

Keene State College

Alumni Association Board of Directors Meeting

Minutes January 8, 2011

Members Present: Sue Fortier '86, Dr. Helen Giles-Gee, Sara Goddard '08, , Linda Lacey '73, Martha LaFleur '67, Jan Metoxen '68, Mark Metevier '06, John Mitchell '88, Brian Parda '01, Matt Ulvila '02, Rudy Werninger '54, Dave Westover '72

Staff: Patty Farmer

Absent: Tori Berube '86, Donnie Clemmenson '11, Molly Dunne '01 Dana Hilliard '96, Alan Hodsdon '68 and John Moody '71

Welcome

Sue Fortier, President

Approval of Minutes from November 13, 2010

Motion to accept Minutes and Consent Agenda Items made by David Westover

Second by, Brian Parda, Unanimously approved

President's Report

Dr. Helen Giles-Gee

Happy New Year! The new year brings with it a new state legislative body and work has begun to bring those important individuals up to speed with regard to KSC and our achievements and priorities. A breakfast for legislators from this region was held in December-to educate them about KSC and we had the support of Chancellor McKay who helped provide details regarding the USNH system.

President Giles-Gee then provided updates regarding the President's Council. There was a meeting held with them in Centennial Hall in December. This group is made up of former board chairs, USNH business leaders and trustees. It was created to provide the administration with an external view or perspective of the college. At the meeting, KSC leadership discussed the value of college and the council shared that there is a need for greater promotion and advocacy. The President asked: Why fund KSC, public higher education? Then provided handouts. President Giles-Gee asked Alumni Board members to read information and be prepared to answer Alums questions about the college and its needs and accomplishments.

As far as funding is concerned, allocations to USNH have not changed since 2009. There is a grave concern for change and reductions for instate appropriations. Administrators and advocates will need to spend more time in Concord talking and listening to legislative representatives. She shared information regarding cost containment and savings - KSC has saved over \$8 million, which we have turned toward key initiatives, strategic initiatives, and improving value.

She also discussed the Value Added Model for Students and Community - that KSC is a low cost high value institution; accessing critical need support and maximizing students potential.

President Giles-Gee also reported on the work to improve marketing to help address perception issues. More is being done to develop the Marketing and Communications Department to increase our outreach and public relations. Growing perception of college is positive, reputation for enrollment- programs, personal marketing will be key- influence opinion

Any and all strategic initiatives of the college are dependent on financial allocation by the state, tuition and enrollment consistency.

82% of operating money comes from tuition and fees - declining appropriations from the state; need to increase contributed dollars to fill the gap.

President Giles-Gee extended her Appreciation to the Board for their efforts to bring people back and reintroduce KSC to them with a new mindset and pride.

Executive committee Report

Sue Fortier

Sue reported regarding the last Executive meeting in December where Vice President for Advancement, Maryann Lindberg presented the direction for the college with regard to Marketing and Communications. She listened to concerns raised by Board members regarding difficulties with barriers to communicate with Alums and the need for expertise and support around decision making for Alumni marketing and communications efforts - particularly related to press releases, community news and the KSC Today magazine.

Sue also reported that the Nominations related activities of the Executive Committee can confirm that there are two Alumni candidates for the USNH KSC Alumni Trustee ballot. Robert Baines '68 of Manchester and Steve Fortier '86 of Alstead. President Giles Gee noted that the expectations from the USNH board responsibilities have risen sharply given the financial issues facing the system and state. Brian Parada made a motion to accept the two candidates for USNH KSC Alumni Representative Trustee. David Westover second and the vote was unanimous.

Comments among the Board regarding the Trustee role included compliments for John Moody's extraordinary capacity to represent KSC in the past two terms (8 years) and a desire to incorporate recognition of his service this spring.

Sue then announced that the Executive Board is seeking nominations of Alumni for the Alumni Association Board of Directors. She noted that, due to extensive outreach efforts in the past few years and higher levels of engagement of Alumni, there is a good list of potential members

started but more are needed. Next steps: the Exec. Committee will vet candidates and make calls to ask - deadline is mid February. 5 new members needed; Committee needs strong demographic representation particularly in support of specific committees. There will also need to be Board officer nominations as well, please get those to Patty. The Executive Committee consists of: President, 1st Vice President, 2nd Vice President, and 2 Ad hoc members. Executive board also serves as nomination committee and bylaw committee

Committee Reports

Alumni/Student Career Support Committee

Jan Metoxen

Jan reported for Committee Chair, Al Hodsdon. The most recent committee meeting was held December 16. Overall plans and activities are going very well. The committee would like to see more participation in the Alumni/Student LinkedIn network but that is growing. There were 37 Employers at the November Academic and Career Advising Career Connections job fair. There was an increase of student participants. Many alumni helped with the event and presented. David commented on seeing a change; seeing alumni as a real asset the committee is accomplishing very positive. Location was congested - grown out of the space it was in. The next big activity will be helping students prepare for the Job fair Manchester in April. There will be resume reviews from March 29-April 6. The committee needs volunteers to sign up with half hour slots

Communication Committee

Matt Ulilva

Matt provided a handout as the committee report. It provided statistical information regarding social media and Web 2.0 activities. The committee is meeting regularly and has been particularly project-based. Event Promotion- Postcard, event FB ad, content strategy- flyer strategy, equinox, table tents

Their main focus right now is Winterfest and then will be concentrating on a strategy for Reunion.

