Keene State College

Alumni Association Board of Directors Meeting

Minutes May 1, 2010

Members Present: Tori Berube '86, Andrea Drake '05, Molly Dunne '01, Sue Fortier '86, Dr. Helen Giles-Gee, Alan Hodsdon '68, Linda Lacey '73, Jim Murphy '74, Brian Parda '01, Roland Stoodley '56, Rudy Werninger '54, Matt Ulvila '02

Staff: Patty Farmer '92, Maryann Lindberg, V.P. for Advancement

Excused Absence: Ian Brisson '10, David Gagne '73, Dana Hilliard '95, John Moody '71, David Westover '72, Christine Williams '01

Welcome **Sue Fortier, President**

Approval of Minutes from March 27, 2010

Motion to accept Minutes and Consent Agenda Items made by Roland Stoodley
Second by, Brian Parda, Unanimously approved

KSC President's Report **Helen Giles-Gee**

President Giles-Gee provided information regarding many ongoing initiatives. The USNH Board of Trustees held their recent meeting on the KSC campus. We provided them with a walk through of the Alumni Center. All were very pleased with the outcome. With the encouragement of Trustee Moody, many Trustees have contributed to the Alumni Center campaign with several more gifts and pledges to come.

President Giles-Gee commented that the ongoing development and implementation of programming coming out of the Alumni Center is very important, particularly those activities that provide students with career advice, connections and advantages.

The President updated Board members on the USNH Trustee Board Meeting, the state of the USNH and KSC budget and the impact of decisions being made at the state legislature.

Campus leaders are looking at the possibility of refurbishing some buildings and/or new building effort particularly for Adams and Butterfield Technical Building.

Currently the Administration is holding off on decisions- tuition, salaries, etc. until June when the budgets are voted upon. Key priorities are to prevent layoffs, enrich the learning environment by investing in more faculty.

Enrollment Predictions: there was a 31% increase in applications to KSC due to the use of the "Common App". We are now seeing that deposits started to exceed last year, registrations are above last year and summer enrollment is experiencing a 20% increase.

President Giles-Gee provided information regarding Vice President Maryann Lindberg's presentation to the USNH Board of Trustees Finance Committee regarding the returns on investment from the Trustee funds allocated to create the Division of Advancement.

The President updated the group on the Keene Civic Center proposal and its status. KSC does not currently have an area for indoor track or a large venue to support whole campus community events such as graduation during inclement weather. The Student Assembly voted to support the student fees associated with such a undertaking.

Later in May the community will hold a Charrette to discuss optimal uses for the community and campus. The $40 million project would include multiple use- businesses, parking, etc.

She provided an update on RCAM- Consortium- Employees 70 precision manufacturing written $1.8 million department of Labor grant which will be submitted shortly.

President Giles-Gee then gave an overview of the various accreditations that academic departments throughout the college hold. She feels that we are ready for the NEASC onsite review that will occur in the fall and informed the Board that it has been a two year process involving hundreds of staff/faculty in the self assessment process. The self-exam report will be available online.

Alumni Center Campaign/Development Report **Maryann Lindberg, VP of Advancement**

Maryann Lindberg provided an informative update regarding the KSC Annual fund. The Goal for the 2010-2011 year was $300,000 and we currently stand at $311,000 with two months to go.

She indicated that the Alumni participation goal is a stretch at 10%, which is well above average 7% of private colleges and universities. She reported that the average alumni participation rate for state funded institutions is 5%.

Maryann provided information on the progress of the Alumni Center Campaign. She acknowledged that giving for the campaign as slowed through the mid spring time frame. This is not surprising as those who are most involved in the institution tend to give first. She and Director of Development Ken Goebel are working on concrete strategies to secure the remaining funds to complete the $500, 000 Building campaign goal and additional $500,000 program and endowment campaign effort.

She indicated that there will need to be an intensified education process over next eight months to help alumni learn more about what the Board and staff efforts are and will be around career planning support for alumni and students as well as the volunteer program development. She expressed her hope that every Board member has made a gift and that she appreciates everyone working hard to achieve success.

Maryann answered questions regarding Board participation as well as thoughts on the reasons for the annual funds overwhelming success. Many comments were made that once more alumni are engaged and see the type of efforts going on that more people will want to get involved as well as contribute.

Maryann reported about an Open House in the Alumni Center held for Campus Community where hundreds of people from various departments toured through the building, met the staff and learned more about the Division as well as the initiatives of the Alumni and Parent Relations programs.

Alumni/Parent Relations Director Report **Patty Farmer**

Patty provided information regarding various alumni who are making news. She discussed the increase in seeing alumni coming to the building. Hoping to reach out to more on-campus alumni.

She informed the Board that the office would be hiring a summer intern who would be helping with administrative tasks associated with event planning.

She reported that the Alumni Distinguished teacher award nomination and selection process went smoothly and that a recipient has been chosen. The faculty member would be notified mid-summer and will accept the award at the beginning of the new school year.

