

Keene State College

Alumni Association Board of Directors Meeting

Minutes March 26, 2011

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

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

Guests: Dr. Jay Kahn, V.P. for Finance and Planning and Misha Charles, Chief Officer for Government Relations

Absent: Tori Berube '86, Donnie Clemmenson '11, Dana Hilliard '96, and John Moody '71

Welcome

Sue Fortier, President

Approval of Minutes from January 8, 2011

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

The President shared the following information regarding the state of the college and pending State of NH appropriation legislation.

- Governor's Proposed Budget- 95 million with appendices that effect the endowment 529 fund gave public and private \$5 million per year, take interest of endowment to use for operating (at the expense of the current) scholarship/FA which would Additionally abolition \$4.1 million take away NH Higher Education it would also abolished operating support USNH \$2.7 million- NH PTV, so the total appropriation would whittle down to \$70 million actual
- The NH House which had funded the system \$ 100 million since 2009, in its version of the appropriation for the biennium budget reduced the appropriation by 45% cut and also included the appendices of the Governor's budget.

The leadership at KSC has been creating models for funding cuts but they had been based on 5%, 10%, or 25% in cuts. At no time had they even imagined they would be this catastrophic.

At the same time, the Federal Government is looking to cut Pell Grant support of students and other financial aid support. This is a double whammy when it comes to our states neediest families. As much as a loss of \$4,000 in state and cut of state packages. Currently all financial aid packages have to be sent out with disclaimers that cite the volatility in the support systems that aid students to attend higher ed.

KSC has made a great effort to be transparent about its costs and expenses over the past 3 years- there will not be enough money to make gaps whole. The Trustees have already set tuition, the question now is how to balance operating needs. We have been doing so well and have transformed way we package tuition and cut costs over 3 years and applied the savings to staff identified strategic initiatives. We have been holding costs and used the savings in important ways.

If the budget allocation is cut to the extent as proposed, KSC will have no other alternative but to identify areas to save additionally or develop additional strategies to try and develop revenue: outreach alumni for additional donations to supplement scholarship, more competitive in its tuition rates, etc.

It is possible that our enrollment yields will be dramatically affected by the decrease by financial aid. We may lose as many as 1,000 students due to the cuts to the Pell Grants and State aid portions.

As we look at a cut of \$13 million appropriation to a \$6 million appropriation that will have major implications on the types of courses of study we offer and provided the Trustees allow us we may need to raise tuition and/or lay off staff. The President's Cabinet has held multiple sessions to model different % cut scenarios, discussed the situation with staff counsels, student leaders and will be holding open forums in the next two weeks to open up the dialog more broadly. We don't want to cut any programs, staff or raise tuition if we can find alternative solutions.

Some of the other impacts that will need to be considered include:

- Holding costs down and fueled on revenue- dev. financial aid and initiatives
- Tenure track faculty plan affected
- Working without benefits making them whole initiative
- Take cuts up to 20% and hit financial aid
- No longer put % into reserves
- No longer put renovations etc
- No salaries increases
- Try as much as possible to keep Financial Aid up and tuition down

There is an opportunity we believe in the next 4-6 weeks to influence the NH State Senate and our hope is that they will reject the budget proposed by the NH House and craft their own which will then land the two bodies into a committee caucus situation.

President Helen Giles-Gee introduced Misha Charles, KSC's Chief Officer for Governmental Relations who shared information about advocacy on behalf of KSC,

Misha explained the circumstances with the legislature and the tone and tenor of the representatives. There has been a plan developed for the next 10 weeks to make case to the legislature system and that the USNH campuses are mobilizing with communications focusing on the senate.

Advocacy Efforts have included an educational session in February for friends of campus, Presidents council, students, faculty, and alumni which provided them with tools for advocating and sharing information. We are trying to develop a New culture with our campus community where advocacy is everyone's job.

We are looking to engage larger community and share the urgency of the situation and that the appropriations that have been laid out are not sustainable for the system and our school.

The Strategy to engage with leaders begins next week with the launch of KSCadvocates.org- a website designed to be more grass roots and how to site. Misha shared that the site includes sample issues related documentation, advice on how to approach legislators, wording for different types of letters, directories for how to reach legislators.

Contact Alumni legislators- create conversations around messages appropriations- timeline- links testimony- letters to review and act. We will be launching individual letter writing campaigns which must be personal and first to the State Senators. They should be in your own voice and indicate your concerns as a resident and your experience with the impact KSC has had on you as a student and alum.

