



Alumni Council Meeting
Tuesday, February 23 • 6:30 – 8:30 p.m.
Hoover Library First Floor

Attendees:

First Name	Maiden Name	Last Name	Class	Volunteer Assignment
John		Barnes	'11	GOLD Committee
Wade		Bishop	18	Student Alumni Council
Deborah	Lanius	Cameron	'75	WMC Heritage Society
Corynne		Courpas	'76	WMC Heritage Society*
H. Hugh		Dawkins	'69	Awards Committee
Lauren		Fischetti	'11	GOLD Committee
Elizabeth	Moran	Floyd	'08	GOLD Committee
Carl		Fowlkes		Awards Committee
Barbara	Horst	Fringer	61	WMC Heritage Society
John		Fringer	'60	WMC Heritage Society
Robert		Gagnon	'71	Nominating Committee
William		Giles	18	Student Alumni Council
Fernando		Gomes	'10	GOLD Committee
Kathleen	Kiick	Green		Outreach Committee
Tracy	Kennard	Imm	'87	Outreach Committee
Marilyn	Naas	Keane	'94	Sports Hall of Fame Committee
Jeffrey		McAndrew	'92	Outreach Committee
Paul		Moyer		Sports Hall of Fame Committee
Hanna		Murchake	18	Student Alumni Council
Alexander		Ober	'63	Awards Committee
Carrie	Miller	Parker	85	Awards Committee
Joan		Porter	69	Nominating Committee
M. Lee		Primm	'89	Awards Committee
James				
"Ed"		Proctor	84	Outreach Committee
Heidi	Snyder	Reigel	97	Outreach Committee
Donald		Rembert	'61	WMC Heritage Society+
Judith	Ellis	Rembert	'60	WMC Heritage Society
Kailey		Rhone	17	Student Alumni Council
Deborah	Dale	Seidel	84	Outreach Committee
Tracie	Browning	Toothaker	'99	Outreach Committee
Tina	Fleming	Warren	'91	Awards Committee
Heather	Buckner	Wilensky		Alumni Council
Derrick		Woolfson	'12	GOLD Committee
Pamela		Zappardino	'71	WMC Heritage Society*

1. Call to Order, Introductions & Approval of Minutes **Alex Ober '63, MEd '69**

Called to order at 6:36 p.m.

Alex Ober welcomed everyone to the meeting and shared that there are two open positions in the Alumni Relations Office – Alumni Relations Specialist and Associate Director of Student & Young Alumni Programs.

Motion called to approve the minutes. All approved.

2. Alumni Council Old Business **Debi Cameron '75 6:40 – 6:45 p.m. President Emerita, Alumni Association**

Debi Cameron shared that a long long time ago, last year in March, we talked to you all about using a Nomination form to use online. She reviewed the six questions on the form that alumni can fill out online. All of the forms are submitted online to the Alumni Relations Office and then all member-at-large forms are shared with the Nomination & Governance Committee for their review and committee placement.

All members of the Alumni Council who are cycling off on June 30, 2016 have been notified of the ending of their term and some have already submitted an application to continue their term. Motion to approve the new nomination process. All approved.

Lauren Fischetti asked where the form is located online. Heather shared that the URL is <http://ilovethehill.mcdaniel.edu/alumnicouncil/nomination>.

Alex Ober also shared an announcement from Paul Moyer that the annual Golf Tournament will be hosted on June 19.

3. I Love the Hill 2016 **Carl Fowlkes 6:45 – 7:15 p.m. Director, Annual Giving**

Carl Fowlkes started his presentation with a general update on the Fund for McDaniel. One of our FY16 goals is to raise \$1.763 million with \$115,000 designated to Green & Gold Athletics. As of yesterday, we were at \$876,489 which is 50 percent of our goal and we are tracking where we track every year in terms of being halfway towards goal in February.

