

Keene State College

Alumni Association Board of Directors Meeting

Minutes March 27, 2010

Members Present: Andrea Drake '05, Sue Fortier '86, Dr. Helen Giles-Gee, Alan Hodsdon '68, Linda Lacey '73, Jim Murphy '74, Brian Parda '01, Jim Rice '96, Roland Stoodley '56, Rudy Werninger '54, David Westover '72, Matt Ulvila '02, Christine Williams '01

Staff: Patty Farmer '92, Ken Goebel

Excused Absence: Tori Berube '86, Ian Brisson '10, Molly Dunne '01, David Gagne '73, Dana Hilliard '95, John Moody '71

Welcome

Sue Fortier, President

Approval of Minutes from January 23, 2010

Motion to accept Minutes and Consent Agenda Items made by Jim Murphy

Second by Brian Parda, Unanimously approved

KSC President's Report

Helen Giles-Gee

President Gile-Gee began her remarks with praise and comments regarding the new Alumni Center.

She distributed advertisement Sunday Union Leader- showcasing Award winning buildings- the most recent award was another accolade for Pondsides III.

The President commented that her schedule has included visits with Alumni in California, Florida and Connecticut and that each locale there was positive responses from the alums- pleased with the direction of the college.

She praised the efforts of the Alumni with regard to efforts to boost involvement in career supports for students. She Stressed that more opportunities for Alumni to support unemployed Alums is important as well. She commented that the program aspects of the new Alumni Center Campaign is important as well as the building fund and thanked the Board for their leadership and support of the Campaign. She said she would be continuing discussions to find ways for the USNH Board of Trustees to support the campaign as well, noting that several have already given.

The President shared economic indicator documents that have been shared at the USNH Board of Trustee level. There will be a BOT meeting at KSC in April where she hoped there would be an opportunity for them to tour the new Alumni Center.

She also handed out a copy of the Time to Soar Report that was initially disseminated through the winter KSC Today.

President Giles-Gee updated the Board on the Biodiesel Consortium and Ralston St facility project. Funding is still being sought for that project as well. Has gained good notoriety and support from Washington. She also said that the RCAM project continues to develop and grow as well. These will be very important initiatives going forward for KSC and our partners.

Overall the College is doing well. We are continuing to wade through difficult fiscal times. The State is experiencing incredible effects of the economic situation and that that will be effecting the support to USNH and to KSC. More on this to come as the spring budget seasons progress. Difficult year ahead financially- hoping to keep the allocation steady for the 3 years. Not expecting any growth in financial support next year. Expenses will however increase continuously discussing the need for new sources of revenue.

KSC Alumni Board of Directors

Minutes March 27, 2010

At KSC the economic struggles continue for families of students. There continues to be a greater need for financial aid and KSC has itself supported a 20% increase to aid students.

A great deal of data continues to come out of our Institutional Research program. 37% of students are first of their families to go to college. We are a very special institution that continues to have a niche.

She commented on the Quality and Access Initiative.

We are coming up on the 5th year of the Strategic Planning Initiative and work will begin on reviewing and updating that document and plans. Assessing accomplishments- looking at data. One piece is the Admitted Student Surveys from 2002+2008

In 2002- #1 Reason for wanting to attend KSC- location; academic reputation was ranked 9th by admitted students

In 2008- #1 Reason- was the availability of the academic major #2 Reason was quality of the facilities

#3- Academic reputation

There has been a great deal of hard work developing majors- Poly Sci., Architecture, Environmental Studies, Athletic Training, Film, etc.

She wanted everyone to note that the USNH Keene Trustee election will be coming up. She appreciates everyone's work to identify prospects and talk with Sue about the process will be developing for the nomination process. We have been very fortunate to have such a wonderful Trustee in John Moody.

Board comments:

Sue shared appreciation for the efforts towards innovation at KSC and that everyone continues to strive to keep academics and campus life current and relevant.

Roland thanked her for her support of our Alumni programs and Alumni and that that is well known throughout the community.

President Giles-Gee expressed her appreciation for the support she herself has felt from members of the Golden Circle and from so many alumni.

Linda remarked about the strength of the academic focus- most important focus on value and the improvements- value of education has leaped forward. So important that the Alumni programs continue to support the student focus.

Ken commented that there are some great statistics coming out of Admissions for last year as well. The statistic for entering freshman indicated that 71% rated KSC a first choice vs. safe school.

There is a new online application and we have seen a 37% increase in admissions. The common application doesn't however give us a crystal ball when it comes to the number of students who are admitted who actually move to deposit. The deadline for deposits is May 1. Have tried to keep enrollment even and worked an enrollment management plan that takes into consideration benchmarks with regard to human resources, buildings & facilities uses and fiscal needs.

