Lycoming College
Alumni Association Executive Board Meeting
June 1 & 2, 2017

AAEB Members Present: Evelyn (Hunt) Bastian, Jamie (Rowe) Brown, Rob Burger, Jim Burget, Bobby Cook, David Dearing, Paul Henry, Bill Hessert, Jordan Hollander, Phil Levesque, Bob Martin, Chuck McCall, Brad Myhre, April (Sparks) Orwig, Mary-Louise Paucke, Tanner Paulhamus, Michael Ruddy, Jasmine Sanders, Christian Shaffmaster, Chris Spadoni, Annie (DiSante) Spencer, Gary Spies, Robin (Newman) Straka, Phil Sunderland, Brad Webb

THURSDAY, JUNE 1

Call to Order/Announcements

AAEB President Mary-Louise Paucke called the meeting to order at 2:06 p.m.

Approval of Minutes

Mary-Louise noted that the review and approval of minutes would be moved to Friday morning

Treasurer’s Report

Mary-Louise then yielded the floor to AAEB Treasurer Jamie Rowe Brown who presented the Treasurer’s Report (see attached). She noted that sales of alumni license plates and board member contributions to the Lynn Science Center project were both up.

Action Item: Gary Spies moved that the Treasurer’s report be approved as presented; Evelyn (Hunt) Bastian seconded the motion. Motion carried.

Welcome/Board Introductions

Mary-Louise introduced Robin Straka, who was attending her first meeting as a board member. Mary-Louise then invited each board member to go around the table and introduce/re-introduce themselves.

New Business

Warrior Coffee: Paul Henry gave a brief presentation on a project introducing Warrior Coffee to churches

AAEB Committee Changes: Mary-Louise noted that board members’ requests to change the committee on which they serve would be considered after two years of service on the Board.
Alumni Relations Update

Mary-Louise yielded the floor to Amy Reyes, Lycoming’s director of alumni relations, to provide an update on alumni/advancement activities.

Advancement Staff Update: Amy started by noting that Loni Kline had recently left Lycoming to accept a position at Pennsylvania College of Technology. At this point, there are no plans to fill the assistant vice president for development position.

Alumni Events: Amy shared a comprehensive list of events that had taken place since AAEB’s last meeting.

Class of 2017 Gift Campaign: Amy said that the Class of 2017 fundraising campaign had raised $14,948.63, with a 45.5% giving rate among students. Both were extremely close to campaign’s $15,000 goal and 50% participation among students. The Class of 2017 gift will be used to convert the fireplace in Burchfield Lounge to natural gas and to expose the fireplace’s original stone.

“Open Lycoming” Community Seminars: Amy noted that the community seminars have been growing in popularity – the “Art in the Dark” class attracted about 30 participants, and the upcoming series of planetarium shows were sold out. Plans are in the works for a “Pursuit of Happiness” course with Susan Beery, associate professor of psychology.

Alumni Awards: Amy reminded board members that the Recruitment and Recognition Committee was accepting nominations for the 2018 Alumni Awards.

Alumni Weekend: Amy shared that more than 400 people had registered for Alumni Weekend, making it the most well attended Alumni Weekend since the first one.

Jonathan Williamson, Director of the Center for Energy and the Future

Amy then introduced Jonathan Williamson, associate professor and chair of the Department of Political Science and director of Lycoming’s Center for Energy and the Future, who provided an overview of the new center. Jonathan indicated that Lycoming has identified “energy” as an area of distinction that it wants to focus on moving forward – in addition to being a good intellectual and geographic fit, the complexities of energy systems require individuals with strong interdisciplinary and liberal arts backgrounds. In addition to courses, students will be able to participate in internships/field experiences and engage with speakers visiting campus. Community stakeholders, meanwhile, will be able to engage in fair-minded, deep conversations through speakers and energy-related conferences and summits.

Chip Edmonds, Vice President for College Advancement

Following a question-and-answer session with Jonathan and a brief recess, Mary-Louise introduced Chip Edmonds, who welcomed AAEB members back to Lycoming.

Giving “Year in Review”: Chip provided a five-year comparison of giving to Lycoming, noting that giving passed the $5 million mark (cash and bequests) about a month earlier than last year, and that last year was the first year the College eclipsed $5 million in giving for the year ending June 30, 2017.
**Lycoming Fund:** As of April 30, the Lycoming fund had received $544,489 in unrestricted gifts, $470,107 for designated accounts, and $159,279 for the Warrior Club.

**Alumni Engagement:** Chip then touched upon Lycoming’s intentional attempts to increase alumni involvement in the College in the past few years. The College hosted 40 events during the 2016 fiscal year that attracted 997 attendees; for 2017, the College hosted 38 events that attracted 1,665 attendees. Part of the increased participation this year, Chip says, can be attributed to good attendance at capital campaign kickoff events. Chip also noted that Homecoming and Family Weekend would take place the same weekend this coming fall.

**Capital Campaign:** Chip shared that the capital campaign had raised $49.9 million as of April 30, and that gifts received since then had pushed that total to slightly less than $51 million. Of the gifts received to date, 65% were outright gifts and another 35% were deferred gifts. Chip indicated that Lycoming is currently ahead of where it projected it needed to be to reach the College’s $65 million goal by June 2019.

**Dr. Kent Trachte, Lycoming President**

Chip then introduced Lycoming President Kent Trachte, who started with an overview of the higher education landscape. Dr. Trachte indicated that higher education was undergoing a period of “disruption” – there has been a significant decline in the number of college-going students (10% fewer students in Pennsylvania since 2010, for example), and that the demographics of who is coming to college is changing as well. With that in mind, Dr. Trachte said that Lycoming needs to be mindful of the projects it undertakes and ensure that they have a positive impact on enrollment.

