



**MILLERSVILLE UNIVERSITY ALUMNI ASSOCIATION
VIRTUAL ZOOM WEBINAR**

**MINUTES OF THE BOARD OF DIRECTORS MEETING
FEBRUARY 16, 2021, 6:00 PM**

Voting Members Present:

John Held	President
Joyce King	President Elect
Bill Martin	Treasurer
Matt Olphin	Secretary
Leslie Arnold	Member
Charece Collins	Member
Kathy Focht	Member
Amy Hoffman	Member
Lori Johnson-Negron	Member
Kiefer Luckenbill	Member
Tamika Mack	Member
Dave Malley	Member
Cameron Martin	Member
Derrick McCutchen	Member
Mark Phillips	Member
Danielle Prokopchak	Member
Donna Randolph	Member
Stefanie Roberto	Member
David Shafer	Member
Morgan Speakman	Member
Rebecca Tassone	Member
Cheryl Youtz	Member

Voting Members Not Present:

Monika Buchanan	Member
Moses Mitchell	Member
Timika Tyson	Member

Advisory Members and Guests Present:

Dr. Daniel Wubah	University President
Victor Ramos	Vice President for Advancement
Alice McMurry	Assoc. Vice President for Advancement
Mike Henry	Immediate Past President
Gabrielle Buzgo	Interim Director of Alumni Engagement
Corinna Linn	Dir. Development & Alumni Comm.
Jennifer McMorris	Alumni Engagement
Holly Winegar	Student Alumni Association
Jennifer Bertolet	Grants, Nominations, and Rewards Chair

Advisory Members and Guests Not Present:

Evan King	Finance Committee
John Smith IV	Student Government President

1. **CALL TO ORDER**

There being a quorum present, and the members having been given adequate and proper notice of the meeting, John Held called the meeting to order at 6:00 PM.

Held welcomed all guests and thank everyone for their time and dedication. He mentioned that hopefully there will be an in-person option for the April BOD meeting, with options for virtual attendance. Held reiterated his encouragement for BOD members to bring items to the attention of the Executive Committee prior to the BOD meetings.

2. **ROLL CALL – VIRTUAL AFFIRMATION OF ATTENDANCE**

Matt Olphin monitored attendance by those identified as signing in on the virtual meeting platform and verified those in attendance. All voting members were in attendance except Monika Buchanan, Moses Mitchell, and Timika Tyson.

3. **ALLOWANCE OF VOICE VOTES**

On a motion made by **Cheryl Youtz**, seconded by **Kathy Focht**, it was resolved to approve the use of voice votes for all matters and decisions not financially related. Motion carried.

4. **REVIEW AND APPROVAL OF PREVIOUS MINUTES**

The Board reviewed the minutes of the meeting held on November 18, 2020. On a motion made by **Kiefer Luckenbill**, seconded by **Donna Randolph**, it was resolved to approve the minutes of the Board of Directors meeting held on November 18, 2020. Motion carried.

5. **REVIEW AND APPROVAL OF THE QUARTERLY FINANCIAL REPORT FOR THE PERIOD ENDING DECEMBER 31, 2020**

The Board reviewed the quarterly financial report for the period ending December 31, 2020.

On a motion made by **Amy Hoffman**, seconded by **Cheryl Youtz**, it was resolved to approve the quarterly financial report for the period ending December 31, 2020. After roll call vote, motion carried.

6. **UNIVERSITY REPORT**

Dr. Wubah, University President, provided the following update.

Dr. Wubah was recently at Rock Lititz and met many different Marauders. He was there to film a video to be used in the community about getting vaccinated.

The recent semester started on time and has been going well. All students had to have a rapid COVID test before getting keys. Last week number of positive cases went up – went to 43% testing positive. The

University enacted isolation protocol and other measures to limit spread and hopefully this was a limited spike in positive cases.

Faculty and professional development is being done. The focus was on virtual learning, called Pedagogy Plus. This was to help faculty develop and excel in virtual teaching.

For the Fall semester, Dr. Wubah hopes that most students will be vaccinated and can return to campus an in person learning in the fall.

One of Doctor Wubah's first initiatives was to hold Listening Tours on and off campus to interact with alumni. He has recently started a new listening tour – with an internal focus – for staff and students. Dr. Wubah's goal is to hold 30 of these by the end of the semester. His focus is on connecting with people as we have lost some of that connection due to the pandemic.

