

Gettysburg College Alumni Association Board of Directors
Quarterly Board Meeting
September 19, .2003

1. Present for the September 19, 2003 meeting were the following board members:

A. Present on site were the following individuals

- 1- Laurie Baty '76
- 2- Jeff Blavatt '88
- 3- Don Burden '63
- 4- Jim Chemel '71
- 5- Paul Hopke '87
- 6- Barry Kain '61
- 7- Bill Keers '53
- 8- Joe Lynch '85, Ex Officio
- 9- Bob MacFarland '67
- 10- Tom Moore '91
- 11- Frankie Nieves '82
- 12- Buck Stahle '40
- 13- Phyllis Utterback '58

B. By Phone

- 1- Jesse Diner '69
- 2- Troy Datcher '90
- 3- Helen Hohman '75
- 4- Greg Islan '70
- 5- Dianne Kareha '73

C. Not Present

- 1- Cathleen Bonner '94, event conflict
- 2- Bill Hockenberry '61, hurricane
- 3- Dave Sowers '97, hurricane
- 4- Jack Vandever '62, hurricane
- 5- Claudia Bard Veitch '80, event conflict
- 6- Sue Wolf '57, health

D. Guests

- 1- Lex McMillan, VP for College Relations
- 2- Jim Weaver '64, Chair, Presidential Search Committee
- 3- Pete Holloran '75, President, Cognitive Marketing
- 4- Patti Lawson, Associate VP for Communications & PR

President's Report

Jeff reviewed the agenda and welcomed new members. The minutes for April 12, 2003, were discussed and approved. The minutes of the May 31, 2003, Board meeting were approved with a motion by Phyllis and seconded by Laurie.

Treasury Report

Paul gave a treasury report on behalf of Jesse. The treasury report was approved with a motion by Tom and seconded by Laurie.

Committee Reports

Administration and Award Committee

Laurie reported that her committee will have a conference call on October 10, 2003, to nominate an individual for the Lavern Brenneman Award. It was also discussed by Laurie to have an award/presentation to recognize retiring President Gordon Haaland for all of his efforts on behalf of the College. More about this discussion will be found further down in the minutes.

Campus Committee

Don gave the report on behalf of the committee. The committee wants to expand the recognition of the Alumni Association. They want to talk to Joe regarding new concepts.

The Committee members met by phone during the early afternoon with Dr. Charles Glatfelter, professor of history emeritus at Gettysburg. They discussed old and new traditions in Gettysburg College. A new tradition was established at the College. For the first time a "First-Years Student Walk" was held. The entering Class of '07 and other members of the College community paraded through town all the way to where Abraham Lincoln gave his famous Gettysburg Address on Cemetery Hill. This parade had the full support of the College and the town and recreated and symbolized the march of Gettysburg students on Nov. 19, 1863, when they went en masse to hear Lincoln deliver his Gettysburg Address.

The committee also discussed Legacy students, as well as having formal recognition of Founder's Day on April 7, 2004.

Dr. Glatfelter mentioned that when the north Portico of Pennsylvania Hall was built in 1937, bones and human remains were discovered as a result of the amputations performed in Penn Hall, which was used as a hospital after the Battle of Gettysburg.

Outreach Committee

Barry reported on behalf of the committee. The committee will have a conference call within one month. The College will hold a Volunteer Leaders Forum, for which several hundred key volunteers will be invited back to Gettysburg College to attend a seminar. The purpose is to

motivate, train and thank our countless volunteers. This Forum will be held on April 16-18, 2004. It will be held after Easter weekend but before Get Acquainted Day.

Paul discussed ways of how to improve alumni communication. He will be asking for comments from the various alumni clubs. The focus will be on Alumni Clubs. How to get more involved with the students? One avenue is the Center for Career Development. The Center mailed 2700 letters in June to alumni. The letters asked for assistance with current students and young alumni in career development. About 200 alumni responded and demonstrated interest in assisting and getting involved. Sixty individuals are in a database for the program as of 9/19.

The Center is planning a career day in NYC. They are planning to take 25 students in a 2 ½ day program. They want to concentrate on marketing, advertising and public relations.

Joe presented Barry with the “Silent Leader Award” in recognition of all his efforts on behalf of the Alumni Board.

Nominating Committee

Phyllis mentioned that her committee had a conference call on Aug. 7, 2003. They brought forth the name of Lori Kono Clapp, '73 to fill a vacancy on the Board. Lori's profile was included in the packet and read in its entirety. Dianne posed a motion to elect Ms. Kono Clapp to the Board and Laurie seconded the motion. The vote was unanimous in approval.

