

Alumni Council Meeting

Sunday, June 5, 2016 • 3 - 5 p.m.

Debi Lanius Cameron's Home • 8414 Flowering Cherry Lane • Laurel, MD

Attendees:

First Name	Maiden Name	Last Name	Class	Volunteer Role	Volunteer Assignment
Pete		Briskman	'94	Member	Outreach Committee
Debi	Lanius	Cameron	'75	Member	Outreach Committee
Corynne		Courpas	'76	Member	WMC Heritage Society
Barbara	Horst	Fringer	'61	Member	
Jack		Fringer	'60	Member	WMC Heritage Society
Bob		Gagnon	'61	Member	Nominating Committee
Fernando		Gomes	'10	Member	GOLD
Natalie	Hardy	Gosselin	'06	Member	GOLD
Debbie	Dunphy	Grosh	'72	Member	Outreach Committee
Otto		Guenther	'63	Member	WMC Heritage Society
Don		Hobart	'62	Member	WMC Heritage Society
Janice		Hobart	'63	Member	WMC Heritage Society
Chloe	Watson	Irla	'07	Member	Awards Committee
Tom		Lapato	'99	Member	Sports Hall of Fame Committee
Jeffrey		McAndrew	'92	Chair	Outreach Committee
Alexander		Ober	'63	President	Alumni Council
Janet	Engle	Ober	'73	Member	Alumni Council
Carrie	Miller	Parker	'85	Member	Awards Committee
Ed		Proctor	'84	Member	Outreach Committee
Don		Rembert	'61	Member	WMC Heritage Society
Judith	Ellis	Rembert	'60	Member	WMC Heritage Society
Charles		Sullivan	'72	Member	WMC Heritage Society
Heather		Wilenski			Institutional Advancement
Alexandra		DeJohn	'08		Institutional Advancement

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

Meeting called to order at 3:45 p.m. Alex invited everyone to go around the room and introduce themselves and the Committees on which they serve. Alex shared that the Alumni Relations Office is now fully staffed and he hopes that everyone has the opportunity to meet them.

Graduate Relations Conversation – Debi shared that this was a result of the Presidential Task Force initiative. We've reached out to members of the Alumni Council who have graduate degrees twice now to gauge interest and have had very little interest in having a conversation at this point.

Ed Proctor asked if there was data on successful graduate relations programs that work at other institutions. Heather shared that there is data out there but that she hasn't researched it yet. She did

say that since this was an initiative of the Presidential Task Force Committee, would Don Hobart be willing to share any insights?

Don Hobart suggests that we put some energy into how we can do something with our graduate relations outreach rather than just say no. Pam seconded what Don shared. E-mail is so ubiquitous these days that people aren't opening their e-mail and aren't able to reach them. We need to identify a new way of reaching this group; 12,000 people is a lot of people and we need to mobilize them.

Alex shared that we're not just saying no one is interested – we can't do it. We wanted to start with a small group of people who are already engaged and ask them to start our conversation with us. Pam said that she thought the problem was that we weren't going to do anything since no one was responding. Alex said that we haven't stopped but that we're still looking.

Alex and Debi shared that we need to get the first step out there and it seemed like a reasonable idea to start with members of our Council who are already engaged. Debi shared that another interesting piece of that group is that many of them have never stepped foot on campus because they do all of their classes remotely so we need to think creatively of how we can engage them.

Pam shared that a vastly large number of them have education degrees. We have eight counties that we have cohorts in and those students never come to campus.

Alumni Council Budget – Debi shared that Heather found the money that has been earmarked for the Alumni Council. Heather shared that following the last meeting, she reached out to the Budget Office and secured our \$6,400 annual Alumni Council budget and got the funds that we did not receive last year as well.

Approve the Minutes – Alex then said that he wanted to make sure that we had the opportunity to review the minutes from the last meeting. Aside from an edit on page 3?, paragraph 6?, he calls for approval of the minutes. Motion passed.

Board of Trustees Repots – Alex previewed that one of the perks of the Alumni Council President position is serving on several Board of Trustee Committees. Alex, Debi and Heather are our representatives on each of these committees.

Alex gave an update on the Budget Committee. The endowment growth for last year was negative; but the endowment was still more than \$100 million at the time of the meeting. Alex shared that the annual budget of the College is \$600 million. The Investment Committee is comprised of investment experts, and he has trust in the decisions that they make. The Committee Chairman suggested increasing the investment withdrawal to 5%. There was a presentation on how we're refinancing the College's debt. Dr. Casey reported on the College's most critical needs – issues in our infrastructure and scholarship funding. The motion was made to allow investigating a new debt to help finance the outlined capital projects that are in the plan moving forward. A motion was made to approve the FY17 proposed budget. Dr. Jaskin also reported on how we can save money in our curriculum by changes like adding two more students to each of our classes and saving money on adjunct professors. Dr. Casey also shared the dialogue that has been ongoing with the Progressive Student Union on campus regarding raising tuition on campus.

