



## Alumni Council Meeting

Thursday, February 23, 2017 • 6:30-8:30 p.m.

Wahrhaftig Conference Room • Hoover Library

### Attendees:

First Name	Maiden	Last Name	Class	Volunteer Role	Volunteer Assignment
Debi	Lanius	Cameron	'75	Member	Outreach Committee
Fabiola		Castillo Medina			Student Alumni Council
Miles		Cole	'67	Chair	Nomination & Govern. Committee
Corynne	Horst	Courpas	'76	Member	WMC Heritage Society
Jackie	Deakyne	Cowan	'74	Member	Outreach Committee
Hugh		Dawkins	'69	Member	WMC Heritage Society
Laura		DiCarlo		Chair	SAC Philanthropy
Ralph		Frith	'84	Member	WMC Heritage Society
Bob		Gagnon	'61	Member	Nomination & Govern. Committee
Erin		Giles	'15	Member-atLarge	GOLD Committee
Julia		Grinberg		Member	Student Alumni Council
Don		Hobart	'62	Member	WMC Heritage Society
Marilyn	Naas	Keane	'94	Member	Sports Hall of Fame Committee
Greg		Kresslein	'96	Member	Nomination & Govern. Committee
Elizabeth		Mann	'16	Member	GOLD Committee
Josh		Marvel	'06	Member	Sports Hall of Fame Committee
Jeff		McAndrew	'92	Member	Outreach Committee
Hanna		Murchake		President	Student Alumni Council
Bev	Schott	Myers	'60	Member	WMC Heritage Society
Jon		Myers	'61	Member	WMC Heritage Society
Chad		Nazelrod	'15	Member	Sports Hall of Fame Committee
Alexander		Ober	'63	President	Alumni Council
Carrie	Miller	Parker	'85	Member	Awards Committee
Joan	Paine	Porter	'69	Member-atLarge	Nomination & Govern. Committee
Lee		Primm	'89	Chair	Awards Committee
Ed		Proctor	'84	Member	Outreach Committee
Kristin		Ramey		Member	Sports Hall of Fame Committee

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Heidi	Snyder	Reigel	'97	Member-atLarge	Outreach Committee
Don		Rembert	'61	Chair	WMC Heritage Society
Judy	Ellis	Rembert	'60	Member	WMC Heritage Society
Yessica		Rodriguez		Member	Student Alumni Council
Debbie	Dale	Seidel	'84	President Elect	Alumni Council
King		Smith	'63	Member	Nomination & Govern. Committee
Chuck		Sullivan	'72	Member	Awards Committee
Cathy	Hosley	Wattenberg	'83	Member-atLarge	Nomination & Govern. Committee
Kyle		Wolfrey		Member	Student Alumni Council
Pam		Zappardino	'71	Member	WMC Heritage Society
Roger		Casey			President
Bob		Conrad			Institutional Advancement
Alexandra		DeJohn	'08		Institutional Advancement
Janice		Hartlieb			Institutional Advancement
Julia		Jasken			Provost and Dean of Faculty
Paul		Moyer			Director of Athletics
Heather		Wilensky			Institutional Advancement

**Phone Attendees:**

Diego		De Los Rios	'06	Member	Nomination & Govern. Committee
Barbara		Fringer	'61	Member	WMC Heritage Society
Jack		Fringer	'60	Member	WMC Heritage Society
Otto		Guenther	'63	Member	WMC Heritage Society

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

Alex called the meeting to order at 6:34 PM. He introduces all Alumni Council members who are here for their first meeting – Bev Schott Myers and John Myers on the WMC Heritage Society, Elizabeth Mann on the GOLD Committee and our newest Student Alumni Council members Julia Rinberg (secretary, class of 2019), Yessica Rodriguez (public relations and marketing chair, class of 2019) and Kyle Wolfrey (programming chair, class of 2018).

**2. Approval of Minutes & Treasurer's Report - Heather Wilensky**

Minutes from the previous meeting were approved.

Heather Wilensky shared that the Alumni Association annually receives \$6,400 from the College for Association initiatives. This money hasn't been used the last couple of years so it has been added into

the budget. Current expenses equal to right below \$3,500 of the total \$6,400 leaving \$14,371 in the fund. The total anticipated budget for the rest of the year is \$5,500, which is because hats weren't ordered for commencement (add those and the budget is exceeded). Heather recommends holding onto this money to spend on overage.

**Informal President's Report:** Alex suggested that everyone look at the windows in Klitzburg Pavilion so everyone can see the I Love the Hill sheets (at least 1,000 displayed). They will make everyone feel good about McDaniel.

