

**Alumni Council Meeting**  
**Tuesday, September 27, 2016 • 6:30-8:30 p.m.**  
**Wahrhaftig Conference Room • Hoover Library**

**Attendees:**

First Name	Maiden Name	Last Name	Class	Volunteer Role	Volunteer Assignment
Debi	Lanius	Cameron	'75	Member	Outreach Committee
Susan	Snodgrass	Case	'65	Vice Chair	Outreach Committee
Miles		Cole	'67	Chair	Nomination & Govern. Committee
Corynne	Horst	Courpas	'76	Member	WMC Heritage Society
Jackie	Deakyne	Cowan	'74	Member	Outreach Committee
Laura		DiCarlo		Chair	SAC Philanthropy
Lauren		Fischetti	'11	Chair	GOLD Committee
Bob		Gagnon	'61	Member	Nominating Committee
Erin		Giles	'15	Member-at-Large	GOLD Committee
Otto		Guenther	'63	Member	WMC Heritage Society
TK	Kennard	Imm	'87		Community Service
Chloe	Watson	Irla	'07	Member	Awards Committee
Marilyn	Naas	Keane	'94	Member	Sports Hall of Fame Committee
Greg		Kresslein	'96	Member	Nomination & Govern. Committee
Tom		Lapato	'99	Chair	Sports Hall of Fame Committee
Alex		Leonard		President	Student Government Assoc.
Jim		Lightner	'59	Member	WMC Heritage Society
Josh		Marvel	'06	Member	Sports Hall of Fame Committee
Jeff		McAndrew	'92	Member	Outreach Committee
Hanna		Murchake		President	Student Alumni Council
Alexander		Ober	'63	President	Alumni Council
Carrie	Miller	Parker	'85	Member	Awards Committee
Joan	Paine	Porter	'69	Member-at-Large	Nomination & Govern. Committee
Lee		Primm	'89	Chair	Awards Committee
Ed		Proctor	'84	Member	Outreach Committee
Kristin		Ramey		Member	Sports Hall of Fame Committee
Kailey		Rhone		Secretary	Student Alumni Council
Jenny		Sandler	'09	Member	GOLD Committee
Debbie	Dale	Seidel	'84	Pres. Elect	Alumni Council
King		Smith	'63	Member	Nomination & Govern. Committee
Chuck		Sullivan	'74	Member	Awards Committee
Marsha		Thompson	'75		
Pam		Zappardino	'71	Member	WMC Heritage Society
Heather		Wilensky			Institutional Advancement
Alexandra		DeJohn	'08		Institutional Advancement
Janice		Hartlieb			Institutional Advancement

**Phone Attendees:**

John		Green	'97	Member	Alumni Awards Committee
------	--	-------	-----	--------	-------------------------

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

Meeting called to order at 6:30 p.m. Alex invited everyone to go around the room and introduce themselves and the Committees on which they serve. Alex introduced John Green on the phone.

2. Treasurer's Report

Heather presented the Treasurer's Report. The Alumni Association receives \$6,400 annually to fund our programs. In Heather's first two years here, she had heard that a fund existed, but hadn't been able to track it down. Art Wisner found the fund and shared that there is currently \$16,570.02 in it. Heather shared that based off of current budgeted spending, the Association will likely use up that padding easily over the years but if the group wanted to establish something with the funds some of her suggestions included a scholarship fund for children of alumni, necessary infrastructure updates for the SHOF kiosk, etc.

3. Presidential Task Force: Progress, Successes and Next Steps

Alex introduced Debbie Dale Seidel '84 as the Alumni Council's President-Elect.

Debbie states she and Alex are reviewing the results of the Presidential Task Force, Alumni Attitude Study and the outside consultant's review of our Alumni operations as we prepare to move forward with supporting the College's new Strategic Framework.

Alex compares "Band of Brothers" to planning the Presidential Task Force. Alex and Debbie are trying to execute recommendations of the Task Force. It was agreed several years ago that a survey needed to be done. The first survey was conducted in November 2010-September 2011 which took an in-depth look at the Association's effectiveness to engage alumni. At this time there was no one running the alumni office. In the spring of 2014, an independent consulting group came to review the organization for a pulse check. There were twenty plus interviews conducted to determine internal structure and progress. Finally, a third study was conducted in the spring of 2015. This Alumni Attitude Study was conducted to determine how alumni viewed our progress and compared McDaniel events and attitudes to other colleges. By this time, Heather was working in the alumni office.