Gettysburg 2004 Committee

Jesse gave a report over the phone and stated that the Board's goal of raising \$500,000 toward the Campaign through current and past Board members had been achieved. The Board also maintained 100% participation in supporting the College financially for the fifth straight year. He thanked Cathleen, Phyllis, Joe and Don for their work.

New Business

Laurie discussed ways to recognize President Gordon Haaland. One of the options is to raise additional money to name something in the White House/Alumni House in honor of him.

Lex McMillan spoke to us about what the designer of the White House can do with the current money available, and also talked about possibilities regarding a room to be named for President and Carol Haaland at the White House. He mentioned that the Alumni House could be ready (best case scenario) for Homecoming 2004, which is next Fall.

The Alumni House library or board room may cost up to \$150,000 for naming rights. Pledges can be made by June, 2004, to be paid over five years. Lex suggested that the Alumni Association could raise money for the project.

The Awards Committee wanted to do something to recognize Gordon Haaland. The question was posed by Laurie: Does the Alumni Board want to recognize Dr. Haaland? The unanimous vote was a resounded “yes”. The next question by Laurie was if we wanted to link it to the White

House? Once again a resounding “yes”. There was also discussion about the Board’s potential role in fundraising for the \$1 million project, of which about \$650,000 has been secured.

Lex suggested that we give the general alumni, through efforts by the capital giving staff, an opportunity to donate the money. Also, the Alumni Board could raise funds specifically for the Alumni House. If the Alumni Board does want to make a naming gift, Lex suggested that specific individuals on the Board should be approached first to estimate how much additional money the Board might raise from current and former directors. Once again it was mentioned that the Alumni Board’s goal of \$500,000 was met and exceeded. However, the vast majority of those funds went to the Annual Fund or capital projects (scholarships, endowment, etc.). Only a very small portion of that \$500,000+ went directly toward the Alumni House. Lex also pointed out that it would be possible for the Campaign to meet its \$100 million goal, but the Alumni House could still need funding. The reason for this is that most gifts are specifically designated for a particular project by the donor. As a result, we could have \$100 million in Campaign gifts, but not \$1 million in gifts toward the Alumni House. Gifts need to be specifically donated to the Alumni House project in order to reach the \$1 million cost of the building. We are still about \$350,000 short of that figure.

A question was asked about the science building being financed through gifts and debt (bond issuing). Lex stated that funding the remainder of the White House project through debt is not feasible at this time, partly due to the relatively small figure (\$350,000) we’re seeking. Also, the College doesn’t want to encourage the Board to fund the Alumni House at the expense of the Annual Fund.

Laurie suggested to finance the Alumni House with tax credits as a building on the historical registry. However, the building is not on the Historic Registry, which actually has some benefits when it comes to renovating the building.

Presidential Search Update

Mr. James Weaver ‘64 is the Chair of the Presidential Search Committee and spoke to the Board regarding the entire process the committee is undergoing to find, chose, nominate and elect the new President of Gettysburg College (Dr. Haaland announced in April, 2003, his intention to resign as president of Gettysburg College at the end of the ’03-’04 academic year). The Committee is composed of 13 members; 12 of the 13 members are alumni of Gettysburg College. There are 3 current faculty members on the committee. Also there is one current student, Mark Soresso ‘05, a junior, a member of the baseball team and President of the Student Senate. Jamie Fleet ‘02 is a recent graduate and represents the community and the Borough of Gettysburg. There are 8 current trustees in the committee. The committee wants to submit one candidate to the Board of Trustees, which could elect and name the new president by December, 2003.

Peter Holloran ’75 and Patti Lawson gave a presentation on the marketing plans for Gettysburg College (at the behest of our President, Jeff Blavatt, not many notes of this presentation are included here, as he suggested that I listen as opposed to taking copious notes). The College is trying to better market itself to prospective students, current students, alumni and the general public. Peter talked and gave a presentation on developing a Gettysburg College brand. He spoke about the various College traditions of the past and present. For example in the past there was a tradition

of saying “hello” to anyone who we crossed paths with while walking on campus. Another tradition is Esther, who works at the cafeteria. She apparently knows every student by name and is emblematic of the caring, friendly atmosphere that pervades the entire Gettysburg College community. Peter urged everyone to contact him to give him any input or ideas on the “Brand”

The meeting was adjourned at 5:08 p.m. after the singing of the alma mater.