
Lycoming College AAEB Meeting Fall 2022

Call to order at 1:08 pm by AAEB Vice President Holly Andrews

A meeting of AAEB Fall 2022 was held in person on September 29, 2022. Attendees included Holly Andrews, Sarah Balduino, Jamie Brown, Andy Bucke, Bobby Cook, Reb Donohue, Paul Ferrante, Sandi Gackenbach, Mindy Gunn, Len Hahn, Nancy Hoerner, Kerri Kearney, Donald (DC) Keys, Hank Knerr, Phil Levesque, Chuck McCall, Ron McElwee, Shauna McQuillen, Holly Meckley, Brad Myhre, Mary-Louise Paucke, Michael Ruddy, Jasmine Sanders, Bob Schildt, Tara Shaffer, Brenda Soder, Erica Vargo, Brad Webb, & Lillian Weekes

Welcome

VP Holly Andrews moved forward with the meeting while we awaited President (& Little League Baseball Umpire Extraordinaire) Phil Levesque's campus arrival, & asked current members to welcome new members.

Minute Approval: Holly A. motioned for approval. Len H. approved & Tara S. seconded. Approved.

Treasurer's Report: Treasurer Erica Vargo stated 2 transactions occurred with a \$3,485 balance.

VP Holly A. introduced President Kent C. Trachte

Lycoming College Update

He began with the headwinds the nation is facing, their impacts to higher education, & our theme for the weekend "Lycoming's strategic investments" that have us positioned well.

Headwinds we are navigating to remain strong:

- Enrollments down 10%
(impacts from the pandemic on lower income to certain demographics)
- Inflation/ Operating costs (bear market & impacts to our endowments)

Markets recover & recessions go away, but he believes that we are making the right investments & decisions.

Reputation & Ranking – we are knocking on the door of top 100 institutions

US News 2023

- Ranking #111

- Highest Ever

Washington Monthly (2nd most influential)

- 2022 Ranking #89 (4 yrs in top 100)
- Top 100 Again

Princeton Review (National list)

- Best 387 Colleges & Universities for the 6th consecutive yr
- Best Value List of 200 Colleges & Universities

Money Magazine

- Ranked #46 among 236 private colleges with enrollment less than 2500

Annapolis Group (top liberal arts schools)

- Lyco was invited
- Became Member January 2022

Consortium for Faculty

- Became Member Summer 2022
- Building a diverse staff

Change in Undergraduate Enrollment National Liberal Arts Fall 2018-2021 – we fared well in peer group

- 4.5% down in enrollment 2019-2021

Change in Environment National Liberal Arts Fall 2018-2021 – (Northeast) outperforming our peer group

- 7.9% decline Fall 2019-2020
- 6.6% decline Fall 2021
- Decline in college participation since pandemic

Trachte said things are hard but we are outperforming & better than just holding our own.

Q&A:

Sandy G: Why was there a projected decline during this time, & is online vs brick & mortar a factor?

Trachte: The birth rate demographic changed since 2008, 09, & 10. Uncertain about online learning being a factor but there was an online hatred from residential students & a number of for-profit online institutions are in serious trouble &/or have closed.

Brad W.: Are top schools changing their admission standards to boost enrollment?

Trachte: A number of highly rated select institutions didn't do well with diverse backgrounds, certain factors, & approach.

- ✓ More attention on recruitment & yield (not knowing in 2021 what yield would be)

- ✓ Over admittance occurred & yield was strong
- ✓ EFC - estimated family contribution & capacity to pay/ lower incomes with less capacity to pay/ & strong academics
- ✓ Competitors skilling back or not changing approach impacting us. We are down.
- ✓ Absent SAT scores

US News Analysis (student measures) 2016-2023

What we've achieved in our rank & driving improvement

- Most improved rank over period of time
- Graduation performance - even with Pell eligible students; we outperformed with a strong grad rate (from 54 to 67; 13 pts; 4th among 200 colleges)
- Student Excellence (SAT/ top of high grad class). We improved from 17% to 23%
- Social Mobility – students PELL eligible & how many graduate. We are 11th & we do very well here

US News Analysis – Resource Measures

- Pure assessment is we receive a list with no data & are asked to rank 200 schools; it relies on us recognizing the institutions. Hopefully being in the room, in the meetings with other institutions, we gain us more recognition.
- Faculty resource is making sure that our salaries are competitive. This is one of our strategic objectives & we moved from 23rd to 13-14.
- Student to faculty ratio is 11/1 so we are at 107. Better ratio & while student numbers have gone down, we have kept up our faculty numbers.
- Fiscal resources – we are investing more. We've increased our alumni giving; now in top 100 group. More diverse recruitment & are raising our brand.

Washington Monthly Analysis

- Focus on social mobility – doing well
- Service – we need to collect data to report. Voter registration - now a class project. Peace Corps/ ROTC % is measured as well.

