

**HARTWICK COLLEGE  
ALUMNI ASSOCIATION BOARD OF DIRECTORS  
MINUTES OF THE MEETING HELD ON MAY 9, 2015**

**DIRECTORS PRESENT IN PERSON:** Michelle Brown, Sharon Dettenrieder, Kenneth Doherty, Scott Holdren, Donald Keinz, William Kitson, Thom Meredith, Neal Miller, Katie Pennings, Dale Pensgen, P.J. Prunty, William Rogers, Sarah Sanders, Barbara Vartanian

**DIRECTORS PRESENT VIA TELECONFERENCE:** Kristin Brown, Steven Suleski

**ADMINISTRATION PRESENT IN PERSON:** Gregg Fort, Alicia Fish, Marianne Poteet (recorder)

**GUESTS PRESENT IN PERSON:** Louis Noce

**DIRECTORS ABSENT:** Colin Blydenburgh, Michael Doherty, Cody Fiduccia, Shanlee Ginchereau, Kathi Hochberg, Ashley Martin, Charlene Marx, Alexis Mays-Fields, Leah Mooradian, Lauren Morris, Elizabeth Paille, Steven Paille, Mark Smith

The May 2015 meeting of the Hartwick College Alumni Association Board of Directors was held on Saturday, May 11, 2015 in room #103 of Golisano Hall on campus.

Alumni Board President and meeting Chair Neal Miller called the meeting to order at 9:05am. He introduced two student musicians.

Chair Miller asked everyone to update or confirm their contact information on the sheet being passed around.

Marianne Poteet, as recorder, called the roll.

**IT WAS DULY MOVED, SECONDED AND AFFIRMED to approve the minutes from the meeting of February 28, 2015.**

Chair Miller thanked everyone for coming to the meeting and introduced Gregg Fort, the new Vice President for College Advancement. Mr. Fort stated that he has been at Hartwick since January and gave some of his background and how his alma mater in Texas is similar to Hartwick. He was on the alumni board at his alma mater and understands the commitment. He has been traveling to meet alumni and also traveling with President Drugovich.

Mr. Fort gave a fundraising update. The \$250,000 Emerson Challenge was met early. This is significant for us, because it gives us the opportunity to go back to them for \$500,000. This will give us an opportunity between campaigns to focus on the internationalism of Hartwick College.

The total fundraising for the Campaign is at \$27.7 million. We expect that it will reach \$28.3 by June 30, which is the end of the fiscal year. Phase I of the Pine Lake Challenge

has been finished. We are now working on Phase II. If we receive a hoped-for foundation gift of \$25,000, that will get us closer to starting Phase III.

Mr. Fort stated that the Binder campaign has raised \$643,000 of the \$647,000 goal. We expect to finish in two to three weeks. We are working on increasing engagement so that we are not always reaching out to ask for money. He knows that the strategic plan put forth by the Alumni Board addressed this, and it has been discussed by the president, the administration, and the Board of Trustees.

Mr. Fort introduced Louis Noce, who will join College Advancement as a Major Gift Officer starting on Monday, May 11, replacing Eric Shoen '99.

Mr. Pensgen asked about reaching the Campaign. Mr. Fort stated that he truly believes we are lacking one seven-figure gift. It is a real testament to Hartwick that we have raised \$27 million, with the largest gift being \$1.2 million. The largest gift to reach the Emerson Challenge goal of \$250,000 was \$30,000.00. He wants to finish the Campaign early. Strategies are being developed to make the asks. The idea of having the final donor ring the Hartwick bell has been discussed. Gifts of all kinds are being counted, although our counting is uber-conservative, which is a good thing. We are lucky that we have a president that understands giving and is not afraid to make an ask. Also, we are building a major gifts staff – Matt and Louis, we have Pat Dopazo, who is very good at her job, plus Maggie Arthurs, who is amazing, and Alicia Fish, who has helped us get where we are. He is extremely excited about the present staff.

