

Keene State College
Alumni Assoc Board of Directors Meeting
Minutes _____ April 30th, 2011

Members Present: Molly Dunne '01, Sue Fortier '86, Jan Metoxen '68, Martha LaFleur '67, Linda Lacey '73, Alan Hodsdon '68, Matt Ulvila '02, Brian Parda '01, Sara Goddard '08, John Moody '71

Staff: Maryann Lindberg

Absent: Tori Berube '86, Donnie Clemmenson '11, Dana Hilliard '96, Dave Westover '72, Mark Metivier '06, John Mitchell '88

Welcome: President Susan Fortier

Consent Agenda Items:

Approval of Minutes from March 26, 2011

Motion to Accept Minutes and Consent Agenda Items made Jan Metoxen
Second by Martha LaFleur, Unanimously Approved

Proposed Slate of Officers:

Alan Hodsdon, President

Linda Lacey, 1st VP

Matt Ulvila, 2nd VP

Brian Parda , Executive Committee

Dave Westover, Executive Committee

Motion to accept: Brian Parda, Seconded: Jan Metoxen, Unanimously Approved

An email will go out to everyone for a vote.

Business:

Executive Committee Report:

Sue reported that the Executive Committee met last week primarily to discuss the changes that were being suggested for two Endowment Funds. The plan is to have Maryann discuss the changes at the next meeting. In addition, there was a brief discussion on the agenda for today's meeting.

Report: Maryann Lindberg

Marianne made a presentation about the (2) Endowment Funds and the need for updating them.
(Refer: Memo handed out)

1. BARBARA J. SEELEY MEMORIAL ENDOWMENT FUND: This fund was set originally to provide funds for the guest rooms that are no longer available. In the spirit of the intent the Exec committee recommended that it be used for Hospitality at the Alumni Center with the approval of the Office of

Alumni and Parent Relations and the Alumni Board.

Motion made to approve the change of the purpose of the funds and to allow the change in the manner in which they are managed: by Molly Dunne, Seconded by Matt Ulvila

Vote: Unanimously approved.

2. KSC ALUMNI ASSOCIATION SCHOLARSHIP ENDOWMENT FUND:

This fund was originally set up to provide a full tuition scholarship to a child of an alumnus. The student needs to be a sophomore that maintains a 3.0 average every year. As the cost of tuition has increased so much since the fund's inception, the scholarship has not been awarded in the last few years.

There was discussion about awarding a lesser, but significant scholarship to a few students rather than funding a single student; whether it should be awarded to an incoming student. It was agreed that more discussion is needed to take place and therefore, it was recommended to convene a committee (made up of Board Members, other alums and Financial Aid staff) to review the scholarship, over the next year.

Motion was made by Alan to approve the Financial Investment Changes being requested and to authorize the wording to Sue and Marianne. Also, to charge the Board next year with creating a subcommittee or task force to review the scholarship details.

Motion: Alan, second Martha

Vote: Unanimously approved

(Refer: handout)

Report: Presentation of the **New KEENE STATE Brand**: Maryann Lindberg and Eve Alintuck

A power point presentation was made to introduce the Keene State College "Brand". Staff, students, and the general public were interviewed and it was determined that there should be a distinctive brand attached to Keene State College which would differentiate the College from its competitors, reach a broader audience among prospective students, potential donors, etc. It was decided that the core elements were as follows:

Brand essence: "Wisdom"-the whole point of a liberal arts education

Brand promise: Keene State goes beyond imparting knowledge-"wisdom is developed".

Brand Expression: (Tagline: "Wisdom to make a difference" (Campaign: "Wise Up"))

The logo of a simple Red Box and White lettering: Keene State has been set and approved by the President.

However, the use of the brand expression, etc is still open for suggestions.

There will be a gradual rolling out of the brand. The first example was shown to us: an ad in Newsweek for the new Nursing program. (Refer to the pamphlet for more detailed information of the "Brand")

Committee Reports:

Career Support: Alan

Resume Review and Interview Skill program went well. There were 50 participants versus 35 last year. They will work on a disc of Bios of all the Reviewers so they can be better paired up with the students.