Alex gave an update on the Institutional Advancement Committee of the Board of Trustees. Dr. Casey described in detail the fundraising priorities for the College. We're launching a \$50 million campaign, and Dr. Casey is beginning to determine where those funds are needed most. Pam shared that the

Progressive Student Union is upset because the tuition is increasing but the scholarships aren't increasing for those students. Don Rembert shared that nationwide families have only had increase in income of around 2 percent, so each year the families require more support for their students to attend. What's more troubling to Don, is that we've recently completed a survey of high school students that resulted in more than 60 percent of the students surveyed were not familiar with McDaniel College. When you hear those numbers, you ask about our marketing budget. The budget for marketing is 0.34% of the College's budget which is about \$180,000 annually. We have now taken up a new marketing contract and they think they can help us increase our visibility for \$2.5 million split between undergraduate and graduate recruiting. Don is very excited about the group of Trustees we have in position now. They are more engaged than he's ever seen them in addressing these complex problems.

Don said that he often feels like we're just watching grass grow on campus as we push for progress, but that we're getting some things in place to help us move forward – including our Raisers Edge database and our Enrollment Management Committee for the Trustees – which we just started six years ago.

Pam asked what will happen with IA during the VP transition. Alex shared that in the short term they are splitting the VP responsibilities between Bob Conrad and Vicky Shaffer on the staff.

Alex shared that the highlight of the IA Committee meeting was the presentation of the Green Terror mascot costume and we saw how different all of our Conference teams' mascot look. Heather shared some information on how the mascot has changed over the years and that we're hoping to gather some information on what our alumni and student community see the mascot.

Alex shared the importance of giving back.

Pam asked about what funds to give to.

Ed asked why don't we engage alumni who are experts in fundraising to help with our efforts to raise money. He said that he thinks many of his classmates feel like when his classmates' make a gift, they think that they don't need to make a gift either. Ed says that we don't have our professors, current students or alumni engaged in these fundraising efforts. He said that he doesn't know why our lights aren't on to communicate these efforts to increase our alumni giving percentage. Don shared that prior to the namechange we had 30 percent alumni giving. Now 60 percent of our alumni population has graduated since 1980. Alex shared that he thinks that a lot of times people think that since they can't give \$1 million, they don't have to give back.

Alex shared that we had a 60 percent giving rate from our 2016 class. Ed shared that he thought that was the whole purpose of the Senior Crab Feast to encourage these students to give the same amount, like their class year, each year.

Don Hobart shared that we really have to begin with the first day that they set foot on campus. We also need to do a better job of connecting the people who are giving money to connect back to our current students and share why they are doing it. Alex Ober said that's exactly what we're trying to do with the First Year Student Mug Event. Last year, we had a great turn out from our first-year students but we didn't have enough alumni to sit at all of the tables. Those are the kinds of ideas that we want to engage our alumni in supporting.

In the interim I look at our 18.3 percent giving rate from our alumni population.

Don Hobart asked if we can pitch a story to the Hill on the 60 percent giving from our Senior Class.

Corynne said that you can't drive home the point of participation rates enough. There are people she still talks to about giving back and begs them to give even \$25 to the College. Her graduate alma mater is also trying to meet with people one-on-one. Corynne echoed Pam's comments from earlier that we get so many e-mails that we can't read them all.

Ed shared that each year he does an event that reaches 36 of the area high schools and we don't have a McDaniel presence at the event. I know we want kids from Calvert and St. Mary's County to be interested in McDaniel.

Pam shared how we used to send out postcards to alumni to give admissions waivers.

Heather shared that this went away with the dawn of online applications.

Don H. shared that he has lots of ideas on how we can leverage our McDaniel alumni in the school systems.

Corynne asked if there was any way we could follow up with students who had been referred by an alum to help encourage them to apply.

Alex asked for the reins back to talk more about the IA Committee meeting. We had a successful I Love the Hill month again this year and we've begun planning for the Sesquicentennial Anniversary. We have a lot of ideas for this celebration but first have to determine the budget.

Debi shared an update on the Buildings & Grounds Committee. The Chair of the Committee and the Chair of the Board walked around campus and made an exhaustive list of all of the changes that need to be made across campus. The top priorities were a new football field, a Decker Center renovation, the Gill Locker Rooms renovation, a Gill Center renovation to build more classrooms and a McDaniel Hall renovation. All of these renovations lead to a \$16 million price tag. One of the projects they've put to the side is a renovation of Harrison House. The conversation at the Board of Trustees meeting was whether or not the House should be renovated or torn down and something different built in its place.

