

**Lycoming College
Alumni Association Executive Board Meeting
May 14 & 15, 2015**

AAEB Members Present: Kim (Lazar) Bolig, Alexis Bortle, Jamie (Rowe) Brown, Joe Bunce, Rob Burger, Jim Burget, Anne Marie DiSante, Amil Guzman, Paul Henry, Bill Hessert, Joanne Hullings, Mary-Louise Paucke Lovell, Andrea (Duncan) Mitcheltree, April (Sparks) Orwig, Russell Rabadeau, Michael Ruddy, Gary Samuels, Christian Shaffmaster, Gary Spies, Phil Sunderland

THURSDAY, MAY 14

Call to Order/Announcements

AAEB President Joanne Hullings called the meeting to order at 10:06 a.m.

Approval of Minutes

Bill Hessert presented the minutes from the AAEB Fall 2014 Meeting for consideration. Paul Henry noted that a sentence was missing from the minutes at the bottom of page 4, and also noted a spelling error on the same page

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

Welcome/Board Introductions

Joanne welcomed Christian Shaffmaster, who was attending his first meeting as a board member. Joanne than invited Christian and the other board members in attendance to introduce/re-introduce themselves.

Joanne then recognized Joe Bunce, who was attending his last meeting as a board member.

Golf Tournament Update

Joanne then yielded the floor to Gary Spies, who provided an update on the annual Thomas B. Croyle Memorial Golf Tournament. Gary noted that the 2014 outing (held each Homecoming weekend) made a \$1,400 profit thanks to a great turnout, nice weather, and cheaper catering and gift expenses. He also indicated that the 2015 tournament will be held at the Williamsport Country Club instead of White Deer Golf Course.

Treasurer's Report

Joanne Hullings then yielded the floor to AAEB Treasurer Andrea Mitcheltree who presented the Treasurer's Report (see attached). Andrea noted that the closing balance of approximately \$11,819.49 was the highest balance the AAEB account had had in some time. She also shared that the AAEB Scholarship Fund currently had a cash value of \$49,521.71 and a market value of \$57,661.19.

In a related item, Andrea noted that six AAEB members had pledged approximately \$3,200 to date towards construction of the Lynn Science Center.

Action Item: Gary Spies moved that the Treasurer's report be approved as presented; Jamie Brown seconded the motion. Motion carried.

New Business

By-laws/Committee Name Changes: Joanne reminded board members that the AAEB Philosophy (the Vision and Mission statements) had been revised and approved via electronic vote over the summer. In conjunction with those changes and in accordance with procedures set forth in the by-laws, each AAEB standing committee had recommended revisions to their committee's name and (if necessary) purpose to reflect their alignment with the revised Vision and Mission statements. Those recommendations were made at least 21 days before this meeting in order to be approved by the board.

Action Item: On behalf of the Membership, Nominations & Awards Committee, Mary Louise Paucke-Lovell moved that the name of committee be changed to Enrollment and Awards Committee; Bob Martin seconded the motion. Motion carried.

Action Item: On behalf of the Communications Committee, Michael Ruddy moved that the name of the committee be changed to the Communications and Career Services Committee; Bill Hessert seconded the motion. Motion carried.

Action Item: On behalf of the Fundraising Committee, Jamie Brown moved that the name of the committee be changed to the Philanthropy and Fundraising Committee; Andrea Mitcheltree seconded the motion. Motion carried.

Action Item: On behalf of the Regional Affairs Committee, Joe Bunce moved that the name of the committee be changed to the Events and Reunions Committee; Paul Henry seconded the motion. Motion carried.

Joanne noted that each committee would have at least one member of the College's advancement team who would serve as a liaison to the committee and meet with them on a regular basis. Jamie Moran would serve as the staff liaison to the Enrollment and Awards Committee; Mary Jo Campana and Ann Landon would serve as liaisons to the Communications and Career Services Committee; Loni Kline would serve as staff liaison to the Philanthropy and Fundraising Committee; and Amy Reyes would serve as staff liaison to the Events and Reunions Committee.

