THURSDAY, OCTOBER 18

Call to Order

AAEB President Bob Martin called the meeting to order at 1:12 p.m.

Approval of Minutes

Action Item: AAEB Secretary Bill Hessert presented the minutes from the Spring 2018 meeting (see attached) and moved that the minutes be approved as presented; Phil Levesque seconded the motion. Motion carried.

Welcome/Board Introductions

Bob welcomed in abstentia the two newest members of the AAEB Board, Brenda Bowser Soder and Stacey Kacyon, who regrettably could not attend the fall meeting.

Bob then noted that Bill Hessert was stepping down as secretary at the end of this meeting since his term on the Board was coming to an end at the Spring 2019 meeting. Anyone interested in serving as AAEB Secretary was encouraged to talk with Brad Webb before breakfast on Friday so the Recruitment and Recognition Committee could review nominations and recommend a candidate to the Board tomorrow.

Alumni Relations Update

Bob then yielded the floor to Amy Reyes, Lycoming’s senior director for alumni engagement, to provide an update on alumni/advancement activities.

Advancement Staff Update: Amy started by noting that Caleb Schirmer had joined the advancement team as assistant director of annual giving.

AAEB Scholarship: Amy noted that Alyssa Burger ’19, was this year’s recipient of the AAEB Endowed Scholarship.

openLYCOMING: Amy said the title of the fall openLYCOMING course was “How Archeology Realistically Rewrites the History of Ancient Israel – and What We Can Learn from That.:“
**Alumni Instagram:** Amy said the College alumni Instagram account (lycoalumni) now had 1,012 followers, exceeding its 1,000-follower goal.

**Warrior Coffee:** Amy noted that Warrior Coffee would be available at the Homecoming registration table, and that Paul Henry and students who had made the service learning trip to the Dominican Republic where the coffee is made would be on hand to share stories and talk more about the Warrior Coffee Project.

**Phonathon:** Jasmine Sanders suggested that students who would be making calls during the annual giving phonathon be able to practice their calls on a pool of AAEB members. A majority of the Board indicated they were open to helping but suggested that the practice calls be scheduled to improve the likelihood they would be available to participate. Others suggested the copies of the “scripts” be made available to the Board members so they were in a better position to provide feedback.

**Progressive Networking Dinner:** Amy thanked the Board for its willingness to participate in the progressive networking dinner taking on later this evening with students. Approximately 15 students will be participating.

**Forbes’ “Grateful Graduates” Top 200:** Amy shared the news that Lycoming had made the list for the first time this year, ranking #171.

**Homecoming and Family Weekend:** Amy highlighted some of the events taking place this weekend, including a senior reception at President Trachte’s home; the student and alumni section at the football game on Saturday afternoon and the Party Downtown at Pine Square taking place on Saturday evening. She also indicated that volunteers were needed to help hand out koozies at the football game.

**Alumni and Reunion Weekend:** Amy reminded the Board that Alumni and Reunion Weekend would take place May 31-June 2, 2019, with one of the highlights being a Choir Reunion. The Spring 2019 Board Meeting will take place May 30-31. Nominations for the AAEB Board will be considered at that meeting, so Amy asked people to consider nominating someone between now and the spring.

**Dr. Kent Trachte, President**

Following a brief break Amy then introduced Lycoming President Kent Trachte, who provided an overview of some of the strategic thinking he has been going through, particularly with the Board of Trustees. He began by referencing the College’s 2014 strategic plan, which made raising the ranking and stature of Lycoming as a liberal arts institution as its primary goal. He then noted some of the most recent successes Lycoming has had in that regard, including:

- Lycoming being listed in the Princeton Review’s “Top 384 Schools” for the second time;
- Lycoming rising from #161 in *U.S. News & World Report*’s rankings in 2016 to #131 today – which also puts Lycoming ahead of Susquehanna University (#135);
- Lycoming moving up in *The Wall Street Journal*’s rankings from #450 to #309; and,
- Lycoming being ranked #114 by *Washington Monthly*.

Dr. Trachte then turned his attention to demographic trends in terms of traditional college-aged students, noting that a “slight reprieve” in the decline of the student-age population since 2017. Projections indicate that population should remain fairly steady until 2026; however, a 20% decline is anticipated between 2026 and 2029, with the greatest decline occurring in the eastern United States. For colleges,
what is most likely to occur is that the elite institutions (those ranked in the top 50 will experience a slight uptick in demand, and those ranked in the top 100 will fare better during the “birth dearth” between 2026 and 2029 than those ranked outside the top 100. Lycoming’s primary objective, therefore, should be to continue advancing its numbers/rankings in terms of reputation and excellence.

Dr. Trachte noted additional progress in that regard, indicating for example that five years ago Lycoming rated low in terms of expenditures per student. The College has since moved up in that category, demonstrating its additional investments in enhanced experiences, outdoor leadership, educational programs, and similar areas. Similarly, while Lycoming’s projected graduation rate is 56%, the College’s actual graduation rate stands at 67%. That “value-added” return ranks Lycoming 10th out of the 235 schools listed in U.S. News and World Report.