In the plan right now is a post card that will cross promote Winterfest and Reunion.

What to look for in the Future: One major goal is to increase awareness of keene.edu and update with new Alum FB pages.

- Working on a second generation/new business card with URL links and cross promotion of the career networks
- Alum profiles on Keene.edu and an Equinox ad
- Considering putting Alumni Board information- names, class year, photos on info page.

- Discussion regarding best way to promote events using the social media sites. May move towards an event form.

Awards- Committee

Linda Lacey

Nomination forms available- Nominations due February 1st with supporting documents. Also looking to revisit the criteria of various awards and communication strategies.

Programs and Events-Reunion

John Mitchell

John provided a Reunion committee report. The second meeting January 6th. A tentative weekend schedule was hand out. Deb Murray is Co-Chairing the committee. Other committee members include: Mike and Kitty Maher, Pam Sanderson, MaryLou Smith, Norma Walker, Kay MacLean, Sara Telfer, Pauline Dionne and Patty Farmer.

Making improvements to the Welcome Back dinner in Rhodes Hall this year. Divided up responsibilities staff and volunteer to organize each event. Looking for Volunteer Co-Coordinator; looking for volunteers for support of events

Hoping to make tweaks and changes to enhance attendee experience. John introduced Reunion Awards - some possibly handed out at the Brunch recognizing Alums who are there and to show appreciation

- Oldest Alumni in attendance
- Furthest distance traveled
- Largest Class
- Class Sprit

Each would have their picture taken, trophies, perhaps other recognition.

Since it is the signature event for the Alumni Association John is hoping for 100% Board participation in volunteer support for that weekend. He handed out a sign-up sheet for Board members to indicate where they would be willing to help plan/execute weekend events.

Other suggestions for improvements

- Increase signage and parking- use walking tour maps with photos
- Do a tree and plants tour- Jeff Garland
- Pictures/maps of historical campus
- More Banners/posters (Centennial) Older Pictures
- Photos- process same day service
- Improve communications- Re: candid photos with it on the web
- T-shirts/ pins specific for reunion
- Goal to have the bookstore have extended hours

Golden Circle Society

Rudy Werninger

The schedule of luncheons for 2011- looking to have Alumni board members attend.

Students as Future Alumni

Sue Fortier

Needs more board involvement. A number of board members had a great experience with student government students for a mini group discussion and feedback with leaders in December. They talked about how they want to be involved with Alums- look for notes on that soon, planning strategy to engage more looking to work with us as much as possible, want more, younger alums more visible- awareness, possibly present at group organizations, look to have a student liaison from student government.

Other Business

Sue Fortier

A question was raised during the Executive Committee meeting in December with Maryann Lindberg regarding the status of the Editorial Board of the KSC Today Magazine. Technically, the E-Board is a Committee of the KSC Alumni Association, however it currently does not have any board members but has members on it who are not alumni. Since the Alumni Board restructured committees in the past few years, this committee has not met and there has been some confusion as to its role. The KSC Today planning and production is a function of the Marketing and Communications Department and is staffed by professionals.

The Executive Committee discussed the challenges with regard to all public relations and publications. After learning of Maryann Lindberg's plans for the Division of Advancement to have its own Communications Advisory Committee (or Panel) to provide a broad range of feedback, direction and comments to the Division with respect to communications, the Executive Committee wishes to propose dissolving the role of the KSC AA Editorial Board - giving the Division and Marketing and Communications Department the best options going forward. The Executive Committee further resolves that it would be the best practice for including Alumni or an Alumni Board representative in the future form of advisory committee. There needs to be greater consideration across the board in marketing and communicating to Alumni, not just within the KSC Today magazine.

After some discussion, the board asked the Executive committee to come forward with a formal motion for consideration. The Exec. Committee will do that and a vote will be taken via e-mail.

Adjourn 2:17 p.m. Motion made to adjourn by Dave Westover seconded by Linda Lacey.

Additional Board communications and decisions via e-mail on Wednesday, March 2, 2011

- The Executive Committee is presenting the following motions:

“Based on the current restructuring of the Marketing and Communications Department, we move to dissolve the Editorial Board of the Keene State Today in its current form with the intent of allowing for re-organizing under the new structure.

Further, we propose that representation of the Alumni be part of any future form and/or process for sharing communication - broadening our input into the overall communication strategy of the college.”

Results – 10 for; 0 against; 1 abstention

The slate of nominees for the Alumni Association Board of Directors was provided – motion to accept the slate of nominees as presented.

Results – approved unanimously (11 responses)