Comments were made by Alumni Board members and it was agreed that one letter would also be written up by a member or members of the Alumni Board and signed by everyone. Molly offered to write the letter, Sue agreed to help.

Misha indicated that the students were also writing a letter and organizing amongst themselves.

The timetable is changing rapidly and at this point it will be best for everyone to access the website to get up to date information on timing of the actions on the bill.

At this point it will be up to the Senate Finance Committee and then on to the full senates.

We want to educate the Senators that we are educating students who live in all districts and that all senators will have an impact on those students.

Questions were raised about the USNH activities with regard to lobbying. Kathy Salsbury is the USNH staff member leading the effort to support the entire system. The Chancellor is scheduled to testify before the senate finance committee April 6th. There is hope to have key senators come to KSC if they have not already done so.

Jay Kahn mentioned that the senate has the benefit of waiting to see the revenue figures of March and April forecasting- before they make their final judgment.

Martha mentioned that in her experience the time a bill is considered in Conference Committee- has been a key time and that is when constituents have the power of personal attention to a bill, witnessing actions of the representatives and illustrate importance of their votes are on their constituents.

Jay Kahn then discussed the financial circumstances regarding the TDS building. At the end of 2010 fiscal year Governor Lynch was challenged with how to balance fiscal year budget- state. Rather than cut the USNH budget he offered a cash for capital debt swap. This meant that USNH (through each school) would give back a total of \$25 million. For a promise of capital appropriations that could only be available for reconstruction or renovation projects but the catch was that the projects had to be "shovel ready". It just so happened that KSC had two decrepit academic buildings that were supporting critically important programs (high enrollment programs and much needed in the community) and that plans for that project were indeed shovel ready but we did not have the funding. KSC submitted a proposal to the Trustees and were granted \$9 million of the \$25 million to build a new Technology Safety and Design building in replacement of Adams Technology building and the main classroom areas of Butterfield hall (not the cottage). There was great competition at the system for these dollars and had KSC not been ready with the need and the project we would not have received the go ahead. The \$9 million therefore is the bulk of the \$15 million dollar renovation/construction project which is slated to start the end of May.

The funding cannot be used for any other purpose as stated by the arrangement with the Governor, it must go toward renovation or reconstruction costs.

Jay referenced his previous report to the Board in November regarding the project and the majors and disciplines it will support.

In reference to the NH state budget allocation, Alan made a motion the Board construct a letter to both House and Senate Finance committees against the cut of the allocation and in support of institution- 2nd by Molly, unanimous.

President Helen Giles-Gee expressed her appreciation and great concern for the students and impact. She truly feels and knows the support given to the institution by its alumni and is so grateful for their leadership.

Linda expressed gratitude to Dr. Giles-Gee acknowledging that these are challenging times with difficult decisions to make to gain financial support and stabilize for the longer term.

President Giles-Gee concluded her remarks by saying that she appreciates campus openness to be part of the process to deliberate. She and her cabinet will be trying to help employees to understand that this is a time for this strong community to work together on the future.

Committee Reports

Alumni/Student Career Support Committee

Alan Hodsdon

Alan reported that the next major involvement will be alumni volunteers meeting with students for resumes and interviews - Wednesday, March 30- Tuesday April 5. This effort is just after a Career prep workshop on Tuesday March 29th where David Westover will be one of the key speakers. The activities will culminate in a state wide Job Fair to be held at the Radisson in Manchester 4/6. Currently there are 8 Volunteers full schedule which is increasing and efforts have been made to branch out to new and more alumni. Sue shared that she and David and Sue did some resume reviews for safety majors before the safety fair and that the demand for reviews has been increasing according to the career and academic advising staff. The resume support and job fair and alumni support has been cross promoted through the parent newsletter as well as through classes.

Volunteer Committee

Martha LaFleur

Martha reported that the volunteer committee met in January and would be meeting 3/31. They are trying to develop a volunteer handbook and have been working independently to research and refine it. Jim Draper met with the committee about liabilities, policies and concerns. They are also developing a volunteer registration/skill/interests form. The volunteer database continues to take shape and is our central operating and reporting system to keep track of volunteers, time donated, activities, etc. They hope the form will be accessible online in the future.

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. Handout provided with report- high conversion for online advertising. Impression rates have been very high and the online advertising is proving to be highly efficient and cost effective. Twitter is gaining momentum and the LinkedIn site has had 38% growth.

The next focus will be promoting responses to the alumni ballot, reunion and beginning to get a year long plan in place for 2011-2012.