Another of our goals is to increase our undergraduate alumni participation. Last year, we had 18.3 percent. And at this point in the year, we are at 11.7% alumni giving, which is an increase over 9.9% at this point last year.

Lee Primm asked how this compares to the national average. Carl shared that we are bucking the national trend by staying steady in our alumni giving participation rate while most schools are decreasing in their alumni giving participation rates.

James Proctor asks why we don't talk about alumni giving at more of our meetings. Carl shared that we are trying to talk about alumni giving. He speaks at meetings like this, Roger shares the message wherever he goes and the Alumni Council membership also is tasked with talking about alumni giving with their fellow alumni.

Now we're trying to target our messaging to what is the impact of your gift.

Another goal is to increase undergraduate donor retention. Last year, we retained 75 percent of alumni donors who had given the previous year (up from 71 percent). As of yesterday, we are at a 39 percent alumni donor retention rate. We are tracking to be above 75 percent this year.

Now for I Love the Hill... this is the second annual I Love the Hill month at the College. This campaign was developed to engage the McDaniel and Westminster community in celebration of the College. The month is comprised of two primary components – engagement and fundraising.

We launched the 2016 I Love the Hill with a Kick Off on campus on February 2. There are hearts in the center of all the tables for attendees to fill out their hearts tonight. We distributed I Love the Hill t-shirts to all staff on campus prior to the day so that everyone was wearing them on the Kick Off.

A heart mailer was distributed to all alumni that showed some of the messages we received last year and asking for new messages this year. Last year we received 806 hearts; so far this year, we've received 1,200 hearts... and counting. We've seen a strong increase of hearts submitted by alumni. They're hung in Ensor Lounge, Klitzberg Pavilion and the Bookstore windows.

James Proctor asked if we had an app that could track all of the hearts that are submitted. Carl shared that at this point there is a resource issue for being able to implement an app in our office.

Lauren Fischetti said that we should leverage the CEO to find a student to serve as an intern on this project in the future.

James Proctor shared that he would be happy to help get an app started for this project.

Carl shared that last year it was pretty much the Fund for McDaniel team managing all of the details, but this year we were able to expand to a campus-wide committee and perhaps next year we can expand to have alumni leveraging their time and talents to help us share the love.

We distributed a Valentine mailer to all alumni who had not yet made a gift to the College that was mailed the week of Valentine's Day. We have three mystery alumni who have agreed to match all alumni gifts in February up to \$150,000. We also have a parent couple who have agreed to match all parent gifts up to \$25,000 this month.

If you haven't been to the I Love the Hill web site, Carl did a demo of the web site that we have for the month. You can print the heart out on our web site to mail back to us. This year, we had several alumni events across the East Coast for the month in Philadelphia, New York and Baltimore. We had 75 alumni at our Baltimore event. We've also added two events on campus this year – a Spirit Fair during the men's and women's basketball games and a Service Fair associated with our CEO Office.

We have a tracker on the web site that shows where we are for donations pre-match.

The last week of February last year, we brought in \$80,000. We're hoping to track the same this year and far exceed our goal.

We've also expanded into the community. There is a banner over Main Street that says "February is I Love the Hill Month." We also sent hearts to local businesses so people could write, "The Hill Loves..." these local businesses.

This is the showing of our alumni dollars and the impact of I Love the Hill Month. IN FY14, we received \$49,140 in the month of February. Last year, we raised \$159,018 in the month of February. As of today, we're up to \$73,179 and hope to far exceed our goal by Feb. 29.

4. Review of Trustee Committee Business 7:15 – 7:30 p.m.

Alex shared that part of Debi, Alex and Heather's responsibilities is to attend the Board of Trustee meetings.

i. Institutional Advancement, Investment Committee, Budget & Finance – **Alex Ober**

Alex shared an update on the IA Committee. The Trustees voted that the College needs to raise \$50 million over the next three years for the College targeted certain specific projects. This isn't an overall campaign, this is to target certain facilities, scholarships, etc. Secondly, the IA Committee is leading the Sesquicentennial Planning. In 2017-2018, we'll be celebrating our 150th anniversary. Christina Steinbrenner in IA is leading this effort and Alex is serving on a campus-wide committee to assist with the planning.

