

Keene State College

Alumni Association Board of Directors Meeting

Minutes January 23, 2010

Members Present: Ian Brisson '10, Tori Berube '86, Andrea Drake '05, Sue Fortier '86, Dana Hilliard '95, Alan Hodsdon '68, Linda Lacey '73, John Moody '71 Jim Murphy '74, Brian Parda '01, Roland Stoodley '56, Rudy Werninger '54, Matt Ulvila '02, Christine Williams '01

Staff: Patty Farmer '92, Kay MacLean, Sara Telfer

Excused Absence: Molly Dunne '01, David Gagne '73, Dr. Helen Giles-Gee, Jim Rice '96, David Westover '72

Welcome

Sue Fortier, President

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Approval of Minutes from November 7, 2009

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

Alumni/Parent Relations Director Report

Patty Farmer

Database conversion has been successful. Instituting many new surveys and a new online form to gain greater data integrity.

Team is doing great, making a lot of progress on the various strategic planning initiatives.

Updated us on the progress of the Alumni Center- construction is on schedule. Patty will be giving a few tours to former Board members. Staff is beginning to go through old files and purge. Movers will handle the actual move.

Patty provided updated information on the Bank of America Affinity Program contract. Bank of America has opted to end the contract as of December 31, 2010. Their last installment will be coming the end of February. Due to regulations and changes in the banking industry it is unlikely that we will seek out any new contracts.

We continue to have a affinity contract with Liberty Mutual. Jim Murphy spoke highly of the Liberty Mutual rates and service he has received.

Patty sent out a letter in December asking local hotels/inns for discounted rates. She has received quite a number back with offers for 10% off for alumni and parents. Patty, Kay and Sara are researching other discounts to beef up the benefits area of support to Alumni.

Assistant Directors Reports

Kay MacLean & Sara Telfer

Kay-Reiterated that the team is working well together. Shared appreciation for Sara and her skills in the technology direction.

Golden Circle-Just before the winter break completed a monumental project with Norma Walker on a memory book cataloging comments of memories from alumni of the Golden Circle era. We have printed/spiral bound copies if alums would like to purchase them. Kay gave some out as a recognition gift to several volunteers. The Golden Circle Schedule of luncheons is in everyone's Board packet and both Kay and Norma hope that Board members will look and consider what event they could attend over the summer. One change has happened; Lilly's on the Pond is now J.P. Stephen's Restaurant & Tavern. Kay is working with the Marketing and Communication Department to produce higher quality invitations than the photo copied ones we have been using for the luncheons.

Kay mentioned that she had a wonderful opportunity to go with Norma to present an alum, Harriet Ames with her 100th birthday certificate signed by President Helen Giles-Gee. Kay then told the board about Harriet's wish to receive her B.S. degree and the story of how that feat was accomplished. She, Norma and Sean Gillery delivered the Diploma to Harriet on Jan. 22nd. It is a wonderful story.

Kay has been moving forward on the volunteer program and has researched volunteer management software that will help us organize and sort volunteers by their type of interest, skill, amount of time volunteered, etc. It is a much needed resource and we hope to have something in place by the end of the semester at the latest.

Kay mentioned several other projects she has been working on including collaborations with Admissions, Career Services, Journalism.

Kay has also been coordinating the Golden Circle Reunion classes up to the class of 1985. This is an ongoing activity all in preparation for Reunion.

Sara- Been busy integrating herself into student activities on campus getting to know different staff who work with students/student groups. Completed a small survey of students. The survey was developed with the help of the Students as Future Alumni Committee. We received 98 responses and Sara has completed a summary of the survey. The survey will help develop a better picture of student's needs and help set the path we want to go.

Sara is working on developing an Alumni/Senior class event. Unsure of what that might be but will be meeting with the Senior class to have something in April.

During the campus Winter Celebration in December different groups sponsored different types of activity tables. The Alumni table had students at it constantly making owl magnets out of felt. Phonathon students pitched in and helped man the table. It was great!

Sara attended a Young Alumni/Student conference. It was very informative and she learned a lot from other campuses. Sara has written summaries of the various programs if anyone is interested in reading what other schools are doing or the trends.

Conducted three more campus visits in the Boston area as well, a few with Matt Ulilva and Christine Williams. Simmons College, Wheelock College and Northeastern. Each had different strengths and areas that they concentrate on. Some we could use as model programs. Simmons is focusing on more web presence. Wheelock has a national day of service with their alumni and Northeastern does a 5 under 25 panel talk to discuss the transition from college to career. -

Working on Communication with the more recent graduates about reunion. They are a bit harder to pin down than the older alumni but trying to get traction for interest.