Patty commended the staff for all of their efforts in collaborating with campus community members and the Board committees.

Assistant Director Reports **Sara Telfer and Kay MacLean**

Sara Telfer informed the Board of a variety of programs.

- KSC Alumni hosted the KSC in NYC event at the end of April- 25 people attended- they now want to do a service project together
- She is conducting analysis on surveys programs and services- 177 surveys, 80/87 alums
- Sara will be working with a small committee on First Year student Orientation. She handed out a summary of a Legacy Scavenger Hunt that will be done with 1100 students Friday August 27 it will involve alumni and staff at the college. This event is part of an overall 4 Year engagement strategy. This is a key entry point-She will be targetting O Staff Alums- She asked everyone to please think at tradition, locations, stories, Alums doing cool things, and profiles, etc.
- Sara also participated as a member of the search committee for a Greek Life and Leadership Coordinator position. This will be a key relationship to develop once the person is in place as we want to establish a more formal Greek Alum consistent program.
- Sara has been planning and coordinating efforts with the Senior class for a Degrees of Connection event May 7, 7-9pm. It will be held in Centennial Hall and it is hoped that this will begin to help seniors celebrate their achievement in their new home on campus.
- She has also been working hard at editing and refining the Alumni Website.

Kay MacLean informed the Board of the activities she has been stewarding and overseeing as well:

- The Student Teacher Coordinator effort is wrapping up. It was a very successful year involving more than a dozen schools and hundreds of alumni throughout the Keene area. It was a wonderful way to reconnect with the alumni and recognize their efforts.
- Golden Circle Society has a new luncheon schedule beginning in June and going through November. Norma Walker the Coordinator and Kay want the Board to know that they do not have to be members of the Golden Circle and that the Board members are encouraged to attend one or several luncheons if possible. She noted that the Golden Circle luncheon invitation has a redesigned and more polished look.
- Kay also informed the Board of possibly expanding the Golden Circle outreach. Both she and Norma will be attending the State of NH Retired Teachers- State meeting in an effort to inform alumni of the Golden Circle programs.
- Kay has also moved forward with purchasing the Volunteers management software. This tool will help us manage volunteers for programs, events, career interviews, etc. in a more coordinated and more formal way. This will bringing on board key words for interests, skills, abilities etc. and will also have a wonderful reporting feature so that we can quantitatively report our Alumni engagement through volunteering.

Committee Reports:

Students as Future Alumni **Andrea Drake, Chair**

Andrea provided information regarding the Degrees of Connection event for Seniors and other efforts of the Committee

Career Support Services **Alan Hodsdon, Chair**

Alan shared that the committee had a very successful year and that while there were some challenges with the 2nd activity this spring (it may have been too late in the semester), overall the offer of support by alums was well received by students. Throughout the year the committee and alumni volunteers interacted with hundreds of students and that is the right step forward. We are fortunate to have Kelly Graham as an active partner in the Academic and Career Advising Department and that is making a big difference.

Communications Committee **Brian Parda, Chair**

Brian reported that the committee has been working hard at finalizing the materials for the new Alumni Membership Card. The cards should be in production in the summer and we will be able to mail new brochures/cards to the class of 2010 in the fall.

Reunion Committee **Roland Stoodley, Chair**

Roland thanked the many members of the Board for offering to assist with this year's reunion. The committee has been working hard at the various event plans. Communications went out to the Alumni by way of post card and that the online registration has been live online. Registrations are on par for mid May and we are expecting a good return.

Roland passed around a signup sheet for Board members to designate where they would be willing to help over the course of the weekend. Roland reminded the members that because of their great efforts over the three days that accommodations and meals would be complementary for Board members.

Overview of the Year **Sue Fortier, All**

Sue and the Executive Committee then had the membership split up into groups to discuss the goals outlined in the Fall 2009 Orientation/planning meeting and to consider all the work that had been accomplished over the course of the year by the Board and the Staff. They asked each group to consider what they would start doing/stop doing and keep doing. This information will be the basis for what we will focus on for 2010-2011.

Bylaws Task Force **Alan Hodsdon, Chair**

Alan briefly shared that the committee has met several times. The process is time consuming and that there are several areas that need to be addressed in the bylaws because our mode of operating has changed and the bylaws need to reflect. They will be working through a timeline and will provide more updates through the fall and winter.

Homecoming Task Force **Patty Farmer**

Patty handed out a two page overview of the findings of the Task force. They are proposing two separate weekend events. One in the fall and one in the winter. It is crucial to have student engagement. The fall event will be more difficult to get this initially as it is so close to the start of school but she thinks there will be momentum from it. She is hoping to collaborate more with Student Affairs programs and student organizations as well as Athletics. She is hoping to form a committee but will need to keep focus on Reunion at this point.

Other business **Sue Fortier**

Adjourned at 1:30 p.m Motion made to adjourn by Jim Murphy. Second by Molly Dunne