Mr. Dohert asked about scholarships established since the start of the Campaign. Mr. Fort responded that we are at approximately 69-70% of the \$14 million goal. It has not changed significantly since his arrival. One of the large gifts that we plan to pursue is for scholarships. We plan to look at other foundations for scholarships.

Mrs. Dettenrieder asked if there is a plan to increase the value of scholarships so that the students can leave with less debt. Mr. Fort responded that scholarships are a priority and we need to use everything we have to make that happen on a large scale. At the Freedman Prize awards yesterday, the Freedmans talked about donors with capacity becoming venture philanthropists. Mrs. Dettenrieder asked if Hartwick has considered a loan forgiveness program as other institutions have. Mr. Fort stated that he does not know.

Mr. Holdren spoke about encouraging young alumni to give and sharing the percentage of donors. Mr. Fort stated that Moody's uses a benchmark of 20%, so the aspirational rate for alumni giving is 20%. We are at around 12% now. We were at 15 last year and should get back to 15, but we need to be at 20. Actually, we need to be even higher. We have seen alumni giving rates decline. There have been studies that say some young Americans have moved away from philanthropy. The generation that came of age during the Great Recession believes in philanthropy, but a different kind. They want to see and touch and be part of philanthropy. Luckily, they can see and touch Hartwick. After he left his alma mater, it took years for him to be re-engaged. We need to keep Hartwick as a glimmer in graduates' eyes, so they don't forget after they leave. That is the key moving forward. The giving rate

matters but it is also about how you touch those people – the ones who haven't given before.

Trustee Kitson stated that the trick for Hartwick is if it has the guts to do the things to attract those students and dollars. The Elting Fitness Center, the Binder Locker Rooms and the pool were specific things to which donors could contribute. Do we have the courage to craft an annual fund campaign that segments out specific things for alumni to give to – things that they care about. They don't want to give blind gifts. Mr. Fort responded that the 630 Campaign touches on that. Next year's (FY16) theme will be "Ever Higher," but it will have components in it. Advancement, and the campus, needs to support the students when they have a cause. A student who is raising money for Nepal will remember who helped her. She will remember that Hartwick helped her help Nepal. That is how you build future philanthropists.

Mr. Kitson asked about sharing information that is given to the trustees with the Alumni Board. Mr. Fort agreed to do this. He thinks it is important for this board to know exactly those things. Mr. Kitson suggested adding information from George Elsbeck. Mr. Fort stated that he will check with the other VPs about this. He believes in transparency, accountability and assessment. Mr. Holdren offered to put the information online. The Alumni Board has a separate online area that is accessible only by password. Mr. Fort will send it to him.

Chair Miller stated that he has met the new VP of Enrollment. She is very attuned to high-tech. A bond proposal for \$26 million includes a new dorm, road work, and a new front entrance. Mr. Kitson described the campus updates that are planned. The group discussed accessing specific buildings and improving signage. Mr. Kitson stated that \$1 million will be spent this summer on unseen items, such as chillers, boilers, etc.

Chair Miller talked about incoming students for fall being 150 short. Mr. Kitson added that demographics are changing dramatically. We were on an unsustainable path of "buying a class" meaning that financial aid numbers were out of control, even though it gave us nice-sized classes. A decision was made to reduce the discount and move to a realistic class size, but the switch cannot be done quickly. Hartwick has a history of picking up 50-100 students over the summer, and the students who are coming really want to be here. The reality is that we shouldn't have reduced the funnel so fast.

The group discussed revenue and budget cuts. The reduction may be as much as \$1 million. We haven't exceeded the endowment draw of 5% in a while. Mr. Kitson stated that many things are going our way right now, including our bond rating and what Moody's says about our financial health. Each year, five different variations of the budget are prepared, to allow for different numbers of incoming students. 350 students was not one of those.

