

Keene State College

Alumni Association Board of Directors Meeting

Minutes October 2, 2010

Members Present: Tori Berube '86, Sue Fortier '86, Dr. Helen Giles-Gee, Sara Goddard '08, Alan Hodsdon '68, Linda Lacey '73, Martha LaFleur '67 John Mitchell '88, Brian Parda '01, Rudy Werninger '54, Matt Ulvila '02, David Westover '72

Staff: Patty Farmer '92

Excused Absence: Donnie Clemmensen '11, Molly Dunne '01, Dana Hilliard '95, Mark Metevier '06, Jan Metoxen '68, John Moody '71

Welcome

Sue Fortier, President

Approval of Minutes from May 1, 2010

Motion to accept Minutes and Consent Agenda Items made by Alan Hodsdon

Second by, Linda Lacey, Unanimously approved

Board Activity

Sue Fortier, All

Sue asked each Board member to introduce themselves and then share what advice they would give current students:

- Get involved
- Share learn history
- Study abroad
- Be employable
- Stay open-minded
- Keep the connection to faculty
- Know self developed skills- multi faceted
- Work hard- seek opportunity
- Can't find an opportunity- make one
- Unique 4 years- enjoy it
- Here to learn-take advantage
- Establish your network and continue to work on it to keep it tight
- Education is equal to what you make of it
- Know what you don't know

KSC President's Report

Helen Giles-Gee

President Giles-Gee informed the Board that the Alumni Center is fulfilling its mission and is being used extensively by on-campus as well as off campus organizations. The Monadnock Community Foundation recently held their annual meeting here and last Thursday there was an open house for the community in the space. She is hearing wonderful remarks from alumni and community members regarding the design and use of the space.

The President remarked about the premier for the KSC: the first 100 years film that was held the night before- October 1st. The film was well attended and there were rave reviews.

Dr. Giles-Gee gave an update regarding the state of the college and shared enrollment information. She stated that competition is high, that this is the most diverse class in recent history. Keene is gaining its reputation in its academics and that is having an impact on admissions and deposit rates.

The Academic Division is looking to revise graduate programs-Masters program proposed for Safety there is also an effort afoot to transform the summer schedule with a 200 student cohort group for 2011.

The nursing program is beginning to take shape as another new program.

President Giles-Gee reported that the USNH Trustees are pleased with the impact of the new Advancement Division and that the new model is having success. She discussed issues facing the USNH Trustees and the State Government with regards to appropriations and the impact it will have on tuition and financial aid.

She stressed that efforts continue with regard to alumni support of programming in particular as it relates to Alumni supporting students and alumni in career programming.

An update was provided regarding the proposed recreation and civic center as well as collaborations with private partnerships in support of the need for quality off campus housing.

Alumni/Parent Relations Director Report

Patty Farmer

Patty echoed what the President said regarding use of the building. She said that it was so heartening to see Alumni coming to visit and stopping by from all over the country and even from around the globe! One of the best activities was the use of the space during the Freshman Orientation Scavenger Hunt where we had 1100 first year students around the building. Great energy and fun!

Patty thanked the Board members for their support of the Alumni efforts and share that the staff is eager to be working with them on the various committees. The Board then discussed how best to follow up with ideas that they may have. There was an exchange regarding the need for Board members to follow through on the best ways to prioritize efforts and use of committees and staff.

Patty complemented the Communications Committee on their efforts on behalf of homecoming to really put forth a cohesive and professional marketing look and brand for the event. Communications for the Alumni have never been so professional and attractive. Patty illustrated this by showing the new Alumni Membership card which Sara Telfer and the Communications committee developed with the Marketing and Communications staff. This brochure and membership card combo is a major step forward in the direction of high quality communications we wish to present.

Patty noted that based on comments made in the past by Board members and Alumni that the Alumni Center- specifically Centennial Hall should be a gathering place as an opportunity for alumni and parents during Pumpkin fest October 16th. Patty asked for volunteers who might help out as hosts. Staff will be manning the hall and refreshments welcoming people from 11 am-4 pm that day. The college has also made limited parking available-by reservation only through our office. We have had this online for several weeks and are almost at capacity.

Patty informed the Board of the remaining Golden Circle events coming up. Board members are welcome to attend and be our guest at the luncheons. The next one (and final one of the season) is November 3rd at JP Stephens in Rindge, NH.

Today is REDiscover Homecoming, Patty thanked the Board for their offerings of volunteer time. There are a variety of gatherings on campus. The Cross Country meet earlier in the day, Rugby games, Alumni Soccer game, tailgating activities and the soccer game and fireworks. Patty indicated that a committee needs to be forming soon for the Winter events which are Feb 4&5 and then the 2011 Homecoming as well.

Minutes October 7, 2010

Patty was excited to announce that John Mitchell has stepped forward to lead Reunion Efforts for 2011 for the Board. Work for that effort has been going on behind the scenes in terms of organizing anniversary classes (ie. '61, '86, '01 etc.) and that work will begin soon from a committee and communications standpoint.

A concern was raised regarding the signage for the Alumni Center-particularly at the entrance of the parking lot. Patty is aware of the concern and believes that more is in the works but that it's a slow process.

