

**Hartwick College Alumni Association Board of Directors Meeting  
Saturday, May 6, 2017**

**Members Present:** Michelle Brown '87, Sharon Dettenrieder '65, Kenneth Doherty '61, Mike Doherty '73, Nicholas Forst '09, Shanlee Ginchereau '91, Scott Holdren '80, Donald Keinz '75, Katie Meuer '15, Addison Muller '16, Joe Pellegrino '13, Katie Pennings '14, Amanda Robinson '16, and Beave Rogers '77

**Administration Present:** Gregg Fort and Alicia Fish '91.

**Members Excused:** Colin Blydenburgh '14, Kristen Brown '91, Alexis May-Fields '04, Brianna McKenzie '16, Elizabeth Paille '06, and Steven Paille '05

**Absent:** Cody Fiduccia '12, Leah Mooradian '13, William Paton '07, Dale Pensgen '72, PJ Prunty '10, and Mark Smith '13

Meeting was called to order at 10:32 am by Scott Holdren.

Mike Doherty called the roll. Quorum present—14 present of 26 voting members.

**Update from Gregg Fort, VP for Advancement:**

- The Strategic Innovation Task Force of the Board of Trustees is meeting today. They are focused on strategies to make Hartwick better and more competitive.
- Total giving: We are \$2.1 million ahead of one year ago. 41% ahead of 3 year average.
- Annual giving: We're at 1.5 which is 11% ahead of the three year average, about the same as last year. We're tracking a \$1.9 million goal. The goal last year was \$1.832. The goal in annual giving continues to go up this year. We are \$388,000 from goal.
- Coming out of the campaign, we have already surpassed the total unrestricted giving from a year ago. We're 23% ahead of our three year goal.
- There's been an erosion of donors over the last 15 years. We're ahead in donors from where we were last year. We are at 3,688 donors this year vs. 4,674. Alumni donors are already at 1,879 vs. 2,279. May and June traditionally are the largest two months.
- Goal of 20% alumni participation rate. Even at 11% alumni participation rate where we are today, we're still significantly ahead of the national average which has dropped to about 8%. Every year the average alumni giving rate drops. We're not alone in that erosion. We've put some things in place that are helping.

**Mike Doherty:** Is there a debt-to-donor ratio?

**Gregg Fort:** Absolutely. No question of the difference in alumni debt from when we graduated, to students today. It does have a huge effect. The other challenge we have is it's a crowded marketplace, in terms of what to support. Research is showing millennials have a very philanthropic mentality; there are more things to support.

**Mike Doherty:** People who get financial aid from the institution, do they tend to donate back?

**Gregg Fort:** EAB did a study that found 82% of students who were engaged on campus were more likely to volunteer and state they would give back when able. Students with scholarships are students who are engaged. But today you can get scholarships and still leave with significant debt.

**Addison Muller:** Having an example of recent alums who have donated, names on buildings and windows, that's a good environment to see as a student. Setting the example.

**Crowdfunding**

- We are using GiveCampus. Geology may be the first academic group, or music. We tested it with athletic groups: Men's Lacrosse had 209 donors in two weeks. 72% of all donors were first time or reactivated. 7% gave last year but hadn't this year. We did Field Hockey: Anna Meyer. We set

the same parameters of 200 donors. Got to 270 donors, raised almost \$10,000. 13% lybunts. Swimming: They made their goal. It's still going. At 223 donors now. 93% were first time or reactivated. Very cost effective method, and we used social media ambassadors.

#### **Giving Day (April 27)**

- Shelby Palmer is our Annual Giving Officer; she managed this campaign.
- Created a video featuring Neal Miller. Viewed around 10,000 times.
- 702 donors. Raised \$33,224 from GiveCampus. \$50,000 in matching funds and a final \$10,000 from a donor after 600 donors.
- 43% of donors were alumni; 14% students; 12% parents; 14% faculty/staff; 11% friends.
- 43% new or reactivated donors; 40% gave an additional gift; 17% Lybunts.

**Don Keinz:** How will the funds be used?

**Gregg Fort:** Anyone can give to anything they want on Giving Day. We wanted to try to funnel it toward unrestricted, but obviously you can't. We limited the choices.

**Sharon Dettenrieder:** What about the Governor's program?

**Gregg Fort:** There are more questions about Excelsior than answers. May 25 there will supposedly be answers. It will supposedly start in August. Only 33,000 students could be fully funded through the program which means there will be a lottery. Questioning about that process and why people are chosen or not. Many students don't make decisions by May 1 anymore. Karen McGrath feels very good with where we are. There are so many X factors out there, and with the extension of the May 1 deadline. I have not heard any negative reports.

