AAEB Members Present: Holly Andrews, Evelyn (Bastian) Hunt, Jamie (Rowe) Brown, Rob Burger, Bobby Cook, Len Hahn, Paul Henry, Bill Hessert, Nancy Hoerner, Jordan Hollander, Hank Knerr, Jack Lea, Phil Levesque, Bob Martin, Chuck McCall, April (Sparks) Orwig, Mary-Louise Paucke, Tanner Paulhamus, Michael Ruddy, Gary Samuels, Jasmine Sanders, Christian Shaffmaster, Gary Spies, Phil Sunderland, Erica (Dohner) Vargo, Brad Webb

THURSDAY, MAY 31

Call to Order/Announcements

AAEB President Mary-Louise Paucke called the meeting to order at 2:04 p.m.

Approval of Minutes

Mary-Louise then yielded the floor to AAEB Secretary Bill Hessert, who presented the minutes from the Fall 2018 meeting (attached).

Action Item: Bill Hessert moved that the minutes be approved as presented; Phil Levesque seconded the motion. Motion carried.

Welcome/Board Introductions

Mary-Louise introduced and welcomed Hank Knerr, who was attending his first meeting as a board member. Mary-Louise then invited the Board members to go around the room and introduce/re-introduce themselves.

New Business

Vice President Nominations: AAEB Vice President Bob Martin that with Mary-Louise’s term as president coming to an end at the close of this meeting, there was a need to select a new vice president to replace him when he becomes president. Bob explained the process of selecting a candidate and asked anyone interested in serving as the next vice president please submit their name to the Recruitment and Recognition Committee before tomorrow morning.

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/Office Updates:** Amy started by sharing that Drew Boyles ’11 was now a development officer for the college, and that Lara (Collins) Breon ’04 had moved over from annual giving to become an alumni engagement officer. Lara’s former position as assistant director of annual giving is currently vacant.

Amy also shared that Amy Chandler was the college’s new associate director of advancement communications, and that Lynn Zita ’11 had joined the admissions team.

**Alumni Referral Scholarship:** Amy noted that students referred to Lycoming by Lyco alumni are eligible for a $1,000/year scholarship. She encouraged members of the Board to refer prospective students so they, too, can be eligible.

**AAEB Scholarship:** Amy shared a thank you note from Alyssa Burger, the current AAEB scholarship recipient.

**Alumni Weekend Gift Bags:** Amy reminded AAEB members that the Board would be assembling gift bags later today to put in the rooms of guests staying on campus for Alumni Weekend.

**openLycoming:** Amy noted that Amanda Gunderson would be teaching a six-week piano class for beginners this summer as part of the community seminar series. Plans are in the works for William Dever to teach a biblio-archaeology class this fall.

**Alumni Spotlights:** Alumni Spotlights continue on a regular basis, and Amy indicated that we are always looking for more alumni to highlight. A discussion ensued as to whether the Alumni Spotlight should evolve to include faculty and/or student spotlights.

**Social Media:** Amy indicated that Lycoming has set up an alumni Instagram account. There will also be live feeds of Alumni and Reunion Weekend on Facebook throughout the weekend.

**Warrior Coffee:** Amy noted that Warrior Coffee will be available at registration this weekend. The College is also exploring an automatic re-ordering plan so you don’t have to come to campus every time you want to purchase coffee.

**Choir Reunion:** Ryan and Crystal Brooks are interested in making a choir reunion happen during the 2019 Alumni and Reunion Weekend (May 31-June 2, 2019). For that to happen, though, they need to assemble a committee of past choir members. Anyone interested in being on the committee should let Amy know.

**Class Gift Updates:** Amy said that the dedication of the Burchfield Lounge Renovation – the gift from the Class of 2017 – would take place at 5:00 p.m. tomorrow evening. The Class of 2018 chose to install a gas fireplace in the soon-to-be-constructed Gateway Building as its gift. Amy said more than 60 percent of the class contributed to the gift.

**Homecoming and Family Weekend:** Amy shared the idea of AAEB participating in a progressive networking dinner with students on Thursday evening of the Fall 2018 meeting (October 18). The dinner, hosted by the Center for Enhanced Academic Experiences, would start with a reception in Burchfield Lounge and be followed by dinner in the Jane Schultz Room.

Other events taking place that weekend include a senior reception at President Trachte’s house and a student and alumni section at the football game.

**Alumni and Reunion Weekend:** Amy closed by highlighting some of the upcoming weekend’s events, including the Alumni Rally and Awards Presentation; the “Hollywood Squares” game; the “Wine and Design” class; the wine and food pairing (led by former AAEB President Christine Zubris); and the pub crawl, which currently has more than 100 registrants.
Leslie Larson, Annual Fund Director

After concluding her report, Amy invited Lesley Larson to provide an annual fund update. Lesley started by indicating that the Ben Crever Society had been renamed the Loyal Giving Society, and that the threshold for being included in the Society had been lowered to three consecutive years of giving. That change resulted in 727 new members, 450 of whom were alumni.

