

Hartwick College Alumni Board of Directors
February 4, 2017 | Conference Call

Members Present: Michelle Brown '87; Sharon Dettenrieder '65; Kenneth Dobert '61; Michael Doherty '73; Shanlee Ginchereau '91; Scott Holdren '80; Donald Keinz '75; Brianna McKenzie '16; Katie Meuer '15; Elizabeth Paille '06; Steven Paille '05; Joe Pellegrino '13; Peter Prunty '10; Amanda Robinson '16; William Rogers '77; Steven Suleski '76

Members Excused: Colin Blydenburgh '14; Alexis Mays-Fields '04; William Patton '07; Katie Pennings '14; Dale Pensgen '72

Members Absent: Kristen Brown '91; Peter Fiduccia '12; Nicholas Forst '09; Leah Mooradian '13; Addison Muller '16; Mark Smith '13

Staff Present: Gregg Fort – Vice President for College Advancement; Alicia Fish '91 – Executive Director of Engagement

Meeting was called to order at 10:31 a.m. by President Scott Holdren '80

Update from the Board of Trustees: Scott Holdren '80:

- The Trustees recently removed language from their bylaws referring to alumni trustee as separate from term trustees.
- The trustee chair or their designee and Alumni Board President or their designee will have monthly conference calls about what's going on, make sure nothing conflicts, and any ways to help each other. Steve Suleski is the current trustee designee.
- The results of the conversations will go on the Alumni Board Executive calls, so it will become part of the minutes of that call.

College Advancement Update – Gregg Fort, Vice President for College Advancement

- Coming out of the campaign, the celebration of success on campus went very well.
- **Fundraising:**
 - o Overall fundraising for the year, as will be reported to the Board this week: Total dollars raised so far is \$2.8 million, which is \$1.3 ahead of a year ago.
 - o Annual fund: \$200,000 ahead of last year, which is a 22% increase over the 3 year average.
 - o Unrestricted dollars: Hartwick Fund is \$292,000 ahead of a year ago and 33% ahead of the 3 year average.
- The annual giving total is not higher because we did really good year last year on foundations, so we're down in foundation revenue because two large foundations made their last payment on grants last year, so we're moved back closer to the 3 year average.
- As far as cash this year, we are ahead of schedule. We increased the annual giving total to \$1.9 million. We finished last year at \$1.87, which is the third best in Hartwick's history.
- **Foundations:**
 - o Maggie Arthurs, here 11 years, accepted a position at Fordham University. We hired Lisa Iannelo. She started this week, one month ahead of time.
 - o We will continue to chase/stop the erosion of donors and reverse the trend. We were flat last year. Based on the rest of the country, this is a victory. We won't look at it as a victory until we start seeing an increase.
- **Crowdfunding:**
 - o For spring, we're adding a crowdfunding platform to our giving elements: GiveCampus. We are test running it with women's basketball and the Class of 1996.
 - o For GiveCampus we pay a small fee of \$2,100. We can customize it in-house. The key is the number of donors.

- **Day of Giving, April 27:**
 - o The Alumni Board and Board of Trustees can help: We're looking for 50 volunteers to post on their social media, each should try to reach 10 Hartwick friends/alumni.
 - o Our goal is to get 500 donors in one day.
 - o One alumnus/a has committed \$5,000 for giving day.
 - o The goal is to have \$15,000 in matching money.
 - o We have another solicitation on Thursday for the next \$5,000. We're looking at 150 donors for women's basketball and 150 donors for the Class of 1996.

Engagement/Improvement Strategies:

- **Don Keinz '75:** Does Advancement have a flat number of how much we got from alumni last year and how it compares to the last few years?
- **Gregg Fort:** The number of alumni donors last year was basically flat. The average gift was up, following a national trend. We just have to increase the number of donors, which translates to more revenue.
- **Don Keinz '75:** Alumni Board should have, every year, an engagement strategy. In order to verify, we will need benchmark information from Gregg. How many have donated, the average amount, etc. Going forward, this should be in conjunction with the alumni survey.
- **Gregg Fort:** Alicia and I will develop a report to share at the next Executive Committee meeting.
- **Gregg Fort:** I just accepted a 3 year term on my alma mater's Alumni Board. This will give another window on a similar institution. I will come back with comparisons/information.

Approval of Minutes from Oct. 2, 2016, Scott Holdren '80: Minutes approved.

