

Gettysburg College Alumni Association Board of Directors
Quarterly Board Meeting
7 February 2004

The meeting was called to order at 2.40pm in the Penn Hall Boardroom.

Present: Jeffrey Blavatt, '88 President; Don Burden Vice-President of Outreach; Jesse Diner '69, Vice President/Treasurer; Cathleen Bonner '94, Secretary; Jim Chemel '71; Lori Kono Clapp '73 via conference call; Paul Hopke '87; Bill Hockenberry, Jr. '61; Helen Hohman '75, Greg Islan '70; Dianne Kareha '73; Barry Kain '61; Bob McFarland, '67; Tom Moore '91; Frank Nieves-Fernandez '82; John "Buck" Stahle '40; Jack Vandever '62; and Joe Lynch '85, Ex-Officio.

Absent: Laurie Baty '76, Vice President for Administration, Tory Datcher '90; Bill Keers '53; David Sowers '97; Phyllis Hicks Utterback '58; Claudia Bard Veich '80; and Susan Gibble Wolf '57.

Guests: Lex McMillan, Todd Kohlhepp '04 and Kelli Verli '06 of Student Alumni.

Jeffrey Blavatt reviewed the meeting agenda and indicated that Lex McMillan's update of the Campaign would follow Officer's Reports rather than being included in Old Business. Jeffrey asked for any objections or changes to the agenda, to which none were raised.

Officers' Reports

President's report

The Board of Trustees confirmed Katherine Haley Will as the 13th President of Gettysburg College on December 5, 2003. Faculty gave her a standing ovation after her presentation to them. Will's bio can be found on the College website or Joe can send it to anyone who would like to read it.

The College has raised \$92.5 million raised so far in the Campaign, of which 35% has been raised by Trustees. \$35 million is already 'in the bank' vs. being pledged.

Tuition has been increased by 5.5% for the 2004-2005 academic year.

The Athletic Recreation Center (ARC) budget has been slimmed down, creating two phases contingent on funds. The first phase includes the pool area, and the second phase, which would require two million dollars to begin, would include the field house and surrounding area.

The Alumni Board nominated Bruce Stefany '71 to receive the Lavern Brenneman Award, and that nomination was voted upon favorably by the Board of Trustees.

An additional student received an Alumni Scholarship Fund gift for the 2003-2004 academic year scholarship: Lara Grieco '07. The Board assisted seven students—all children of alumni—through the Scholarship Fund this year

The Volunteer Leadership Institute is scheduled for April 16-18, 2004. More information about that the VLI will appear under Old Business.

Reunion Weekend is June 3-6, and the Annual Meeting of the Alumni Association/Collation is June 5.

Jeff recognized and paid tribute to Phyllis Hicks Utterback for her time as Chair of the Nominating Committee; Bill Hockenberry will be taking over as Chair.

The dark blue handout in today's packet lists the start/end terms of all Directors.

Secretary's Report

Cathleen Bonner asked for an approval of the September minutes, which were recorded by Frankie in her absence. Don seconded her motion. No changes were made and the minutes were unanimously approved.

Cathleen said that letters were sent to alumni faculty whose various accomplishments were listed in one of the recent Faculty Notebook publications. Recipients included Michael Birkner, Michael Cantele, Sherman Hendrix, and Janet Briggs Morgan.

Treasurer's Report

Referring to the green sheet included in today's packet, Jesse Diner gave an update on the Alumni Association treasury. Market interest this year resulted in more money directed to student scholarship recipients.

Old Business

Campaign Update - Lex McMillan

With five months remaining in the Campaign, \$92.5 million has been raised/pledged thus far (see gray sheet in packet.) Alumni are responsible for over 61% of pledge amounts. The Sunderman Estate gift realized a \$1.3 million increase from the original estimate--up to \$15.7 million—due to market value at the time of transfer. Lex said he wouldn't feel so confident about reaching the Campaign goal had the Sunderman gift not been received. Other substantial gifts hope to be realized over the next few weeks. Staff transition in College Relations/Fundraising may have negatively impacted the Annual Fund a bit, but Jennifer Nesbit '96 was promoted recently from Associate Director to the Director of the Annual Fund, and she will do a great job. The Annual Fund is where most alumni contribute.

Lex's group has been working hard on the Majestic project. Construction on the Majestic is planned for this summer with a grand opening on Nov 14, 2005--the 80th anniversary of the Majestic's opening.

Only \$450,000 has been raised so far for the Athletic Recreational Center (ARC.) It's a critical facilities need, however. They are looking for help there.