Greek Life: Joanne asked the board to consider the possibility of forming an ad hoc Greek Life Committee that would seek to strengthen the relationship between the AAEB and alumni who were members of fraternities and sororities. The committee could also explore opportunities to enhance fundraising opportunities.

Alumni Relations Update

Joanne then yielded the floor to Amy Reyes, Lycoming's director of alumni relations, to provide an update on alumni/advancement activities.

After welcoming board members back to campus for the meeting and Alumni Weekend, Amy invited Michael Ruddy to share with the board an AAEB brochure that would be distributed to Alumni Weekend attendees.

Advancement Staff Update: Amy shared recent staffing changes within the Advancement Office: Ashley Churchill has been appointed development assistant, and Terry Conrad has been named senior major gifts officer.

Alumni/Alumni Association Website Improvements: Enhancements to the alumni section of the College website have been completed. Amy invited the board to review the section and let her know of any changes.

We <3 Alumni Donors Project: Amy noted that Lycoming continues to cultivate opportunities to show students (and seniors in particular) the importance of alumni in the life of the College. Some of the events that have been held include a reception at the President's house for seniors and their parents during Family Weekend; a student/alumni job shadowing event in Harrisburg; invitations to seniors to attend the Beer and Pretzel Tent at Homecoming; and a senior/alumni networking event at the art gallery.

Liberty Mutual Affinity Agreement: Amy updated the board on the affinity agreement that started with Liberty Mutual in November 2013. At the time, Liberty Mutual agreed to pay the AAEB a fixed royalty payment of \$4,100 per year for five years to market its insurance programs to Lycoming Alumni. Liberty Mutual recently contacted the Office of Alumni Relations to say it no longer does direct marketing and to inquire whether they could email Lycoming alumni instead. The alumni office decided it wasn't prudent to allow this, so Amy wanted to prepare the board of the likelihood of the agreement not being renewed at the end of the five-year contract.

Alumni Events: Amy shared a comprehensive list of alumni events that had taken place since the last meeting, including strategic planning roundtable events along the East Coast and alumni events held in new locations (Mansfield, Easton, Allentown, and Yardley).

Alumni Directory: Amy noted that Lycoming has partnered with PCI (Publishing Concepts) to produce the next edition of the alumni directory. She noted that PCI will begin contacting alumni in the summer of 2015 to produce the next edition of the directory (slated for publication in the summer of 2016).

Neil Ryan: Last but certainly not least, Amy shared the news the AAEB member Neil Ryan and his wife welcomed twins, Ette and DJ, into their family on April 6. Congratulations, Neil!

Chip Edmonds, Vice President for College Advancement

Joanne next yielded the floor to Chip Edmonds, who welcomed AAEB members back to Lycoming. Chip noted that the Lycoming Board of Trustees had recently been on campus for their board meeting and to attend commencement, and that he was pleased to see how much Lycoming alumni care about the College and want to make it more distinctive and nationally recognized.

Chip also indicated that the advancement team is looking at revising/updating its stewardship plan to focus on three primary areas: loyalty, leadership gifts, and lifetime giving.

Chip then introduced **Glenn Smith, Director of Athletic Fundraising**, and invited Glenn to discuss his role in leading the charge to generate financial support for Lycoming's athletic programs. Glenn shared a brochure outlining details of a new corporate partners program (see attached). He also indicated he is

working with a group of identified alumni, coaches and faculty to create a “Warrior Club.” The purpose of the club will be to raise awareness of, and affinity for, sports at Lycoming.

Following a brief question and answer session with Chip and Glenn, Joanne suspended the meeting for lunch at approximately 11:55 a.m.

Capital Campaign Discussion

AAEB President Joanne Hullings reconvened the meeting at approximately 12:40 p.m. and yielded the floor to **Lycoming College President Kent Trachte** to lead a roundtable discussion on the College’s “Towards a Greater Lycoming” campaign. Dr. Trachte shared his enthusiasm for having this time set aside to engage the AAEB in the process and started by briefly outlining where the College stood in the process. In speaking with alumni during the campaign, Dr. Trachte says he has been impressed by the profound impact that alumni have said Lycoming has had on their lives, but that he also hears “a greater yearning” for recognition of the alma mater they attended. The campaign, therefore, becomes a vehicle for responding to our emotions about the Lycoming community and a vehicle for meeting the goals and objectives of the strategic plan.