Debbie Grosh asked if the College has all of the names of who used Harrison House for the weddings. Debi Cameron shared that Carl Fowlkes in the Alumni Office is going through the data that we have to determine who might be most interested in supporting these initiatives.

The other thing that was reported by the Buildings & Grounds Committee is about all of the maintenance issues of the College. We have a bond to fund some infrastructure changes that will be paid by money savings gained from more sustainable efforts in water and electricity. Debi also shared about the new forest farm that we're using to gain revenue and use as an outdoor living laboratory.

Debi shared an update on the Academic Affairs Committee. There are so many moving parts with the new Provost's office that Debi is impressed. Julia is looking at things from a cost perspective, from an efficiency perspective; programs with a growth potential and programs that might need to be realigned. One of the things they've done is revolutionized the Summer Classes program and have doubled their enrollments here from last year. The Graduate Dean is doing the same thing with our graduate programs.

Debi also attended the Teachers for Tomorrow program in Howard County. There are 12 students who will receive scholarships from the County and McDaniel and in exchange for the tuition, room and

board, they have to teach in Howard County for at least three years. If any of you have the ability to launch programs like that in your communities, it would really help serve the mission of the College.

Jan Ober shared that Howard County is also providing their health care and summer jobs for the students. It's a win-win for us and for Howard County. It's a five-year partnership with Howard County.

Heather gave her EMM and Student Affairs update.

New Business – we have a President Elect who has been selected. Debi Seidel '84 will be our new president elect and she's on vacation during this meeting.

Awards Committee – Heather gave a brief Awards Committee update. Debi Cameron also encouraged everybody to think of someone who is doing something impressive in their profession or doing something good for their community and submit an application for these qualified alumni. We have people out there doing tremendous things.

Pam suggested that maybe we have a Graduate Alumni Award. Ed shared that about 15 years ago we did an oral history of reunions on the Hill. There are a lot of stories that can be retold and shared by being videotaped that we can repackage and used for admissions outreach.

SHOF Committee – Tom shared that they'll be meeting on June 14 to host their review meeting of the candidates. We've had more candidates nominated outside of internal staff/coaches and he's encouraged to review the nominations.

GOLD Committee – Alexandra gave a report on behalf of Lauren Fischetti '11. The GOLD Committee has four events set up for the year ahead. Their next meeting is on June 18.

Nomination Committee – The Nominations Committee met last week to review the Members-at-large candidates. The main issue we're leaving for the next leadership is our Treasurer position in the Bylaws.

Pam shared that John Olsh was our treasurer for many years.

Outreach Committee – Debbie Grosh gave the update on behalf of Jeff. This Committee has been working on our Clubs around the country and we developed all of the guidelines on how things are supposed to operate. We're also trying to think of ways to encourage involvement at Homecoming in the fall.

Student Alumni Council – Alexandra gave the update on behalf of Hanna Murchake. We have some tasks that we're working on this summer to change oral history into written history to assist with future transition training. We had more than 70 students who participated in our mug events. We want to try to ensure that our Mug Events and the education of why Student Alumni Council is so important translates into members. How do we turn excited students from our Mug Events into strong members? The Memorial Bell Ringing tradition continues; the next one will be hosted over Homecoming. We're planning to use social media a lot more this year. Hanna and Alex will be attending the CASE Conference in Atlanta in August to learn more about what other schools are doing and come up with some great ideas on how to springboard SAC into a meaningful group on campus.

Don Hobart has shared that the Memorial Bell Ringing has just continued to get better and better over the years that he's watched it. And before I forget, please stop by and get a free hot dog and adult beverage at the alumni tent at any home football game.

WMC Heritage Society Meeting – The reconnection express is running full steam ahead. The film is done and there is new furniture in the Rembert House and we've opened up the membership to anyone who will listen.

Corynne shared that we could use the film for marketing of the College on the Carroll County Channel and then also show the film at the Carroll Arts Center with a Q&A after. The film is 90 minutes long.

Don R. shared that they'll be able to break it up into little pieces and show segments for different purposes as desired.

Alex Ober shared that one of the committees for the Sesquicentennial Celebration is focused on engaging the community in the celebration. The next meeting is August 27. So if you have friends who have been disconnected, please send them over to me. We also have a special pin for people who are looking for a piece of our history to connect with.

Heather gave an update on upcoming events.

Pam asked to expand on Common Ground on the Hill. We have a partnership with the College so that you can get credit for attending classes hosted as part of Common Ground on the Hill.

Ed asked how we market the credit component for Common Ground. Pam shared that we market it with Carroll County Public Schools and on their website. It's also in the catalog.