

**Gettysburg College Alumni Association
Board of Directors
Minutes from Meeting April 22, 2006**

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

Present: Jesse Diner '69, President;; Don Burden '63, Vice President of Campus Programs; Paul Hopke '87, Vice President/Treasurer; Helen Hohman '75, Vice President for Administration; Barry Kain '61, Vice President for Outreach; Greg Islan '70, Secretary; Laurie Baty '76; Sarah Hitch Burdi '87; Jim Chemel '71; Dianne Murray Kareha '73; William Keers '53; Bob MacFarland '67; Liz Macin '04; Tom Moore '91; Frank Nieves-Fernandez '82; John "Buck" Stahle '40; Phyllis Hicks Utterback '58; Susan Gible Wolf '57; Jean LeGros '73, Staff; Joe Lynch '85, Ex-Officio; and Jess Segar '04, Staff.

Absent: Lori Kono Clapp '73; Troy Datcher '90; Bill Hockenberry '61; Abigail Rodgers '98; David Sowers '97; Jack Vandever '62.

Guests: Jen Nesbit '93, Director of Annual Giving, Dan DeNicola, Provost.

Board Nominees – Nominations Committee Representative Susan Gible Wolf provided a sheet with six candidates for the Alumni Association Board of Directors (AABoD). Sue and Jean both noted that all the candidates were carefully vetted, to serve on the Alumni Board. Class, residence and willingness to serve were among the key requirements as well as being active alumni. The six people proposed were unanimously approved by the board. They will be asked to come to the board meeting in June. They will be elected officially at Reunion in June as will all candidates listed below.

Don Burden was nominated to serve as President next year. His nomination was seconded and unanimously approved.

Jesse led a discussion on the term of the President. He feels that the President's term, to be effective because of its dual role as President and as a Trustee of the College, needs to be for two years or even three years. The issue is to have someone with some Alumni Board experience, but not someone whose term is about to expire. The Trustees would like to have someone who will serve for a minimum of two years so that they have time to adjust and be productive with the Trustees. The Administrative Committee as well as Jean and Joe will review this and give us more information at our next meeting.

The Treasurer and Secretary, Paul Hopke and Greg Islan respectively, were nominated, seconded and approved unanimously.

A short break was taken so that each committee could meet to nominate a chair for the three committees. Nominated by their committees were: Jim Chemel for Campus Programs, Tom Moore for Outreach and Helen Hohman for Awards. The three were nominated, seconded and approved unanimously.

Jean LeGros noted that anyone who wants to change committees should let her know before the next meeting.

Saturday, May 20: Distinguished Alumni Awards will be given to Scott Kintzing '74; Joyce Wessel Raezer '75; Stephen D. Steinour '80 and Sandra Ulsh '75.

Saturday, June 3: Meritorious Service Awards will be given to: David Radin '65 and Ken Lundeen '66; Young Alumni Achievement Award (Career Development) to Horace Taylor Casswell '91 and Jennifer Nelson Vogel '91; and Young Alumni Achievement Award (Service) to Geoffrey Jackson '91 and Thomas Moore '91.

Secretary's Report: The minutes from the February meeting were approved.

Treasurer's Report: We get about \$6,000 per year from MBNA for affinity cards. This money will now be going to the Association rather than toward the Alumni House. The discussion on the card was about the fee paid to the Alumni Association – some amount for each new participant and half-a-percent of sales charged to the cards. With a renewal coming in the next year or so, we will have to see if they want to renew the agreement with us. This year, the AA will give out approximately six scholarships to incoming alumni children for a total of \$5,500, based on a need.

Paul said that 63% of the AABoD is at Cupola Society giving level and 92% of AABoD has contributed to the College through Annual Giving, Orange and Blue or elsewhere.

Administration Report: Helen Hohman reviewed the constitution, by-laws and strategic plan of the College. They will have a consultant work with the committee to prepare the strategic plan.

