

**Hartwick College Alumni Board of Directors**  
**February 6, 2016 | Conference Call**

**Members Present:** Colin Blydenburgh '14; Michelle Brown '87; Kristen Brown '91; Sharon Dettenrieder '65; Kenneth Dobert '61; Michael Doherty '73; Peter Fiduccia '12; Nicholas Forst '09; Shanlee Ginchereau '91; Scott Holdren '80; Donald Keinz '75; William Kitson '86; Alexis Mays-Fields '04; Katie Meuer '15; Neal Miller '72; Elizabeth Paille '06; Steven Paille '05; William Patton '07; Katie Pennings '14; Dale Pensgen '72; Peter Prunty '10; William Rogers '77; Sarah Sanders '11; Mark Smith '13; Steven Suleski '76

**Members Excused:** Kathi Hochberg '73

**Members Absent:** Charlene Marx '77; Leah Mooradian '13; Lauren Morris '12

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

Meeting was called to order at 10:05 a.m. by President, Steve Suleski '76

**College Update by Gregg Fort, Vice President for College Advancement**

- New goal for the Campaign for Hartwick Students is \$34,570,110. This will be the largest campaign in college history.
- This past week we exceeded the \$32 million initial goal of the campaign.
- Success is due to the College Advancement staff and their efforts.
- We are on track to reach our annual fund goal.
  - Our internal goal for the annual giving has been \$1.9 million for this year.
  - Our budget goal is \$1.832 million; last year the goal was \$1.8 million.
  - We are currently tracking around \$75,000 ahead of last year.
  - Last year we were down at this time about \$75,000, so that's about a \$150,000 swing.
  - We are trending about 8% over a 3-year rolling average.
- The third significant goal is to stop the slide and decline of total donors, of overall donors, and alumni donors.
  - We surpassed 2500 donors total, and 1500 alumni donors so far
  - We stretched out our annual giving plan over the course of the year, instead of frontloading it into the first semester.
  - Last year we ended at 3880.
  - Our goal is 4000 donors.
- The Hartwick Center for Craft Food & Beverage formally opened in January.
  - Senator Seward announced a \$250,000 grant from the State Senate.
  - We are working on an additional \$250,000 from Senator McGee.
  - Aaron MacLeod, director of the center, attended the Governor's State of the State address and was invited to set up an exhibit.
  - The center hosted a farmer/brewer conference on campus in January. It was sold out; there were malterers, hot growers, Brewers, from not only across New York, but from across the globe.
- Director Fiduccia asked about current staffing in College Advancement.
  - Gregg Fort detailed the staff transitions and the current vacancies.
- Director Fiduccia asked for an update on enrollment.
  - Applications are up significantly. According to Karen McGrath, Vice President of Enrollment Management, we already have as many applications in the pipeline today as we had going into the summer of last year.
  - Visits to campus are also significantly higher.
- Director Paille asked of the \$32 million we've raised so far, how much is an endowment, and how much was for current spending?

- Our goals within the campaign are \$10 million in annual which we have exceeded, \$8 million in capital which we're about 71% there, and then the endowment goal is \$14 million which we have reached.
- Director Dettenrieder asked if the goal is increased, where will the funds be designated?
  - It depends on the donor's desire.
  - The goal is to get to 100% on the capital side.
  - The J term endowment is not at 100%, where other endowments are over 100%.

### **Trustee Update by Neal Miller**

- We just received notification this week of a \$500,000 matching grant from the New York dormitory authority to help with the renovations of Anderson Center for the Arts.
- The College has been reviewing majors at Hartwick, and developing interdisciplinary programs.
- The academic program review may cause concern with faculty as there will be recommendations to eliminate some majors and combine others.
- No faculty will lose their jobs. Changes will be made by attrition.
- Gregg Fort clarified that the \$500,000 and the two grants for the Center for Craft Food and Beverage totaling \$500,000 are not counted in the campaign.
- Director Brown asked where more information on the Center can be found?
  - Check the website and all of the releases can be found there.
- Director Dettenrieder asked when the changes to majors may be implemented?
  - Potentially May.
  - This is the start of a more continuous process of reviewing majors and programs from a student interest perspective.
  - How we can adapt our strengths to best access the student market.

### **Approval of Minutes**

- Director Dobert made a motion to approve the minutes from the October 11, 2015 meeting. Seconded by Director Fiduccia. Ayes all.

### **Committee Reports**

#### ***Executive Committee: Steve Suleski***

- Executive Committee has been meeting monthly. Minutes are now being recorded for each of the Executive Committee meetings and will be posted on Hartwickabod.info.
- Directors need an ID and a password to access the members only section of the site.
- The ID's are the Director's primary email and the password started as the last four digits of their primary phone number.

#### ***Nominating & Recognition: Director Sanders***

- Working on developing a timeline for all of the work of the committee.
- Developing a more formal onboarding process for new Directors.
- Establishing a timeline for election of officers.
- 6 current members up for re-election and one director stepped down last fall.
- Discussion regarding the role of Associates in Director elections.
- Working on a timeline for the selection of Alumni Award recipients.
- Discussion regarding the award amount of the Alumni Association Legacy Scholarship.
  - Sarah and Karen McGrath have discussed strategies to increase the impact of this scholarship.
  - Recommendation to award to a prospective student prior to depositing.
  - Clarification regarding the financial award and its impact on the student's financial aid package.
  - Director Dobert provided the current market value of market value of \$150,873, and principal value of \$116,929.