### 3. State of the College: Strategic Framework Update - Roger Casey

Before Roger arrived, Julia Jasken was invited to speak about the McDaniel Commitment. The McDaniel Commitment focuses on experiential learning for students and skills that students wish they would have learned while they were in school. The focus is also on enhanced advising and mentoring. How can students have deep mentorship throughout their years at McDaniel? Throughout the fall the Faculty gathered research from other institutions to see how they carry out this process.

Alex introduced President Roger Casey at 6:52 PM to give an update on the Strategic Framework. There are three main goals, but the central guideline is "students first."

- We need to promote student excellence with a highlight on caring for the students.
- The second goal is looking at faculty and staff and trying to nurture a caring community and an environment where students and professors learn and change.
- The last goal is to create a goal for resources: sustainability. The school is 150 years old, and it needs to last 150 years longer. Colleges are the longest surviving institutions in the world. We need to make an impact to make these institutions survive through changing times.

**Goal One: Students – Excellence in Genuine Care.** Roger shared the following points:

- The College hired a top marketing firm to get the message of our new McDaniel Commitment across to prospective students. How do you distinguish "Students First" from other college's slogans that say the same thing?
- The biggest issue for the College in the past year has been retention. We need to create an atmosphere that makes students want to stay and learn.
  - Through our research, we realized that the most-cited reason for why students are transferring is because the College doesn't offer a program that the students wanted to study. Or there was no major in minors that students were interested in. We're learning from this. For example, the Elementary education minor is now marketed as a major.
- We have created a program called Edge for students from inner-city Baltimore who are first generation students.
- Also adds that when students haven't put down a deposit or registered for classes, McDaniel reaches out to these individuals to figure out the reasons for these delays in order to foster a relationship of trust.
- Julia Jasken has made sure that the courses offered are what the students NEED, not want. She has helped faculty to realize what students need, not necessarily the classes they want to teach.

- When Roger joined the College, only 14 percent of the campus was involved with Greek Life. Today, we're at 25 percent.
- There has been an entire reconstruction of the registering process.
- We've redesigned our McDaniel Europe program so that students can learn about central European culture and the history of the region; this new program allows more revenue and helps students learn about the place they travelled to as well as finish necessary courses for their majors.
- We are focused on creating endowed scholarships. Annually we give out \$35 million of financial aid; this support needs to be endowed so it's not coming out of our operating budget.

We wanted to raise \$10 million in scholarship money. To date, we've raised \$11.2 million. We're reevaluating this goal to add more support.

**Goal Two - Faculty & Staff.** Roger shared the following points:

- We want to create more professional and leadership opportunities for faculty and staff.



We've created a program that allows staff to grow in their subject – a writing program that allows them to edit and publish work and communicate with other staff members with the same goals. Training programs have been made so that individuals can have the skills to move up in their careers.

- McDaniel has been given a \$100,000 grant from the Mellon Foundation to focus on humanities faculty in helping them in digital humanities.
- In the graduate program we want to have all programs online because most adult learners are more interested in online classes than physical classes.
- We've launched an enterprise risk management program; Campus Safety underwent a national audit to assess how we provide a safe campus environment.
  - We've added a new staff position to focus on this issue. She's identifying areas where we need training and figuring out how we can provide an adequate and safe campus environment in order to limit risks that lead to lawsuits.
- There have been few raises over the past few years as we strive to keep our budget balanced. So how do we award professors for their work?
  - Annual endowments allow McDaniel to give raises to some faculty—every year five faculty members are nominated to receive notice of their work in the classroom and as advisors.
    - Each year they get a \$5,000 award and \$2,000 for professional development—it's a two-year \$14,000 award for faculty.
  - Also focusing on diversifying the faculty and staff to match the student body, which is more than 33 percent students of color.
  - We want people to know about the success of faculty members; we hosted faculty happy hour and events at the President's House so members of different departments could discuss their work.
- We need to continue the SmartTalk series in order to keep alumni present on campus as role models and connected with students.
- Greek Life alumni have been participating more; the CEO has been hosting events that allows alumni of different academic backgrounds to come back and speak to students in the same majors.
- Alumni have also hosted Dinner on Town events alongside Student Alumni Council, which has helped to build a connection between current students and past students as well as bringing awareness to the WMC Heritage Society.

**Goal 3 – Curricular Assessment.** Roger shared the following points:

- How can we make our curriculum more sustainable?