Campus Programs: Don Burden discussed the events held during the day including giving out Frisbees and coffee and hot chocolate on the front porch for Get Acquainted Day and the senior reception to be held in the Alumni House at 5:00 pm after the meeting.

The 175th Anniversary will begin on Oct. 14, 2006 and go for the entire school year. Don mentioned that three books will be coming out in the next year – “Yonder Stately Edifice” will be reprinted in the Spring of 2007 (a history of Pennsylvania Hall); a coffee table book on the College by Michael Birkner and a third book.

Outreach Report: Barry Kain said the focus is on the Young Alumni. Tom Moore discussed their meeting this morning. Having two Young Alumni as nominees for the AB is significant. Beginning in July 2006, the Outreach Committee will have focus groups in which 5-8 young alumni sit down with representatives from the Board and College to discuss the types of benefits and services they are looking for as young alumni, and why they are or are not engaged with the College as alumni. The goal is to do this in four cities. The Committee will try to survey those active while on campus, those active now as alumni and those who have not been involved much while in college or after college. Joe and the College will target those to be interviewed. The findings will be presented to the local alumni clubs and used by AA.

A new Alumni Directory is currently being prepared. A discussion was held on changes that we might want: Tom - Add information on the AA. Lori – We need to have something to further breakout professions. Don – Promote the Alumni House (maybe the cover). “Dumb down” the

history to bullet points. Incorporate the “Do Great Works” into the book. The AA does make money from the book. This allows us to update all the Alumni information as well as produce revenue. (Over 3,000 alumni bought directories five years ago according to Joe.)

The Gettysburg Fund: Jen Nesbit ‘96 came to talk about The Gettysburg Fund (TGF).

The College’s Budget: Three quarters of the GC budget comes from tuition and fees (79%). About 21% comes from gifts, interest income, summer conferences, etc. The College spends the most money in financial aid and in instruction. (Jen is going to get information on what is called the “discount rate.”) What the Gettysburg Fund provides to the College is flexibility because it is unrestricted and can be used as needed by the College.

Gift Types: Gifts to long term needs (capital giving) is great, but does not help the immediate needs. The Gettysburg Fund is for instruction, financial aid, student services, institutional support and operations among other things. TGF is a component of the College’s budget. It helps measure how we are doing. The broad base of support is essential to the long-term strength of the College. Participation is the lone factor used to determine Alumni satisfaction in U.S. News and World Report rankings.

Performance Measures: In a six year period, TGF has done well. Nineteen or 20% of the capital campaign was gifts to TGF. About 7,000 alumni donate out of approximately 20,000 alumni (about 35%). Parents’ participation is about 38%, higher than the alumni percentage giving. We need to focus on the benefits of giving to the younger alumni so that they will increase their participation which goes down significantly the longer they are out.

Challenges and Enhancement Initiatives: The College is focusing on reunion giving. The Cupola Society, headed by Bob and Gail MacFarland, provide about two-thirds of the total of all annual gifts. It is also focusing on Class Agents/Young Alumni, parents, donor recognition, student outreach and senior gift efforts and matching gifts (annually about \$200,000) and credit card gifts.

The final message Jen had was that alumni, to help the College the most, should give to TGF which helps enhance the overall current running of the College. There is a tradition of support for the College.

Super Dooper Snack Break!

Programs of Distinction: Dan DeNicola, Provost, attended the meeting to talk about the College today and his new jobs after 10 years as Provost. The College is now recruiting its first class at the Sunderman Conservatory. It will be a class of 8 to a maximum of 12 students. The College is still introducing new majors, including a Globalization study which will require a study abroad, foreign language proficiency and many other studies. African Majors will now be called Africana. GC is adding Arabic as the ninth language offered. There has been a major revision of the curriculum which includes more focus on goal orientation.

