FRIDAY, MARCH 26, 2010

Meeting was called to order at 10:15 a.m. by AAEB President Heather Duda.

Dr. James Douthat, President

Heather introduced Dr. Douthat, who provided an update on the state of the College. He began with an assessment of the current economic challenges facing colleges and universities. Some of the statistics he shared included:

- The percentage of tenure-track faculty on college campuses is approximately 25%, a figure which is much less than 20 or even five years ago (70% and 35%, respectively). Schools are making these changes because they can’t afford to do otherwise, Dr. Douthat said. Lycoming, however, has been able to maintain its permanent faculty ratio over the years.
- One-third of faculty and staff at private colleges saw their salaries decrease last year while another 21% had their salaries frozen.
- The average tuition increase in 2009-2010 was 4.3% (the lowest in years), while the average “discount rate” (use of financial aid) increased 9%. As a result, this marked the first time in history that colleges experienced a loss in revenue when increasing tuition.
- Every core income source available to private colleges and universities was down this past year – the first time Dr. Douthat had seen that happen in his career.

Dr. Douthat acknowledged that colleges “are in a time of change,” but that Lycoming is in a position to weather the storm better than most others. He made note of a 2007 study which indicated that one-third of all private U.S. colleges would be bankrupt in seven years if they continued operating the way they were. In that same study, Lycoming ranked in the top 15% in terms of financial stability. Lycoming is also one of only 90 higher education institutions in the nation (public or private) with an “A” or better rating from Standard and Poor’s. Dr. Douthat attributed this to a growing endowment and using the endowment for “traditional” reasons (mostly scholarships); strong assets; low debt risk and paying bills on time. This compares to other schools in the “LA 25” – the 25 liberal arts schools that Lycoming compares itself to – where 20 of 25 did not have balanced budgets and 17 of 25 had difficulty paying their bills on time.

Other noteworthy highlights from Dr. Douthat’s presentation:

- Lycoming recently had the largest applicant pool in its history. “Kids want to come here – it’s a matter of whether or not they can afford it,” he said.
• Lycoming received its certification to process direct student loans 18 months ago.
• Lycoming is one of the few institutions in the country that has been able to replace all of its retiring faculty/staff.

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

Heather then welcomed Chip Edmonds, who welcomed the Board back to campus and thanked them “for their engagement, leadership and support.”

Following up on Dr. Douthat comments, Chip noted a January CASE article that predicted giving to colleges and universities would increase 3.7% in 2010. That same day, Moody’s released a projection saying the giving environment for colleges and universities remained “bleak.” Another study by the Council for Aid to Education indicated that giving and volunteer participation for colleges and universities had dropped.

Chip noted that while annual giving dollar levels have remained encouraging, the number of donors has dropped from 3,200 to 2,600 in the past five years. For that reason, the Development Office is looking to rebuild interest among alumni in engaging with Lycoming (currently, approximately 18% of alumni give to Lycoming).

One of the ways to do that is through this year’s “Participation Challenge.” An anonymous donor has agreed to donate $100,000 if Lycoming can find 1,000 “new donors” (those who haven’t donated to the annual fund in the last two years) by June 30, 2010. The donor will make the donation in $25,000 increments -- $25,000 for every 250 new donors. To date, there have been 250 new donors. The Board expressed interest in helping publicize the “1,000 = $100,000 Participation Challenge”; Chip indicated he would ask Karen Sheaffer, director of annual giving, to provide Board members with talking points to help publicize the campaign.

Chip noted that plans are in the works for an alumni weekend that would be separate event from Homecoming weekend (perhaps spring or summer). He also reminded the Board that Lycoming’s bicentennial will take place in 2012 and that he is eager to have alumni play an integral role in planning the celebration.

**Group Photo/Lunch**

The Board adjourned following Chip’s presentation for a group photo followed by lunch.

