Troeg's Brewery in Hershey had been so successful that it may become an annual event. Joe then shared a list of alumni events being considered/planned by the committee, including Lyco on the Shore in Sea Isle City on June 14; the annual outing to an Orioles game at Camden Yards on July 12; the annual family event at Knoebel's on July 26; events at a Camden River Sharks baseball game on July 31 and Harrisburg Senators game on August 23; and an event at The American Music Theater in Lancaster in November. There is also the potential for events at upcoming Lehigh Valley Iron Pigs and Trenton Thunder baseball games; and at the famous Penitentiary in Philadelphia.

Joe asked Amy if she was still considering handing out surveys at alumni events, as well as surveys at Alumni Weekend and Homecoming to find out how alumni are enjoying existing events and give them the opportunity to suggest future events. Amy indicated that is still something she would like to do once time permits.

### **Additional Discussion/Wrap-up**

Christine revisited the concept of "engagement" before adjourning for the evening. She asked AAEB members to contemplate how the board could get additional alumni engaged with the College, and how we could enhance our engagement with students, alumni, and the community.

She also urged board members who hadn't already done so to make some monetary contribution to the College before the fiscal year ended on June 30. Only 60% of the board had made contributions to date, and 100% participation is critical in putting the College in a positive light in grant applications and other promotional materials.

The meeting was suspended for the evening at approximately 5:00 p.m.

## **FRIDAY, MAY 16**

### **Call to Order/Committee Meetings – Session 3**

AAEB President Christine Zubris reconvened the meeting at approximately 8:00 a.m. The Board broke into its respective committees to address any remaining business before reconvening at approximately 8:45 a.m.

### **Committee Reports**

***Membership, Nominations and Awards:*** Joanne Hullings reported first on behalf of the committee. Pursuant to yesterday's conversation regarding changes to the AAEB Constitution and Bylaws, the committee presented proposed changes to Article V, Section 3, Subsection k, as well as proposed changes to Article VII, Subsection 2 and Article VIII, Subsection 2.

**Action Item:** Brian Belz moved that the proposed changes to the AAEB Constitution and Bylaws be sent electronically to the AAEB for consideration at the Fall 2014 Meeting. Dick Raudabaugh seconded the message; motion carried.

Bob Martin then presented its nominee – Mary Louise Paucke Lovell – to succeed Joanne Hullings as vice president when Joanne becomes AAEB President at the conclusion of the Fall 2014 Meeting. The board abided by the committee's recommendation.

Brian Belz then recommended on behalf of the committee that Phil Sunderland '04 be included on the slate AAEB nominees (fulfilling unexpired terms). The board abided by the committee's recommendation.

Jim Burget then presented the committee's slate of recommended candidates for the AAEB Fall 2014 Alumni Awards. Those nominees include:

- Angela R. Kyte Outstanding Alumnus Award – Angela Bednazik '68
- James Douthat Outstanding Achievement Award – Margaret King '82
- Taunia Oechslin Young Alumnus Award – Mindy Culp Dell '05
- Dale V. Bower Service Award – Samuel Bell '61

The board abided by the committee's recommendations.

***Communications:*** Austin Duckett reported on behalf of the committee. He indicated the committee had spent part of its time in the morning with Amy sharing recommendations for updating the alumni portion of the College website, including revising the "50 Ways to Get Involved" article in a more concise, web-friendly format.

The committee also discussed possible ways for the AAEB to become more involved in Alumni Weekend in future years, such as hosting a reception featuring giveaways, a raffle and other activities before a larger planned Alumni Weekend event.

## **Additional Discussion**

**AAEB Banner:** Based on discussion occurring during the Communications Committee report, the board decided to have an AAEB banner made for display at campus and regional events. Joanne Hullings volunteered to pay for the cost of making the banner.

**AAEB Scholarship Fund:** A discussion ensued regarding the AAEB Scholarship Fund.

**Action Item:** Brian Belz moved that \$1,708.29 be transferred immediately from the AAEB General Fund to the AAEB Scholarship Fund in order to bring the Scholarship Fund to the \$50,000 level. Joanne Hullings seconded the motion; motion carried.

**Science Building:** Joanne expressed her thoughts about the AAEB being strongly involved in the construction of the new science building, whether it be encouraging other alumni to donate to the project; AAEB members considering whether or not to donate to the project individually; and/or whether or not the board should consider contributing to the project collectively.

## **Dr. Kent Trachte, President**

Christine then yielded the floor to Dr. Trachte, who welcomed AAEB members back to Lycoming and spent some time providing an additional update on the College's ongoing strategic planning process. He noted that Lycoming has nearly completed the "idea-generation phase" of the process, and that during the summer the College will begin prioritizing and estimating the costs associated with implementing recommended action steps.

Dr. Trachte also briefly discussed the leadership phase of the capital campaign and how it is linked to the strategic planning process, saying "the campaign becomes a vehicle for implementing the action steps found in the strategic plan." He continued by saying that "As we are doing [the strategic plan], we need to figure out how we get alumni engaged in the process." From there, Dr. Trachte led a discussion with AAEB members focused on answering three questions pertaining to the strategic plan:

1. When you look at the strategic plan, are there places where you feel the board can be the most impactful?
2. How do we get more Lycoming alumni engaged (be it through regional chapters, affinity groups, events, or other possibilities)?
3. What role would the AAEB play in relationship with a capital campaign?

That discussion led to additional conversation regarding the possibility of developing a strategic plan for the Alumni Association. Based on follow-up discussion, Christine authorized the formation of an ad hoc Strategic Planning Committee to shape conversation about an Alumni Association strategic plan at the AAEB Fall 2014 Meeting. Andrea Mitcheltree volunteered to chair the ad hoc Strategic Planning Committee.

## **Additional Discussion/Adjournment**

Christine Zubris thanked outgoing AAEB members in attendance for their numerous contributions to the board: Brian Belz, Rick Felix, Wendy (Park) Myers and Dick Raudabaugh. Joe Bunce also

acknowledged Bill Gallagher, who was not in attendance but whose term on the board was also coming to a close.

Amy reminded the board that the AAEB Fall 2014 Meeting will be held Thursday, October 23 and Friday, October 24 in conjunction with Homecoming.

Christine adjourned the meeting at approximately 11:25 a.m.

Respectfully Submitted,

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

S. William Hessert, Jr. '85  
AAEB Secretary