

Gettysburg College Alumni Association Board of Directors
Quarterly Board Meeting
February 19, 2005

The meeting was called to order at 1.15pm in the Norris-Wachob Alumni House.

Present: Jesse Diner '69, Don Burden '63, Cathleen Bonner '94 via conference call, Sarah Hitch Burdi '87, Jim Chemel '71, Lori Kono Clapp '73 via conference call, Paul Hopke '87, Helen Hohman '75, Barry Kain '61, Bob MacFarland '67, Tom Moore '91 Frank Nieves-Fernandez '82 via conference call, Phyllis Utterback '58, Jack Vandever '62, Susan Wolf '57, Joe Lynch '85, Ex-Officio, Kathy Becker, associate alumni director.

Absent: Laurie Baty '76, Troy Datcher '90; Bill Hockenberry Jr. '61, Greg Islan '70, Dianne Kareha '73, Bill Keers '53, David Sowers '97; Buck Stahle '40; and Claudia Veitch '80.

Guests: Don Cooney, Interim VP for Development, and Barbara Fritze, VP for Enrollment and Educational Services

Jesse Diner, President, reviewed the agenda and called the meeting to order.

Officers' Reports

President's report – Jesse Diner

Jesse Diner highlighted the results of the Board of Trustees recent retreat. He said it was an excellent retreat and reported that the Trustees:

- Worked out specific details associated with the \$15M gift from Dr. F. William Sunderman '19 for the Conservatory including (1) the music department will come under the Conservatory, (2) the college will be offering a BA in Music and (3) the music department and Conservatory will be housed in Schmucker Hall.
- Set tuition, room and board for 2005-2006 academic year at approximately \$39,000 which is a 6% increase.
- Set a goal to stabilize enrollment at 2,550
- Committed to drive the college to the next level which was defined as moving into the top 20's of U.S. News rankings for liberal arts institutions. Jesse indicated that Bruce Gordon delivered an excellent challenge that we not become complacent, mentioning that "good" is the enemy of "great."
- Will be emphasizing branding and the Alumni Board will play a key role.

- Are changing the term of office for a Trustee from six (6) years to four (4) years and from a maximum of 2 terms to 3 terms. They will also be creating standards for identifying and selecting future Board members. The goal is to allow for more turnover, provide for greater diversity and bring more standardization to the selection process.

Secretary's report

The minutes of the Board's October 16, 2004 meeting were approved as written. Since Cathleen Bonner was attending by telephone, Bob MacFarland agreed to take minutes for this meeting.

Treasurer's report

Paul Hopke reported that our current balance for Alumni Association Scholarships is \$7,060. The next step will be to decide on this year's scholarships for legacy students with financial need. In light of the tuition increase we may want to consider larger scholarship amounts, which would mean fewer scholarships unless we increase our scholarship fund. We anticipate getting revenues from our affinity credit card. Last year these revenues supported the Alumni House project.

Vice Presidents Briefing (Barbara Fritze and Don Cooney)

Barbara reported that as a result of the college's recent reorganization, she has responsibility for Alumni Relations. Her role will include responsibility for college interactions with incoming and current students, as well as alumni, with the goal of engaging all. She does not view the reporting structure of Alumni Relations as being overly important; the important thing is how well Alumni Relations relates to all aspects of the college.

Don indicated that Alumni Relations will continue to have a close relationship with Development but that he and Joe will need to be more intentional about that relationship because they are no longer located together in Penn Hall.

During a Q & A period, the following items were discussed:

- Funding for the Athletic Recreation Center (ARC): Don indicated this project is critical to the future of the college, had the full support of President Will, and that intensive work was underway to complete the fund raising efforts. Work on the site plan has already started and an overall goal is to open the facility in 2007. The budget has been slimmed down, creating two phases contingent on funding. The first phase includes the pool area, and the second phase, which would require two million dollars to begin, would include the Fieldhouse and surrounding area.
- Fund raising: The college is in a very tough and competitive philanthropic environment. Getting more alumni engaged with the college through affinity groups,

etc. will continue to be critical to our future success. The Alumni Board will have a key role to play and will need to set goals, measure results, reinforce successful initiative, as well as look for new ways to engage alumni. The cost of fund raising at Gettysburg is 18 to 20 cents per dollar raised.