During the listening tours, Dr/ Wubah is also focusing on the University's new Strategic Plan. The new plan started on July 2020 and is called Tradition and Transformation. It is designed to be mindful of where we came from and be adaptable because of where we are going and what is going on in the community and the world. Dr. Wubah's Cabinet and the Council of Trustees met to prioritize the strategic plan's critical goals. Four key areas, or pillars, were identified.

These four pillars are – 1.) ensuring student success; 2.) transformative experiences; 3.) paying attention to staff, employees, and facilities; and 4.) communicating the value of MU. The link to the strategic plan is: <https://www.millersville.edu/iea/planning/>

Dr. Vilas A. Prabhu is retiring and the University is actively engaged in a search to replace Dr. Prabhu, who has served 17 years at Millersville University. This is remarkable because the average tenured for a Provost is five years. A search started in the fall. Initially there were 123 applications. The search was narrowed down to 30 candidates, and 12 of those 30 were interviewed. Currently the search is down to 3 candidates and those candidates will be brought to campus for visits. Dr. Wubah's goal is to have the candidates campus visits done by March, with an offer by the end of March, and the new Provost starting by July 1, 2021. The following is a link to the Provost search page on the University website: <https://www.millersville.edu/president/provost-search/index.php>

Dr. Wubah commented on the proposed PASSHE integrations. The PASSHE Board of Governors met last week and discussed integration. He reviewed those schools being integrated – NE: Lock Haven, Bloomsburg, and Mansfield – W: Clarion, California, and Edinboro. Ultimately there will be only two Presidents for the six universities. Each president will have three Universities to oversee. The goal is a single leadership team for each of the integrated group of Universities. Campuses will stay separate and athletic teams will remain separate. More details will hopefully be available after the April Board of Governors meeting. The PASSHE Chancellor will be doing a virtual visit on 3/31/21.

Commencement information provided by Dr. Wubah includes the following updates. Students were surveyed and most preferred face to face commencement. Spring in person commencement is planned

for this May to recognize the 2020 and 2021 graduates. To do this, there will be four separate events. Thursday evening, May 6, for 2020 undergraduates. Friday evening, May 7, for 2020 and 2021 graduate students. Saturday, May 8, for 2021 undergraduates – two colleges in the morning and two colleges in the afternoon. All commencement events will be outdoors, nothing inside, and all appropriate pandemic safety protocol will be observed.

Dr. Wubah reminded everyone of the One Day Give on February 25. Hopefully we can exceed levels of giving from the past. The theme is “Give to what you love.” John Held commented that the MUAA is giving \$7,000 toward 1 day give for various matches throughout the day.

Leslie Arnold asked about PASSHE integration and what will be printed on the diploma. Dr. Wubah stated that PASSHE is discussing this with the Middle States accreditation representatives and this has yet to be determined. Other issues involve the NCAA as the athletic teams will remain separate for the integrated Universities, but the integrated Universities will function as one. This may require the NCAA to revise its bylaws.

Donna Randolph asked when the Chancellor Zoom visit will happen. The Chancellor will visit occur on March 31. Details on this visit will be sent from Gabrielle Buzgo to the BOD.

Held thanked Wubah for his leadership, answering questions, and attending our meeting.

7. VICE PRESIDENT’S REPORT

Victor Ramos, Vice President for Advancement, provided the following report.

In regard to Strategic Plan Pillar #4 – Communicating MU’s value – advertising is a key part of this. The University is investing in marketing and brand awareness. A few examples of this include: signs at Tanger Outlets, TV ads during recent football playoff games, and future ads on billboards, Apple TV, and Roku.

One of the few campuses continuing with on campus tours – all outside within appropriate safety protocol. Fall 2021 applications are up 700 applications – this is a 13% year over year increase and up 8% from 2019. Deposits are up 37% as compared to 2020 and up 24% from 2019. On campus tours and virtual open houses have been a positive impact. Held commented that these increases are positive. Ramos commented that MU is the PASSHE institution showing positives in both applications and deposits for 2021.

Donna Randolph asked about underrepresented students regarding applications / enrollment. Victor provided basic info on this and mentioned that this is showing positive number from the recent past.

Ramos reviewed the Executive Trend Report and indicated that trends are heading in the right direction. The reports shows that there are more first-time donors and “smaller” amount donors. Some slow down due to pandemic, donors want to see people face to face, especially major donors.

The Campaign is at \$61.3 MM and 192 % of goal. It is likely this will be extended. More information and new goal to follow. Ramos commented that we are seeing a large percent of alumni giving.

Held asked about the demographics of donors and what we are seeing. Alice indicated that it spans all decades and that indeed first-time donors have increased.