Debbie went over the key recommendations of these surveys as follows:

- i. build the Alumni Association brand
- ii. determine effective branding of the Alumni Association Awards Banquet
- iii. identify key communications with alumni
- iv. review Association presence on Board of Trustees
- v. build traditions
- vi. evaluate alumni role in national rankings
- vii. benchmark our activities
- viii. build trust between the college and alumni
- ix. establish clubs and maximize department participation
- x. encourage staff support for Alumni Association

A change that has already been made is that *The Hill's* Class Notes are now titled Alumni Updates with additional information on Alumni Events.

Lauren Fischetti made a suggestion that we should increase CEO functions.

Alex shared how the Association's monthly newsletter and its webpage have improved. He states that communications are not just segmented by geography but also by alumni groups like the Greeks and our English Department.

The Alumni Awards Banquet has merged with the SHOF banquet. Several awardees are part of the council, and Alumni Council members are encouraged to attend the banquet. Award recipients are being recognized at different events around the country such as at Florida events. Lee Primm's and Tom Lapato's committees are trying to get the best candidates possible to improve our nomination pool.

We continue to enhance our student engagement efforts. When new students arrive at their residence halls there is a mug in their room from the Alumni Council. The Student Alumni Council (SAC) then coordinates monthly Mug Events where we usually feed the students but it is a great way for the alumni to interact with them, really get to talk to them to make a connection.

Alex mentions the Memorial Bell Ringing is at 11:30 a.m. before the Homecoming game.

Everyone should see *Fearless and Bold Live* by Jim Lightner. President Roger Casey mentioned previously that it is good at telling us about the history of the College. When people go out to ask for money for our college, they need to know what makes us great... besides tailgating.

Building Trust has come a long way but we still have a long way to go. We want to cover all the decades. Alex's monthly emails continue to evolve but Alex has not decided yet if he likes the video portion.

Alex mentioned that Kathleen Green has switched positions and the Alumni office is now in search for her successor.

Debbie states the next step for the Council is to determine where we'd like to go from here. Alex and Debbie are going to review the College's Strategic Framework to see where opportunities for collaboration exist and then bring those recommendations to the group at our next meeting in February. Heather will then put a plan together, and we can approve plans in June.

Otto Guenther states that he appreciates all the progress that has been made and encourages contributions to the Fund for McDaniel. The College's reputation is much better. He used to get complaints that alumni were not impressed but that has changed in that last two years. It has been remarkable what has been happening, and President Casey is really proud of what the Alumni Association can and is doing for the College.

James Proctor asked the question in terms of ranking where is the correlation between alumni giving and our ranking if we increased giving from let's say 19% compared to 22% and how can we increase our ranking.

Bob Conrad states that the *U.S. News World Report* says that alumni participation is key to more giving. The first question Foundations often ask is "what is the alumni participation rate?" and the second question is about faculty and staff participation.

Alex said he is proud that Alumni Council giving went up past 80 percent this past year and hopes the Council can hit 100 percent giving this year.

4. Committee Reports

- i. **Awards Committee** Lee stated that the committee met a few weeks ago and takes selecting award recipients very seriously. He said we need to first figure out who is deserving to be recognized and then determine who the biggest, best, brightest of our alumni are. We have approximately 30,000 alumni. Lee brought up how the Alum of the Year gets a full panel in the Homecoming mailing and how Don Hobart mentioned how McDaniel (WMC) carried a lot of weight in his success. We should list all other awards. For example Otto Guenther, a three star General is just now getting an award. The mailing has a real opportunity to say who we are and what we have done and suggest promoting in the future.
- ii. **SHOF** Tom Lapato went over the meeting held in the summer. They have great inductees that are being inducted in October. It was the hardest decision to make the selections. Last meeting they talked about preparations for the banquet. Things to think about going forward are to raise the bar of the event with some new things being implemented this year. The Committee voted to move up the voting timeline to help Alumni Relations staff. They're also beginning to discuss upgrades to the SHOF kiosk.