Lesley then reiterated the importance of alumni importance in annual giving. Regardless of gift size, alumni participation indicates satisfaction in the College, which helps with items such as grant submittals and college rankings. As of May 30, 2,108 out of 12,056 (17.49 percent) “solicitable alumni” had made an annual gift. Lesley hopes that percentage increases to 22 percent by the year ended June 30.

Lesley concluded by highlighting statistics from TAG Day on February 28. The event landed 45 donations, included four from new donors and 14 from “lapsed” donors, and raised $2,030 for scholarship support.

Chip Edmonds, Executive Vice President

After a brief Q&A with Lesley, Amy then introduced Chip Edmonds. Chip noted that the current fiscal year had been a “really terrific year” for Lycoming by every measure.

Enrollment: Lycoming has increased its “inquiry to applicant” percentage, increased its female enrollment, increased its student/athlete enrollment, and increased its Pennsylvania and Lycoming County enrollments. Overall, there has been a 25 percent increase in applications, and Lycoming expects to welcome 370 first-year students in the fall. The goal in five years (Fall 2023) is to have 20,000 inquiries, 3,000 applications, 2,000 admits, and at least 375 new students.

Curricular Enhancements: Programs are being launched or planned to launch in Entrepreneurship (minor), Biochemistry, Data Science & Analytics, and an official “Engineering” track in Physics.

Marketing and Communications: Chip discussed strategic enhancements to the website, particularly to the “Academics” landing page and additional enhancements to the academic department pages. He also noted that enhancements would be coming to the homepage by the end of the summer as well. Chip also noted that Lycoming has paid for advertising on two full-size and one small bus operated by Susquehanna Trailways.

STEAM: Chip shared highlights of a high school scholars pilot program (with the Montoursville School District) that allows high school students to take up to four courses per year (two per semester) for college credit.

Fundraising: The Lycoming Fund is on its way to another record year, with just over $1.2 million raised as of April 30. Cash received to date including bequests stands at approximately $4.6 million, with planned gifts to date totaling approximately $3.3 million.

Giving Day: Chip discussed a “Giving Day” initiative scheduled for April 24-25, 2019, where for “1812” minutes the College hopes to secure 500 donors and $500,000 in support. Additional details will be forthcoming.

Capital Campaign: As of April 30, Lycoming had raised $61.9 million of its $65 million campaign goal. Chip anticipates that figure will be approximately $63.4 million as of the end of today. Alumni participation in the campaign stands at approximately 53 percent.
Based on the success of the campaign to date, the Board of Trustees has approved raising an additional $5 million beyond the initial campaign goal.

**Facilities Update:** Chip closed by sharing campus improvements planned during the upcoming year (other than the Gateway Project. Renovations to Skeath Hall and to the soccer/lacrosse field are planned for this summer, and proposals to renovate the Academic Building, Heim Building, and Clarke Chapel will be considered this summer as well. Plans are also in the works to have a Makerspace on campus beginning this fall, and improvements to the biochemistry labs and teaching areas are slated for next spring.

**Glenn Smith, Director of Athletic Fundraising**

Chip then yielded the floor to Glenn Smith, who provided an overview of the Warrior Club and its activities. Glenn shared the mission of the Warrior Club, which is to “recruit, retain, and enrich the student athlete” and to “work to engage alumni, parents, and fans in the athletic programs.” He also shared and reviewed some of the program’s promotional material (see attached).

Glenn noted that as of April 30, the Warrior Club had 813 donors and had raised just over $201,000. That support had helped pay for items such as new golf bags for the golf team, team apparel for men’s lacrosse, senior awards for volleyball, and support for the football team’s trip to Canada and the women’s basketball team to Florida.

**Susan Ross, Associate Provost for Experiential Learning**

After a brief question-and-answer session, Glenn yielded the floor to Susan Ross to provide an update on “I Am Launching.” Susan also provided information on how alumni with employment and internship opportunities for students could register in the system.

**Committee Meetings/Meeting Suspension**

Following a brief question-and-answer session, Amy briefly introduced Amy Chandler, the college’s new associate director of advancement communications, to the Board. Amy Chandler stayed to meet with the Communication and Career Services Committee.

Mary-Louise then invited members of the Board to break into their respective committees. She reminded everyone that dinner would take place in the Jane Schultz Room at 6:30 p.m., during which President Trachte would provide an update on the Gateway Project.

Mary-Louise officially suspended the Board meeting until Friday, June 1.
FRIDAY, JUNE 1

Call to Order

AAEB President Mary-Louise Paucke officially reconvened the meeting at approximately 8:25 a.m.

Treasurer’s Report

Mary-Louise then yielded the floor to AAEB Treasurer Jamie Rowe Brown who presented the Treasurer’s Report (see attached). She indicated that this included the last royalty payment from Liberty Mutual. Aside from the report, Jamie also indicated that the Board had reached its $25,000 threshold in gifts from individual members to the space in the Lynn Building.

Jamie invited the Board to consider transferring money from the AAEB account to its scholarship funds. Gary Spies wanted to know the balance that the Board needed to maintain in its account. After some discussion, transferring money to the scholarship fund was tabled until the Fall 2018 meeting to allow Bill Hessert time to review the minutes and determine how much money must remain in the AAEB account.