(96) Students attended the College Fair-the largest group of any of the other colleges.

New activities are planned for next year-

- more and better use of Alums in strategic geographical areas for attracting new students to the college.
- Plan on bringing in more Alums for presentations, expand mentoring and consulting,
- continue developing the partnership with Career Services.

As Alan will be taking over as President next year, we are looking for someone to take over as Chair for this committee. Alan will speak to Dave Westover.

Alan thanked Kay for all her hard work and new ideas and thanked Brian for his time and work with (15) graphic art students.

Communications: Matt!!

They have been busy! They are working on

- locking down a schedule in order to plan all the marketing campaigns ahead.
- increase visibility and awareness of alums on campus and in the community.
- work more with Marketing as the new branding develops.

They have added an online Registration for Reunion and plan on having the next event scheduled out at Reunion. Matt expressed the need for all the committees to communicate with the committee about their work in order to help promoting the event, etc.

It was suggested that the Board invite the Equinox over during the lunch hour of a Board Meeting; that Board Meetings are announced (the alumni board is meeting on campus...); and that meetings alternate between the AC and Zorn for more exposure.

Reunion Committee: Martha/Sue

Martha reminded everyone to fill out the Reunion Registration form ASAP. The volunteer sign up will be sent to everyone as a reminder what they signed up for. The event is shaping up, though the number of registrants is down. May 12th will be the next meeting.

A Goal for the future would be to create a timeline/list of activities/duties to pass on to new committee members.

Students as Future Alumni: Sue

Sue reported on some of the activities of the year. Martha, Sue, Steve and Dan all participated in "Chalk Talk" (a pre-exam celebration). She reminded everyone of the Dinner at the Student Union on Friday, the 6th and the Dessert event following at the Alumni Center for all the graduates and encouraged more of us to attend.

The committee will focus on:

- a strategic plan and yearly timeline with a goal of showing/recording the "touches" for each class;
- getting more students on the committee;

- and getting more local alums for participation in and at events.

By-Laws: Linda

Linda reported that the Exec Committee did not continue with the work of revising the By-laws as was hoped and planned at the beginning of the year. Alan and Linda agreed to find a time in August to start the process again in order to bring a "draft" to the Exec committee in September.

John Moody suggested we look at the language in the by-laws of the Board of Trustees.

Volunteer Committee: Sue

Sue handed out a copy of the new "Volunteer Support Manual" and the "Volunteer Skills/Interests Assessment Form". We now have a formal volunteer process. The manual describes all the many ways one can volunteer and outlines all the regulations. The goal is to have an orientation process for all volunteers. The hours put in by volunteers will be tracked and the database will be updated regularly. A Sign-Up station will be set up at Reunion for new volunteers and the Skills/interest form will become a fill able form so it can be e-mailed and easily returned.

The goal for next year will be:

- to create an orientation program for individual and groups of volunteers
- to create a tiered Recognition Program for Volunteers.
- To begin using the manual and revise as needed based on experience and feedback.

Report: Trustees: John Moody

John gave an overview of the work this past year by the Board of Trustees. The Board has faced some tough decisions and will continue to do so in light of the impending cuts from the State.

He explained that the Board is responsible for the collective bargaining, not the President.

The loss of funds will be significant at all schools: Plymouth, UNH, Keene State, Granite State. On June 30th the Resolution will not be pretty. The lack of financial will greatly affect the student body.

He praised our President, Helen for all she has done for Keene State and beyond

The Board approved to allow only (1) Candidate for Trustee with the provision for a "Write-In" candidate should there only be one qualified candidate to present.

Alan recognized John for all his effort over the years and stated, "we couldn't be represented better than we have been by John. Thank you for your commitment and passion given to this important position."

Other Business:

Sue acknowledged the work on the letter sent to the State on behalf of the Board explaining our concern with the cuts of the budget and financial aid being proposed. Thanks to Molly, Sue, and Steve for writing the letter.

She also acknowledged Tori, Molly, and Dana for their service to the Board as they finish their terms this year.

The Board in turn thanked Susan for her service to the Board as she completes her term.

Motion to adjourn: Unanimous