

**Gettysburg College Alumni Association
Board of Directors Quarterly Board Meeting
16 April 2005**

The meeting was called to order at 1:18 p.m. in the Norris-Wachob Alumni House.

Present: Jesse Diner '69, President; Helen Hohman '75, Vice President of Administration; Barry Kain '61, Vice President of Outreach; Paul Hopke, '87, Vice President/Treasurer; Cathleen Bonner '94, Secretary; Laurie Baty '76; Jim Chemel '71; Troy Datcher '90; Phyllis Hicks Utterback '58; Bill Hockenberry, Jr. '61; Barry Kain '61; Dianne Kareha '73; Bob MacFarland, '67; John "Buck" Stahle '40; Jack Vandever '62; and Joe Lynch '85, Ex-Officio. Also Kathy Becker, Associate Director of Alumni Relations and Jen Brennan '01, Interim Associate Director of Alumni Relations.

Absent: Don Burden '63, Vice-President of Campus Programs; Claudia Bard Veitch '80; Sarah Hitch Burdi '87; Greg Islan '70; Bill Keers '53; Lori Kono Clapp '73; Tom Moore '91; Frank Nieves-Fernandez '82; David Sowers '97; and Susan Gibble Wolf '57

Guests: Don Cooney '79, College Relations & Anna Jordan '06, Student Alumni

Jesse Diner began the meeting by introducing Don Cooney, who, because of scheduling, would speak before officer reports.

Don said that recent Board of Trustees news includes a selection process that will still include nominations by the Alumni Association Board of Directors (AABOD), where we would have six alumni nominees to present for election. No nominations are submitted from any other source other than the AABOD. The bylaws of the Board of Trustees are coming under review in early May with adoption in September. The tenure of a Trustee member may change from a six-year term to a four-year term. The AABOD will probably have a bigger role than in the past with the Board of Trustees.

Improving the interior of the Alumni House is a priority. Architects and designers have assessed what it would take to bring the interior to a higher standard. It will probably take \$250,000. The College needs to look at how each of the rooms in the House will be used most of the time to design the wall and window treatments and pick out furniture for decisions. Funds will need to be raised in some form for this to happen.

The College Administration has an organizational update: Don now oversees Alumni Relations. (Barbara Fritze, VP of Enrollment & Educational Services, did so from Jan. until April) As the search for the next Vice President of Development progresses, the strongest possible candidates will be sought.

The ARC is a physical plant project priority. It has been re-styled as the Center for Athletics, Recreation & Fitness to better reflect that it is for "Athletes, Scholars and Scholar Athletes." This new name will also allow it to have new naming opportunities in the future. Five leadership breakfasts have been scheduled nationally to inform alumni about the Center. A video of the Center will be shown at the leadership breakfasts. (The AABOD had an opportunity to watch the video as well.)

The President wants to have half the cost in gifts and borrow the rest. In a best-case scenario, construction could be complete in about two and one half years (Fall, 2007). Only a small amount of the money for the Center was raised from the Campaign. The main facilities focus of the Campaign was the Science Center. The Center will be a seamless facility. By our fall meeting, we will know more about the progress. Jim Chemel encouraged Directors to attend the breakfast leadership events. Laurie suggested that the video be a resource via the College website.

Officers' Reports

Secretary's Report

Laurie asked for approval of the February 19 Board minutes and Helen seconded the motion. The minutes were unanimously approved.

President's report

Jesse began by saying that Don's report about the Trustees encompasses much of what he would say today. We hope to have more involvement with the BOT rather than superficial experiences. The Trustees held a retreat in February and from that meeting we know that the BOD won't lose nominations we presently make for new Trustees. There is an understanding of our commitment to the Trustees. For us to continue to be important and relevant to the College (Jesse mentioned this in the letter he mailed us previous to this meeting), we need to meet in addition to Board meetings and work hard.

Regarding attendance, there are fifteen Directors here today and the amount in February was about the same due to rescheduling the meeting because of weather. If our committees are doing work between meetings, it's less important that we have perfect attendance, but we need to make sure we don't have attendance issues in the future. It will help to set our meeting dates as early as possible.