Additional Topics

Campus Facilities Update

- \$15 million upgrades including the Trachte Music Center
- Keiper Stadium is mostly done. Some supply chain issues with bleachers not ready but old ones inserted for the dedication this weekend. Lockers should be ready
- East Hall bathrooms/new plumbing done minus center area. Havoc (heating & cooling) next summer & single options for students
- Psych/neuro lower levels is done with new lighting, etc., to match other halls
- 2 labs in Heim that are done so almost finished updating
- Chip leading group to discuss athletics, library, & residential halls

Old City Project

- Official agreements; 2 limited liable groups between us & the developer (Pine Ridge)
- Transferred interest & land to 2 LLCs; we approve architectural design & tenants
- Pine Ridge finalizing funding; Southern Phase – Third St. to Basin St. with work to start by end of October on 12 condos, retail, & then 2nd stage is Fourth St. & Basin St. Health Services (move from Rich along with UMPC partner) for the community, daycare, rooftop bar, & park (2 yrs)

Diversity, Equity & Inclusion (DEI) update – moral & business plan

- Justice argument opportunity for all students & faculty to come to Lyco & have an equal chance for success
- Business case diversify our students since we are missing populations of people
- Special DEI Assistant to President (3 candidates – hopefully by January)
- How can AAEB be part of recruiting?

Q&A:

Holly A: Campus safety & student population – how to keep community, faculty, & students safe on campus & report things. Is the college surveying students?

Trachte: Student committees set up & focused on campus safety. Moved away from blue light emergency phones to app reporting, & 270 students responded to sexual assault survey.

Working on it.

Brad W: Baseball stadium?

Trachte: Baseball brought in 31 new students & 8 for field hockey. Williamsport Visitors Bureau target area is near Penn College, & received over \$4M in sponsorships & financing but no decisions made yet. Discussing what our options are & doing some planning with the Trustees.

Linda Sweeney (Trustee Advisor) introduction & interacting with the board.

Tour

Enhancements to Academic Center, Center for Enhanced Academics (CEAE) & Trachte Music Center

- new psych lab
- Humanities Research Center (HRC)
- new bathrooms
- Krapf Gateway Center kiosk
- new sections of music center

New Business

- New members intro
- DEI recruitment – VP Holly A. asked AAEB to help recruit from what we looked like then to what the college looks like now.
- By-laws with Tara Shaffer
 - cleaning up items
 - terms of office
 - purposing new amendments

Deeper Dive:

- No revisions since 2019

- Combine Secretary & Treasurer role (more minimal officer role due to College managing budget)
- Addressing flex terms/ fill-in/open/ extending terms with 8 new members each year
- Membership extensions & decision cap by year 6 when or if an extension is needed for an officer or members-at-large role to continue on the board (such as VP needs 2 more yrs to rollover into President role; with term expiring before rollover can occur)
- Membership range. Only organization with a hard 32 members. Minimum range to maximum cap consideration. Possible 30-40 members vs 8 expiring members each year
- Address Student Senate/ Class Officer votes as members
- Clean up official AAEB name
- Is the name confusing since we have executive officers? Look at offering suggestions. May be the concept (who are we) vs the name.
- Motions – how to handle member vote. Tara S. to prepare draft for everyone to review tomorrow am. Holy A. set a motion; 2nd by Jamie B. & approved for draft, & an electronic vote to be sent 20 days prior to consideration.

Connecting students to internships & jobs – table until Phil L. is present

Long Hall Alumni Awards

- ✓ New plaques
- ✓ New branding/ logo
- ✓ Move plaques to Krapf
- ✓ Bottle openers for tailgate!!

Committee Meetings

Day 2 Breakfast

Call to order by President Phil Levesque at 8:27

Chip Edmonds, EVP update

Advancement & Marketing initiatives

- 5 year comparison
 - ✓ Good level of support in numbers, volume, & long term support
 - ✓ Slow participation dip/pause is rebounding from pandemic
- Lyco branding
 - ✓ Athletic marks
 - ✓ Follow the brand guidelines (Gold & Blue)
 - ✓ Relaunch in fall across the institution
 - ✓ Gradually update logo & outdoor signage
 - ✓ Touchscreen – new platform to play to the strengths & offerings of Williamsport

Next Phase – discovery; what needs to be addressed

- Lamade Gym – 1980; we now have 19 athletic programs
- Keiper Rec – not used; not a competition space

- Snowden Library – since 1969 not much upgrading
- Residential Life – East Hall air conditioning, singles Forrest Hall, & more apartments. Williams Hall not redone yet.
- Resident Life – Wertz Student Center repurposed to more of a campus hub

Q&A:

Brenda S.: Is singles a thing?

Chip: Yes, we have 30-40 people waitlisted.

Paul F.: Update Forrest bathrooms?