**Sue Gaylor, Vice President for Administration and Planning**

Heather reconvened the Board and introduced Sue Gaylor, who shared results from the 2009 Alumni Survey (see attached). The 46-question survey, prompted by the Middle States Reaccreditation process, was the first comprehensive alumni conducted by Lycoming since the late 1990s. More than 1,100 alumni responded to the survey, which among other things sought to gauge alumni’s education beyond Lycoming; their interests and activities as a Lycoming student; their satisfaction with their Lycoming education; and their current engagement with Lycoming.
Treasurer’s Report

Wendy Myers presented the Treasurer’s Report (see attached), which indicated the AAEB operating account had a balance of $1,307.04; the Regional Alumni Gatherings account had a balance of $2,662.57; and the Regional Alumni Accounts had a balance of $184.00. Wendy noted that market value of the Alumni Association Endowed Scholarship had declined slightly (to $25,813.97), which she said should not come as a surprise given the current economic environment.

Wendy noted that Bank of America is in the process of closing a lot of their existing college affinity credit card programs – approximately 800 out of 5,000 have already been closed. Although the Alumni Association’s involvement in the affinity program has not yet been affected, Wendy noted that it would be “prudent” to begin looking for alternative sources of funding for the scholarship program. The Fundraising Committee agreed to discuss alternatives and share any recommendations with the Board.

Old Business

Affinity Credit Card Design – Following up discussions from the Fall 2009 AAEB Meeting, Melanie Taormina shared the new logo design for the Lycoming affinity credit card. No additional action was required on the part of the Board.

New Business

Golf Tournament Cancellation Policy – Tournament Director Gary Spies submitted a recommendation that AAEB approve a policy that would allow individuals cancelling their registration for the annual golf tournament receive a $20 discount on their registration the following year. Bill Gallagher raised the idea of having the “discount” be listed as a donation to the scholarship fund instead.

Wendy Myers made a motion that the initial policy recommendation be modified to incorporate the donation to the scholarship fund. Joe Bunce seconded the motion; motion carried.

Local Accommodations – Melanie indicated that she was not able to set aside as many rooms as usual at the Holiday Inn for this year’s Homecoming. Therefore, AAEB members who need rooms to attend the Fall meeting should consider making their reservations as soon as possible. She also noted that classmates and friends should be encouraged to make reservations early or stay with family/friends; the natural gas boom in the area has significantly limited the number of available hotel rooms.

Coffee Fundraiser – Melanie indicated there was an alumnus with connections to a coffee company that would allow us to label coffee sold on campus or through the bookstore with a Lycoming logo. Although no formal vote was taken, the Board agreed that Melanie should learn more about the possibility.

WRLC Fundraiser – Kurt Weirich updated the Board on a fundraiser which will enable alumni to “purchase” one-hour programming slots and be on WRLC during Homecoming weekend. Money raised during the event will be used to support capital improvements at the station.

Bicentennial Celebration – Brian Belz asked whether AAEB should form a committee to assist with Lycoming’s bicentennial celebration in 2012. Melanie commented that a Bicentennial Committee is currently being assembled – anyone interested in being part of that committee should let her know.
AAEB Representation on Board of Trustees – Christine Colella noted that the Alumni Association Bylaws indicated that AAEB was to have someone representing the Alumni Association on the Board of Trustees’ Advancement Committee. Melanie indicated that similar language is not included in the Board of Trustees’ Bylaws. Dick Radabaugh made a motion that the AAEB approach the Board of Trustees about rectifying the situation and have someone represent the Alumni Association on the Board of Trustee’s Advancement Committee. Rick Felix seconded the motion; motion carried.

As the Bylaws are written now, the AAEB President would be the person to serve on the committee; Heather recommended that the Bylaws be changed to read “President or President’s designee.” Ann Wood noted some inconsistencies in the wording of the Constitution and Bylaws. Heather indicated that was one of the items that she had asked committee chairs to address during the upcoming committee meetings.

