

Minutes

Alumni Association
Board of Directors



March 28, 2009

Zorn Dining Commons Upstairs

“Promoting the welfare of alumni and Keene State College”

Board Members Present

Molly Dunne	Andrea Drake	Sue Fortier	David Gagne
Dana Hilliard	Linda Lacey	Christine Leland	Jim Murphy
Brian Parda	Dan Saucier	Craig Sheil	Roland Stoodley
Ed Wojenski			

Board Members Absent

Tori Berube	Ian Lord	John Moody
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Staff Present

Patty Farmer	President Helen Giles-Gee	Maryann Lindberg
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I. Call to Order/Roll Call

President Gagne

II. Approval of Minutes from January 24, 2009

Motion made by Jim Murphy, seconded by Roland Stoodley, and passed unanimously.

III. President’s Report

President Giles-Gee

President Giles-Gee informed the Board that as is the case with many programs on campus, she has requested that the Alumni and Parent Relations Department conduct a review of activities and assess the impact of events and programming. She requested that the department put a “hold” on events-with the exception of Reunion and Golden Circle events so that a review can take place and development of new initiatives may take shape.

Dr. Giles-Gee notified the Board that a Task Force of campus members has been reviewing the potential use of the Recreation Center by Alumni. She expects a report by early June.

Dr. Giles-Gee then gave a report regarding the status of the USNH budget process mentioning cost containment efforts by the college, goals, initial admissions numbers, etc. Student enrollment is very strong-higher than last year and deposits are going well. She discussed that several Massachusetts colleges are now offering instate tuition for students from So. New Hampshire and that competition is steep. KSC has a high retention rate however 81% and that helps us tremendously.

KSC is working hard to move forward on projects that might suit Government Stimulus Package-Specific projects. We are working with Rep. Hodes’ office to support our Biodiesel project and Precision Manufacturing workforce project. It will be important for the KSC community to activate an Advocacy effort in the coming months to help us receive federal grant dollars for such initiatives. Students are engaged at many levels in each-in research and design, etc. Very positive step forward for this 10 year old program and partnership with Dartmouth College. She mentioned that she has done a great deal of work sharing the advancements and achievements of KSC to various interest groups

including the Business and Industry Association. A media kit of information was recently sent. Board members requested that they too receive such a document to help inform them.

Dr. Giles-Gee shared that housing on campus continues to be a topic of interest and that demand for on campus housing has increased.

A handout was provided regarding KSC's strategic initiatives process. This is a very effective way for campus departments/areas to submit proposals for important projects that meet our strategic plan but may be outside of the traditional budgeting process.

Dr. Giles-Gee encouraged the Board to consider soon to be proposed changes within the Alumni and Parent Relations office such as a greater focus on supporting Alumni in Career endeavors, increasing students affinity towards Alumni, etc. citing that we would like KSC to gain greater prominence with Alumni in their current lives.

Dr. Giles-Gee informed the Board that with funds from the State at risk due to the economic climate that KSC must increase efforts increase funds for KSC-focusing on expanded fundraising. For successful fundraising to occur we must increase engagement, value added programming and while Alumni by and large feel very positive about the college, they lack a current meaningful connection or need.

Centennial: KSC hosted a Chamber Business After Hours with 200 attendees. The Alumni office helped to highlight Alumni who are Chamber members and more than 40 Alums where present. On April 15th KSC would hold a historic relay of a proclamation from Governor Lynch that will be hand carried from Concord to commemorate the founding of Keene Normal School. Alumni will be recruited to line Appian way by decade and it will be a tremendous celebration of the whole KSC Community.

Along with Centennial-Dr. Giles-Gee has commissioned Vol. 2 of "Striving" which will help tell the story of KSC since early 80's and help continue to build our pride and legacy.

Nursing Program- looking to join UNH program Provost

IV. Executive Committee

David Gagne

Board Nominations

Sue Fortier, 1st V.P.

The Board Exec. Committee has conducted a thorough process of requesting nominations of potential alumni for the Board, assessing each nominee's skills, class year, gender, major, etc. and feels it has a solid group of nominees with good representation and reputations. Each has been contacted and submitted their bio for the voting process. Alumni will be notified that the voting is conducted on line-or on paper for Golden Circle members. Voting will continue until the end of May with successful candidates being notified prior to Reunion.

- Sue reminded everyone that a question that continues to plague us is that of who will run for trustee USNH next spring. John and his predecessors have done a wonderful job of representing the interests of KSC at the USNH level. The role-while volunteer is practically a full time job in and of itself. We will need to work hard with the Administration to seek out qualified nominees in the near future.

- Slate of Officers-you will be receiving an email requesting suggestions regarding a slate of officers for the coming year-please respond and make your interests known. We will vote via email for the final slate so that it can be offered at the Alumni Annual meeting/luncheon during reunion.

