

**Lycoming College
Alumni Association Executive Board Meeting
May 19 & 20, 2016**

AAEB Members Present: Kim (Lazar) Bolig, Jamie (Rowe) Brown, Jim Burget, Denise Carlin, David Dearing, Anne Marie DiSante, Austin Duckett, Bob Graybill, Amilcar Guzman, Paul Henry, Bill Hessert, Joanne Hullings, Jack Lea, Bob Martin, Andrea (Duncan) Mitcheltree, April (Sparks) Orwig, Mary-Louise Paucke, Tanner Paulhamus, Michael Ruddy, Gary Samuels, Jasmine Sanders, Christian Shaffmaster, Gary Spies, Phil Sunderland, Brad Webb

THURSDAY, MAY 19:

Call to Order/Announcements

AAEB President Joanne Hullings called the meeting to order at 11:10 a.m.

Approval of Minutes

Joanne yielded the floor to AAEB Secretary Bill Hessert, who presented the minutes from the Fall 2015 meeting for consideration.

Action Item: Bill Hessert moved that the minutes from the Fall 2015 meeting be approved as presented; Jamie Brown seconded the motion. Motion carried

New Member Introduction

Joanne officially welcomed Tanner Paulhamus to the Board. She also noted that Tanner was the first AAEB member asked to sign an agreement acknowledging the expectations of being a Board member, which will be something that all incoming AAEB members will be asked to sign moving forward.

Joanne then invited all members of the Board to introduce themselves.

Treasurer's Report

Joanne then yielded the floor to AAEB Treasurer Andrea Mitcheltree, who provided the latest Treasurer's report (see attached). Andrea noted that the Fundraising and Philanthropy Committee will discuss what should be done with AAEB's remaining cash balance during its committee meetings because the College has agreed to begin absorbing some of the Board's costs.

Action Item: April Orwig moved that the Treasurer's Report be approved as presented; Michael Ruddy seconded the motion. Motion carried.

Andrea mentioned that AAEB members' contributions to the Lynn Science Center now stood at \$18,291, meaning that the Board was just \$6,700 shy from meeting its commitment to have Board members contribute \$25,000 to the project.

Andrea then yielded the floor to Gary Spies, who provided an update on last year's Homecoming golf tournament.

President's Report

With Joanne's and Andrea's terms on the Board expiring, there will be vacancies on the Board for a new vice president and new treasurer (Mary-Louise Paucke will transition from vice president to president, and Bill Hessert has agreed to continue serving as secretary). If anyone is interested in filling either role, please let Mary-Louise know as soon as possible.

Joanne noted that Bill Hessert has agreed to chair an ad hoc Constitution and By-laws Committee. Additional information should be forthcoming in the near future.

Joanne noted that one of the greatest joys of serving as AAEB president has been the opportunity to represent alumni at commencement, which she had the privilege of doing just a few weeks ago.

New Business

Joanne recognized Jack Lea, who shared information about Lycoming's athletic department raising money in memory of a former soccer player who was killed in the World Trade Center attacks on 9/11. Jack stressed the importance of giving to The Warrior Club to specific sports to support their teams.

Alumni Director's Report

Joanne next yielded the floor to Amy Reyes, director of alumni relations, to present her regular report.

Staffing: Amy's report began with an update on some staffing changes within the Office of Advancement:

- Erin Miller, former Director of the Annual Fund, has transitioned into the Director of Parent and Reunion Giving position. Leslie Larson ('00) recently joined the advancement team as the new Director of Annual Giving.
- Patrick Marty recently joined the College as Executive Director of Marketing and Communications. There has been some additional transitions made in the communications office, and Marla Kramer is now serving as a liaison between advancement and communications.

Faculty Retirements: Long-time faculty members Melvin Zimmerman (biology) and Bonita Kolb (business administration) have now retired. Dr. Zimmerman will remain director of the Clean Water Institute, however.

Class of 2016: Amy noted that 236 students were eligible to walk for graduation. She also shared that the Class of 2016 had raised \$12,181 (46.2% participation) for its senior project – the Warrior Pledge will be displayed on plaques located at various spots on campus.

Fundraising Update: Amy shared that the College had collected \$1,025,322 in gifts to the Lycoming Fund – a 12% increase from last year. There was a 19% alumni participation rate in giving to the Lycoming Fund. Joanne added a reminder for Board members to make their annual contribution to the Lycoming Fund before the end of June so the AAEB could have 100% participation from the Board.

23% Alumni Participation in Overall Giving
21% Alumni Participation in giving to Lycoming Fund

Directory Update: Amy said PCI had finished work on the latest directory, and that hard copies were available for anyone interested in obtaining one.