**Sharon Dettenrieder:** Expressing a concern regarding the number of nursing students being enrolled.

**Gregg Fort:** Concern is recognized. I cannot speak and make definitive statements about other VP areas. We are in this void of information, caused by the Excelsior Program. Privates have the opportunity to participate through enhanced TAP, there are still many questions around that as well.

**Don Keinz:** The trend in the nation is these things are happening. There are 61 promise programs around the country that cities and communities are doing. I hope Hartwick and others take a look at how things are going to change, probably within the next 4-6 years.

**Gregg Fort:** We need to continue to raise scholarship dollars. We're looking into the possibility of raising gap scholarship dollars. We provide a superior education and we have the ability to do things SUNYS can't.

**Alicia Fish:** President's cabinet is broken into groups on how to message to our audiences and analyze metrics.

**Gregg Fort:** This is also a retention issue. If we're not retaining freshmen and sophomores, we can't affect the graduation rate. If someone doesn't graduate you lose an alumni, advocates, potential parent, donors, volunteers. Retention was a big topic of conversation at the Board of Trustees meeting and will continue to be at the cabinet meeting as well.

**Gregg Fort:** 40% of our students have Pell grants; 30% ALANA students. Hartwick has always had first-gen students. What's going to be a growing demographic in the next decade? First gen, ALANA. We do a better job at Hartwick with those students because so many of our aspirational institutions don't know how to deal with them.

**Scott Holdren: Approval of Minutes from February 6, 2017? Minutes approved.**

**Recognition of Members completing terms:** - Kristin Brown '91, Sharon Dettenrieder '65, Mark Smith '13, and Leah Mooradian '13.

**Nominations & Recognition Committee Update: Provided by Alicia Fish**

- Selection of Legacy scholarship recipient. The recipient's name is Noah Kanarek.
- There were 12 applicants out of 25. Noah's father is an alumnus and his older brother is a current student. This is the first time we've had siblings. His brother is also a legacy scholarship recipient.
- Director elections will be the next thing. There are four vacancies and currently five potentials we're looking at approaching. We're also extending the request for nominations to this committee. In terms of demographics, we're focused on 60s, 80s, and 90s. Right now with Karen's departure, one 60s individual serving, 80s we have two people and 90s we have one. Nursing will factor into that.
- The committee will identify a slate and send it electronically for up and down approval. Those individuals will appear in the summer Wick and be voted on at the first fall Board meeting.
- The committee will work on Alumni Award recipients. We called for nominations in late March. We've gotten several recommendations. If you have any nominations, there's a form on the website where you can nominate. We're looking at those previously nominated as well. The alumni office will make its recommendation of about 5 people for each award.

#### **Nursing Committee: Sharon Dettenrieder**

- Committee Chair met with the President, Provost and the new chair of the Nursing Department to clarify role of the committee. We are working out what new admin would like from us and how we can better serve.
- Subcommittee met in March and selected recipients for two scholarships announced at Honors Convocation.

#### **Tenet Theme Reports**

- Communications: provided by **Shanlee Ginchereau**  
Liz and I worked with Alicia on the Wick, highlighting alumni content. For the upcoming Wick, summer, what seems to make sense is to glean some information from the survey you all got and report on key findings of that. We'd like to include names and bios of alums running for the Board.
- Interconnectivity:
  - Faculty Council Liaison - Katie Meuer:** Working with faculty council. Emailing with Kathy Fallon '88. Discussing matching alumni to current students. Giving students the opportunity to connect with alumni in their field of interest.
  - Alumni Survey - Don Keinz:**  
The survey is out and will be open for another week and a half. Alicia and I will look at possible cross-tabulations. Once we get 400, we can do statistical projections at a certain confidence level, and break down by demographics.
  - Alicia Fish:** As of today we have 878 responses. To flesh that out, we have a little over 19,000 active alumni. 10,200 we have emails for. So there's a significant portion of alumni we don't reach. We're talking about strategies to collect those. As part of the initial effort, on right side of every email is a link to update your information. From Jan-May 2017 there were almost 300 updates. We are implementing strategies to make sure we're diligently collecting updated information.
  - Don Keinz:** Through this survey we can adjust our initiatives to address results. It should be able to make an impact on donations and gifts, as well as overall engagement. They go hand in hand.
  - Enrollment Liaison - Nick Forst**
  - Alicia Fish:** Nick Forst is currently working with Karen McGrath. They've talked about strategies

with alumni similar to the thankathon but in terms of trying to make sure we make our class and address people who have deposited and then decide not to commit.

**Nick Forst:** I spoke to Karen recently and there's a list of information I hope to send around to all Board members and then she can go down the call lists for specific volunteers by region, profession, major, so associates can get involved in contacting students to address summer melt.

