

**Gettysburg College Alumni Association
Board of Directors
Minutes From Meeting September 16, 2006**

The meeting was called to order at 1:04 pm in the Norris-Wachob Alumni House.

Present: Don Burden '63, President; Paul Hopke '87, VP/Treasurer; Jim Chemel '71, VP of Campus Programs; Helen Hohman '75, VP for Administration; Tom Moore '91, VP for Outreach; Greg Islan '70, Secretary; Sarah Hitch Burdi '87; Bruce Chamberlin '86; Barry Kain '61; Dianne Murray Kareha '73; William Keers '53; Melissa Cook Kiehl '00; Ray Lee '61; Bob MacFarland '67; Abigail Rodgers Layton '98; Charles Scott '77; John "Buck" Stahle '40; Mike Strazzella '94; Phyllis Hicks Utterback '58; Jean LeGros '73, Ex-Officio; Joe Lynch '85, Ex-Officio; Allison Singley, Associate Director of Alumni and Parent Relations, Ex-Officio; and Nicki Creamer '08, Student Alumni Association, Ex-Officio.

Absent: Lori Kono Clapp '73; Troy Datcher '90; Katie Hewes '01; Liz Macin '04; and David Sowers '97.

Guests: Katherine Will, President; Rhonda Good, Associate Provost for Special Projects; Jack Ryan, Professor and Chair of the English Department; Jen Nesbit '96, Director, Annual Giving; Christopher Fee, Ph.D. Associate Professor of English; Barbara Fritze, Vice President for Enrollment and Educational Services; Kathleen Williams, Director, Center for Career Development.

President's Report: Don opened the meeting by asking each new Board member – Chamberlin, Scott, Strazzella, Lee and Kiehl – to introduce themselves. Katie Hewes was not present as she was getting married.

Don gave a gift of a crystal apple from Tiffany from the Alumni Board to Jean LeGros for 25 years of service to Gettysburg College.

Don gave each Alumni Board member a toy New York City taxi as a symbol of "embarking on a fun filled fast ride with all members of the Board packed into a cab with all their baggage and thoughts exploring new routes to develop a new Strategic Plan for the Alumni Association."

Secretary's Report: Minutes from April meeting were approved with one correction.

Treasurer's Report: Association of Student Alumni Programs has \$7,400 which may become the Alumni Association's late in the year if not used by the Student Alumni Association. In May, 2008 the MBNA credit card program ends unless they renew it with the AA, which Joe Lynch thinks they will. We earned \$3,200 in the last quarter from the credit card program. Paul was please to note that the Alumni Board had 100% participation to the Gettysburg Fund with 64% at the Cupola Level.

Alumni Office Report: Joe let us know that the Alumni Directory will be sent in about two months. The sale of the approximately 2,200 books will result in about \$11,000 of income to the Alumni Association.

Jean updated the Board on the organization of the College Alumni and Parent Relations Department. She introduced Allison Singley who is the new Associate Director of Alumni and Parent Relations.

Allison's work focuses on building programs to bring parents closer to the College. She will also work with a reunion alumni class. Jess Seger '04 left the Alumni Office to go to graduate school. Jen Brennan '01 is returning to the Alumni Office as Assistant Director of Alumni Relations next week. Joe Lynch will be spending more time on the road working with the Alumni Clubs and implementing new outreach endeavors as Jean focuses on enhancing on-campus programs and working with the Board of Directors.

The College will celebrate its 175th Anniversary during the coming year. (Joe Lynch was the only one at the meeting to know the official terminology for a 175th anniversary.) There will be a number of events at Homecoming including a 1970s group reunion. President Will is going out to a number of Clubs this fall as are Professors Michael Birkner '72 and Gabor Borrit who will be doing a book tour.

Jen Nesbitt '96, Gettysburg Fund, said that \$3,112,000 was raised during the last year for annual giving. She presented information for the 2007 Gettysburg Fund Challenge. An outside review of fundraising has been performed recently and should help guide us in the next few years.

College Strategic Planning Initiative: President Kate Will with Professor Jack Ryan and Rhonda Good came to the meeting to talk about the College's Strategic Plan -- Campus-Wide Discussion. An analysis of where we are as a college. - SWOT (Strengths, Weaknesses, Opportunities and Threats) was reviewed by Kate and Jack and discussed by the board

(Attached are copies of the materials passed out at the meeting.)

Current faculty-student ratio is 11-to-1. If we can go to a faculty teaching load of 3-2, we will be at a 10-to-1.

Jack Ryan talked about the Strategic Planning – An Outline for Discussion by the Gettysburg College Community.

A general discussion was held regarding diversity, sports, a culture of giving and getting more support for fundraising. Other comments by Alumni Board members regarding the SWOT were talked about. Gettysburg becoming a more world-wide diverse community was discussed. The College's new web site is great and unique – it was recommended that all should visit the site and see how it has been improved.

Don expressed appreciation to President Will for her hosting Alumni Board members for dinner at her home the previous night.

There will be further meetings of the Strategic Planning Committee on Friday, October 13 prior to Homecoming and the following Friday prior to Family Weekend. Any input by Alumni at these meetings or through Jean would be appreciated by the Committee.

Don talked briefly about a meeting he attended last week in NY City of the leadership council and their outlook regarding the Strategic Planning.

Don talked about the Alumni Association's Strategic Plan. It has been decided to postpone our discussion of our plan until our next meeting on Feb. 2 when Sue Washburn, our facilitator, will be present. At that time we hope to address how our plan will fit into the College's plan to enhance both.

Break: This included a cake to celebrate the exact birthday of the beginning of the Alumni Association 171 years ago. Jean gave everyone a copy of Michael Birkner's hot-off-the press book, Gettysburg College from the Campus History Series, as a "birthday present."

Faculty Profile: Christopher Fee, Ph.D. Associate Professor of English (Medieval Literature) and Maura Culkin '07 attended the meeting to present "what he did on his summer vacation." His talk was titled "Technological Necromancy: Breathing Life into Viking Literature." He showed the AB the Interactive Fiction Portal that he has created with the help of several IT colleagues and students including Maura. He demonstrated some of the computer capabilities including text, maps, panoramic views and videos with dialogue to tying the history, narratives tying many aspects of literature, history, law, etc. together. His energy and excitement about his subject was easily transmitted to those present.

College Initiatives:

Barbara Fritze, *Vice President for Enrollment and Educational Services* discussed Brand Identity at Gettysburg. She said we should all see the new web site which is very interactive and incorporates the "Do Great Work" tagline. The College incorporates a very recognizable Gettysburg symbol, the cupola, instead of the former "FTD Florist." This will be launched during the 175th year. Many other things are being done to enhance the College internally and externally.

Kathleen Williams, *Director, Center for Career Development*, talked about the Great American Cities Program. She briefly discussed the importance of students, faculty, alumni and parents to the program. Making Your Future Work program includes the Great American Cities, Internships, research on campus, externships, and other direct experiences. The first city, New York, has been rolled out due to its attractiveness to students who are interested in finance, advertising, communications, publishing and the arts. She asked that we, individually and as a board support the Bright Lights – Big City Program. They will be taking between 15 and 25 students to New York in October to focus on what is required to get a job or work in the field of Nonprofit Organizations.

Students will do mock interviews later in the year in New York. Gettysburg Career Connections data base is one way to get involved. Kathleen would like us to help in getting the message out to the alumni and to help determine how best to do that.

Don read three letters from new students who received Alumni Scholarships.

New Business:

Dianne Kareha led us in the Gettysburg Address and in the singing of the alma mater.

The meeting ended at 4:56

Respectfully submitted,
Greg Islan '70