Working on doing another alumni led networking event with the KSC in NYC group, possibly in April.

Sara has been working with Gino Valente in the Student Center and plans to get groups of students together to discuss Homecoming as part of the Homecoming Task force committee work. We should have a proposal together for the next Board meeting.

Constantly working the communications avenues for various reasons. Facebook, Twitter, Keene and After, Linked In.

Website revisions- updates links to departments who have alumni connections. Have a whole lot more to update and change on the website but we are making progress.

Sue thanked Sara, Kay and Patty for their work and efforts to bridge relationships on campus.

Alumni Trustee Report

John Moody

John spoke about the need to begin searching for nominees to run for USNH Trustee. The election will be held next spring 2011. Work must be done now to identify qualified candidates, vet their skills, etc. and then seek out their interest.

John described the role of the Trustee and demands with regard to meetings, functions and events. The activity level depends on the individual but to do the college justice you really have to be involved heavily. It is a key position more so for the college than the alumni body. You are really there to represent the best interest of the students and college within the larger USNH system. The role of KSC trustee is to be a voice of KSC- it needs to be heard, not just advocate for KSC but USNH as well. The trustee works in concert with the KSC President, VP, finance and Provost. Keep the pulse at campuses then bring to USNH Board.

There is a lot to know as a Trustee. The USNH budget has extreme financial pressure due to reductions of funding from state. There is always the goal to keep tuitions even while still supporting advancements in faculty, technology, physical plant, etc. Resources are tough and fundraising and private support needs to grow.

John has served on many committees and currently is Chair of Programs and Services Committee which addresses all academic, promotion tenure, student issues.

Student programs and student affairs- administrative balance

Position is 4 year term. You receive mileage reimbursement only.

John concluded by saying that names need to begin to come forward so the process can begin.

Committee Reports:

Students as Future Alumni

Andrea Drake, Chair

Committee helped review the senior survey. The committee wants to define what it "means to be an alum." Want to develop events/programs that bring students together with Alumni of different generations. Are collaborating on an Etiquette dinner to help students make a positive transition. Next steps will be to discuss the survey results and develop the plans going forward. The committee wants to develop strategies for alumni engagement for each of the four years. The committee will also be developing messages to help students understand what it means to be an alum and begin getting that message out.

Career Support Services

Alan Hodsdon, Chair

The committee recently met and discussed their purpose and has made progress on a number of fronts. Kelly Graham, Associate Director of Career Services met with the committee and Kay and that helped set some of the priorities for the group so that they are working in concert with the campus department.

The Committee consists of current board members and former board members. Adhoc members (alumni) may also be joining. The following are events the committee is organizing in support of the students. Although all are open to alumni as well.

February 3rd workshop for Job Fair, A committee member will speak to the group. As an added support Committee members will meet with students the week of Feb. 8th to go over their resumes and help prepare them for the Job Fair which is February 17th in Manchester.

March 12- There will be a job fair for Education Majors by regional SAU's.

March 31- KSC will be the initial site for *Innovation Rocks*-an effort of Stay/Work/Play NH

April 6- There will be an Americorp Panel looking into whether or not Alumni who were former Americorp participants will participate.

Dana Hilliard suggested that we highlight and make easier Alumni to post job openings on the Career Services website. Want to promote that as an opportunity.

A lot needs to happen to collect more specific data of where people work. People are interested in mentoring and supporting other Alumni/Students but we need to get a process into place and the volunteer software to manage all of the interests, data.

Alan mentioned helping students understand the process of applying for Grad school and creating a network Grad school contact network. Christine said she would love to help in that area.

The committee discussed the possibility of Alumni Mingling Seminars- for Seniors to help them develop networking skills.

The next meeting of the Career Support Committee will be March 2nd at 6pm in the Alumni Center, Elliot Hall.

The Lets Get Professional program of the past has been omitted to better support several smaller more targeted events.

Communications Committee

Brian Parda, Chair

Rather than have a specific committee meeting since the November working meeting, the communications Committee has opted to communicate via Google and through email. This has worked well and a lot of interaction has taken place using the Google Group. Individuals on the committee have made headway in a number of areas. Matt has done a great job of mining information from Linked In about Alumni. Molly has been spending time seeking out Facebook groups and documenting what constituencies/affinity groups are communicating that way.