- We created a contract with Aramark and completed an overhaul of sustainable retro-fitting on campus; the savings expected from this are expected to be around \$400,000 a year. We are saving 5 million gallons of water now compared to what we saved on campus a year ago.

We have launched a five-year \$50 million fundraising initiative and as of last week we hit \$22 million; in April or early summer we will go public with the campaign.

- We want to re-do the Decker Center middle floor and extend on the patio area of The Pub to create a larger student center where students can eat, hang out and work.
- We need to upgrade the facilities for the new Kinesiology Department—this may cost up to \$6.6 million—we'll dig under Old Gill to build the new facility that integrates laboratories, classrooms and offices
- We'll skybox the mezzanine in Gill to use as classrooms or rooms to host events.
- This past fall we renovated locker rooms and will put in air conditioning in Old Gill this summer.
- We are focusing on wifi since there are serious overload issues. How can we intensify wifi so that bandwidth can be focused on critical areas of campus?
- We are focusing on having summer school classes online that bring in \$200,000 each year.
- We are marketing the Educator's Legacy Program, where anyone who has worked in elementary education (k-12) for four+ years will be able to send their kids to McDaniel with a four-year \$100,000 scholarship.
- We plan to create a solar farm on the hill leading down from Best Western in the hopes that we can receive energy independence.

Don Hobart asked how many faculty we have and Julia answered 105 full-time tenured faculty. Lee Primm asked how many adjunct and Julia answered more graduate than undergraduate.

James "Ed" Proctor asked about the alumni giving percentage rate versus the dollar amount rate. Roger answered we are stuck at 18.3 percent alumni giving, but we have been able to increase the amount alumni give even if they do not give frequently.

Lee Primm asks how does *US News & World Report* audit the self-reporting of alumni giving. Bob Conrad answered that when it is self-reporting, different institutions do it radically different.

Roger talked about the Arch Society and shared that 75 percent of alumni have given to the college at least once in their lifetime.

Roger added that with the schools we compare ourselves to, they have 25-28 percent giving and that is a good target. We would like to increase to 25 percent which we hope can be done by leveraging "I Love the Hill" and the 150<sup>th</sup> Celebration. The class of 2016 had a 63 percent giving rate. The giving rate from the Alumni Council has risen, but it should be at 100 percent.



#### **4. Alumni Council's Support of the College's Strategic Framework – Debbie Dale Seidel '84 and Alex Ober '63, MEd '69.**

- Alex encourages alumni to talk to people and inform them of events happening at McDaniel as well as the main goals the school is trying to achieve.
- Our main goal is engaging alumni as resources to advertise for the school and improve in areas that need improvement.

Debbie begins talking about the three pillars that Roger has just outlined for the group beginning with excellence with genuine care for students.

- We're recommending that the SAC and GOLD groups come up with ideas on how the Alumni Council and its committees can support excellence for students.
- The GOLD, SAC and WMC Heritage Society should join forces to figure out how alumni can support student retention and support scholarships.

Alex believes that there should be a more efficient way to shed light on the successes of alumni. Their stories should be told outside of the campus as well so people will become aware that McDaniel College produces successful working men and women.

Miles suggest that we randomly identify alums that could help/mentor a student. They wouldn't need to come to campus or Westminster. If alumni can't meet in person then alumni and students should have a way to connect via email if the latter needs connections to find internships or jobs. They could help electronically or speaking to students.

Debbie states that these are the types of ideas we would like the council committees to bring back and put into action.

Ralph Frith suggested putting in *The Hill* magazine a section called, "Did You Know," which would include factoids and a link to read more about our alumni.

Debbie talks about how alumni need to be communicated with on academic programs being formed (like the Kinesiology Department) so they can realize that the school is constantly evolving.

Alex stated that 55 percent of the Alumni Council have already made a gift so far this year. The total Alumni Council giving last year was 88 percent. He hopes we can hit 100 percent this year.

Alex is excited that the Alumni Council is supporting what the college wants to do with the strategic framework.

#### **5. Committee Reports**

##### **Awards Committee – Lee Primm '89**

- The purpose of the Committee is to honor individuals who personify the purpose of McDaniel, which is to pursue excellence.



- We need to move nominees into several categories that fit their successes, so the award they receive is pertinent.
- We need to develop a stronger media presence. The Department of Communication and Marketing are working with the Alumni Relations Office on this goal.