Center for Enhanced Academic Experiences: Amy noted that Dr. Susan Ross was transitioning from the faculty into her new role as Associate Provost of Enhanced Academic Experiences. In this role, she will be taking on oversight of internship, study abroad, and student research experiences. The College will also be “clustering” its advising and career services – a model that will really set Lycoming apart from other schools.

Williamsport Internship Summer Experience (WISE): Amy said the College is exploring the possibility of expanding the program into Washington, DC. An alumna has agreed to host an alumni dinner at her home in Alexandria, Virginia, on September 15 to gather feedback on the possibility.

“Open Lycoming”: Amy indicated that the College will be offering “non-credit” classes to members of the community and invited Board members to share their ideas on potential class offerings and logistics.

“A Greater Lycoming”: Amy noted that the College will officially unveil the public phase of its capital campaign, “A Greater Lycoming,” during Homecoming weekend. Additional information will be forthcoming.

“Faculty on the Road”: Amy said the College was trying to have more faculty attend events at locations off campus. Elizabeth Moorhouse (economics), for example, recently attended an event in Rochester that was well received.

Alumni Weekend: Amy noted that 163 individuals had registered for the All-Alumni Reunion and Breakfast on Saturday morning, and that more seats would be set up to accommodate walk-ins. She also indicated that the College had used a new online registration system for Alumni Weekend, and that it seemed to be working well.

After a brief question and answer session with Amy, Joanne suspended the meeting at 12:30 p.m. for lunch.

Mike Konopski, Vice President for Enrollment Management

Joanne reconvened the meeting at approximately 1:00 p.m. and yielded the floor to Mike Konopski, who gave a presentation on the competitive landscape for high school graduates and strategies for recruiting students. Mike discussed the work that has gone into building the “I Am Lycoming” brand, and improving the way Lycoming searches for students; he also shared ideas for diversifying enrollment.

Kent Trachte, Lycoming College President

After a brief question and answer session with Mike, Amy introduced President Trachte, who had just returned from China where he had been traveling with the Lycoming College Tour Choir. As an educator, Dr. Trachte said he was most struck by the students' openness to experiencing other cultures. He was also struck by the power of music at transcending language barriers.

President Trachte said one of the most significant changes made at Lycoming the past year that flew under the radar was the implementation of first-year seminars, which went well. He noted that the College would be launching the Center for Enhanced Academic Experiences in the upcoming year in the hopes of providing students with greater pathways from the liberal arts into the world of work.

President Trachte then provided an update on changes in Marketing and Communications, which has been spun out into a separate unit. Patrick Marty, the new executive director for the unit, has developed a client-focused structure targeting three areas: admissions, alumni/advancement, and faculty/students.

Another new undertaking this past year was the outdoor education and leadership program. President Trachte noted that Jae Ellison had been hired to oversee Lycoming's outdoor education program, and one of the offerings included a spring break camping trip that attracted six students – all from urban areas. The College also started a new leadership society on campus this year – Omicron Delta Kappa, which he described as the leadership equivalent of Phi Kappa Phi. The society welcomed its inaugural class of students this past April.

President Trachte devoted the remainder of his remarks to plans being made to construct a campus "gateway" that would serve not only as an entrance to the campus, but also an appealing gateway to a long-overlooked area of the city. Basin Street would become a boulevard and widened, and Franklin Street would be realigned; along this corridor would be two buildings with residential and retail/commercial options. The corridor would lead to a new entrance to Lycoming College, which would include a new "gateway"/admissions building. The President indicated that he would like to see the gateway in place by the Fall 2019 semester, with subsequent improvements taking place over the next 20 years.

Chip Edmonds, Vice President for College Advancement

President Trachte then yielded the floor to Chip Edmonds, who talked about the capital campaign and some of the branding language for the campaign. Chip also shared "The Campaign Anthem" with the Board and sought feedback on the presentation.

Chip then transitioned into an advancement/giving update:

- Lycoming has passed the \$5 million threshold in total cash giving with six weeks still left in the fiscal year; this already puts the College ahead of the 2015 fiscal year, which finished with \$4.9 million in total cash giving.
- The College has officially launched the President's Leadership Council and the Warrior Club Advisory Council; plans are being made to start a Graduates of the Last Decade (GOLD) Council as well.
- In terms of the capital campaign, Lycoming had raised \$39,491,391 of its \$65 million goal as of March 31. The public phase of the campaign will launch officially during Homecoming weekend, with a campus event for faculty/staff and regional alumni events planned for the fall and early 2017.