Jerry Rashid, Director of College Relations

After a brief break, Heather introduced Jerry Rashid who provided a brief update on college relations-related activities. Among other things, Jerry noted:

- The banner at the top of the College’s homepage was being redesigned to feature 5-6 “fresh” stories about the College on a regular basis.
- The Office of College Relations is currently conducting a survey to 3,400 alumni to gauge their interest in, and preferences regarding, Lycoming Magazine. Of the 400 who responded to date, 80% indicated they read every issue; 70% read nearly everything in each issue; and 70% indicated they prefer to receive the magazine in print format.
- This year’s Homecoming mailing will be an information flyer in the August issue of Lycoming magazine. Distributing Homecoming information in this manner will result in a significant cost savings. The flyer will also encourage alumni to register for Homecoming via email.

Melanie Taormina, Director of Alumni Relations – Report

Melanie gave the Board a “sneak peek” of a password-protected online “alumni community” where Lycoming alumni will be able to share data with each other. The community can later be expanded to include online giving and event registration components, with the cost for those additions locked in at current rates for a decision within three years. Melanie says information about the online alumni community will be shared on the Web site and in the magazine; however, launching the site will require logins and passwords to be mailed to alumni.

Melanie then shared that an outside consulting firm had recently conducted an assessment of the administrative structure of Lycoming’s advancement team. One of the recommendations made by the consultants was that Lycoming host regional roundtables during which alumni would be asked how they felt the College could better engage them. Melanie asked if the AAEB would be willing to “brand” the roundtables as a program being sponsored by the AAEB; if Board members would be willing to attend or host roundtables; and if Board members would be willing to participate on a task force planning the roundtables. Kurt Weirich made a motion that AAEB take ownership of the roundtable project. Dave Freet seconded the motion; motion carried.

Melanie then provided an overview of her written report to the Board (see attached). She concluded by making a “call for volunteers” to assist with commencement on May 9 and by thanking members of the
Board who were concluding their terms after the spring meeting: Dave Freet, Brian Belz and Lee Dawson.

Committee Meetings

Heather Duda asked the Board to break into its respective committees to discuss whatever business was on each committee’s respective agenda. The committees met until 4:30 p.m., at which time the Board meeting was suspended until Saturday morning.
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Heather Duda reconvened that meeting at 9:35 a.m.

Additional New Business

Election of Second Vice President – Heather turned the podium over to Clark Gaughen, first vice president, who recommended Christine Colella be appointed AAEB second vice president (filling the vacancy to be created by Brian Belz’s departure). Joe Bunce made a motion that Christine be appointed second vice president. Dick Radabaugh seconded the motion; motion carried.

Committee Reports

The Board then again broke into its respective committees. Following the committee meetings and a brief break, the Board gathered at 10:45 for the committee reports.

Regional Affairs – Linda Ross and Brian Belz reported on behalf of the committee.

Brian and Linda gave a PowerPoint presentation about the “Lyco Down the Shore” event in Sea Isle City the weekend of July 10. The committee will set up a canopy/tent on the 40th Street Beach where those attending can gather from 10-4:30. A reception will follow from 4:30-8:30 at La Costa Lounge. RSVPs will be required and those attending will need to be reminded they will need beach passes.

Brian noted the picnic for alumni and their families at Knoebel’s will be planned for 2011 instead of this summer

Joe Bunce said a New Jersey and a Delaware alumni event were being planned for this summer: a minor league baseball outing in Camden (date to be determined); and a “Best of Delaware” restaurant outing on July 22. Joe will provide more details as they become available.

The committee asked if there was any information available publicly about alumni regional groups. Melanie noted there were only two formal groups now (Texas and Washington, DC), which are operating as “pilots” given that chapter volunteer management would require additional staff. Information about the Texas and DC chapters is available on the alumni website.

Communications Report – Bill Gallagher reported on behalf of the committee.

Bill noted that the committee’s next article for Lycoming Magazine would highlight ways that alumni could reconnect with Lycoming. He encouraged Board members to share any ideas they may have with him. The committee continues to explore topics for future articles, including alumni in the military; changes to Williamsport over the decades; and a profile of Lycoming’s oldest living alumnus/alumna.