Dr. Trachte then provided a brief overview of the “Campaign Towards a Greater Lycoming” Case Statement and reviewed the seven questions that AAEB members were being asked to ponder related to the case statement (see attached). The AAEB broke into three groups to discuss the questions at approximately 12:50 p.m. and reconvened as a board at 1:45 p.m. to share each group’s answers. Feedback from the roundtable was collected by Chip Edmonds and **AAEB Assistant Director of Alumni Relations Drew Boyles**,

Dr. Trachte and Chip both thanked the AAEB for being actively engaged in the roundtable discussion. Dr. Trachte concluded by noting that at least 75% of the strategic plan will be in place within a five-year period.

Committee Meetings – Session 1

After Dr. Trachte’s comments, Joanne invited the board to break into its respective committees for the remainder of the afternoon. Before breaking into committee meetings, Joanne reminded the board that dinner would be held at the Peter Herdic House at 6:00 p.m.

Joanne also announced that an anonymous member of the board has issued a two-day fundraising challenge – any AAEB member who made a contribution in the next two days would have his or her gift matched by the anonymous donor up to a total of \$5,000.

Members of the board broke into their respective committees at approximately 2:40 p.m., at which time Joanne also suspended the general meeting until the next morning.

FRIDAY, MAY 15

Call to Order/Committee Meetings – Session 2

AAEB President Joanne Hullings reconvened the meeting at approximately 8:00 a.m. and immediately invited board members to break into their respective committees. The committees met until approximately 9:15 a.m., at which time the board reconvened for committee reports.

Committee Reports

Events and Reunions: Joe Bunce reported on behalf of the committee. Joe noted that there were 10 alumni events in the works for the summer, including a football fundraising golf event on July 24. The committee is exploring the possibility of scheduling another summer event in the Williamsport area that may include a Williamsport Crosscutters game, a ride on the Hiawatha,

Action Item: Joe Bunce moved that the wording of the purpose of the Events and Reunions Committee be revised in the bylaws to better reflect the purpose of the committee. Paul Henry seconded the motion. In accordance with the bylaws, because this motion creates changes to the bylaws the board will vote on this motion electronically after the 21-day waiting period for voting on bylaw changes has expired.

Joe concluded by reminding everyone that this was his last board meeting and thanking the board for the opportunity to serve his alma mater in this capacity. He indicated that Paul Henry would be taking over as chair of the Events and Reunion Committee. Joanne and the rest of the AAEB thanked Joe for his years of service to the board and to Lycoming.

Communication and Career Services: Michael Ruddy reported on behalf of the committee. He started by noting that the committee had assembled gift bags for Alumni Weekend attendees that included an AAEB brochure, bottled water, snacks, and ibuprofen – all for a total cost of less than \$100. He thanked those who had helped acquire gifts and assemble the bags.

Michael then shared that the committee met with Mary Jo Campana and Ann Landon the previous afternoon to explore becoming actively involved in the College's "Be a Mentor" program and to explore the possibility of putting a career services link on the AAEB website (to remind alumni that career services are still available to them even after graduating). Michael encouraged AAEB members to consider becoming mentors to current Lycoming students pursuing careers in similar fields as theirs.

Michael noted that Lycoming's E-news is up and running once again, so AAEB members should send alumni spotlight suggestions to Liz Greenaway.

Lastly, Michael indicated the committee is still exploring the possibility of doing some type of "meet and greet" with juniors and seniors during Homecoming. The committee may work with Career Services to make it some sort of mentoring event as well. Kim Bolig also suggested the committee explore the possibility of becoming involved in the campus etiquette dinner.

Enrollment and Awards: Mary-Lousie Paucke Lovell reported on behalf of the committee.