Regarding the Alumni House interior furnishing project, we know that there are various uses for this building, unlike other unique buildings on campus like Eisenhower House (Admissions.) The AABOD would like to create a committee to work on this issue and invite certain individuals to participate beyond Directors. Laurie Baty and Jim Chemel volunteered to start the committee. Issues to discuss will be what the wear and tear might be for this facility and if the College will maintain what is purchased, etc. Questions raised were: if items were donated, could they be used and is it worthwhile at all to pursue donations in the case an alumna/us were offended should a donated item not be used. Barry suggested that we could also drive the decorating vs. have a design professional in order to save money. Peter and Eileen Langenus are chairs of the Parents Advisory Board and are interested in helping. Dianne asked if there were parents who would be interested in this work. Buck suggested that a survey of each room be done so that we know what is critical and what might be just a need. Certain items might make it feel warmer and we need to also keep in mind that whatever is provided needs to be able to handle the traffic through the building. We don't know exactly what the \$250K would include. Cathleen suggested

alumni art from the art department should be used as much as possible. The eventual committee size should be no larger than five people. The Alumni Board is considering a fundraising initiative to furnish the Alumni House with a grandfather clock, and may consider other projects as well.

Our next Board meeting is Friday, Sept 16. We will set the winter meeting shortly.

Committee Reports

Treasurer's report – Paul Hopke

Distributed at each seat is the Treasury budget on green paper. Regarding legacy scholarships, we could keep the monies in scholarships or make the individual awards larger to make them more meaningful. Joe said that the specific amount given to each student might not be crucial, because it will not change the amount of the overall financial package that a student receives – the monies from our fund are “budget relieving,” not “budget enhancing.” We don't know how many legacy students there will be with financial need in the Class of 2009, so we will table our decision for the moment.

Laurie motioned to accept the Treasurer's report as presented and Bob seconded. The motion passed unanimously.

Administration and Awards – Helen Hohman

Two items were discussed at the committee meeting earlier today: whether we should write a formalized alumni privacy policy and how we might want to alter information on the alumni relations website.

The alumni privacy policy discussion was raised because an alumnus wrote in, asking about the policy since he was contacted by the Harris company, which is the publisher of the alumni directory. The alumna wife of this alumnus decided not to give to the College because she was not happy about being contacted by the Harris company. Joe said that the Alumni Office has an unwritten alumni privacy policy where we do not disclose personal information about alumni to third parties without permission of the Alumni Board and/or with express consent of an alumna/us. Bill raised a concern about whether Harris has it in their contact that in order to verify contact information they will share information they gain. Joe said that he would double-check the contract. Laurie asked if it's worth it to have Joe take the unwritten policy to the College to be checked. Bill agrees that we should ask the College to look into it. We could say that we've heard some concern by alumni about the privacy policy—what is kept and what is disclosed. Laurie made a motion to have the Awards committee write a letter to the College to discuss privacy and discuss at next meeting and after some discussion re-state the motion. We will draft a letter for Jesse's signature, asking the College about data distribution about alumni to third parties and the security of our data systems (The Boston University example). The letter will be sent to Joe and distributed upwards. Jim seconded the motion. The motion passed unanimously.

The College will be revamping its website shortly. The committee would like to know what information lacking now on the website should be provided. For example, links off some webpages to alumni clubs, BOD, etc. Directors should reflect on this and email the awards committee with their feedback.

Dianne moved to accept the committee report, Helen seconded the motion. The motion was carried unanimously.

Campus Programs Committee – Jim Chemel (on behalf of Don Burden)

The 'Stole of Gratitude' will [finally] be a new addition to graduation. Don is concerned that we do all we can to publicize this new tradition. Kathy Becker chimed in from next door that seniors have already received their packet listing this new tradition. Cathleen said we could talk to them about it today at the Reception. There will be a card distributed with the stole, which will describe the tradition that they can give it to someone special to wear, etc. Bob suggested putting a blurb about the stole in Bullet Points. There should be a picture from this year's graduation in the Alumni Office. A big thanks to Kathy for pitching it to the President.