Nominations & Recognition Committee Update: Alicia Fish '91

- First thing we're working on is the Legacy Scholarship. The committee received a proposed timeline for the selection process. There are currently 25 accepted and paid Legacy students (parent or grandparent alumnus/a). In early March the committee will review applications and select recipients.
- We need to approve the revised/updated description of the scholarship, incorporating the J Term elements. We're working on a final draft. It's been sent for approval by email.
- We're working on a timeline for the election of new directors. Scott, Alexis, and I are looking into the list of people running for another term and those not. We'll bring info back to the Executive Committee.
- The next thing we'll be working on, later this spring, will be selection of Alumni Award recipients.

Nursing Update: Sharon Dettenreider '65

- The Nursing Committee hasn't met since the last Board meeting. We're looking for a time to meet in February. We're working with the new department chair, figuring out how we fit together.
- **Scott Holdren '80:** Are the issues with the number of nursing students, the ramifications of that, moving forward?
- **Sharon Dettenreider '65:** At the Fall meeting, the committee drafted a letter to the president, expressing concerns about unplanned growth in the department. The president said she'd been talking with the chair, is aware of the concerns, and shares them. She just recently called and asked for a meeting with Sharon, the Provost, and the department chair to talk about what's going on and what the direction needs to be. Hoping to have a meeting the week of February 20, but no finalized date yet.
- My term on the Board is up this year and I'm not eligible to run again, so we need to talk about that as well.

Thank-A-Thon Task Team update: Steve Paille '05

- Previously the program had a number of volunteers participating and our group dealt with who had been assigned and who was called.
- Louis Noce is interested in having the giving office take over the back-end work. He proposed that Board Directors have responsibility, meaning fewer calls per person. All directors have the opportunity to participate. Louis plans to have the giving office pull a list of everyone to be contacted. They worked on revising the threshold for calls.
- The plan is to have assignments go out twice a year; winter and late summer. The giving office would send a list and make assignments based on class year, etc. Call would be quick, just thanking them for their gift. Then report back on who you were able to contact and who you could not reach.
- The Task Team's role will be keeping track of who is calling, the results, and coordinating assignments through the giving office. Providing feedback from people who were called.
- **Alicia Fish '91:** Louis and I will touch base this week and pull you in to plan how to implement this.
- **Scott Holdren '80:** Commitment and Responsibilities of Directorship: This should be added to that document.
- **Alicia Fish '91:** A confidentiality agreement needs to be signed by anyone who does calling, we'd need to coordinate to get those signed and returned.
- **Scott Holdren '80:** It could be helpful to have an electronic signature.
- **Alicia Fish '91:** I will look at that from the College end, if we have that technology and how to incorporate that into the form.

The Wick Update – Shanlee Ginchereau '91

- A short article was shared with Liz and the group about LinkedIn. Educating younger alumni about the benefits of networking and connecting with alumni via LinkedIn.
- **Alicia Fish '91:** We are determining the direction that the initial connection happens based on life stages. Liz, Shanlee, and I have been talking about the 10-20 year alumni group. Twenty years and beyond, the engagement process is more organic. Because of their life stage, they may not have as much focus on engaging with us. We need to provide an opportunity for them to engage that works for them. We're having those conversations about how to engage with them at least through this printed piece.

Young Alumni Engagement – Joe Pellegrino '13

- The task team is planning something for current seniors sometime in April; an opportunity for young alumni to learn about and join the Alumni Association. If you're planning on coming up in April let Katie Pennings know. She and Amanda Robinson will be working on this.

Alumni Survey Update – Don Keinz '75:

- Alicia, I, and Amanda Moske are working on the annual alumni survey, to find out where we are and provide a baseline for future strategizing. Alicia has the timeline. The survey instruments are ready. Hopefully you got back to us with comments.
- **Alicia Fish '91:** I've gotten very good feedback from several directors. Also got feedback last week from Amanda Moske. I anticipate corrections will be made to the survey this week, with a potential release date of the week of the 13th or 20th.
- **Ken Dobert '61:** My comment is that older alumni are not online. The results may be skewed toward younger alumni. Viewing the results and how you reach out, I have friends who don't have a computer. I'm not on social media.
- **Alicia Fish '91:** We're aware of the limitations and that we're missing a constituency. It's certainly not the only concern, since we don't have valid email addresses for all our alumni. There are groups we'll be missing across the spectrum. The resources required for a print-based survey were part of our initial discussions. We'll be doing our best to address those.
- **Scott Holdren '80:** Is it possible to not send to everyone we don't have emails for, but do a demographic representational cross-section to get mail out to some of those demographics?
- **Alicia Fish '91:** We can't control when mailed responses are returned. The response window would have to be much longer.