Push increasing awareness of alumni about the budget situation that it matters to be an alumni, submit videos etc. online how has it affected your career, how it has made a difference, why people support KSC. What are people doing with their degree?

The committee has discussed the Keene and After social website. There has been little to no activity on it in months, no new adopters and the support for it is obsolete. - Recommendation transition people to active networks- looking to move over to Facebook, LinkedIn, etc

Awards- Committee

Linda Lacey

The committee met a few weeks ago to consider previously nominated individuals and identify new nominees. Additionally, the committee will need to work to get a better way to profile Alums who meet the criteria- know there are amazing alums- need to develop more constructive way of determining good profiles. Matt recommended that the form be made into an online submission form which would increase the likelihood of folks submitting. The KSC owl athletic site did this for Hall of Fame nominees and the submissions increased tremendously. The committee will meet again this afternoon to make final decisions. Recipients will be notified in April and honored at the Alumni Association annual luncheon June 4th.

Students as Future Alumni Committee

Sue Fortier

Sue reported that the committee has met several times over the last few months. More students are on the committee- Bethany, Colin, Marie, Cassandra, Donnie.

Sara and students provided a report on a conference they attended focusing on student alumni ambassador programs. Students reported out, strategize towards developing plans- working with Student Government.

The committee is supporting alumni engagement in the Student Government run Chalk Talk event which will be held Thursday April 28th. Students approached the committee for alumni participation and thought it would be a good way for alums to be visible and engaged in a popular campus activity. Requests for involvement have gone out to former Student Government participants and two alums have volunteered already. Chalk talk will also be happening in conjunction with student carnival. It is a big student event- carnival for students- food, music, chalk- free expression on Appian Way.

The committee is also working with members of the Senior Class for a commencement celebration event possibly Friday May 6. Details are continuing to evolve based on the Senior class interests. More to come on this endeavor to welcome them into the Alumni Association and celebrate their achievement.

Programs and Events-Reunion

John Mitchell

John provided a Reunion committee report. Reunion- met this past week, it is on track. Registration will begin online April 1st with the Golden Circle Society receiving their paper mailed copy soon as well. The post card with the schedule has been received by alums as well. The website is coming along and updated all the time. Different classes are posting information or directing classmates to the face book pages

Board member Martha LaFleur and Pam Sanderson have agreed to Co-coordinate the volunteer activities of the weekend. Thank you to them for their efforts as it is a big weekend full of volunteers.

Events planned for the weekend are developing. Based on feedback from the alumni we will have a DJ for the dance not a band this year. John and Sara hope to meet with the bookstore- re alumni specific retail items. The Bookstore will extend their hours 8-8 Friday, 10-8 Saturday, 9-12 Sunday

Since it is the signature event for the Alumni Association John is hoping for 100% Board participation in volunteer support for that weekend.

Golden Circle Society

Sue Fortier

Sue shared that due to health concerns, Rudy Werninger needed to step down from the Alumni Board and that we will be looking for a new way of updating the board on the activities of this important group in the future.

Executive Committee Report

Sue Fortier

Sara Goddard has agreed to complete the one year remaining on Rudy Werninger's term,

Staff Reports

Kay MacLean

Continues to work with Academic areas such as Professional and Graduate Studies and Safety. Both may be launching Alumni surveys this spring. Golden Circle Society programs are active and healthy. She and Norma Walker are preparing for next season of events this summer. The Trip to Florida was very positively received. There were several small group luncheons and individual visits. Overall it was very productive.

Kay continues to work with all of the reunion anniversary classes 1986 back to the 1930's. Several are planning activities and communicating regularly with their classes. Some are also raising funds for the college. Overall there is a good response and gaining momentum.

Work with the Career Support Committee and Academic and Career Services is moving forward as well. She is also working to recognize Alums who are representing their own businesses at job or career fairs on campus. This has helped gain recognition and a sense of connection for those alums. It is also a good source to connect alums to alums at the fairs along with students and alums.

She has been working to communicate volunteer opportunities to alumni and organize them with events on campus such as commencement and reunion. Maintaining the volunteer database is time consuming but will be very beneficial to our overall reporting of impact and organization.

Alumni who volunteer on campus should communicate with Kay- for hours and activities- help identify the impact the alumni, be more visible – requesting or reporting from the departments. This will be wonderful to have and will be the foundation of illustrating the impact and value alumni have on campus.

Sara

Contacted by 2 student organization alum panels recently and has recruited recent alums for each. -Sociology- 7 alums will be participating in a panel and 5 alums will be participating in April in a Political Science club program.