- Orange and Blue Club: Sports specific fund raising will continue to be very important and a key target in the future.
- Marketing Gettysburg: The college has completed the first phase of work on strengthening the brand and the college's reputation. The Board noted that the branding session at the Volunteer Leadership Institute was good and the college's work in this area has had a noticeable positive impact. The fresh, classy and positive look to the magazine and the recently published calendar are excellent examples. The next phase involves developing internal tool kits and working to redesign the web. The college has established a brand council and a brand action plan. Barbara will provide us with a copy of the action plan.

Committee Reports

Administration and Awards – Helen Hohman indicated that the committee was recommending nominees for the following four Alumni Awards, which our Board is responsible for selecting: (1) Distinguished Alumni, (2) Meritorious Service, (3) Young Alumni Achievement Award for Career Development and (3) Young Alumni Achievement Award for Service. Helen noted that the committee had received information about many talented and well-qualified candidates who had been proposed by alums, staff, faculty and external sources. By unanimous vote the Board approved the committee's recommendations.

Campus Programs – Don Burden reported that the committee strongly recommended moving forward with the “stole of gratitude” program. The stole is worn during the commencement ceremony and, after the ceremony the new graduate presents it to someone who provided extraordinary help or support to them as a way of saying “thank you.” We reviewed information from several other highly respected institutions that have implemented this idea. In all cases it appears to have had a significant positive impact. Kathy Becker indicated that she talked about this idea with the senior class officers and received positive feedback. Jesse and the Alumni Relations office will talk with the commencement team and President Will about implementing the program this year. Specifically the committee proposes that one stole be given to each graduating senior with the cost split between the Alumni Board and the college. Additional stoles would be available for sale to the seniors.

Outreach – Barry Kain indicated that the committee has 3 major areas of focus:

- The Alumni House: Paul Hopke indicated that we will be looking at ways to use it to engage Alums in the future and Joe Lynch reviewed some of the ways it is currently being used.

- Young Alumni – Tom Moore indicated that data tells us fewer young alumni are getting involved following graduation and their committee is actively looking at ways to engage recent grads, including some creative new programs like a “5-for-1 night” They will also consider ways to tie into the “culture of gratitude” emphasis.
- Career Services – Barry talked about the career distinction task force and ways to get involved via mentoring. This process relies heavily on CNAV and the college website. The Board expressed concern that CNAV is not easy to use and that many Board members have given up on it. Therefore there was no easy way to check into the mentoring process through Gettysburg Career Connections.

New Business

Joe will be forwarding us via email information about how we can contribute to a special recognition gift.

Discussion Items

Alumni House

- Involve alumni in interior design of the house
- Look more like Eisenhower House (Admissions)
- Too stark and institutional now
- Microfiche, Gettysburgian here for review (Digitized versions available)
- Paint, wallpaper and memorabilia
- New light fixtures in certain rooms
- Framed Gettysburgians?
- History of college on the walls
- If we had interior design proposals, the alumni board could spearhead the fundraising effort and feel ownership
- Aim to have a call in March
- Need to understand the uses of the building (multi-functional space)- impacts design
- Check with art department to see if any alumni could donate art
- College may need to hire own designer- hiring an alum may be risky
- Alumni House could be a mini museum
- Having more to offer will make it easier to market
- Brand for alumni could be the image of the house
- Orientation to house at the beginning of first-year experience
- Can we do something to involve students in the alumni house?
- Tour guides are pointing out the building on their tours
- Set up a tent for major events at Homecoming/Reunion near the Alumni House
- Parade of classes in June will start from Alumni House
- Alumni Board would like to host a reception April 16th @ 5pm for the Senior Class. Also invite alumni club leaders and Trustees. Where would funding come

from? Is there money left from the trustee dinner that didn't happen this year? Need to determine feasibility. Kathy will check GAD schedule.

- In future years help Trustees host senior class dinner.
- Could past alum board members be invited back as well at some point, maybe full meeting September 16th? They could help with fundraising as well.
- Using alumni house throughout the student years to host events and make them think of alumni association.
- Alumni College - house will be a great location for classes

Sendoffs - We will look to have alumni board members represent the board at sendoffs this year. The office will prepare talking points for them.

Alumni in residence - Joe will put together a working group on campus to report back to the board at the April meeting on a plan for this program

General Note: The switch of dates led to poor attendance this meeting. Jesse wants to shoot for having as many people as possible at the meetings

Respectfully Submitted

Bob MacFarland w/input from Kathy Becker