Lastly, the College is combining the Founders Celebration and the Scholarship Luncheon into one event called With Purpose that stewards our Founders and Scholarship donors on Saturday, April 30.

Alex also shared his frustration that our alumni giving is flat-lined at 18.3 percent, and Alex really thinks that we can do better than this.

Budget & Finance Update: There will be a 2.97 percent increase in cost of room, tuition and board for a total \$51,280 a year. There was also a motion to support the track and field projects.

Investment Committee Update: Our endowment is \$110.8 million. That sounds pretty impressive until you compare us to some other schools. The folks on this committee are trying to figure out how we can get a better return on our investment.

Hugh asked what our total return percentage. Alex wasn't sure what the total return was at this point.

ii. Buildings & Grounds & Academic Affairs – **Debi Cameron '75**

Buildings & Grounds Committee: The Buildings & Grounds Committee prioritizes the projects that need to be done and the Budget & Finance Committee determines whether or not there are enough funds to pay for these projects. One new project is that two faculty members came to the College and proposed that the College make an agreement with a third-party vendor to plant trees on the farm land.

Another thing the College is doing is a large infrastructure project. Infrastructure is probably the least-sexy project to raise money for. The College borrowed money to invest in low flow water structures and low energy lights. The borrowed money will be paid back with the money saved on the water and energy that we're no longer using. We've also installed an indoor driving range and putting green at the Golf House. There's a building at 152 Pennsylvania Avenue that is being remodeled for Campus Safety. They need to install fiber optics under the street. They are planning to remodel Harrison House with new HVAC, windows, siding, a new porch, etc. If any of you have been brave enough to go into Harrison House's basement, you'll know that it needs a lot of help. They're also planning to remodel McDaniel House and turn it into an office building. Again, it's a big undertaking because the infrastructure of the building is so old. Decker Center is also under consideration to be redone. They're hoping to redo it in parts and are planning to start with the mid-level where The Pub and the Bookstore are located. They're planning to move the Bookstore to another location in Decker Center and turn the Bookstore into a student area.

They're also discussing enclosing the Pub Porch and make it an interior location. They're also discussing remodeling the Gill Locker Rooms – they want to upgrade the flooring, put new showers in, and make it a less scary place for students to use. It's important to make these upgrades because 1/3 of our students who attend are involved in sports and look at these facilities when choosing Colleges.

As Alex mentioned, they're looking at a new football turf and track. They plan to start work on this over the summer. These are all items on the wish list and next they need to prioritize these areas for funding.

Academic Affairs Update: In your packets, you have the Strategic Plan for the school that was just approved at the Board of Trustees meeting. Over the summer, a committee of faculty and staff worked really hard to put together a strategic plan. There is a vision statement and under that statement are three main goals and tactics that will be taken to achieve those goals. There are no dates on when things will be done or how they'll be measuring these goals, but it's an exciting next step.

The Provost has taken this information and is doing an extensive review of the courses that are offered and trying to determine the ROI on the programs that we offer on campus to identify cost savings. The kinds of questions that they're asking is if we increase our average class size from 16 to 18, what does that save us and what does that mean for the quality of the experience for the students?

We will be reviewing our own Alumni Association Strategic Plan to bring it into cohesion with the new College Strategic Plan.

iii. Enrollment Management & Marketing & Student Affairs -- **Heather Wilensky**

Enrollment Management Committee: Our Graduate Program has conducted an audit of their programs and is pursuing additional funding for marketing to desired audiences. The Office of Communication & Marketing has determined their brand outlook for the College and have developed new materials marketing summer admissions and our campus's sustainability efforts. The Admissions Office has launched several new programs including Howard County Teachers for Tomorrow Partnership (T4T), Winter Early Decision and Educators Legacy Scholarship which they're hopeful will result in additional admits this fall.