V. Committee Reports

Grants- Craig reported on behalf of the grants committee. There were 15 total proposals, as in past years they were somewhat of a disappointment. The response of qualified proposals was poor despite efforts to clarify and educate regarding the criteria. Patty held a session for those interested to understand the criteria better. Some concern was raised regarding the amount of time spent promoting the program, receiving-then qualifying the proposals-often many do not come in with complete documentation, staff time preparing packets and vetting materials for the committee, the committee's time to review each proposal, the committee meeting to rank/rate/approve the grants with very little return for the campus community. Of \$12,000 budgeted for the program; only \$7,000 was awarded due to merit of the proposals.

A lengthy discussion ensued with many points being raised with participation from many members. Questions raised/discussed:

- Board wants to have an impact on campus
- question all of our committees- do we need to change the way we are funding
- does it fall in line with our strategic goals
- Committee tried to keep in mind the Strategic Plan and how changes made from 08 to 09 in the grants program showed any improvement (consensus-no)
- As the Board/Staff look to the future may be time to think about a completely different allocation- building programs may have more impact on campus
- Catalyst leverage funding-perhaps the grants program is unnecessary if the President's strategic initiative process is effectively taking care of underfunded areas
- The trend over the past few years is that not all the grants funds have been used-concern for inefficient use of effort/ impact not as broad
- Are we continuing a process for process sake or can we change direction impact (consensus-need to actually make an impact)
- Previous years assessments have shown concerns for this programs-ie. cost benefit analysis- time, staff, resources

The committee was commended for their efforts in a challenging time and for their deliberation regarding the program and the campus needs, need for Alumni to have an impact.

Career Programs: David reported that in April we will once again participate in Let's Get Professional. It will be an entirely Alumni presented program. Both the Alumni office and Career services are looking to team up more to support current students in career planning. Alan, David, Tori, Jack Griffin and others will be participating. Dan Saucier commented that more than ever seniors need advice, direction and contacts. Any support Alums can give to students-at all levels first year through seniors would be appreciated. A lengthy discussion ensued with many points being raised with participation from many members. Questions raised/discussed:

- The need for current students to job shadow and more fully understand the career field they are going into
- "How do we connect students with alums each of the years"
- When/how is the best way to reach students-are they even thinking of life after college-when? April may be too late, fall? Fall of Jr. year?
- Experiences were shared of the lack of preparation of students coming out of college
- Need to educate students on selling themselves, storytelling their strengths
- Need to come up with a list of Alums willing to help students
- Increase Alumni offering job shadowing, resume critique
- Create a network of Alums in different regions, who to contact for jobs or relocation

- Help with Grad school choices, deadlines for those in early spring
- Concerns regarding internships, could we build an alumni database for internships for winter and summer breaks, encourage substitute teaching over breaks
- “What do we want to happen in Alumni Relations to help make these programs come forward”
- “What can we/do we need to let go of to have this kind of impact”

VI. Report of the Director of Alumni and Parent Relations

Patty Farmer

Budget-Patty is working on a new budget for 09-10. Looking to

Cut back on some areas that have high cost/low impact. We will be devising the budget differently such as the KSC Today printing/ mailing costs will come out of College and Media Relations. KSC Today- cut cost- zero print- mail @ home. Suggestion was raised with the perennial question of moving some KSC Today subscribers to online vs. paper. This is a cultural/generational shift but many prefer the paper copy as it is a “coffee table” publication, good PR for the college, etc.

Reunion-

Super program of events/activities-nearly 21 events, BBQ, dance with a live Band, ice cream social, fireworks, much more. Have communicated the reunion a bit differently, more broadly this year. Will need 100% participation by the Board. Promises to put everyone to work, will need ambassadors/hosts for events. Have made housing/meals on campus available at no cost in lieu of all the support and effort. Spouses/significant others must pay for overnight/meals.

Proposed New Initiatives/New Staff Model:

Patty informed the Board that with the new Alumni Center and Advancement Division that a new model of staffing and programs was being developed to better align the operations of the Alumni programs with the Alumni Association strategic plan. Patty gave a hand out that explained that beginning in July the new structure for the Alumni and Parent Relations Department would include herself in the Director role; two Assistant Directors for Alumni and Parent Relations. One would concentrate efforts on creating career programs for Alumni and reunion classes 25 yrs. through Golden Circle as well as help increase on campus involvement by Alums Academically and the second Assistant Director would develop Student programs aimed at increasing their potential as Alumni and engagement of recent Alumni and support our online initiatives such as social media, etc.. An Administrative Assistant would also be included in the Department. Kay Maclean would be promoted to the first Assistant Director position and that in late May/early June a Search would be conducted to hire someone for the second Assistant Director position. Pauline Dionne would come to the Department as the fulltime admin. (she had previously been part time for the department). This would mean a much more complex, comprehensive Alumni program, one that perhaps conducts less social events but provides more service and expands alumni engagement. Patty explained that much of what is being developed has been things that the Boards/staff in the past have articulated but that the resources and structure and programs were not necessarily in sync with the needs. A discussion followed with overwhelming support from the members present for the new initiatives/direction and support by the college to make the changes possible.

VII. Old Business/New Business

President Gagne/Patty Farmer

President Gagne thanked Dan Saucier for his participation on the Board this year. Dan made remarks regarding his involvement and the importance of the impact Alums can make in student’s lives.

VIII. Adjournment – 12 noon