Dr. Trachte closed by sharing some of the ways other institutions have been trying to combat enrollment and tuition issues. Elizabethtown, for example, recently did a tuition “reset” as a way of trying to shift from “net cost” to “sticker price.”

**Chip Edmonds, Executive Vice President**

Dr. Trachte then introduced Chip Edmonds, who welcomed Board members back to campus and then provided an update on 2018 annual giving/alumni activities as well as an update on the capital campaign. In terms of annual giving, contributions to the Lycoming Fund during FY 2018 totaled $1.483 million. Lycoming also hosted 49 alumni events during 2019 that attracted 1,540 attendees. Four hundred and eight alumni attended Alumni and Reunion Weekend last spring, and 662 alumni have registered for Homecoming-related activities this weekend.

In terms of the Campaign for a Greater Lycoming, the amount raised as of June 30 stood at $63,907,491, and the College surpassed its $65 million goal in early July. Given the success to date, the College hopes to raise an additional $5 million beyond its $65 million goal during the last year of the campaign.

Chip also noted that 54% of Lycoming’s alumni had contributed to the campaign to date.

**Tara Leigh Sands, Director of Fraternity and Sorority Life and Involvement**

After a brief question-and-answer session Amy then introduced Tara Sands, who gave a presentation on the role her office plays in getting students involved in campus activities. Her office oversees fraternity and sorority life, campus programming, the Campus Activities Board, student-run clubs and organizations, and also supports leadership development programs and opportunities.

**Meeting Suspension**

Following a brief question-and-answer session, Bob invited members of the Board to break into their respective committees until reconvening for the networking dinner with students at 6:00 p.m. The general meeting was officially suspended at approximately 4:25 p.m.
FRIDAY, OCTOBER 19

Call to Order

AAEB President Bob Martin officially reconvened the meeting at approximately 8:02 a.m. He asked anyone interested in secretary position to join the Recruitment & Recognition committee in their meeting this morning.

Treasurer’s Report

Bob then yielded the floor to Amy Reyes, who presented the Treasurer’s Report (see attached) in AAEB Treasurer Jamie Rowe Brown’s absence. Gary Spies asked if there was a minimum amount the Board needed to keep in its account. Amy shared that Bill Hessert had researched this matter and found that there is no minimum threshold required in the by-laws or previous meeting minutes.

Some discussion followed on the merits of allocating some of the money in the AAEB account to the Krapf Gateway Center project or the current AAEB endowed scholarship. There was also discussion on plaques in the new Gateway facility.

Action Item: Robin Straka moved that the AAEB move all but $3,000 to their endowed scholarship; Gary Spies seconded the motion. Jordan Hollander asked if the committee wanted to discuss this more and make a recommendation. Robin withdrew the motion and the committee will add the item to their agenda and report back with a recommendation.

Photo

A photographer took a new group photo and head shots of new members, as appropriate.

Committee Meetings

Bob invited members of the Board to break into their respective committees again after the photos. The Board started committee work at approximately 8:15 a.m. and reconvened for the presentation of committee reports at approximately 9:08 a.m.

Committee Reports

Communication and Career Services: Committee chair Bobby Cook reported on behalf of the committee.

Bobby noted that the committee will be working closely with Lara Breon and Amy Chandler on developing a “grown up article” to be featured in the young alumni newsletter. Five topics were decided upon for future inclusion, including Home Buying by an alumnus/a real estate agent, 401(k) tips from Russ Rabadeau, Wine and Cheese Pairings by Christine (Colella) Zubris, How to Behave in a Gallery by Hank Knerr, and Family Dynamics, by a psychology major alumnus/a.

The committee will work with Lara to add all AAEB members to the young alumni newsletter distribution list.

Bobby shared that Susan Ross, associate provost for experiential learning, updated the group on a “3 under 30” series she is working on in the CEAE that would bring young alumni who have been successful in their careers early on to campus to encourage students that big things are possible after graduation. Susan also reported that more marketing is forthcoming on the “I AM LAUNCHING” platform.
Bobby noted the committees’ feelings that the networking dinner with students on Thursday night was successful, and they suggested increasing the student participation the next time we host this event.

The committee recommended a “Bagels & Brews” event at Homecoming 2019 that could involve alumni, and students in a golf cart decorating party on the Quad. Alcohol would only be available to guests 21 years of age or older.

The committee would like to work with reunion committees to develop more age-diverse pool of Alumni Spotlight candidates. In addition, they recommended looking at alumni award nominees who have not been selected to receive an award as possible candidates.

The committee suggested Zack Farr ’07, who is the Samuel Adams Home Brewer of the Year (his award-winning beer will be available in the Samuel Adams winter variety pack this year) as a possible “professor” for an alumni class at Alumni & Reunion Weekend.