Action Item: Mary-Louise moved that the name of the committee be changed to the Recruitment and Recognition Committee to better reflect the work it performs. Amilcar Guzman seconded the motion. In accordance with the bylaws, because this motion creates changes to the bylaws the board will vote on this motion electronically after the 21-day waiting period for voting on bylaw changes has expired.

Mary-Louise then presented the committee's recommended slate of nominees for the 2015 Alumni Awards:

- Adam Makos '05 (Taunia Oechslin Young Alumnus Award)
- David Oot '66 (Dr. James E. Douthat Outstanding Achievement Award)
- Dr. Patrick Carey (Dale V. Bower Service Award)
- Jim Tkach '78 (Angela R. Kyte Outstanding Alumnus Award)

The board agreed to abide by the committee's recommendation.

Mary-Louise next shared the committee's recommended slate of nominees for the board. These include four current AAEB members eligible for another term – Anne Marie DiSante '06, Bill Hessert '85, April (Sparks) Orwig '98, and Michael Ruddy '05 – and two new members who will replace current members whose terms have expired or have chosen not to continue – Jasmine Sanders '09 and Brad Webb '05 (replacing Joe Bunce '63 and Pamela (Burke) Drager '10). Mary-Louise indicated the committee had alternate candidates should either of the new candidates decline the invitation. The board abided by the committee's recommendation.

Mary-Louise then yielded the floor to Amil Guzman and Gary Samuels, who briefly shared some ideas for boosting interest in awards and recognizing award nominees by having bricks made in their honor. After some discussion, board members agreed to table the idea until the Fall 2015 meeting.

Mary-Louise closed by encouraging AAEB members to consider nominating at least one person for at least one of the 2016 alumni awards.

Fundraising and Philanthropy: Jamie (Rowe) Brown reported on behalf of the committee. She started by noting that the 5K scheduled for Alumni Weekend had been cancelled due to a lack of registrants, but that it would return for Homecoming Weekend in October. She also indicated the committee would hold a 50/50 raffle at the Beer and Pretzel Tent during Homecoming. The committee will explore the possibility of holding 50/50 raffles at other upcoming alumni events as well.

Based on Amy's report yesterday, the committee will begin to explore alternatives to the Liberty Mutual affinity program.

The committee would like to suggest that board members bring a non-perishable item to future board meetings to be donated to a Williamsport-area food pantry.

Jamie noted that the committee met with Loni Kline to explore the possibility of the committee or the entire board being a "sounding board" for upcoming mailings, to serve as "college advocates" on social media, and/or to identify people that the advancement office could engage as volunteers or potential donors. The committee is also working with Loni as she explores the possibility of hosting an event to recognize members of the Ben Crever Society (donors with five or more years of consecutive giving).

Jamie concluded by saying the committee is trying to plan a walking “road rally” for Homecoming Weekend that would pair an alumnus and student for some sort of scavenger hunt.

Action Item: Jamie (Rowe) Brown moved that the wording of the purpose of the Fundraising and Philanthropy Committee be revised in the bylaws to better reflect the purpose of the committee. April (Sparks) Orwig seconded the motion. In accordance with the bylaws, because this motion creates changes to the bylaws the board will vote on this motion electronically after the 21-day waiting period for voting on bylaw changes has expired.

Additional Discussion/Adjournment

Action Item: Andrea (Duncan) Mitcheltree moved that the AAEB transfer \$2,500 to the AAEB Scholarship Fund and \$2,500 be donated to the Lynn Science Center construction. Russ Rabadeau seconded the motion. After some discussion, Andrea amended her motion to say that the AAEB transfer \$2,500 to the AAEB Scholarship Fund. Russ seconded the motion; motion carried.

Amy reminded the board that the AAEB Fall 2015 Meeting will be held Thursday, October 22 and Friday, October 23 in conjunction with Homecoming Weekend.

AAEB President Joanne Hullings moved that the Spring 2015 Meeting be adjourned. April (Sparks) Orwig seconded the motion; the meeting was adjourned at approximately 10:23 a.m.

Respectfully Submitted,



S. William Hessert, Jr. '85
AAEB Secretary