There isn't much to report on the Alumni House since his last report in September. The foundational Norris gift has increased in value and an additional \$50,000 has been raised via gifts. In total, a little over \$700,000 has been raised. They went back to the architects to find out how much could be done with \$700,000 and it seems that it would be better not to do the project halfway, but to wait for all funds. The actual project costs were actually over \$1 million, but that was trimmed to \$1 million for the Campaign. They are continuing to work and identify prospects for fundraising. He thinks we need to have an Alumni House and that it makes a statement to current students.

Frankie asked about the Sunderman gift and whether the College had been working hard to arrange that before his passing. Lex said that the College had been working with Sunderman in regard to the gift for about fifty years--right up until days before his death. The person who really closed the deal was present Board of Trustees Chair Chuck Widger. Lex said that Chuck is a consummate negotiator and salesman. Sunderman had a good relationship with him. The conservatory is administered by a Board, which oversees the funds and actions relating to the conservatory, including the current search for an executive director. William Sunderman, Jr., is heading the Board; he's very enthusiastic about the project and plans for integrating it into our academic program. Gettysburg is likely to have a very good director of the conservatory. It will be yet another point of pride for the institution.

Frankie also asked Lex to explain more about the details surrounding the phases of the ARC and why the Trustees brought down the budget of it. Lex stressed that enhancing our athletic facilities is the highest priority now facing us. Discussion has swayed from building a free-standing building, to an extension of Bream Wright Hauser, etc. There are a whole lot of folks out there who have other projects that are also important, but this one is the top one. Unfortunately, everything can't be done all at one time.

Paul asked about the unrestricted contributions line item and what those funds were applied to. Lex said that some of these will cover expenses related to the Campaign, while many others are earmarked for other projects.

Jesse stated a possible scenario to Lex: given that we are \$290,000 short for the Alumni House, should the Board come up with a goal of, for example, \$100,000 (raising monies from current and past Directors) would the College start construction? Lex's response was that if we have good written commitments for the *full* amount, we could start the project. Jesse pointed out that it is hard for our Board to get excited about raising even more funds (on top of the Board's \$500,000+ Campaign goal, which has successfully been met) if it won't guarantee that we get the house. Lex said that he doesn't think the 'well is dry' yet, meaning he believes there are still good prospects to help fund this project.

Committee Reports

Administration and Awards

In Laurie's absence, Cathleen presented the nominations on behalf of the committee. There were many worthy candidates, as was the case in prior years.

Distinguished Alumni Award: the highest award given by the Alumni Association, recognizing a lifetime of professional and/or humanitarian accomplishments. Typically, the alumni who receive it are on the "cutting edge." The awards are given at Spring Honors Day, during Commencement Weekend, when student leaders are also recognized.

The names of four nominees were presented, three of whom – Robert Chappell '66, Martin Fausold '44 and John Thomas '72 – have told us [as of 3/8/04] they will be here to accept.

Bert Kobayashi '62 (declined on 3/8/04 because of a conflict. Bert has one more year to accept)

Carol Saunders '75 (Invitation offered; awaiting reply)

Kathryn Wolford '79 (Alternate)

Alumni Meritorious Award: given to recognize many years of service to Gettysburg College. Not more than two awards can be given annually. Presented at the Collation Ceremony during Alumni College & Reunion Weekend in June.

William Kirchhoff '63

Jim Thomas '53 (Declined award in February; another nominee pending within internal discussions within committee.)

Young Alumni Achievement Awards: (young alumni are defined as those who have graduated not more than 15 years ago.) Given at Reunion Weekend. Two awards given for service to the College, two given for career development.

Career Development

Alyson McFarland '96

Carson Kressley '91

Helen seconded the motion, and it carried unanimously.

Service

Cathleen Bonner '94

Anthony Striffler '92

No discussion should be held about these awards until the nominees are informed and respond, and the on-line version of the minutes will also remain blank in this area until prudent to include.

Campus Programs Committee

Don Burden said that regarding legacy student recognition, the Campus Programs Committee has come up with an idea to bounce around: the 'stole of gratitude.' Used at

Middlebury, Stanford, and other institutions, it is worn at commencement. Ours would probably be blue with Gettysburg a crest. Don will get us an idea of prices. There are about 540 graduates this year. The keychains we give presently cost about \$2-\$3 each. Jeff thinks the value of the gift is worth the funds. Tom Moore thinks we should also look into whether the Commencement committee would object to it. Bill asked if we would be presenting this with another group, or only us, and how the monies would be acquired, and whether we could designate these monies out of our Annual Fund contributions. Bob MacFarland said that he would prefer our fundraising to go to the Alumni House. Joe will investigate the specifics of account rules, etc. Bill doesn't want to take monies from the scholarship funds. Helen agrees and has faith in Joe finding the monies. If monies aren't found, the Board will fund it for the first year or provide the balance. We should set a limit of \$12.00/stole or less. Jesse seconded motion made by Cathleen. The motion to pursue this gift for seniors was passed.