Heather said the kiosks has lasted longer than expected and is still working most of the time. It is a temperamental kiosk. Heather is getting quotes and talking with IT to see if we can get an investment for a new one.

- iii. **GOLD** Lauren Fischetti shared there is no pressing business but mentioned the GOLD Brunch to be held on Homecoming and the five year reunion of Class of 2011.
- iv. **Nomination Committee** Miles Cole had a meeting in grammar and simplification of the Constitution and By-laws for the Alumni Association. He overviewed several of the changes including there is no more treasurer and the Council only meets three times a year now. He recommended that we should let the President determine where and when to meet. Overall, he hopes that the group will find the documents to be much simplified.

Alex stated that we want to vote on this in February.

- v. **Outreach** – Jeff McAndrew shared that we have three approved Alumni Clubs – Philadelphia, Phi Alpha Mu and Art & Art History Majors. Heather hosted the Baltimore Alumni Launch and Southern Maryland Launch.
- vi. **Student Alumni Council** -- Hannah Murchake shared there was no update.
- vii. **WMC Heritage Society** -- Corynne is very excited about the 150<sup>th</sup> Anniversary. She was excited to find out we have a lot of money in the Council budget. The 150<sup>th</sup> is a big deal and suggests Debbie think about what the Alumni Council can do that would be special as part of the celebration.

Alex shared he is excited to hear about the things Christina Steinbrenner is doing for the 150<sup>th</sup>.

5. Green Terror Mascot costume redesign

Heather showed historic Green Terror costumes and states that they are replaced about every 10 years but our current costume is more than 20 years old.

Corynne mentioned that the Green Terror really does represent us older alums.

Heather stated that when she first started, Don Hobart called and said we need a new mascot. Three vendors were researched. We had to send them pictures of our mascot because the vendors didn't know what a Green Terror was. She suggested we should ask the campus community to unite in Green Terror pride – alumni, students, faculty and staff. We need to raise \$10,000 for a new costume. It needs to be insulated with antibacterial fabric, padded and allow comfort with more engineering. Anything added to the costume brings up the price such as shoes or a jersey.

In September in Alex's message, he introduced the makeover campaign. There have been 700 responses to the survey so far, and we plan to share results at the Homecoming alumni tent. Heather invited everyone to stop by the tent to see the responses. This campaign is good timing with the 150<sup>th</sup> coming up. The Alumni Association will get to help by reviewing the submitted costume designs at the meeting in February.

Jeff mentioned he hopes the costume is unveiled at a night game so the new Green Terror can come down the hill.

Heather stated that Alex DeJohn is creating ways for students to contribute to the Fund. A staff member made a \$1,000 donation and at games the Alumni office is selling tailgating chairs and coolers. Janice Hartlieb is keeping a record of what we are selling and a crowd funding page launched in the fall.

James Proctor suggested a 50/50 raffle. Lauren says they already claimed the 50/50 raffle. Alexandra DeJohn states that they have the approved 50/50 raffle, and SAC students will be walking around taking names and enhancing crowd participation.

Debi suggested bringing the merchandise to club meetings. Heather said she brought to Baltimore but wasn't able to talk guests to going to her trunk to sell items. She will look into a better way to take the products on the road.

Robert Gagnon suggested calling the bookstore. Heather answered that Kyle Meloche '94 from the bookstore has been a great partner and that he was doing us a favor by not selling them because he would have to sell them at the price of \$35 so there would be no profit for campaign.

## 6. Upcoming Events

Alex brought up upcoming events and said we want you back on campus as much as possible. He really wants you to come to the AAAB where current students are also being honored for being All Americans, and conference champions for volleyball, and of course Homecoming is always great on the Hill.

Alex suggested everyone to watch the newsletter videos. Click on his picture and watch even if it looks like he is going to pass out. Alex also encouraged everyone to be here at events when you can be here.

## 7. Closing Remarks – Alex suggest that Pam Zappardino lead us in the Alma Mater

## 8. Committee Photos for the website were taken at the close of the meeting