- **Don Keinz '75:** We're providing incentives to boost responses. We're sending to about 10,000 alumni, hoping for response rate of about 300. If we do cross-tabulations, 400-600 would be better.
- **Scott Holdren '80:** Can we reasonably assume that 10,000 will give us a representative sample?
- **Don Keinz '75:** The fastest growing percentage of internet users is actually senior citizens, so we should have a good cross-section.
- **Sharon Dettenreider '65:** Could we use The Wick to make a plea for people to send us their emails?
- **Alicia Fish '91:** Yes. We're continuing to look at strategies to increase our number of valid emails. We recently released a save-the-date for True Blue, with new engagement software, and captured over 50 updated emails and addresses. We'll continue to incorporate that strategy, and are looking into a mailed piece for those without emails.
- **Don Keinz '75:** This is the first time we're doing this and want to do it annually, to show trending information, which will help drive strategy and make us smarter. We're hoping that two or three weeks after the survey closes, we should have a summary and then a report done.

Career Services Update: Alicia Fish '91

- Dale is working with Melissa Marietta to put together preliminary plans to work with Career Services. In the last two weeks there's been a loss of two staff in Career Services: Kristin Bergene and Kirsten Oehl. Melissa and I have been having conversations about how our team can partner with her. We may need to transition that workload to the Alumni Relations office. Melissa outlined some needs to talk to Dale about, including volunteers to review resumes or work with students on through the TASTE program to provide basic career counseling. Both positions have been approved to be re-hired.

Enrollment Update: Alicia Fish '91

- Karen McGrath and Nick Forst are scheduling a call. She's anxious to work with volunteers for making phone calls to prospective students. Part of that will be Legacy students. We were talking about the possibility to wrap thank-a-thon in with enrollment. For students who haven't accepted yet, we could have alumni give them a call and answer any of their questions and talk up the Hartwick experience.
- **Sharon Dettenreider '65:** When I spoke with Karen about using alumni for enrollment management to convert applied students to accepted students, Karen talked about a March/April time.

Faculty Council update – Katie Meur '15

- I'm working with Carli Ficano. We're hoping to develop a shared alumni-student database. Students looking for internships/mentorships/advice, could access that and reach alumni. Faculty could pull from it for possible guest lecturers.
- We're trying to figure out how to make it work. Could be a possible capstone or senior thesis for computer science majors, in formulating the database.

Retention Update: Alicia Fish '91

- We've been working with Kim Yousey-Elsner on a first-generation students project, where first-generation alumni could volunteer as mentors for current first-generation students. That is a population where retention is a bigger issue. If an alumnus/a can help us recruit a student who stays here, that is considered a valuable financial contribution.
- **Sharon Dettenreider '65 :** As a first-generation student and faculty member: The burdens those students carry are much different than non-first-generation students. Parents who haven't been to college don't understand that it costs a fortune, they're often not supportive. From the faculty perspective: If we had mentor alumni for them, it would be enormous. I would suggest this could go in The Wick as a call for first-generation alumni mentors.
- **Brianna McKenzie'16:** They started doing something like that through the Connect program, which could be an avenue for more information/resources.

FYS Mentors Program Update- Michelle Brown '87

- I've been working with Kellie Bean. There are six different first-year programs. We're thinking that connecting Board members with Wick 101 might be a really good fit. The next step is to chat with Wick 101 faculty about the first-year-seminar courses and how we as alumni could fit into mentor them.

Director Giving Update: Ken Dobert '61

- As of the end of January, the Board has given \$12,843.32, and pledges for a little over \$9,000. There are three members who haven't filled out a pledge or made a gift.
- The Legacy Fund is at over \$150,000.

Video Conferencing: Scott Holdren '80

- Should we look into the ability to video-call people in to the physical meetings?
- **Sharon Dettenreider '65:** A video conference with 2-3 people went well. With too many people, it did not go well, the audio kept cutting out.
- **Scott Holdren '80:** That's a bandwidth issue.
- **Beave Rogers '77:** I've used Zoom and it works really well.
- **Scott Holdren '80:** If you don't have video ability, there is a call-in option. I'll move this forward. Don, Alicia, and Mike will help test it with me.

General Discussion, Q & A:

- **Scott Holdren '80:** We want to start posting the minutes of the Executive Committee meetings as well, maybe best on the internal Board website.

Scott Holdren '80: Meeting adjourned at 12:03 p.m.