**Building Renovations:** Dr. Trachte said that Lycoming was renovating the bathrooms in Asbury Hall this summer and the bathrooms in Skeath Hall next summer. Updating the bathrooms at this point was a much bigger priority than full-scale renovations to the residence halls, he said that the capital campaign began its “quiet phase” on July 1, 2014 and will enter its “public phase” in January 2017. The public phase will last until June 30, 2019, at which time the College hopes to have raised $60 to $75 million. The actual final amount is yet to be determined; however, contributions/pledges during the silent phase as of the end of September stand at slightly more than $36 million.

**Soccer/Lacrosse Field Renovations:** Dr. Trachte then shared plans for renovations to the soccer and lacrosse field. Beginning with the premise that the field needed to be replaced, planning grew to include widening the field and adding permanent seats.

**Gateway Project:** Dr. Trachte provided an update on the Gateway Project, noting that architects have designed a concept for the new building. The College is working with engineers to get cost estimates, and then working to obtain donor gifts and public funds to move forward with the project. He expects to have a price tag and an initial idea of donor commitments by the end of the summer.

**NSF Grant:** Last but not least, Lycoming received a $1 million institutional grant from the National Science Foundation to develop and train teachers in the STEM (science, technology, engineering, and mathematics) disciplines who are willing to begin their careers in underserved communities. Dr. Trachte said that the College’s education and science departments are working together on implementing the program.
Committee Meetings/Meeting Suspension

Following a brief question-and-answer session with Dr. Trachte, Mary-Louise invited members of the Board to break into their respective committees and reminded them that dinner would be served in the Jane Schultz Room at 6:00 p.m. Mary-Louise officially suspended the Board meeting until 8:00 a.m. the following morning.

FRIDAY, JUNE 2

Call to Order

AAEB President Mary-Louise Paucke reconvened the meeting at approximately 8:00 a.m.

Approval of Minutes

AAEB Secretary Bill Hessert presented minutes from the Spring 2016 and Fall 2016 meetings for approval.

Action Item: Phil Levesque moved that the minutes be approved as presented; Evelyn (Hunt) Bastian seconded the motion. Motion carried.

Committee Meetings

Mary-Louise again invited members of the Board to break into their respective committees. The committees met and the Board reconvened for the presentation of committee reports until approximately 9:05 a.m.

Committee Reports

Recruitment and Recognition: AAEB Vice President Bob Martin reported on behalf of the committee.

He started by presenting the slate of nominees to fill upcoming AAEB vacancies

Action Item: Phil Levesque moved that the slate of nominees be approved as presented; April (Sparks) Orwig seconded the motion. Motion carried.

Bob then reminded the Board that Joe Bunce would be receiving the Dale Bower Service Award on Saturday morning, and that it would be great to have as many people there as possible to show their appreciation to a former AAEB Board member.

Lastly, Bob encouraged Board members to let the Admissions Office know if they were interested in helping with the Alumni Ambassadors program.
**Events and Reunions:** Paul Henry reported on behalf of the committee.

Paul noted that 28 alumni events had taken place so far during 2016-2017, and ten more were planned before June 30. He said the sense is that events that bring people together (an afterhours at a brew pub, for example), seem to be the easiest to plan and the best attended so far. He said the committee would continue working with Amy’s office to plan events in “high impact” locations (Williamsport, Harrisburg/Hershey, greater Philadelphia area, and northern New Jersey).

The committee will also explore avenues for increasing the College’s social media presence in sharing alumni events (Instagram, LinkedIn).

**Communication and Career Services:** Michael Ruddy reported on behalf of the committee.

Michael provided an overview of the committee’s meeting with Dr. Ross and the staff from the Center for Enhanced Academic Experiences yesterday.

He then noted the committee’s interest in continuing programs that have proven to be successful in the past few years, such as providing gift/goody bags for Alumni Weekend attendees and the “Lycoming Sweethearts” campaign that took place around Valentine’s Day this year. Michael indicated he would check with Austin Duckett to see if he had any interest in doing an alumni Homecoming parade float again this fall.

Lastly, Michael reminded Board members that there was a need for alumni to volunteer to be profiled for the Alumni Spotlight feature.

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

Jamie reminded that Board that AAEB was still selling bricks and license plates to support the AAEB Scholarship Fund and encouraged them to share that information with fellow alumni.

She then shared a few AAEB-related/supported events that were taking place in conjunction with Alumni Weekend, including an “informal” pub crawl that 84 people pre-registered for, and the “Not So Newlywed” Game tomorrow afternoon.

For Homecoming/Parents Weekend, Jamie reminded Board members to bring canned goods and to let her know if anyone is interested in mingling with families during the parents’ breakfast. She is also looking for alumni who might be interested in helping out with the trivia game at breakfast in the dining hall that weekend.

Jamie said the committee was exploring the possibility of a “virtual service day,” perhaps close to spring break, or participation in a “Lyco Service Day” that could be connected in some way to a student service day on campus.

Following up on the Events and Reunion Committee’s report, Jamie said the Fundraising and Philanthropy Committee is interested in possibly using Snapchat and Bitmoji at events. The committee is also interested in exploring avenues for promoting Alumni Weekend to younger alumni.
Additional Discussion/Adjournment

Mary-Louise reminded the Board that the AAEB Fall 2017 meeting would take place Thursday, October 5 and Friday, October 6 in conjunction with Homecoming and Parents Weekend.

Mary-Louise officially adjourned the meeting at 9:46 a.m.

Respectfully Submitted,

[Signature]

S. William Hessert, Jr. ’85
AAEB Secretary

(Note: Special thanks to Tanner Paulhamus, who took notes in Bill’s absence until the completion of the Alumni Director’s report on Thursday)