Lastly, the committee suggested a “where are they now” slide show before the alumni awards presentation.

**Recruitment and Recognition:** AAEB Vice President Brad Webb reported on behalf of the committee.

Brad reported that Mike Konopski, vice president for enrollment management, joined the committee meeting at its start. He shared that the Class of 2022 is the strongest academically since 2010. The admissions department has been employing a new marketing technique that sends a special mail application to prospective students. The numbers for this new kind of application, and the numbers of Common applications have both increased over last year’s results.

The Alumni Referral Scholarships is alive and well. Last year, we received and approved seven Alumni Referral Scholarships, and of those seven, five are currently enrolled students at Lycoming. This is great news!

The committee noted that since we no longer host a Homecoming brunch in association with the annual alumni awards, we will need to update the by-laws to accurately reflect when the gavel should be passed. The committee will propose an amendment and send it out via email to the entire board for consideration.

Brad reminded the group that four AAEB members’ second terms will expire in May. He encouraged all members to talk with the friends and peers who would make great AAEB members and ask them to apply online.

Brad presented the committee’s recommended slate of 2019 alumni award recipients. They are:
- Ron Frick ’83 - Angela R. Kyte Outstanding Alumni Award
- Amilcar Guzman ’08 - Taunia Oechslin Young Alumni Award
- Mel Zimmerman - Dale V. Bower Service Award
- Paul Fochtm ’90 - Dr. James E. Douthat Outstanding Achievement Award

**Action Item:** Phil Levesque moved that Recruitment and Recognition Committee’s recommended slate of award recipients be approved as presented; April Orwig seconded the motion. Motion carried.

**Action Item:** On behalf of the committee, Brad Webb moved that Jordan Hollander be elected AAEB Secretary. Brad Myhre seconded the motion; motion carried.

**Fundraising and Philanthropy:** Phil Levesque reported on behalf of the committee.

Phil invited AAEB members to help the committee to pass out AAEB-branded “koozies” at the football game on Saturday. Please join in the fun if you are able.

The committee will bring back the bar crawl at Alumni & Reunion Weekend next year, but a new point person to carry the glowing orb will need to be determined. Dr. Phil will not be available in 2019. The group determined that the flow for ’18 was a good, and no changes in agenda are necessary for ’19.
Phil stated that the group talked about a possible Jeopardy alumni class for Alumni & Reunion Weekend. They also thought about a late-night food truck trek to Leonard’s Backyard Bistro on Saturday evening of Alumni & Reunion Weekend following the BASH on the Quad. The food truck is generally parked outside of The Whiskey Room for late-night food on weekends.

Phil thanked the AAEB for the canned goods they contributed to the Food Drive and walked the group through how to make a “virtual” food donation online.

Phil shared that the committee supported the idea to move all but $3,000 to the AAEB scholarship. Phil reported that there have been 788 alumni donors to date in fiscal year ’19, which is an increase over last fiscal year. The goal is for the Lycoming Fund in fiscal year ’19 is $1,500,000.

The College is still planning to host its first “Day of Giving” on April 24, 2019. Planning will begin in earnest in January, and more information will be available soon.

**Action Item:** Robin Straka moved that all but $3,000 be moved to the AAEB endowed scholarship; Gary Spies seconded the motion. Motion carried.

**Action Item:** Jordan Hollander moved that the Treasurer’s report be approved as presented; Phil Levesque seconded the motion. Motion carried.

**Events and Reunions:** April Orwig reported on behalf of the committee.

April shared that Erin Miller, director of parent and reunion giving, met with the group. The ’4s and ’9s will be celebrating reunions in the spring. If you are in a reunion class, please RSVP to the invitation to be on your reunion committee. It’s an easy way to volunteer and is a great opportunity to reconnect with your class. We are especially interested in bolstering the attendance and participation of alumni “in the middle.” If you have ideas for the ’80s and ’90s, please bring them to the committee. It was also reported that some of the older generations are still having a hard time accepting a spring reunion weekend. Please be an advocate for this if you can when you interact with others.

April shared that the committee also reviewed fiscal year ’19 alumni regional events to date, with a special mention for an outstanding evening going to the NYC One World observatory event suggested by Holly Andrews. Future event suggestions were made for Penn National, Lewes, Delaware, a Washington Nationals game (instead of the Orioles), Lehigh Valley IronPigs game, something in Hoboken/Jersey City, and the Elmwood Park Zoo.

Discussion ensued on the idea of an alumni class at Alumni & Reunion Weekend taught by Zack Farr ’07 where the group would brew a beer that would be ready to try in October at Homecoming.

**Adjournment**

Bob officially adjourned the meeting at 9:45 a.m.

Respectfully submitted,

S. William Hessert, Jr., ’85  Jordan Hollander, ’10  Amy (Dowling) Reyes, ’04
Outgoing Secretary  Incoming Secretary  Senior Director for Alumni Engagement

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