Sara is also working with the Students as Future Alumni Committee in supporting the recruitment of Alumni for a Student Leadership Etiquette dinner. Sunday April 3 6pm. Need 3 more alums to guide conversations- networking portion and Alum speak on leadership. Steve Fortier will be speaking on the topic of leadership for the event.

Sara is working with the more recent graduate classes 2006, 2001, 1996, 1991. Some have events planned such as 2006 will be having a BBQ at the camp, 2001- gathering on the quad. She is coordinating additional information via postcards later this spring.

Sara continues to support the internet communications work such as keeping the website content up to date, interesting and fresh. She helps post to Facebook, Twitter and cross communicates with the other KSC Facebook pages.

She has received some requests for the mentorship program and is working with Kay to match up students to interested Alumni in particular career fields. Connections are building and that is a good sign.

The graduate Commencement Fair (4/6-4/7) is coming up and it has shown to be a great resource to get the Seniors to give us post grad address/email/cell phone contact information. This gives us a running start with influencing them to stay in touch and stay connected. We will also have the seniors sign postcards for key reunion anniversary classes.

Sara also gave an update on our work with a student communications intern. Amanda Crisafi has been a great help to us write stories for newline etc.

Patty Farmer

Plans are ongoing for filling the Office Coordinator position that will be left open when Pauline Dionne retires at the end of June. The Job description has been tweaked somewhat and Patty will be working with HR to develop the other paperwork. Kay and Sara will help to interview candidates and it would be ideal to have an alumni board member volunteer to help interview too. Anyone interested please see Patty.

Patty has continued to work with the Alumni Directors at PSU and UNH on a set standard of Metric data that the USNH Trustees could reference when discussing overall effectiveness of the Alumni relations programs. They have a set to work from it is just a matter of bringing it in front of the USNH Trustees. One concern is the need for the Trustees to understand the nuances of each school and differences in staff sizes, etc. in relation to the alumni population. It is an Apples to Pears to Oranges comparison.

She reiterated how well Reunion is moving along, right on pace although the pace will quicken soon enough.

Part of the "value added" equation for the Alumni Relations office is the information it can present back to campus about it's alumni population. She is working closely with the office of Institutional Research on a recent grad (2006 and 2010) survey that is being conducted with USNH. The report on this data should be out mid July.

Patty shared her appreciation of the efforts of the staff and volunteers and what a positive impact it is having on the alumni program. Everyone's commitment has been vital to the overall growth of the program, it's consistency of objectives and how they fit in the mission and purpose of the college.

Other Business

Sue Fortier

Sue noted that the Development office had included a report fundraising- KSC Fund/ Alumni Center Fund in the packet of information for the meeting. Sue shared that not quite 100% participation of the Alumni board- hoping everyone contributes.

Sue also mentioned that the Governance Committee has completed its effort and that there is a great slate of candidates for the Board. She is very appreciative of the time given by retiring Board members-Tori, Dana and Molly.

It is clear that the alumni efforts as great as they are have not been communicated effectively enough and that our big task at hand is to “Get Message Out” and share as much as we can about how alumni are volunteering and giving back to the campus. So much has happened that is positive and we need to communicate

David Westover had raised a question regarding the student newspaper The Equinox and an Opinion Article. Brian shared background of the story and related the discrepancies with the article and lack of factual information contained in it. Members of the Board expressed concern about the lack of information and discussed ways to better communicate with the campus. There was acknowledgement that it is difficult for students to see perhaps that a person who is helping them with their resume reviews or job connections or a panel is an alum and that we need to better illustrate that visually and verbally.

The issues related to the image of the Alumni Center were discussed. There are many misconceptions about the building, the departments within it, use of Centennial Hall, etc.

Hundreds of students use the hall, dozens are employed by departments in the center, hundreds of students benefit from scholarship dollars that are fundraised and administered by offices within the alumni center but unfortunately these positive aspects have not been appreciated by the students.

A general appreciation was discussed knowing that students who were here in 2007, 2008 as Freshman and sophomores haven’t had four years of active alumni engagement to reflect on and that their perspective as a student who has yet to need a connection back to KSC as an alum is part of their overall development.

In follow up to the discussion regarding the state of the budget, the Executive Committee will set up a meeting this spring with Ken Goebel and Maryann Lindberg to determine the best scenario for the Board to raise funds to help meet the challenges the college will face financially.

Adjourn 2:17 p.m. Motion made to adjourn by Brian Parda, second by Linda Lacey.