Chip: Yes, plans. You'll see...

Reb D. & DC.: There are medical reasons too for singles.

Hank K.: Mulberry St. & Ross St.? Do we need to make room for more beds? Is there a demand from other schools for singles?

Chip: They are apartments. We need to update Williams Hall's accessibility & maybe make it into singles (increasing from 48 singles to 78 or 81 available) & possibly eliminate Forrest. Williams is larger than Forrest & we need to meet the demand of other schools. Plus mental health is also a concern.

Group comments: keep in mind infinity living, community rooms, quiet areas for juniors & seniors.

Chuck M.: Cost difference for housing?

Chip: Yes, singles vs doubles & apartments vs on campus – difference in pricing. Careful not to go down the “have vs have nots” model. Timeline 4-5 months for Williams. We also own most of Mulberry St. & Ross St; these houses are expensive to maintain.

MLP.: inquired about the houses for fraternity & sorority life.

Chip: Infinity housing maybe but no formal discussion. There are some housing issues such as PA laws, & cost issues.

Group comments: could take part of house or block & make it a “row” like East Hall. Visiting professors needing nicer living? What about under capacity discussion vs adding more space?

Chip: We have some homes near campus for rotating staff but these homes could be used. This is more of our 3-5 yr planning.

Snowden Library – 100,000 sq ft Move IT. Invitation Hub. More collaborative work spaces.

Group comments: place to display artwork, less glass, more study cubes vs desks or countertops.

Lamade Gym/ Keiper Rec Center

Add new frontage, lockers, training & fitness space. Athletic staff has 3 people to an office, or they moved to the Drum House. Enhance the Keiper floor for competitions.

Group comments: staff needs more space, need rehabilitation space, & air. Is there a pool update?

Chip: Yes, need more classroom space, training space, etc. All being considered, & the pool should be on track from water leak.

By-laws Recap

Phil L. – not voting on them today.

1. 32 member range change (30-40 members)
2. Adjusting officer terms to extend their duty (such as VP to President extension)
3. Secretary/ Treasurer into a singular role

Group comments:

Should the board have 3 options to vote on for the awards vs 1, or more detailed information from the Recognition Committee on why chosen?

Should we add a 6 yr term number for a member to reach out to extend their term for office? Suggestion that it should be clear to all members old & new how this works.

Are these by-law issues or operational? Currently tabled to operational for committee to decide vs added language to by-laws. Review 20 days before meeting & vote on by-laws right after Minute approval.

Alumni Engagement/ Event Committee

Overview:

Events - reunion ideas, pub crawl with an app to locate, yoga on quad, cooler & corn hole, bike ride (no baskets or bells yet), alumni addresses married to hot spots for events

Scholarship Week & Giving Tuesday - November 14-18 will be our social media, email pushes to shine a light on the need for scholarships, & an idea is to include alumni stories along with current students, & then we'll capitalize on the excitement of the week into Giving Tuesday.

Days of Giving – will be April 18th & 19th. This is our 5th annual event. Put on your radar!!

Alumni/ Reunion Weekend – will be June 2-4 & includes a Williamsport First Friday too.

Fall Meeting – June 1-2. Should we change the Friday start time to later since less are leaving to play golf at 10:30 (longer Thursday meeting discussed, & eliminated due to commuting, family obligations, etc.)? Board in favor of pushing Friday start later.

Communications Committee

Paul Ferrante is our new chair.

Overview: nice tailgate space for this weekend. Help Enhanced Academic Experience/ Career Center bridge the career services gap between students & alum with Lori Patterson. Need more Alumni

Spotlights. 500 bags at \$2,000 (for a 3 yr period) to be purchased for welcome goodies for Alum/Reunion weekend.

Paul F. motioned to buy 500 bags at \$2500; it was seconded. Motion failed.

Paul F. motioned to buy 250 bags at \$1,000; it was seconded & approved. Committee was advised to take another look before moving forward.

Recruitment & Recognition Committee

Awards

Dr. James E. Douthat Outstanding Achievement

Jessica (Curry) Kavanagh '01

Angela R. Kyte Outstanding Alumni

Joseph Kaczmarczyk '74

Taunia Oechslin Young Alumni

Jordan (Synder) Windish '10

Dale V. Bower Service

Robert Burger '85

Phil motioned for approval. Jamie B seconded. Approved.

Note – recruitment surveys at registration & tailgate.

Gary Spies Committee

Set up a committee to work on honoring our former member such as renaming the alumni golf tournament, sports tribute, etc., plus connect into Theta Chi. Come back with ideas. Recognition Committee to take on along with others. Can see Brenda S. or Holy A.

Adjournment

Phil L. motioned to adjourn meeting. Motioned seconded & passed. The meeting was officially adjourned at 10:34.

Erica D. Vargo
Secretary

Date of approval

