

Alumni Council Meeting

Wednesday, September 30, 2015 • 6 – 8 p.m. • Hoover Library First Floor

Attendees:

First Name	Maiden Name	Last Name	Class	Volunteer Role	Volunteer Assignment
Pete		Briskman	'94	Member	Outreach Committee
Matt		Cahill	BA '10, MS '12	Member	GOLD Committee
Debi	Lanius	Cameron	'75	Member	Outreach Committee
Susan	Snodgrass	Case	BA '65, Med '84	Member	Outreach Committee
Roger		Casey			
Corynne		Courpas	'76	Member	WMC Heritage Society
Hugh		Dawkins	BA '69, MS '71	Member	Awards Committee
Lauren		Fischetti	'11	Member	GOLD Committee
Beth	Moran	Floyd	'08	Member	GOLD Committee
Barbara	Horst	Fringer	'61	Member	
Jack		Fringer	'60	Member	WMC Heritage Society
Bob		Gagnon	'61	Member	Nominating Committee
Debbie	Dunphy	Grosh	'72	Member	Outreach Committee
Otto		Guenther	'63	Member	WMC Heritage Society
Don		Hobart	'62	Member	WMC Heritage Society
Chloe	Watson	Irla	'07	Member	Awards Committee
Marilyn	Naas	Keane	BA '94, MS '97	Member	Sports Hall of Fame Committee
Kathleen		Kiick			Institutional Advancement
Tom		Lapato	'99	Member	Sports Hall of Fame Committee
Alex		Leonard			Student Government Association
Lori		Lewis		Member	Institutional Advancement
Jim		Lightner	'59	Member	WMC Heritage Society
Hanna		Murchake		Member	Student Alumni Council
Kamiko		O'Rullian			Student Government Association
Carrie	Miller	Parker	'85	Member	Awards Committee
Joan	Paine	Porter	'69	Member	Nominating Committee
Lee		Primm	'89	Member	Awards Committee
Ed		Proctor	'84	Member	Outreach Committee
Don		Rembert	'61	Member	WMC Heritage Society
Kailey		Rhone		Member	Student Alumni Council
Debbie	Dale	Seidel	'84	Member	Outreach Committee
Angie	Fiore	Sheeler	'06	Member	GOLD Committee
Brian		Stephenson			Institutional Advancement
Marsha		Thompson	'75		Awards Committee

Tina	Fleming	Warren	'91	Member	Awards Committee
Pam		Zappardino	'71	Member	WMC Heritage Society

1. Call to Order, Introductions & Approval of Minutes
6 – 6:10 p.m.

Alex Ober '63, MEd '69
President, Alumni Association

Alex Ober called the meeting to order at 6:10 p.m. Alex encouraged everyone here to communicate the information shared this evening with fellow alumni and friends – we all need to connect.

Motion to approve the minutes; seconded. Minutes unanimously approved.

Alex introduced all new members of the Alumni Council attending their first meeting. Lee Primm '89 announced that new member Hugh Dawkins will serve as the Vice Chair for the Awards Committee.

Alex reviewed that all Members-at-Large now serve on Committees.

2. Alumni Council Old Business
6:10 – 6:15 p.m.

Debi Cameron '75
President Emerita, Alumni Association

There is no old business.

3. State of the College
6:15 – 6:45 p.m.

Roger Casey
President, McDaniel College

Alex shared that one of the resounding points of the Presidential Task Force was communicating what is happening at the College – and couldn't think of anyone better to tell us what is happening at this great College than President Roger Casey.

President Casey shared that he really appreciates everyone's service and that it's good to see so many new faces on the Alumni Council.

President Casey is starting his sixth year at the College and knows he could talk for two hours about all the great things happening at the College, so that's why he brought a script so that he could stick to the important points. The first point is what other people are saying about the College. He shared many of the rankings that the College has attained over the past few years including being one of the top best buys in liberal arts education on Kiplinger's List and being named to President Obama's community service honor role. The New America Foundation has named us one of the top 20 schools in the country for students who have a need to go to College. Our education program was ranked one of the top 20 in the country and for the first time we cracked *Money Magazine's* list of the top 50 liberal arts colleges in the United States. Every time we get in these rankings, it brings the value of your diploma up, up, up.