Committee Meetings

After Chip's comments, Joanne invited the Board to break into its respective committees. AAEB members went to their respective committee meetings at approximately 2:55 p.m.

Meeting Suspension

The Board reconvened for a few logistical announcements at approximately 5:35 p.m. Joanne then suspended the meeting until Friday morning.

FRIDAY, MAY 20

Call to Order

AAEB President Joanne Hullings reconvened the meeting at 7:55 a.m. Joanne thanked Amy Reyes and Drew Boyles for arranging the Board dinner at DiSalvo's on Thursday.

Committee Meetings/Reports (Session 2)

The Board again broke into committee meetings at approximately 8:00 a.m. and reconvened for committee reports at approximately 9:05 a.m.

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

The committee spent most of its committee time yesterday afternoon filling gift bags for Alumni Weekend. Michael will make sure that thank you notes are sent to those who donated items for the bags.

Michael noted that participation in the "Alumni Spotlight" had been good but was starting to taper, so he encouraged Board members to suggest alumni to highlight in the feature. He said the committee plans to reach out the new advancement councils and faculty/staff who work at Lycoming for possible "Alumni Spotlight" possibilities.

AAEB plans to have a float in the Homecoming parade this fall, and Austin Duckett has agreed to serve as "floatmaster." Austin needs five people to help assemble the float after the fall AAEB meeting and another 10-15 people to walk alongside the float during the parade.

Lastly, the committee had a chance to meet briefly with Susan Ross yesterday, and she gave a great presentation on the new Center for Enhanced Academic Experiences.

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

The committee's first task was to assemble a slate of new AAEB members for recommendation to the Board. Mary-Louise reminded the Board that seven slots needed to be filled, and the committee recommended a list of seven candidates and three alternates for Board consideration. The Board agreed to abide by the committee's recommendation.

The committee then recommended that Jamie (Rowe) Brown be appointed AAEB Treasurer and Bob Martin be appointed AAEB Vice President. The Board agreed to abide by the committee's recommendation.

Mary-Louise reminded AAEB members that Move-in Day would be Friday, August 26. If any AAEB members would be interested in helping students move in and answer questions, please let Mary-Louise or Amy know.

Fundraising and Philanthropy: Committee Chair Jamie Brown reported on behalf of the committee.

Jamie noted that the committee spent some time revisiting the Treasurer's Report, which showed AAEB had a cash balance of approximately \$13,000. AAEB was the only council/board that was "raising money" to support itself, which is why the College has expressed a willingness to absorb our expenses so the Board can devote its attention to promoting the College to alumni.

Action Item: Jamie Brown moved that \$10,000 of AAEB's cash balance be transferred to the AAEB Scholarship Fund; Jack Lea seconded the motion. Motion carried.

Jamie indicated that the committee will continue offering a 50/50 raffle at the Beer and Pretzel Tent during Homecoming. The committee is also working with the Student Senate to see if there may be other ways to engage alumni with students over Homecoming weekend.

Jamie mentioned AAEB's and alumni involvement in the College's Relay for Life and noted that the alumni team which included Jamie and Jasmine Sanders received an award for raising the third-largest amount of money.

The committee met with Loni Kline and discussed ways to engage the Board in promoting the Ben Crever Society. The committee also wanted to encourage AAEB members to attend as many of the capital campaign events as possible – not necessarily to ask for money, but to help share their enthusiasm for the College and the campaign.

Lastly, the committee explored ways to create buzz for giving to Lycoming on National Giving Tuesday.

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

Paul shared a list of completed and upcoming alumni events – 46 in total for 2016! He also shared a list of where Lycoming alumni currently live, which helps the committee and the Alumni Relations Office plan events.

The committee sees itself and the Board as a "front door" to the capital campaign because of its ability to help alumni connect/reconnect with the College, and to feel good about that connection. That led to a

greater discussion about how we fit into the campaign and how regional events can be used to share information about the campaign.

The committee also discussed vehicles for reaching out to event attendees, such as sending thank you notes for attending and asking them to complete surveys in order to evaluate the events.

Closing Remarks/Adjournment

Joanne reminded those Board members who hadn't yet done so to please make their contributions to the Lycoming Fund before June 30. She also reminded members to make donations to the Lynn Science Center if they were inclined to do so in order to allow the Board to meet its pledge commitment.

Joanne took a moment to recognize those AAEB members in attendance who were leaving the Board and thank them for their service: Austin Duckett, Bob Graybill, Amil Guzman, and Andrea Mitcheltree.

Jim Burget moved that the meeting be adjourned; April Orwig seconded the motion. The meeting adjourned at 10:10 a.m.