Reunion Committee

Roland Stoodley, Chair

Roland commended everyone on a wonderful Centennial Grand Reunion last year and said it gives us a great jumping off point for this year. The committee met in January and discussed the rough outline of the schedule. Patty gave the committee an overview of the communications plan. We will be going with postcards with magnets on them for the Save the Date that will be mailed late February and the Larger promotional postcard will be mailed the end of March. Online registration begins April 1st. The new Alumni Center will be a big draw for folks and there will be lots of activity there. Roland reminded the Board that participation by each Board member is expected and that once again the room and board for the Alumni Board will be waived both as an appreciation for their efforts but also to remove any barrier that might be there for people to commit. Please mark your calendars for June 4, 5 and 6th. The Board support for the events last year were really great and many people commented that it was a true team effort. A volunteer sign up will be passed around at the next Board meeting.

The committee will need to rely a lot on staff regarding logistics, prep meals, rooms, fun. Participation at the event also shows moral support to staff and of course great leadership to the other Alumni.

Roland wanted to thank Linda for her willingness to help plan the Friday night Grand opening of the Alumni Center event.

Patty confirmed that the Tom Foolery Band has been booked for the Saturday night dance. Huntress and Pondsides III will be the residence halls.

Bylaws Task Force

Alan Hodsdon, Chair

Bylaws Committee has met, reviewed the current bylaws. Recognized that many different items need updating. The hope is for the bylaws to better reflect the board and department's new program models. Time frames were discussed to ensure we will meet the review and public notice standards for any votes by the membership. Next meeting of the committee is set for March 26th.

Homecoming Task Force

Patty Farmer

Patty shared that as many as 16 Alumni have stepped forward to help give input and make suggestions for the future of this program. The goal of unifying both an Alumni and student centered day/weekend looks like it will come to fruition. More meetings are forthcoming with students and Student Affairs Division staff members.

We will be posting requests for feedback on Facebook and other media in hopes of gaining even greater input. A proposal to the Board will be made via email given the timing and need to move forward.

Nominations

Sue Fortier, Chair

Sue shared that there is only one Board member who will be leaving the Board due to his term limits and that is Jim Murphy. The following members are up to run for another term should they choose. They are Andrea Drake, Linda Lacey and Brian Parda and Christine Williams. Linda and Brian have affirmed that they will seek a second 3 year term. Andrea Drake is undecided and Christine Williams has chosen not to run for a second term.

Sue will email out materials including prospect nominations. The Executive Committee will review the make-up of the Board to review class year demographic diversity as well as other needs. Please forward any nominee information to Sue by February 1st.

Awards Committee

Sue Fortier

Nominations are now being sought for the Alumni Awards that are presented at Reunion in June. Information can be found on the Alumni website as well as lists of past recipients. The committee will meet the beginning of March.

Fundraising Report

Sue Fortier

Sue handed out information provided by Ken Goebel, Director of Development. It provided an overview of annual fund giving as well as an update on the Campaign for the New Alumni Center. Sue encouraged all Board members to participate in both efforts as it is a wonderful way to show support for the programs and Campaign.

Reserve Fund Proposal

Sue Fortier

Sue passed around a proposal made by the Executive Committee which had been previously emailed to the Board.

Background

As many of you know, the alumni programs have historically been funded with the contributions from alumni to the Alumni fund. While this functioned for many years, it was wrought with uncertainty as the programs and enhancements to programs/events relied solely on the gifts that came in within any given year. In other words, we set the budget in June with the hope of receiving contributions equal to, or more than, the budgeted amount. Affinity marketing revenues (Bank of America credit card & Liberty Mutual insurance program) also contributed to this fund.

Some time ago, an effort was undertaken to set aside surplus funds at the end of the fiscal year. The intent was to build up a reserve fund to try and "forward fund" its activities. The fund has grown over the years and it is anticipated that as much as \$193,000 will be in this reserve fund at the end of this fiscal year.

We no longer ask alumni to contribute to the above noted alumni fund, instead asking them to support the entire college through the KSC fund. We are able to do this because the college now provides budget support for the Alumni Association/Alumni Relations efforts.

Proposal

After review of the generally known purpose of the reserve fund “to support alumni programs”, the Executive Committee wishes to put forth a motion of the Alumni Association Board of Directors to designate \$125,000 of the reserve funds as a gift to support the Alumni Program Endowment Fund as part of the overall Alumni Center campaign. The Executive Committee further wishes to recommend that the Board approve a motion to contribute the remaining reserve funds to support the Alumni Program Current Use fund.

Passing of this proposal will ensure the reserve funds are used as originally intended. It aligns with our new operating model that includes the Alumni Center, new staffing support and alumni programs.

Christine Williams made a motion to approve the proposal. Dana Hilliard second the motion. The motion passed unanimously.

Adjourned at 12:15