Student Affairs Committee: Campus Safety is moving to its new location on Pennsylvania Avenue. The College is evaluating our efforts to support our transgendered community through the implementation of all-gender restrooms and the sharing of preferred pronouns around campus. There is also a growing bike-share program on campus that students can use to get around Westminster.

5. Alumni Council New Business **Alex Ober '63, MEd '69** 7:30 – 7:50 p.m.

- Alumni Clubs Leadership Manual – *Jeff McAndrew '92, Outreach Committee*

Alex shared that we used to have these clubs all over the regions for the past few years and they died out, but we're hoping to bring them back.

Jeff let everyone know that they each have a copy in their packets. This has been a work in progress for several years with some stops and starts but I'll review the process. Someone submits the application form available online, there'll be a conversation with the alumni Relations Office, then

they'll throw a pilot event to gauge interest, then they'll submit a charter, the Outreach Committee will review the charters and then bring them to the Alumni Council to approve.

We have built-in framework that isn't too complicated for folks to be able to implement these where they'd like to grow them. Publicity for the clubs will be coordinated through the IA Office.

Lauren asked if you want to get a Club started and you already have an event in the works, could you potentially submit an application right now? Would there be enough turn-around time to eat something like that started.

Motion to approve the new Club leadership manual. Approved.

- Graduate Relations Conversation – *Alex Ober '63, MEd '69*

Alex reviewed the Presidential Task Force findings on Graduate alumni relations.

Debbie asked a question about what percentage of our alumni population are graduate students. Hugh shared that it used to be a large percentage of our graduate alumni do not have an undergraduate degree at the College. Alex shared that that is still true.

We'll be inviting the 11 members of the Alumni Council who have graduate degrees from McDaniel to have a conversation about our Graduate alumni engagement efforts.

Pam Zappardino suggests that people who are undergrads here and graduate students will have a very different perspective from those who are just graduate students. Folks generally have a much greater affinity with their undergraduate school than their graduate school, and if you got two degrees here, then you're going to have a different perspective.

Alex said that we recognize the challenge with engaging graduate alumni.

- Constitution/By-laws Revisions – *Robert Gagnon '71*

This revision was driven by our conversations with the GOLD Committee to organize themselves and figure out their structure. We then decided to go into the Constitution & By-laws to see if there were any changes they'd like made. A major change is that the name of the group is different – Young Alumni Committee is changed to GOLD Committee. Approved the change of the name.

Robert brings up the issue of the Treasurer position. Pam suggests that Alex has a conversation with the powers that be to reinstate the funding for the Alumni Council.

Don Rembert notes that we add the WMC Heritage Society into the By-laws of the Alumni Association.

6. Committee Reports

The Structure of the Alumni Association is very similar to the structure of the Board of the Trustees.

- i. Awards – **M. Lee Primm '89**

The Awards Committee has not met yet, but Lee has been busy meeting with the Institutional Advancement staff to see how we can best identify prospective award recipients. We want to make sure that we recognize the most deserving recipients, and it helps us to promote the College in fundraising and in filling the seats and recruiting students to this institution. We want to make sure that we choose the right nominees and publicize and promote them for the betterment of the College. That is the message that I'm taking to my committee at our first meeting this spring.

Pam asked if IA was going to suggest the recipients. Lee said no. IA is helping to identify ways to help find the best candidates for these awards.

ii. Green Terror Sports Hall of Fame Committee – **Tom Lapato '99**

No report.

iii. GOLD -- **Lauren Fischetti '11**

One of the initiatives the GOLD Committee is reviewing is the potential for a GOLD Cluster Reunion that highlights the 5-year and 10-year reunion classes. When you're here, you have friends beyond your class year, and this allows friends from across the GOLD decade to reconnect and share in the celebration of reunions at the event. And we're talking about maybe having favors for the reunion years to make them feel more special.

