**THURSDAY, MAY 30**

**Call to Order**

AAEB President Bob Martin called the meeting to order at 1:09 p.m.

**Approval of Minutes**

*Action Item:* AAEB Secretary Bill Hessert presented the minutes from the Fall 2018 meeting (see attached). Evelyn (Hunt) Bastian moved that the minutes be approved as presented; Michael Ruddy seconded the motion. Motion carried.

**Visual Transcript Presentation**

Bob yielded the floor to Robin (Newman) Straka, who gave a presentation on an “experiences transcript” that she uses at Elon University. The transcripts documents a student’s participation in Elon’s five primary program areas of emphasis; the university also provides a certified electronic diploma that gives students greater flexibility in sharing their diploma after graduation. Elon is exploring possible ways to make the electronic diploma a more robust tool moving forward (hyperlinks to the graduate’s major, for example, or accessing details from graduate’s internship experiences).

**Proposed Consolidation of Events and Reunions, Philanthropy and Fundraising Committees**

Bob next yielded the floor to Amy (Dowling) Reyes, senior director for alumni engagement, who led a discussion exploring the possible merger of AAEB’s Events and Reunions and Philanthropy and Fundraising committees. Amy shared a brief history on how the Philanthropy and Fundraising Committee came to fruition, and then Bob invited the current chairs of both committee (Jamie (Rowe) Brown, Philanthropy and Fundraising; Phil Sunderland, Events and Reunions) to offer their perspective. During the board discussion, Brad Webb suggested the name of the merged committee be the Alumni Engagement Committee.

*Action Item:* Bill Hessert moved that AAEB begin the process of revising the By-laws in order to consolidate the Events and Reunions and Philanthropy and Fundraising committees into a new Alumni Engagement Committee; Brenda Bowser Soder seconded the motion. Motion carried.
Treasurer’s Report

Action Item: Jamie (Rowe) Brown presented the Treasurer’s Report (see attached) and moved that it be approved as presented; Michael Ruddy seconded the motion. Motion carried.

Alumni Relations Update

Bob again yielded the floor to Amy Reyes, who provided an update on college alumni/advancement activities.

Advancement Staff Update: Amy indicated that Elaine Waldron had joined the advancement team as an alumni engagement and marketing specialists, and that Brenda Schmick was retiring from her role as gift processor.

openLYCOMING: Amy noted that a spring/summer course on coding had started this week, and that the upcoming fall course will explore “The History of Witchcraft in America.” The fall course will be available virtually.

College Website: Amy shared that a college website redesign (lycoming.edu) had been completed earlier this year and encouraged Board members to visit the website if they hadn’t done so recently.

Hellbender: Pennsylvania recently recognized the eastern Hellbender as the first state amphibian, and Amy shared that Lycoming had an integral role in making that happen.

Campus Improvements: Amy provided an update on campus building/renovation place taking place, most notably the Krapf Gateway Center construction, renovations to the Mary Welch Theatre, Academic Center renovations, and renovations in the Heim Building in anticipation of the college’s new biochemistry program.

Day of Giving: Amy thanked the Board for its help in promoting the college’s recent “Day of Giving” campaign. She noted that 917 donors made 1,069 gifts during the event (including 179 first-time donors), raising a total of $265,533.

Alumni and Reunion Weekend: Amy told Board members that there was still time to sign up for any of the weekend’s scheduled events if they hadn’t yet done so.

Homecoming and Family Weekend: Amy noted that Homecoming and Family Weekend would take place October 4-6. Weekend events will include a capital campaign celebration and a Krapf Gateway Center open house.

Dr. Kent Trachte, President

Amy then introduced Lycoming President Kent Trachte, who began by providing an overview of the college’s incoming class (Class of 2023). Lycoming will welcome 348 students this fall, which is at the high end of the college’s enrollment goal (325-350 students). In terms of academic credentials, it is one of the most impressive classes in more than a decade – 25 percent of the class ranked in the top decile of their high school classes; 30 percent of the class had a GPA of 3.75 or higher; and the class also had the highest average SAT scores in Lycoming history. It is also one of Lycoming’s most diverse incoming
classes, with 14 percent of the students identifying as African American, 19 percent as Latino, 11 percent as two or more races, and 5 percent being international students.

Dr. Trachte then shared information about a new scholarship named in memory of former Lycoming President Fred Wertz. The scholarship allows recipients to propose a unique academic experience in which they can participate and will provide up to $5,000 for the student to participate in that experience. The new scholarship was offered to 52 incoming students and 31 accepted. Lycoming is now exploring the possibility of redesigning some of its other merit-based scholarships to spur additional interest.

Dr. Trachte then provided additional information about the current building and renovation projects taking place on campus:

- **Academic Center**: The building has not undergone any significant renovations since 1968, which is why the Board of Trustees identified it as top priority 18 months ago. Upgrades are focused primarily on the “B Wing” of the building, with 20 classrooms on the second and third floors being completely renovated. Nearly all the renovations will be done by the start of the fall semester.

- **Heim Biochemistry Suite**: The library and lounge in the building are being converted to a research lab and faculty offices to accommodate the new biochemistry program; an existing lab is being repurposed for the program as well. These renovations will also be completed by the start of the fall semester.

- **Krapf Gateway Center**: Construction continues as planned, with planned completion this fall. A ribbon cutting ceremony is planned for Friday, October 25.

All of these projects represent a significant investment that allow Lycoming to being even more competitive in an increasingly competitive environment, Dr. Trachte said.

**Chip Edmonds, Executive Vice President**

After a brief question and answer session, Dr. Trachte introduced Chip Edmonds, who welcomed Board members back to campus and then provided a brief update on giving during the current fiscal year (ending June 30, 2019). He indicated that Lycoming will most likely reach $9 million in outright gifts by the end of the fiscal year.