David W. shared that he continues to have concerns as to whether or not Seniors have the tools that they need to have in order to land a job after graduation and that preparation for life after college is crucial to their success. That it is so important that Alumni are stepping forward to provide real world information and advise. Anything we can do to support Academic and Career Advising/Career Services is important.

President Gies-Gee agreed that Advising is key and that having the support from Alumni will continue to be a much needed resource.

Alumni Center Campaign/Development Report

Ken Goebel

Hand Out packets- List of Donors

Thank everyone for your commitment work that the volunteers efforts have created in gifts. He offered to answer any questions about the campaign. Ken handed out a list of current donors to the campaign.

He discussed ways to increase participation. Sought ideas and comments about going forward with the campaign. Hoping to wrap up the building related goal by the June 4th dedication.

The Steering Committee role at this point needs to shift from letter signing to going to visit to ask for gifts. Ken and his staff are available to attend those visits and ask for gifts.

There will need to be continued coordination of who is calling on whom, etc. but at this point every alum has been asked in one shape or another at least once.

Some discussion unfolded about corporate support/participation.

Ken described the donor wall that will be part of the first floor gallery outside of Centennial Hall. All gifts over \$100 will be acknowledged there.

Alumni/Parent Relations Director Report

Patty Farmer

Patty provided an update of the Alumni & Parent Relations Department. Work is continuing to be done to settle into the building. There are a lot more construction type projects going on and will go on over the next few weeks. There will be an open house for the campus on April 30th all board members are welcome to attend and be hosts for this special activity.

Continuing to work with the academic departments on a number of projects as we head to the end of the semester. Really seeing a major change across campus and are excited to be working with so many different groups.

Patty praised the staff and committees for forging ahead on so many strategic initiatives. It is so gratifying to see the impact so many alumni are having and the excitement is really building.

Patty has a draft of the usage policies for Centennial Hall and hopes to have a plan in place for the scheduling/staffing of that soon. She is working on the budgets and other administrative activities.

Sue thanked the staff (in absentia) for their work getting through the move and for continuing to stay on course with all of the programs and activities during the transition.

Committee Reports:

Students as Future Alumni

Andrea Drake, Chair

Andrea presented information regarding the February 28th Etiquette Dinner put on by the Student Leadership Council. We had 10 alumni participate in that event and it was very successful. Matt Ulvila from the Board participated in that event.

Sara has been asked to be on the Greek Life Coordinator search committee which is a great connection for us.

KSC Alumni Board of Directors

Minutes March 27, 2010

We will also be having a booth at the Senior Commencement Fair April 7 & 8th. Seniors will get KSC Today magazines and will be asked to sign postcards for the 50th and 25th reunion classes. The Development Office will also be gathering student's contact information.

Plans are underway for a special dessert reception for the graduating Seniors May 7th at 7:30 pm here in Centennial Hall-again all Board members are welcome to attend. This will be a new tradition for us. Sara is working to have KSC Alumni bumper stickers made to hand out.

We are awaiting word from the planners of the freshman orientation regarding our proposal for an event during orientation-sort of a legacy scavenger hunt across campus. More to come on this but if approved it will be a lot of fun. We hope it will engage alumni, highlight the history of KSC etc. Tori Berube was helpful to Sara in putting this together-her help as a former O Staffer was a big help! Thanks Tori!

Career Support Services

Alan Hodsdon, Chair

Everyone probably saw the minutes that were emailed out after the last meeting. Things are going along very well and our partnership with the Academic & Career Advising folks is really great. Our next major event will take place from April 12-23rd. We are recruiting Alums for mock interviews and resume reviews with students. We also recognize that there may need to be other times volunteers are available-trying to be a bit more flexible, they don't even have to meet here in Keene. Once the students return home perhaps some can be done in Boston, or other areas where the students live. For example, Brian Parda has offered to go over Graphic Design student's portfolios to give them advice on how to set them up to show at interviews. Anyone interested in helping out April 12-23rd for an hour or two please let me know. We had a very successful session last time and it is a wonderful way to sit down with students and get to know them a little, learn more about where this generation is at.

David Westover commented about the previous initiative sharing that it has been a pleasure to see the relationship between career services and the alumni develop. Kelly Graham has been a great addition. The Job fair was a big success and the students got a lot out of the sessions beforehand. Future goals include the use of a volunteer database of alums who have different careers/majors and interests as well as time availability.

Alan continued that it has been fun to work with Kay. She has helped maintain the focus and that it is so helpful to have the additional encouragement and resources devoted to this effort.

Dr. Giles-Gee expressed her happiness that the program has progressed so well and thanked the Alums for all of their persistence and support of the students.

Communications Committee

Brian Parda, Chair

The Communications committee has been active on a variety of fronts. Sara has been gathering information and discussing the development of an Alumni Benefits brochure to share with this year's grads and others. The committee provided feedback on the text of the brochure.