We're still trying to think about how we can get more people involved in GOLD. We've had a bit of a resurgence of folks interested in getting involved with GOLD. We were at the Senior 100 Days for Seniors event – there were five members of the GOLD Committee in attendance. This event is an opportunity for us to start doing more programs with the Senior students. These are our newest members starting in a couple of months and how are we going to get them to join the GOLD Committee.

We are also discussing setting up a meeting soon and develop our upcoming plans.

iv. Nominations/Governance – **Robert Gagnon '71**

Bob gave some suggestions to Lauren to look at the By-laws for their Committee charge. Then we're heading into the spring for the Nominations portion of our charge. We get the chance to recognize alumni who want to get involved with the Alumni Council.

v. Outreach – **Jeff McAndrew '92**

No report.

vi. Student Alumni Council – **Hanna Murchake '18**

Hanna introduced the other members of the SAC Board in attendance. We've hosted a Memorial Bell Ringing at Homecoming, we've hosted several Dinner on the Towns, Mug Events, etc.

vii. WMC Heritage Society – **Don Rembert '61**

The new Fearless & Bold film is almost finished. Football Film project is still moving along – we have one decade done and five left. At one of our meetings, we talked about how can we know

how many stopped giving after the namechange, and the WMC Heritage Society is going to reach out to those folks and put a little love on them. We're going to be meeting with the LEAD students the first weekend in April.

I also want to share that the Trustees did a survey of prospective students. 62 percent of the students in our pool are unfamiliar with us. In Maryland, 48 percent of our prospective students are unfamiliar with us. We have a major problem with marketing.

And we also need to get that alumni giving percentage up.

7. Sesquicentennial Planning Update **Alex Ober '63, MEd '69**

As Alex mentioned before, Christina Steinbrenner is the chair of the planning committee. Alex is the chair of the Alumni & Community Planning Committee. There are three other committees – including Academic & Arts which is chaired by Dr. Jim Lightner. My committee has been meeting to come up with some ideas on what we can do and what the priorities are of those ideas. For example, my committee has suggested a 5K run event. Historical photo displays in buildings on campus. We also talked about getting involved with the Westminster parades – the Fall Fest Parade, the Winter Parade. We want to have our own 150th beer and 150th coffee. Those are some of the things we're talking about. They would like to have some sort of birthday party for the College in September. We're hoping to also do a holiday light show, a spring concert on the football field, etc. We've proposed all of our projects to Christina and now we're waiting for the budget response.

James suggested we get announced on the Maryland floor on a Monday to share information across the legislature throughout the week. The legislature would recognize the College on the floor.

8. Closing Remarks, Upcoming Events & Next Meeting **Alex Ober '63, MEd '69**

How many of think that it's a pretty awesome thing that we're in the top 10 of tailgating schools in the US? Yes, it is nice, but when President Casey and Lori Lewis talk to outside groups they don't really care about our tailgating rating. They want to know what percentage of alumni are giving back to the College and 18 percent isn't very impressive because they think why do they need to support the school if the people who attended the school don't even want to support the school. We need to get that number up. We'd like to be in the top 10 percent of the group of highest alumni giving schools.

The Alumni Council has also mandated that all Alumni Council members need to make a gift to the College. If you haven't done that yet, go home, and write a check. We need to take care of business and the Council needs to be behind this. That's why it's important that when you go back home, you can talk to other alumni and share with them what's going on here. We want you to gossip about the place and what's going. Try to make that reconnection with the College. I'm not a fundraising guy; I'm a reconnection guy. I have this feeling that if you're connected to the school and you're involved with people than you're going to give.

Pam Zappardino wants a clarification on the alumni participation rate. It counts for every alum who makes a gift to any fund at the College.

Meeting adjourned.