Alice McMurry commented on the One Day Give. It is being held on 2/25. McMurry thanked MUAA for giving and matching last year and continuing to do so this year. The pond / lake restoration fund raising will also start this day as well. The pond / lake needs to be dredged and aeration installed. Small rubber swans will be sold. Paver stones will be sold as well with the options for messages carved into small, medium, and large paver stones. Restoration work should be completed over the summer

Held reminded all board Members to give and that this is a vital part of our commitment to the University and Alumni Association.

Donna Randolph asked if these are swans that we can keep. The swans being paid for are the ones being dropped, at this time these are not the swans to keep, but hopefully people can take swans with them after the drop.

Tamicka Mack asked if we can involve students in the pond restoration. McMurry stated that two ponds are being restored – the famous one and the one by Rodey / Caputo – the other pond will be restored as well. Students will be involved in the other project as well and this pond will then be used as an outdoor laboratory.

8. ALUMNI ASSOCIATION STANDING, AD HOC, AND SPECIAL APPOINTED COMMITTEE HIGHLIGHTS/REPORTS

Alumni Engagement: Amy Hoffman reported for the committee.

Hoffman thanked the MUAA office for what is being done to keep alumni engaged. Committee is here and ready to help. Can also help with one day give as well if needed.

Financial Planning: Bill Martin reported for the committee.

Martin reviewed the balance sheet as of 12/31/21 – which is the end of calendar year and end of our second quarter. We have four accounts. 1.) General Checking, 2.) Money Market, 3.) MU Foundation – Alumni Association Trust, and 4.) Counsel Trust Portfolio

General checking (PNC) account funds our day-to-day operations. Income for the general checking account comes from affinity partners – PSECU and Liberty and anything we sell during homecoming or commencement. Some earnings from the Foundation accounts go to checking as well.

Money Market (PNC) is an account that is trying to get some better earnings but still have the money available for immediate access when needed. The Financial Planning committee will be trying to find another avenue for this money that can create more earning power.

MU Foundation Alumni Trust – invested with the MU Foundation.

Counsel Trust Portfolio – this is the name of a professional regional financial planning company that we work with. Geoffrey Plat is the gentleman that we work with and we started with them in 2015. It is structured similarly to a retirement portfolio.

Martin is working on the budget for the 21-22 year. Should have ready for a full board vote for April 2021. Held indicated that this type of report should be done about two times a year for these meetings and that in the past year, due to the change in operations from the impact of the pandemic, MUAA provide \$46,000 in new funds.

McMurry reported that the return for our money invested with the Foundation was 13.6%.

Technology: Dave Malley reported for the committee.

A meeting was held and the committee is actively recruiting. The committee is made up of only board members. If anyone knows of anyone else willing to help please inform Malley. Working on opportunities for the future and planning for Homecoming as much as possible without knowing what is going on.

Scholarships, Grants, and Awards: Jennifer Bertolet reported for the committee.

The committee met in the fall and there were only two applications for the Neimeyer-Hodgson grant. One was approved and one was not, but the committee encouraged the student to revise and re-submit the one that was not approved. The committee is vetting the applications to make sure the applications are student centric and not professor centric. The numbers may be down as well for the February 21 deadline line as well, given the pandemic impact. Please nominate for the alumni association awards as well. Working with others (e.g. professors, Deans, major gift officers) across the University to promote all of these awards in an effort to increase applications and nominations.

Alumni Events: Kathy Focht reported for the committee.

Focht thanked the alumni office for their hard work and activities to keep alumni connected. The committee wants to plan events, but anything related to the University needs to meet all University safety protocol. At this point waiting and planning for the fall to hold events.

Membership Committee: Joyce King reported for the committee.

King commented that elections are being held in April and the membership committee has assignments to do interviews as we prepare info for the full board. There are 16 people running – new and incumbents and some current BOD members are choosing not to run again. Hoffman has edited the guidelines for questionnaire and ratings to make questions and ratings as objective as possible. Will not be adding in committee attendance to factors this year – will look to add this in in the years to come. Committee chairs – please continue to take attendance and save attendance to Teams folders. Interviews need to be done by the 19th of March. Please try multiple times to reach people. Incumbents are not being interviewed and have not been in the past. This may be a consideration in the future. Please communicate with King on thoughts about this.

Held commented that the membership committee does take a lot of time and effort to summarize all the information gather on the candidates. Prior to the vote, please do consider all the information closely. The goals is to find a home for all applicants if possible and if someone is not elected then possibly we can steer someone to other committees.

Randolph asked how many positions are being elected. King indicated that there are 3 Officer spots open and 9 members at large positions open.