Dan is taking on responsibility for two new programs to GC that the College wants to develop into broader programs –

The Leonard Bernstein Center - It has been at the Grammy Center in California. Eighteen institutions, including Harvard, tried to get the Center. GC was chosen for many reasons. The primary program is to train primary and secondary school teachers together on how to use the arts to teach in all other areas. This training is now being used in 42 school districts in the country and is very highly rated for its impact on the schools. GC will be the home base for this teaching initiative. This gives opportunities for our faculty and staff as well as eventually impacting our teaching at the College. We may eventually develop a MAT (Master of Arts in Teaching) degree which would be unique in the world. It has a very glitzy advisory board of world recognized people.

The Eisenhower Institute – Based in Washington, it has been affiliated with GC since 1991. The Institute gives scholarships and an annual leadership award. It is a public policy institute (eisenhowerinstitute.org) that is poorly funded. GC has many programs that tie into what the Institute focuses on as well as the potential for many new areas. The Eisenhower Center for Leadership in Public Policy will be run from Eisenhower's 1912 residence on North Washington Street right across from the College. (The house was just purchased by the College. It is currently under renovation.) Rather than lock into one area of focus on public policy, the Institute may have a three-year focus which will then change to a new area of study. This Institute is a diamond in the rough and the Eisenhower legacy is so rich and getting stronger, that Dan and many others think there is so much upside, just as there is with the Bernstein name and all it brings.

Report from Joe Lynch: In 2001 we got about \$15,000 which went toward the Alumni House from the Alumni Directory. We are spending about \$5,000 each year for the Stole of Gratitude. Joe asked if, as a board, we want to continue the credit card affiliation. Do we want to do such other things as working with insurance programs? Discussion was held on printing the directory more often; travel programs, etc. There will be more programs offered by GRAB (G-burg Recreational Adventure Board).

Report from Jean LeGros: Paul talked about the Board scholarships. Various alumni clubs have scholarships as well when money is raised and then given that year. The IRS has told the College that the people making the donations can no longer make the selections of the recipients, but they can participate in establishing award criteria. The alumni staff will inform alumni club leadership about this change.

The 175th Anniversary of Gettysburg College will kickoff at Homecoming, October 13 – 14, and run through the academic year, concluding with Reunions in 2007. The actual anniversary date is April 7, 2007. Any ideas or suggestions about the kickoff or the conclusion should be given to Jean. Ways to make either event special and unique. The actual anniversary is in April 2007, but falls on Easter or Palm Sunday. Possible dates for the Fall meeting were September 16 or October 7.

President's Report: Jesse would like leaving board members to do a self assessment and review what they have done. He thought it important to hear from retiring board members:

Frankie: It's been a learning experience. The best part has been the friendships and perspectives. He has also enjoyed traveling to Gettysburg. His one regret is that his kids, at 9 and 6, don't know how much the College has impacted him.

Sue: The friendships of all ages have been important. She said: "The longer I've been out, the more I value the education. I encourage you to continue to tell the younger board members what a wonderful place this is."

Jesse: On a personal note, it has been an honor and he is proud, especially when at Trustee meetings to represent the Alumni. It's been a tremendous opportunity for me. We have a constituency of 20,000 and financially, we are reaching only 1/3. We had a chance to broaden the friendships from those around our era to many others. He urges everyone to continue with the committee work between the meetings. The committees have done some outstanding work and there is much more to do. Bringing in a more diverse board is important and he is happy that we are now working on making the board younger. The AB has an enormous responsibility representing the alumni of the college. The financial component is a key role, despite what we think, in the future of the College. We need to bring in alums and others.

Others leaving the board are: Laurie Baty, Bill Hockenberry and Jack Vandever.

New Business: Don proposed that the Alumni Board send to Lex McMillen a commendation from the Board on his becoming president of Albright College. It was unanimously approved. Joe and Jean are to prepare and send something.

The meeting was concluded with Buck Stahle reading the Gettysburg Address and Dianne Kareha leading in the singing of the alma mater.

The meeting ended at 4:55 so that members could attend the Class of 2006 Reception at 5:00 in the Alumni House.

Respectfully submitted,
Greg Islan '70