Because it is unlikely that Lycoming will continue using OrgSync as an internal communications tool, Bill said the committee was interested in knowing what kind of needs the Board had in terms of communicating beyond email exchanges and getting together in person twice a year. Andrea Mitcheltree suggested Google Groups as an alternative; the Communications Committee agreed to explore that option before the fall AAEB meeting.
Bill encouraged AAEB members to visit the Lycoming Web site – particularly the alumni pages – and let Melanie know if they come across any problems.

Bill said the committee discussed packets that students received at graduation and felt there needed to be a little more of an AAEB “presence” in the packet.

Bill encouraged AAEB members to consider writing letters on behalf of the Admissions Department to prospective students. He noted that AAEB could eventually serve as a “clearinghouse” for writing the letters to students.

The committee encouraged the Board to contact classmates via email to make them aware of the Alumni Participation Challenge and encourage them to donate if they hadn’t done so already. Brian Belz reminded the Board that the new donors didn’t necessarily need to be alumni – gifts from friends and family would count toward the goal as well.

Lastly, Bill indicated that members of the committee would work on updating the Communications Committee’s information in the Constitution/Bylaws before the fall AAEB meeting.

**Fundraising** – Wendy Myers reported on behalf of the committee.

Wendy indicated that the Lycoming College license plate program with PennDOT will be ready to be launched by mid- to late summer. The committee plans to promote the program heavily at Homecoming this fall; however, it would be helpful if AAEB members order their plates as early as possible so they can help explain the process at Homecoming. The committee will also need volunteers at Homecoming to help register people for the program. The license plates will cost $44, $20 of which will be a donation to the scholarship fund.

In a follow-up to Friday’s discussion regarding the affinity credit card program, the committee asked Melanie to contact peer institutions and find out what type of affinity credit card programs, if any, they have.

Wendy noted that the committee discussed AAEB’s involvement with Lycoming’s bicentennial celebration in 2012. Rather than conflicting with the College’s and the bookstore’s planning/fundraising efforts, the committee felt it made better sense to have an AAEB member serve on the College’s bicentennial planning committee. Melanie said she would check to see what needed to be done to make that happen.

Wendy then shared some of the bicentennial merchandise ideas the committee discussed as potential fundraisers (photo DVD collection, variations of the Lycoming bell, commemorative 200th anniversary football that is used for the Homecoming game, privately labeled beverages, chairs, coffee tables, etc.).

**Membership, Nominations and Awards** – Clark Gaughan reported on behalf of the committee.

Clark presented the slate of candidates for the 2010 Alumni Awards [names to be released publically in formal announcement, summer 2010]:

- Angela R. Kyte Outstanding Alumnus Award –
- Outstanding Achievement Award –
- **Dale V. Bower Service Award** –

Clark asked the Board to abide by the committee’s award recommendations; the slate of candidates was approved.

Clark indicated there were seven board members whose terms were expiring at the end of the meeting. Four of those members – Rick Felix, Bill Gallagher, Wendy Myers and Dick Raudabaugh – were eligible and had agreed to serve second terms on the Board. The other three were Brian Belz, Dave Freet, and Lee Dawson – Brian and Dave had come to their two-consecutive-term limit, and Lee had asked not to be considered for a second term due to work-related time constraints.

Clark presented the slate of candidates recommended by the committee to join the AAEB beginning with the fall 2010 meeting: Jack Lee ('80), John Wilson ('67) and Peter Metzger ('98). He indicated the committee also had alternates in place should any of the three decline the invitation.

Clark asked the Board to abide by the committee’s Board recommendations; the slate of candidates was approved.

**Wrap-up**

Dave Freet, Brian Belz and Lee Dawson all thanked the Board for their hard work and for the opportunity to serve Lycoming as members of the AAEB.

Rick Felix publicly thanked Melanie for all of her work representing Lycoming as its alumni director.

Heather indicated the next AAEB meeting will be held October 14 and 15 in conjunction with Homecoming weekend. She then adjourned the meeting at 11:47 a.m.