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

Alumni Ambassador Training

Amy Reyes then introduced Jessica Hess, Jessica Snover, and Catherine Haverkampf from Admissions, who led the Board through an alumni ambassador orientation and training. The orientation included information on how Board members could register for becoming alumni ambassadors.

During the orientation, Jessica Hess also provided a snapshot of the incoming class: Sixty percent female; 3.44 GPA; average SAT score of 1112 and ACT score of 22; represent 21 states/territories and 11 countries; 132 student athletes; 20 former participants in PA Free Enterprise Week

Ongoing Business

Warrior Coffee: Following the training, Mary-Louise invited Paul Henry to provide an additional update on efforts to make Warrior Coffee a premium product. As Paul indicated, the market for Warrior Coffee is primarily alumni, and the college will be looking at ways to boost sales and production. In addition to automatically re-ordering coffee, the college is looking at recruiting alumni from every generation to serve as “product champions” to help spur coffee sales.

Committee Meetings

Mary-Louise then invited members of the Board to break into their respective committees again. Before doing so, she noted that Phil Sunderland will be assuming the role of chair of the Regional Events Committee as the current chair, Paul Henry, will be moving to the Recruitment and Recognition Committee.

The Board broke into its respective committees at approximately 9:45 a.m. and reconvened for the presentation of committee reports at approximately 10:45 a.m.
Committee Reports

Events and Reunions: Incoming committee chair Phil Sunderland reported on behalf of the committee; he began by thanking outgoing chair Paul Henry for his leadership on the committee the past few years.

Phil said there were several events planned for the summer, including many centered around baseball games. Most of those events are listed on the college website.

The committee is currently exploring new ideas for future events and intends to work more closely with the Alumni Office to help promote reunions. Anyone who might be interested in serving as an ambassador for an event at a location near them should contact the committee or the Alumni Office.

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

Jamie said the committee spent some time discussing ideas for promoting the upcoming “Giving Day,” including promoting the event on social media and creating competitions between fraternities and sororities. Additional ideas will be forthcoming.

In terms of Alumni and Reunion Weekend, as mentioned yesterday more than 100 people have signed up for tonight’s pub crawl, and AAEB will be presenting the Hollywood Squares on Saturday afternoon. As for future years, the committee suggested having food trucks on campus for the “Back on the Quad” event.

The committee will not be hosting a trivia event at Homecoming this fall due to a lack of student participation at last year’s event. There will be “rally rags” distributed for the football game, however. Jamie reminded Board members to bring cans of food to donate when coming to Homecoming and this fall’s meeting.

Lastly, Jamie reminded AAEB members of the importance to contribute to Lycoming before the end of the fiscal year (June 30). As of today, four people had not contributed this year.

Communication and Career Services: Committee chair Brad Webb reported on behalf of the committee.

Brad noted that the committee will be working closely with Lara Breon and Amy Chandler on developing a “young alumni” newsletter. A lot of topic ideas were shared during the committee meetings as well.

The committee continues to have conversations with CEAE about alumni mentoring opportunities. Along with the progressive dinner taking place this fall, the committee and CEAE discussed inviting alumni to speak with students at colloquia since they have a “captive audience,” and compiling a list of alumni who can answer specific questions the center has been receiving from students.

Brad noted the committee is exploring the possibility of hosting some sort of “Kegs and Eggs” event the Saturday morning of Homecoming that could include decorating an alumni float for the parade. The committee will explore the possibility more closely over the summer.

Lastly, the committee wanted to make sure the College communicates regularly with alumni about the ongoing Gateway project. Suggestions included a webcam showing regular progress on construction, and regular updates on the project through the e-newsletter.

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

Action Item: On behalf of the committee, Bob Martin moved that Brenda Bowser Soder ’98 be selected to fill David Dearings’s unexpired term on the Board. The committee also recommended that Stacey Kacyon ’95 be selected to fill the seat being vacated by Jack Lea. Gary Spies seconded the motion; motion carried.
Action Item: On behalf of the committee, Bob Martin moved that Brad Webb be elected AAEB Vice President. Jack Lea seconded the motion; motion carried.

Additional Discussion/Passing of the Gavel

At the end of the committee report presentations, Mary-Louise thanked Jack Lea and presented him with a gift to recognize his eight recent years of service (and second tenure) on the Board. Jack reflected on his tenures on the Board and how things have changed with AAEB and the college since his first term in 2002.

Mary-Louise then passed the gavel to Bob Martin, who will lead his first meeting as AAEB President this fall. Amy thanked Mary-Louise for her service as president, and Bob presented Mary-Louise with a gift on behalf of the entire Board. Mary-Louise reflected on the “honor of serving as president these past two years,” including the opportunity to be on the podium and shake her son’s hand when he graduated.

Adjournment

Bob reminded Board members that the Fall 2018 AAEB Meeting will be held October 18 and 19. He then officially adjourned the meeting at 11:20 a.m.

Respectfully Submitted,

S. William Hessert, Jr. ’85
AAEB Secretary