Chip then presented an overview of recommendations made to the Board of Trustees by its Athletics Working Group. Dr. Trachte and the Trustees had charged the group with evaluating and making recommendations for strengthening the athletics program as a vehicle for boosting enrollment, with the highest priorities being reviewing the feasibility of resurrecting the college’s baseball and field hockey programs. In addition to recommending restarting both programs, the working group also recommended renovations be made to the college’s football/soccer stadium complex.

**Krapf Gateway Center Tour**

After a brief question-and-answer session, the Board traveled to the Krapf Gateway Center construction site for a walking tour of the building.
Meeting Suspension

Upon completion of the tour, Bob invited members of the Board to break into their respective committees until reconvening for dinner at 6:00 p.m. The general meeting was officially suspended at approximately 4:10 p.m.

FRIDAY, MAY 31

Call to Order

AAEB President Bob Martin officially reconvened the meeting at approximately 8:01 a.m.

Social Media Ambassador Training

Bob yielded the floor to Lynn Zitta, associate director for enrollment marketing, who discussed Lycoming’s social media strategy and the role that student social media “ambassadors” are playing in that strategy by sharing their Lycoming experience on various platforms. Lynn also provided tips on how members of the Board could serve as social media ambassadors for the college.

Action Item: Robin Straka moved that the AAEB move all but $3,000 to their endowed scholarship; Gary Samuels 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.

Committee Meetings

After a brief question and answer session with Lynn, Bob again invited members of the Board to break into their respective committees. The Board started committee work at approximately 8:50 a.m. and reconvened for the presentation of committee reports at approximately 9:50 a.m.

Committee Reports

Communication and Career Services: Lara Collins Breon, alumni relations officer, reported on behalf of the committee.

Lara noted that 80 people had signed up for this weekend’s brewing class/taste testing being led by Zack Farr, ’07. Zack will be brewing a beer specifically for Homecoming weekend and students will be designing the beer’s label.

Lara then provided an update on the college’s young alumni newsletter, QUAD. Two articles have already been written, and Hank Knerr and Brenda Bowser Soder are working on additional articles. The goal is to build a repository of articles that can be shared at regular intervals with young alumni.

Susan Ross, associate provost for experiential learning, and the committee talked at length about creating a series of mentoring videos centered around the theme of “Adulting 101” that could be rolled out
by this time next year. The committee hopes to record at least five of these videos featuring AAEB members during Homecoming weekend.

Erin Miller, director of parent and reunion giving is going to help the committee identify more alumni spotlight profile candidates.

Lastly, Lara indicated that a subcommittee will be exploring ideas for hosting an AAEB tailgate during Homecoming weekend.

**Fundraising and Philanthropy:** Committee chair Jamie (Rowe) Brown reported on behalf of the committee.

Picking up on the Homecoming theme, Jamie indicated the committee discussed what would be the best way to hand out “swag” in order to increase foot traffic at the AAEB tailgate.

For Alumni and Reunion Weekend, Bob Martin and Mary-Louise Paucke will lead the pub crawl, and 47 people have pre-registered for Jeopardy.

The committee would like to recommend that AAEB members bring any old business clothes that are in good condition to the next meeting so they can be donated for use by students who can’t afford to purchase business attire for interviews and jobs.

The committee discussed creating postcards that AAEB members could send to alumni to recognize significant life events. Lesley Larson, director of annual giving, will check with the administration to see if this is doable and, if so, work on guidelines.

Lastly, Jamie indicated that Lesley is also working on a test page that would make it possible for individuals to donate directly to the AAEB scholarship. The committee also discussed ways to continue promoting AAEB brick and license plate programs.

**Events and Reunions:** Committee chair Phil Sunderland reported on behalf of the committee.

Phil highlighted several alumni events planned this summer, including a Williamsport Crosscutters game (June 14), a Washington Nationals game (July 27), several other baseball outings, and a tailgate at a Lycoming soccer game taking place in Washington, DC around Labor Day. He noted several events were in the works for this fall as well, including a New York City bus trip and a “Bloombox” presentation/event.

In addition to these “tried and true” events, Phil said the committee continues to consider additional ideas for engaging alumni.

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

Brad presented the committee’s recommendation for filling pending vacancies on the Board. They are:

- Dr. Joe Andrie ’12
- Sara (Kiley) Balduino ’05
- Kari Morrison ’95
- Tara Shaffer ’12
- Alex Towle ’13

Brad noted that the committee only received seven nominations for the five vacant seats. With that in mind, the committee plans to work with Amy on making it easier for individuals to self-nominate; Brad also said the committee discussed adding an “emergency clause” to the By-laws that would enable individuals to remain on the Board after their terms ended, as well as adding language that would allow those in the military to defer the timeline on their term while serving.
Action Item:  Hank Knerr moved that the slate of candidates recommended by the Recruitment and Retention Committee to fill expiring terms be approved as presented; Robin (Newman) Straka seconded the motion. Motion carried.

Closing Remarks/Adjournment

Bob noted that the terms of several AAEB members were expiring: Bill Hessert, April (Sparks) Orwig, Michael Ruddy, and Annie (DiSante) Spencer. Those in attendance were presented thank-you gifts for serving and given the opportunity to reflect on their time on the Board.

Bob reminded Board members that the fall meeting will take place October 3 and 4 in conjunction with Homecoming and Family Weekend. He then officially adjourned the meeting at 10:40 a.m.

Respectfully submitted,

S. William Hessert, Jr., ’85
Secretary Emeritus 😊