MU Foundation: Joyce King and Alice McMurry reported for the committee.

King was unable to attend. McMurry attended and provided a report. The Foundation, for the first time, crossed the \$50 MM in assets under management mark. The Foundation recently voted to take on some alternative investments and overall the Foundation’s goal is an 8.5% ROI overall.

Affinity Committee (Ad Hoc): Tamika Mack reported for the committee.

Mack has no update to provide at this time.

Student Alumni Association: Holly Winegar reported for the SAA.

Winegar spoke about her experiences and what she is doing. The SAA is holding one event, a virtual scavenger hunt in April. The SAA is still looking for guest speakers throughout the semester and if interested please contact Holly to be a guest speaker. Several BOD members have presented as guest speakers: Hoffman, Roberto, and Collins.

Student Government Association: John Smith was not present for the meeting.

The HUB / Campus Cupboard is still offering free lunches during the week.

9. ALUMNI ENGAGEMENT REPORT

Gabrielle Buzgo provided the report for Alumni Engagement.

We are ½ way to goal of engaging 2,000 new alumni – have until end of June to reach goal. Providing as many virtual events as possible to engage alumni virtually.

Social media stats... 9,764 FB, 1,187 Instagram, 2,118 Twitter, and 4,012 LinkedIn.

Alumni Newsletter was re-branded to “Ville Connections” and will be sent every other month vs every month.

Recent events, alumni trivia – 37 people and the next one will be in April – registration s live. Hosted sponsorship for American Meteorological Society meeting, 111 attendees.

Upcoming events, 2/25 – One Day Give. Please remember to give. 2/25 – Black Alumni Network will be doing a Zoom party on One Day Give to encourage giving. 3/10 – virtual paint and sip party featuring Miller and ‘Sville. April – Alumni trivia and OSEH 40th reunion and conference – virtually on Zoom.

Virtual book club – still going strong and on the 5th book of the year.

PASSHE Alumni Directors – Buzgo has been meeting with other school Alumni Directors on almost a quarterly basis in the recent past. Future will see meetings with other Alumni staff and board members in the future to share ideas and synergies.

Homecoming – will be hoping for an in-person event but also planning for hybrid as well – all outside with appropriate COVID safety protocol in place. If you know of alumni who own a food truck please let us know.

Mack asked about coming on to campus. Buzgo reported that at this point you need to complete an online form to gain access to campus. Masks are required everywhere on campus and some locations have facial temperature screening devices.

Randolph asked if the University will be a vaccine site. The University has volunteered but there are other sites being planned so it is doubtful that this will happen.

10. OLD BUSINESS

No Old Business to discuss.

11. NEW BUSINESS

Board Emeritus - Held explained the criteria and history of this award. Last year was the first class of emeritus awards and this year the Executive Committee is putting forth another group of nominees.

Board Emeritus Candidates are former board of directors who have celebrated their 50th anniversary of graduation, been a member of the BOD for a minimum of three terms and has distinguished

himself/herself in service to the Association. This year the nominees are: Kathy Brabson, Mary Ann Gerber, Barbara Hunsberger, and Elizabeth Kauffman.

On a motion made by **Cheryl Youtz**, seconded by **Donna Randolph**, it was resolved to grant board emeritus status to all four candidates.

Arnold, Youtz, Hoffman, Randolph, and Focht all commented on the candidates.

After vote of the Board, the motion carried. Held asked the BOD to please keep confidential for now and until we can notify and promote them. We will provide the Board Emeritus winners with a letter, recognition on the website, and invite to a future board meeting for recognition as well. Mack asked if the winners receive anything. To date no we have not been able to do this mostly due to the pandemic, but we do plan on doing this in the future.

12. **FINAL REMARKS / ANNOUNCEMENTS**

Kathy Focht expressed her condolences for Rachel W., Events Committee, and Joe Glass (Engagement Committee) who both passed away.

Donna Randolph announced that she co-leads a black educators affinity group. There is a social justice summit that meets every other month. If you know of any black educators they can join in and please connect with Donna.

13. **NEXT MEETING**

The next Board of Directors meeting is scheduled for Saturday, April 17, 2021 @ 10:00 AM.

14. **ADJOURNMENT**

On a motion made and carried unanimously, it was agreed that there was no further business of the Association to transact; the meeting was adjourned at 8:11 PM.

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting of the members of the Association. This document shall not be considered a verbatim copy of every word spoken at the meeting.

Respectfully Submitted:
Matthew N. Olphin
MUAA secretary