Setting the Stage for A Successful Year

Sue Fortier

Sue shared the Executive Committees desires and expectations for successful board member engagement for the year.

They include attending the Board meetings remaining dates are - November 13, January 8, March 26, April 30, as well as active participation on committees. Each Board member is assigned to at least one committee. The committee membership is based on both an expressed interest of the Alum as well as previous experience, skills, etc.

A lot of work in committees- in between board meetings- hear what is going on, plan consider what the board needs to be funded on

She addressed that if a member misses a meeting (Board or Committee) that it is the Board member's responsibility follow up what was missed with another board member or staff – learn what tasks were identified.

Board meetings will be a time for the committees to be reporting out as well as for information about upcoming programs for Board members to know about. Attendance is important - to be sure everyone is feeling connected, making progress

Sue indicated that every Board member has preferred ways of communicating-some email, phone, conference call, Skype etc. It is important for everyone to share their preferences within the committees and work together to ensure productive and active group effort.

It is important for volunteers and staff to stay in communication to prioritize and divide up the tasks to accomplish the goals of the committees.

Events-Sue indicated that while there are a variety of events where Board members are invited to attend, the only ones that need 100% participation in some way are the homecomings (October and February) and Reunion. Reunion especially-June 3,4,5-with more that 400 alumni & guests we need as many Board members spread out over the three days.

Another key expectation is that of being an ambassador throughout the year in a variety of capacities. You are a representative for your class, affinity group, for the whole Alumni body. Please help other alumni recognize you as their voice and support system. Please wear your name tags at college functions and help to network between the alumni and college as much as you can.

Committees Work There is several committees of the Board. –

Executive Committee comprised of Sue-President; Linda-First Vice President, Alan Second Vice President and Brian Parda. Two more Board members will be added to this committee shortly. Patty is the staff liaison.

Awards: standing committee- nominations awards, this is made up of Sue, Linda and alumni including Deb Murray and Mike Maher. Patty is the staff liaison.

Alumni/Student Career Support Committee: helps develop and execute a number programs and events that support student and alumni connections related to careers as well as the Alumni-Alumni career support. This is headed by Alan Hodsdon and includes the following members: David Westover, Sue Fortier, Sara Goddard, and alumni Edie Putnam and a few others. Kay MacLean is the staff liaison for the committee and Kelly Graham of Academic and Career Advising also helps with the efforts. Alan and David shared their perspectives on the committee. That needs to be agile and respond to different kinds of needs. The Board member can help to expand the network and variety of careers to students and other alums. Kay- invaluable resource- keeps momentum going- creating a network. The committee will meet between now and November to plan 2010-11 priorities. There will be a job fair November 18 Job Fair sponsored by academic and career advising. We may have a table with Alumni- expand presence of alumni linked/ cross promote with facebook.

Students as Future Alumni: This committee is charged with identifying and executing communications and program efforts aimed at raising the awareness of student-at each year/level regarding alumni and the continuing connection between alums and the college. Members include Molly Dunne, Dana Hilliard and Mark Metevier. Sara Telfer is the Staff Liaison. They hope for 4-6 meetings a year- in person, phone, skype. Engaging current students, establish connections, clubs and organizations, series of touchpoints, surveying of students- what are their needs, students on the committee

Communications: The communications committee works to develop and expand the communications to alumni from the Board and Alumni and Parent Relations office. This includes discussion regarding forms of communication, techniques, timing with traditional modes of communication and electronic media. Members of this committee include Matti Ulvila, Brian Parada, Sara Goddard and John Mitchell. Sara is the staff liaison for the committee. The committee overlaps with all activities established processes and procedures meetings- variety of ways to meet- skype, in person, calls, active independent work, group discussions. Chair will be solicited soon. Contact each other- meet before November 13- who reaching out bring in more members

Volunteer Committee: This is a new committee of the Board. Goals include developing a more formal process for general volunteer orientation, recruitment, tracking and recognition. Members of this committee include Tori Berube, Martha LaFluer and Sue and include alumni volunteers Deb Murray and Norma Walker. Kay MacLean is the liaison. Chair solicitation will be soon. A late October meeting will be the next step.

Bylaws Committee: is a continuing Task Force Committee from last year. Their charge is to review and renovate the Alumni Association bylaws to more accurately reflect current practices. Members include Sue, Alan, Linda and Rudy. Patty is the staff liaison for this committee.

Programs/Events: This committee helps to orchestrate and oversee the programs and events committees and be a communication conduit between those efforts and the Board. Events such as Homecomings and Reunion and the Golden Circle, have their own work committees. Members include John Mitchell, Martha LaFleur and Rudy Werninger. Patty is the staff liaison for Homecoming and Reunion. Kay is the liaison for Golden Circle. Rudy provided an overview of the Golden Circle and it's luncheon programs in NH. Pauline Dionne provides administrative support.

Other business

Sue Fortier

A social lunch will immediately follow the meeting, then everyone will disperse to a variety of volunteer posts for homecoming.

Adjourned at 12:35 p.m Motion made to adjourn by Alan Hodsdon, seconded by Tori Berube