- Director Dobert moved that the award amount be increased to \$1,500 per student per year based on an endowment allocation of \$7,374. Director Keinz seconded.
- Discussion regarding current award amounts and the use of the balance.
- Recommendation to clarify how the award impacts the financial aid award before increasing the award amount.
- Director Keinz rescinded his second.
- Director Liz Paille recommended asking the Nominating and Recognition to review the issues and offer a proposal to the full board in May.
- Director Dettenrieder asked if the balance could be awarded to a student as a textbook scholarship or a cash award.
- Gregg Fort proposed the additional balance be awarded as a J Term Scholarship for a legacy student.
- Alicia Fish clarified that a J Term Scholarship would not affect the financial aid package of a student.
- Director Sanders provided information about the Legacy scholarship awarded by the Admissions Department in the amount of \$2,500.
- Director Suleski summarized the following proposal: Give authority to N & R to spend up to \$7374 using their discretion. The committee will explore the award and process in depth with a goal of recommending a proposal for full utilization.
- Director Dobert moved to adopt the proposal. Director Brown seconded. Ayes all.

***Nursing: Director Dettenrieder***

- The committee met via conference call in November.
- They are planning their work for the spring semester to include the following tasks:
  - Selection of the Distinguished Nursing Alum
  - Collecting and reviewing applications for the selection of recipients of the nursing scholarships.
- Received a report from the chair of the department who spoke about the interdisciplinary majors that are being proposed, one of them having a focus on public health.

***Task and Tenet Team Reports: Director Doherty***

- Director Paille (S) Thank-a-Thon: Working with the new Donor Relations Assistant to begin this task although she has just left to take a different position on campus. A group of Directors and Associates have been identified to work on this task and non-disclosure agreements have been sent to volunteers.
- Director Brown (M) Touch Points: An affinity grid is under construction to assess how we connect with alumni. The Regional Councils are on hold due to the turn-over in staff.
- Director Paille (E) Communications: Working with Alicia to plan the Alumni Board content for each issue of *The Wick*. Our goal is to increase the exposure of the Alumni Board and our work. The next article will feature the information we provided on the rack card distributed at True Blue Weekend.
- Director Doherty on behalf of Director Smith Connecting with Future Alumni: After speaking with Karen McGrath, VP of enrollment, they've identified tasks including reaching out to accepted students and families. After May 1, 2016, reaching out to committed students families, and then high school awards night initiative, having a Hartwick alum present merit-based scholarship awards to selected students at their high school awards night.
- Director Keinz Interconnectivity: Review of goal of interconnectivity tenet. Suggestion of initial task to involve conversations between Directors/Associates and four areas of focus at the College. These four areas have been identified by Alicia Fish as Enrollment Management, Center for Student Success, Career Services, and Faculty Council. Conversations will happen quarterly with information summarized and shared with the Board and other task teams as appropriate. We are also beginning work on an annual alumni survey. Alicia will assist by identifying a professor to collaborate with, possibly in business, and including 1 or 2 students to work on the project, possibly providing an internship opportunity. Director Patton volunteered to work on this project.

- Director Holdren requested all task team leaders send him an updated roster of volunteers.
- Director Suleski on behalf of Director Pensgen Career Services: Currently looking at ways to help Hartwick students and alumni on an advisory basis on matters related to career determination, and enhancement. 5 alumni are working with him including Bob Hanft and Neal Miller, both trustees, as well as 3 other Hartwick grads who are in different professions. Dale is working the Director of Career Services to figure out how to make some forward progress around this task. Director Brown (K) asked if the healthcare field is represented as part of this group? Director Holdren responded that one of the 5 is an RN.

### **General Discussion**

- Director Suleski asked Alicia to provide an update on the May Board meeting and events and related activities. The events schedule is as follows:
  - Honors Convocation, Wednesday, May 4
  - Partners in Scholarship, Thursday, May 5
  - Wick Athletic Association Benefit Wine and Beer Fundraising auction, Thursday, May 5
  - Scholar Showcase, Friday, May 6
  - Senior Banquet, Friday, May 6
  - Alumni Association Board of Directors meeting, Saturday, May 7
- Director Brown (K) requested the dates for True Blue 2016. Alicia responded with the dates for True Blue are September 30 – October 2, 2016.
- Director Dobert indicated the Alumni Board contributions for the current fiscal year are currently at \$18,275. There are 5 or 6 Directors that haven't made a pledge or a donation; please do so as we are now into the second half of our fiscal year. Please also remember to support the Legacy Scholarship fund to help us increase the amount that we will have available in future years. He will be contacting any Director without a gift or pledge in place.
- Gregg Fort thanked everyone for their participation. Matt Metzgar will be managing our reunion giving program; he is currently identifying class agents. We will implement an aggressive program to make sure that our reunion giving is stronger. Matt's spouse, Beth Metzgar, is helping with an alumni giving challenge this semester.

### **Adjournment and additional notes**

- Director Suleski thanked Directors for their participation.
- Motion to adjourn made by Director Dobert; seconded by Director Brown; ayes all.
- Adjournment by President Suleski.