Troy added that he is heading over to the IRC after the meeting where he will be meeting with current and future students.

Motion to approve report made by Cathleen, Bob seconded the motion. Motion passed unanimously.

On a side note, four hundred frisbees were given away today.

The meeting schedule for the Alumni Board's 2005-06 meetings will be:

- Friday, Sept. 16 (in conjunction with Homecoming)
- Saturday, Feb. 4 (in conjunction with Trustee's Meeting)
- Saturday, April 22 (in conjunction with Get Acquainted Day)

Outreach Committee – Barry Kain

Three things this committee is working on:

1 Alumni House event (today): the House's first sponsored event—giving away lemonade for Get Acquainted Day. They had to send Kathy back to the store to replenish the lemonade three times because of the attendance. Beneficial for everyone involved. More Directors will be needed for next time. Laurie suggested we wear nametags and have talking points for next time as well. Everyone had a good time.

2 Young alumni – 5-7 (today) Sixty seniors responded. This event is co-sponsored by the Trustees and the AABOD. (We will organize this again next September at Homecoming, and/or in conjunction with the Feb. Trustee/Alumni Board meeting). TIPS trained servers will handle confirming the ages of students for them to drink alcohol if they desire.

3 Career services – they will have a conference call with Margaret-Ann Radford-Wedemeyer and maybe have her visit the BOD again in September for an update

4 Awards – The Bob Smith award will go to the Washington, D.C. club this year, hitting all six points. The SOAR award will go to Baltimore.

Bill made a motion to accept the report and Laurie seconded the motion. Passed unanimously.

Cathleen asked about nominations for next years Board. Six Director terms end in June 2005 but only one cannot re-join for an additional term.

New Business

Anna Jordan from Student Alumni presented about the organization and its activities of the past year and future. ‘Linking the Past to the Future’ is their motto.

- Members of Student Alumni earn ‘points’ through taking part in SA sponsored activities, and those who accumulate a certain level of points are rewarded and highlighted
- They act as RAs for Reunion and help staff alumni events
- The group is a member of the Association of Student Advancement Programs and is bidding to have the next conference at Gburg—they are the smallest delegate group there but have made a big impression about the work they do on campus
- Volunteer at Get Acquainted Day
- Homecoming – sheet competition
- Linnaean award – the only award voted on by the student body for six students
- Twice a year do events with area clubs
- Make ‘thank you’ calls to alumni who pledge to the College
- Staff/help with other campus events, like senior day, springfest, balls, etc.
- Initiatives: school spirit (few people go to sporting events and they are trying to get students to go to them), education (met with annual giving to show students that they need to give back), trying to bring back traditions like the G-book and beanies/Dinks
- Top ten list of why students love alumni

Alumni Board Nomination Process - Bill Hockenberry

Bill started with saying that Joe suggested listing what each nominee offers by way of giving, geography, clubs they were active in, schools attended, and class year. Some alumni are repeat candidates. In the past, we’ve paid great attention to folks who were previously on the Board of Fellows. Our constitution also allows non-Board members to server on BOD committees. All the candidates are stellar people. We will search for younger alumni to fill vacancies.

Regarding making young alumni feel connected to the College, we know that in terms of recruiting nominations and Directors, that financial priorities for young alumni might make it

difficult to come to campus four times a year. The turnover in the Alumni and Annual Giving offices may have also had an impact on their low giving rates. Dianne said that hopefully the stole of gratitude would help instill a connection to the school for young alumni. Hopefully, they might make a small donation in honor of the stole to someone else. We might suggest that alumni athletes give in honor of a coach. People want to be able to fund a tangible project. We need to communicate with Annual Giving to let them know we want to help.

Jesse made a motion to adjourn 4.59pm and Cathleen seconded the motion.

There being no further business, meeting was adjourned at 5.00 pm.

Singing of the alma mater.

Respectfully submitted,

Cathleen J. Bonner '94