**Green Terror Sports Hall of Fame Committee – Heather Wilensky**

- Committee will be reviewing candidates for the Sports of Hall of Fame later in the spring.
- The committee has received twenty-four new nominations to date with fifty-six nominations in the pool and have eighty nominations to review so far.

**GOLD – Erin Giles ’15**

- We have had an increase in consistent meeting attendance.
- We started with 200 members our GOLD members Facebook group and now it is up to 800 members within the last few months. We also have individual groups by class year from the GOLD decade.
- We want to get GOLD together as much as possible; a brewery tour in Frederick or a communal hike.
- We are coordinating with the CEO to work on the senior networking event (April 19<sup>th</sup> 2017). We see a need for GOLD to network more since we have a recent perspective of the college. We also want to know what GOLD alumni need from the CEO?
- We’re also exploring the most effective ways to communicate with students, especially seniors who will be a part of GOLD when they graduate.

**Nominations/Governance Committee – W. Miles Cole ’67**

- Miles proposed a vote on constitution and by-law changes; approved by the Council.

**Outreach – Jeff McAndrew ’92**

- We have three clubs running: Phi Alpha Mu Alumnae Club, the Philadelphia Alumni Club and the Art and Art History Alumni Club.
- Heather has reached out to several interested alumni in Florida and Georgia from her recent travels as well.

**Student Alumni Council -- Hannah Murchake ’18**

- Since September we have completely remodeled SAC with the help of Alex DeJohn.
- We have thirty active members, which is twenty-two more than we had last year, and our mug events have 125 students on average attending.

**WMC Heritage Society – Don Rembert ’61**

- We had a meeting in January and are thinking of helping during campus tours to improve the connection between students and alumni.
- The WMC Heritage Society is covering the costs of aptitude testing for nine undecided students with the help of Julia Jasken.
- The new television and furniture are now in the Rembert House – we think renovations are complete for now.
- Our biggest mission is reconnection—we are excited about the *Fearless and Bold Live* film

**6. Green Terror Mascot Costume Redesign: Review of Submitted Designs – Heather Wilensky**

- Heather began by reviewing the results of the survey we submitted in September including answers to the question “What is a green terror?” No one knows what the mascot actually is. The most frequently used word to describe the mascot was “monster.”
- More than half of the survey responses said that our mascot is equally friendly and terrifying—750 students and staff participated.
- 60 percent of respondents reported that the mascot is green because it has fur.
- Over half say that the mascot is a terror because of its reputation.
- More than half say the mascot should wear athletic gear.
- The main focus is to figure out what the mascot should actually look like—we’ve reached out to agencies to design based off of our survey results as well as ask students to submit their artistic ideas.
- For example, one agency suggested that if we have a mascot whose mouth can open and close, it can be terrifying when open and family friendly when closed.
- There’s a multitude of depictions submitted: some have scales, some have fur, some have a beard, some are evil looking and others are friendly.
- Heather asks the Alumni Council to write down which costume features resemble the Green Terror in their minds.

Jon Myers believes that it is important that children appreciate the mascot and finds it welcoming enough that it may help them to become interested in the campus—many alumni verbally agree.

Jeffrey McAndrew offers the idea that during events you can dress up the mascot. For example, put it in a Halloween costume, sports gear etc. We could use adult sized t-shirts instead of getting specially made clothes for the mascot.

Ed asks if there could be multiple mascots with different personas that satisfy the family friendly aspect and the terror aspect even if it is different heads for different events. Heather reminds the alumni that the budget is limited, and we only have the resources to make one costume.

Ralph asked if we surveyed the students, and Heather answered that the 750 survey results included students, staff, alumni and faculty responses.

Heather shared that in addition to the external features, we also need to make sure that the inside of the costume is comfortable for whomever is wearing it — for example, fans need to be on the inside.

Hugh Dawkins asked if we have talked to minor league baseball teams or something similar about how they develop a mascot and what resources they use. Alex DeJohn spoke to someone like this, but he was out of McDaniel’s price range.

Jon offered to contribute to the costume if it is friendly. He wants kids to not be afraid of it.

Debbie asked if there could be a special costume reveal for those who have contributed monetarily. Heather shared that she's discussing how donors can get a sneak peek but not certain what will happen yet.

**7. Upcoming Events & Next Meetings – Alex Ober '63, MEd '69**

Alex reviewed upcoming events hosted by the Alumni Office and reminded attendees that information about their next meeting in June would be forthcoming.

**8. Closing Remarks & Alma Mater.**

Alex shared that he felt he got across his points earlier in the agenda and the group moved right into singing the *Alma Mater*, led by Don Rembert.