**First Year Seminar Mentors - Michelle Brown:**

Spoke with Kim Yousey-Elsener. You can go to the Hartwick site and type in "first year seminar." This would be a great time to identify a class we may have expertise in and find out how we can partner with a professor.

- Legacy Fund: provided by Ken Dobert

Market value is \$166,192. Six board members contributed \$1,330 to Legacy this year. There is an additional pledge of \$100 for Legacy Fund. Board giving overall as of April 26 before giving day, we had pledges outstanding of just over \$5,300 and giving came to \$16,715, so should be well over \$20,000 once pledges are met. There were three members who had not pledged or given and they've been contacted.

**Scott Holdren:** Next year \$7,000 dollars available in Legacy for scholarship. Under the new plan, the 1,000 per student per year will stay. By 2018 there will be roughly \$3,900 excess. Applying for J Term legacy scholarship is listed with the rest of scholarship opportunities. That \$3,900 will be available for one or several to help them with their J Terms. Motion made to approve revised description for Legacy Scholarship. Motion approved.

**Bylaws Update: provided by Scott Holdren**

**Scott Holdren:** Review of by-laws revision. The trustees abolished the trustee seat in our board, in their bylaws. We didn't want to give up that connection so there will be an appointed person from the Alumni Board and from the Board of Trustees who will speak monthly so we don't overlap work.

**Alicia Fish:** At the Board of Trustees meeting a request for volunteers was made.

**Scott Holdren:** Francis Landrey said he'd be able to say by June who it would be on the Board of Trustees. Motion made to accept revised bylaws. Motion approved.

**Awakenings Discussion: Addison Muller**

- First Awakening Reunion, the first weekend in July (June 30-July 1).
- Every participant and staff leaves training with a shirt, we all wear the same shirt, it doesn't say Staff or Participant.
- On the last night of Awakening we have Brooks' BBQ, an ice cream social, and contra dance. This community dinner is a big invite to all staff and faculty. I propose the Alumni Board fund the Brooks dinner as well as invite Alumni Board members to come meet the incoming students and maybe reconnect with others. The funding will help us lower the overall price. Right now it's \$500 per student.
- We're always looking for people who want to sponsor an Awakener. I know there isn't a dollar amount on it but we will continue this conversation.
- Discussion regarding using crowdfunding to support Awakening
- Dinner budget has been around \$800-\$1,500 depending on attendee numbers.
- Motion made to utilize portion of the Alumni Board College budget to support the dinner. Motion approved.

**Young Alumni Engagement: Katie Pennings**

- **Kan Jam Tournament:** A multi-regional event over June and July. We have picked 6 or 7 areas throughout NY, Boston, Philly, and D.C. We have identified alumni to potentially host these events. The plan is to have these events whenever the host can do it, in June or July. Complete by July 31. It will be like a casual barbecue. The goal is to get the winners of each tournament, plus the winner of the student Kan Jam in September, to have a culminating tournament of winners at True Blue Weekend. We have hosts for four or five areas, others still need hosts. We're going to really push the social media part and get young alumni involved. This will be shared tomorrow at the Chicken & Waffles event. We've been working with Alicia and Marina in the Alumni office.
- **Chicken & Waffles Brunch:** Three directors will be there and other alumni as well. A casual networking event introducing seniors to the alumni association. There's a small lottery for a diploma frame. Scott and I might say a few words about what we do, what the Alumni Board is versus the Alumni Association. We're hoping for a decent turn out but it's the day after senior banquet. We may fluctuate with the date in the future. Senior council hasn't been super invested in talking to us. We might want to get on top of figuring out who they'll be next year and talk to them now, instead of next spring. I will send a results email after, with the attendance numbers and how it went.

**Scott Holdren:** Upcoming meeting dates:

**October 8, 2017**

**February 3, 2018**

**May 5, 2018**

**Ken Dobert: Recognizing the work of the Young Alumni on the Board**

**Sharon Dettenrieder:** Is there any update on the racial issue and response? Has it had an impact on the incoming class?

**Alicia Fish:** I'm not aware of any legal proceedings at this point in time. There has been a lot of conversation on campus. After the President sent out the information to all alumni she tasked the Diversity Task Force on campus with raising this issue in discussion groups and determining feedback, environment, and culture. In addition, a group of alumni asked to meet with the President to discuss the incident and response, which I thought was a very proactive means of being involved. I don't know what the outcome was. I didn't hear there was anything negative. The administration has been open to talking with alumni about how we can better meet the needs of current students. I don't know if there's been an impact on current recruitment.

**Don Keinz:** Alicia and I discussed this for the survey. We put an open-ended question not referencing the incident, but if there's upheaval or animosity about it, it will show up there. If many mention it in that question, there's an issue.

**Scott Holdren:** Motion to adjourn. Motion passed.