Brian noted that while he is an alum and on the committee that he separately contracts as a freelance graphic designer for the Marketing and Communications Committee and that sometimes work intersects with the work he does as a volunteer board member.

Sara has been working with the APR staff and the M&C staff on updates to all of the Alumni website pages. They all have a fresh new look which is great timing with the new center and draw a lot more attention.

Reunion Committee

Roland Stoodley, Chair

The Reunion Committee has met several times and has the frame work and communications/promotion of Reunion all planned out. Postcards have been mailed to all 24,000+ alums, the website for the registration is almost up and the Golden Circle Society mailing will happen next week.

Roland asked for Board members to volunteer specifically for different events over the weekend. We are hoping to make this easier once again this year by providing complementary rooms and meals for the Board members.

Roland expressed appreciation to the President for the Brunch that she sponsors on the Sunday of Reunion stating that it is always a favorite. He also thanked David Westover for supplying the ice cream for the Friday afternoon social.

Registration forms were passed out to everyone in hopes that Board members would let staff know what they planned to attend or what they would like for accommodations.

Friday night-(7:30 pm) will be the big draw this year as it will be the dedication of the New Alumni Center. Roland thanked Linda for participating on the Dedication planning committee. That will be a big night for all of us.

Bylaws Task Force

Alan Hodsdon, Chair

The Bylaws Committee has met a few times and will meet a few times more. Everyone on the Committee has raised questions or concerns that the Bylaws no longer reflect the way Alumni Relations or the Alumni Association operates or needs to operate. The size and scope of our alumni population has grown tremendously and it is important that the organizational documents are more up to date. More to come but that recommendations are not expected for 6 or more months.

Homecoming Task Force

Patty Farmer

Since the groups last met, we have met with some students and members of the Student Affairs Division staff including folks from Athletics and the Student Center. There is a great desire to have a homecoming of some fashion at KSC and that it may take us a few years of stages of implementation to get there.

The initial group meetings and discussions there is a lot of synergy in the purpose and hoped for outcomes of the opinions shared.

Everyone agreed that it is a desire to have a special weekend or weekends (call it what you will) where Alumni are welcomed back—encouraged to come back and rekindle friendships, get to see campus, congregate, meet students faculty, staff etc. at a time when school is in session (Reunion is held in June outside of the college academic calendar).

Involving students at the core of the activities programming is important --over time this will become more of a student tradition and therefore something Alums will feel connected to because of their memories and feelings of connection/affinity.

Concentrate on bringing back groups of Alums who want to gather together at KSC-affinity groups --(people invite people-people would come back if they know who will be here/who to look forward to seeing/ use social media as much as possible to excite and inform).

Integrating the events into something that already exists-piggy back and expand on an already existing campus 'happenings'-some athletics/some arts/some social/some community service(?)/some academic or career aspects.

Do an alternative weekend than Parent & Family weekend or Keene Pumpkinfest Keep it focused on KSC

The appeal of the weekend should be the sum of its parts-several activities/events/venues multiple things going on to choose from- not just one thing-all connecting together in some way.

Needs to be multifaceted –something for everyone (families, singles, couples,) –recognizing that there are different audiences.

For everyone but probably more likely to attract recent grads back 30 yr reunion years. (sort of an alternative reunion from the more traditional June reunion) needs to be more informal but organized.

Needs to help lift up and excite school spirit and pride-celebrating as an active vibrant community.

Patty will be getting back to the Alumni on the committee soon and hopes to formulate something more definitive from the correspondence in the way of a proposal back to the Board soon.

Nominations

Sue Fortier, Chair

The Nominating Committee successfully recruited 8 Alumni to run for the Board of Directors for a 3 year term. A hand out sample of the paper ballot that will be used by the Golden Circle Alumni was distributed. The Candidates are:

Sara Goddard '08

Linda (Bilzi) Lacey '73

Martha LaFleur '67

Linda Aspinwall Markarian '83

Mark Metivier '06

Janis Temple Metoxen '68

John Mitchell '88

Brian Parda '01

The general election will be held both via online voting and using paper ballots (Golden Circle Society) between April 1st and May 14. The election of officers next year will take place via email by the Board between May 24th and May 28. Please direct your nominations for the executive committee to Patty.

Awards Committee

Sue Fortier

The Awards Committee will be meeting immediately following this meeting. Results of the meeting will be emailed out to the Board.

Other business

Sue Fortier

Sue thanked the Committees for their hard work over the course of the time between meetings. A lot of progress has been happening with different initiatives. Sue requested that each Committee Chair draft a short report of the accomplishments of the committee over the year so that we can do a written report to the Alumni for Reunion weekend. Please get the reports to Patty early in May.

Adjourned at 1:30 Motion made to adjourn by David Westover. Second by Alan Hodsdon