Jesse wanted to bring discussion back to the Alumni House. Cathleen suggested that Clubs could present programs about the Alumni House with the hope that as more alumni learn about the project, they may contribute more to the Campaign.

Don's report continued with Founder's Day ideas: an April event that reminds students they are about to leave the institution and focus on traditions of the College that you can take with you. We will put it on the discussion list for the Retreat. The committee is also working on a program entitled, "Distinguished Alumni Leaders in Residence," in which alumni might possibly do some teaching themselves. Faculty retiree events and bringing alumni back to campus are also ideas. These events could build on the Bright Lights, Big City event (a 2 ½ day career development seminar for current students held in Jan., 2004), which was a success. The committee would like Director to mark up in red what we liked or didn't like in recent alumni magazines so they can advise the magazine on what alumni liked. (Potential idea is the Boston keychain story, where a set of lost keys in a Boston parking garage turned into a stranger finding Cathleen's name on the College website and Cathleen finding the owner via her Club email list!) This would be a great way to acknowledge what the magazine has done for us.

Outreach Committee

Barry Kain said that the Outreach committee held a conference call on January 23 and met again today to talk about one primary item: the Volunteer Leadership Institute (VLI,) which will be covered in new Business.

The Career Connections program in NYC that Joe and Don attended was a successful event. The two and half day career seminar for 20 current students included thirty alumni volunteers who assisted in communications, advertising, and giving networking experience and training. Workplace shadowing experience was at a variety of companies, including McGraw-Hill (Don's workplace). A networking reception was held and overall feedback was positive. So well received was the New York event that a D.C. event will be held in May, between graduation and alumni weekend. We will be looking for involvement from D.C. alumni to defray costs, meeting space, etc. It was great for the students to see that alumni stay in touch with the College. Don said it was a

wonderful experience and an opportunity for him to give students an idea what a corporate workplace is like in a day.

Barry said on a related matter, Bob MacFarland was involved through the parent's association that he was asked to do mock interviews with students so the students can feel what an interview process is like. He had a chance to speak with a student from Ethiopia and a student who majored in Environmental Studies. Dianne said that her son was going to participate in a mock interview. Barry Kain added that Margaret-Ann is 'on fire' and very energetic.

Nominating Committee

No new action from the Nomination committee, which presented nominations electronically in November/December 2003 and January 2004.

In November, Barry Kain was voted in as Vice President for Outreach—the first electronic vote the Board has completed.

In January, Jeff Blavatt was voted in as Alumni Trustee nominee. Paul Hopke called the question and Tom Moore seconded. The vote carried with no dissents.

New Business

For the Volunteer Leadership Institute, two sessions are the responsibility of our group to help put together. (See yellow sheet in packet.) We can also focus on being visible as well as attending sessions. The Student Alumni will be helping that day, too. The idea is to get as many people back as possible. More information will be forthcoming over electronic communication.

Tom offered to give away frisbees on Get Acquainted Day, April 24.

Jesse brought up the ideas for Retreat topics. Cathleen had documentation from the last Retreat for agenda items and ideas. Cathleen suggested looking at the Strategic Plan, and what we came up with at the last Retreat, where we were then, where we are now, and where we want to be in the future to determine discussion ideas.

Regarding College President Transition Opportunities: Joe wants the Board to think about ideas to get Katherine Haley Will to meet people, where she should go, what type of events, do you charge money for events, etc. She will be here in June, and her Inauguration will be in the fall.

Bob MacFarland brought up the Student Alumni Association name change. He made a motion to amend the constitution to change SAA to Student Alumni in all references. Dianne seconded the motion. Todd said that the Logo was fresher. Motion carried.

Reminder of the two future Board meetings dates: April 17 and June 5.

Jesse brought up Jean LeGros's recovery from surgery. Joe will e-mail us her home address so we can send her notes if we wish to. Something will also be sent to her on behalf of the BOD.

Singing of the alma mater.

There being no further business, meeting was adjourned at 4.56pm.

Respectfully submitted,

Cathleen J. Bonner '94