Mr. Kitson stated that Hartwick was carrying so little debt that it became obvious that we should incur debt to make updates to move the College forward. The top majors are Nursing, Business, Psychology and Biology. Mrs. Dettenrieder commented that ¼ of the incoming class is nurses.

Chair Miller congratulated Mr. Suleski on his election as a new member of the Board of Trustees. He also congratulated everyone involved in the new Strategic Plan. Mr. Suleski thanked Mr. Fort, the College and the Board of Trustees for aligning with the Alumni Board on engagement. Please send suggestions to Mr. Suleski.

Mr. Keinz talked about the Strategic Plan and the plan of action. The group discussed edits/updates to the Directors' Toolkit. The Statement of Commitment and Responsibilities was reviewed. Please send input to Mr. Holdren. He clarified where to find the document online.

**NURSING COMMITTEE.** The Committee met to consider recipients of four scholarships. Candace Jeffres '77 will be the Outstanding Nursing Alumna. Study Buddies will be provided to nursing students

**NOMINATING & RECOGNITION:** The following members will be recognized: Liz Paille, Steve Paille, Sarah Sanders and Barb Vartanian. There are 21 nominations for five alumni awards. Distinguished alumnus: Rory Read '83; Meritorious Service: Ginny Elwell '77; Outstanding Young Alumnus/a: Aliria Munoz '07 and Lisa Christensen-Mayer '05; Outstanding Volunteer: Lisa Schulmeister '78; Outstanding Employee: Larry Malone. These people will be contacted. A summary will be put on the website.

**IT WAS DULY MOVED, SECONDED AND AFFIRMED to approve the alumni awards as listed above.**

Nominations for directors: Michelle Brown, Liz Paille, Dale Pensgen, Sarah Sanders. Statistics about gender, state and decade were displayed.

New on the ballot:

Karen Adolfsen '94  
Nicholas Forst '09  
Mark Parmerter '91  
Arin Starzyk '09

The above persons will be contacted. If any decline, the following alternates will be contacted: William Paton '07, Melissa Zimmermann '14. If all four nominees accept, then the two alternates will be offered associate (non-voting) membership.

**IT WAS DULY MOVED, SECONDED AND AFFIRMED to approve the ballot above.**

The meeting was adjourned at 12:00pm.

Respectfully submitted,

Marianne L. Poteet  
Recorder

**HARTWICK COLLEGE  
ALUMNI ASSOCIATION BOARD OF DIRECTORS  
MINUTES OF THE SPECIAL MEETING HELD ON MAY 9, 2015**

**DIRECTORS PRESENT IN PERSON:** Michelle Brown, Sharon Dettenrieder, Kenneth Doherty, Scott Holdren, Donald Keinz, William Kitson, Thom Meredith, Neal Miller, Katie Pennings, Dale Pensgen, P.J. Prunty, William Rogers, Sarah Sanders, Barbara Vartanian

**DIRECTORS PRESENT VIA TELECONFERENCE:** Kristin Brown, Steven Suleski

**ADMINISTRATION PRESENT IN PERSON:** Alicia Fish, Marianne Poteet (recorder)

**DIRECTORS ABSENT:** Colin Blydenburgh, Michael Doherty, Cody Fiduccia, Shanlee Ginchereau, Kathi Hochberg, Ashley Martin, Charlene Marx, Alexis Mays-Fields, Leah Mooradian, Lauren Morris, Elizabeth Paille, Steven Paille, Mark Smith

A special meeting of the Hartwick College Alumni Board of Directors was held on Saturday, May 9, 2015 in Golisano Hall, room 103.

Chair Miller called the special meeting to order at 12:25pm. He gave praise to Mr. Holdren, Mr. Keinz, and Mr. Suleski for their work.

**IT WAS DULY MOVED, SECONDED AND AFFIRMED to approve the Constitution and Bylaws.**

The meeting was adjourned at 12:38pm.

Respectfully submitted,

Marianne L. Poteet  
Recorder