The second point is about all we've built the last five years. We've built Gill Stadium. We've built a new College entrance. We've built a Verizon cell tower. We've built an on campus Green and Go. We've built the CEO (Center for Experience and Opportunity). We've built Casey's Corner. We've renovated GLAR, Hoover Library, Decker, Whiteford, Rouzer, Rembert House, Gill Suite and the WMC Alumni Hall lower level. We've put campus signage and way-finding up all over the place, have brand new lights, new outdoor seating and are about to dedicate the McTeer-Zepp Plaza and Fountain. Next up is opening our

new Campus Safety Office on Pennsylvania Avenue. Almost all of this has been accomplished with donor support – no additional debt load and very few operating dollars from the College.

We've added a number of five year BA-MA programs, and this fall launched Encompass, teaching enterprise management. The Ambassador of Qatar was just here and invited 10 students and two faculty to Qatar as his guests. One of our French professors is the National French Professor of the Year. Skip Fennel just won the Lifetime Achievement Award for Math Faculty. We have three alumni who are Maryland teachers of the year. Our applicant pool has nearly doubled in the past five years. This year we cracked the 38 percent mark with students of color for our freshman class – first time in the College's history where more than one third of our students are students of color.

We have been successfully reaccredited by Middle States, have a new portal website and launched something called Footgolf at our Golf Course. We've launched a lot of programs from the ground up. We have First Stop that serves the need of our first-year students. We have a LEAD program for our first year students. We have Smart Talks with our fabulous alumni – the next one is on Saturday. We've raised a little over \$44 million. Our endowment is now \$111 million. I am the President of MICUA (Maryland Independent Colleges and Universities Association).

We've been busy over the past five years. Here's what's happened in the last 48 hours. Today our education program was named the number one education program in the state of Maryland. Nicole Hill '17 was named an Arthur Ash scholar. She has been recognized as one of the top leading African American students in the country. We have been named by a fantastic website called The Daily Meal as one of the 10 top tailgating Colleges in the country.

We have a lot to be proud of with this College. We have a lot to McSwagger about. One of the most important things our alumni can do is to tell this story, to talk about what's great here. When you encounter people, tell them great news. Be evangelists for what is great at McDaniel.

It is critically important for you to stay informed so that we can get this information to you so you can tell these stories to people.

What we hear is that our entire sector of higher education is in trouble. We can't continue to raise tuition; we need to find a better model on how to structure our pricing structure. Competition from other schools has never been higher, never been greater. As colleges that are ranked below us get more and more desperate for students, they are literally giving away their education to get students in their beds.

Regulation at the federal level has become truly outrageous. A bi-partisan commission agreed last year that there were 232 new federal regulations that applied to higher education. That's one for every business day. We spend hundreds of thousands of dollars with lawyers and legal fees to stay regulated.

Our infrastructure is aging, and we have expenses to keep it thriving and working. We've been working on a strategic plan to help us figure out how to leverage what is distinctive about us. We need to relaunch the thing that has always made us a great college – the way we focus on individuals. We are working on something called the McDaniel commitment and how can we guarantee to each family of every student that these things are going to happen for you.

We want to focus on the notion that this is a place that is filled with genuine care. We want to demonstrate it, we want to prove it, and we think this is what really makes us competitive in the market.

We need to change our business practices and become even more efficient and effective. We need the greatest efficiency that we possibly can have. This year we gave away \$35 million to finance the education of the students who are here. We need to improve our facilities to attract more students to the campus. It is critically important that we have spaces where students can gather and the most up to date teaching spaces, athletic facilities and student apartments that we can offer.

These are our strengths. These are our challenges. And you are our best ambassadors to tell these stories.

How can I help? I'm glad that you asked that question. One of the most important ways you can help is to contribute to the Fund for McDaniel. I want to be able to say when I walk into a Foundation or walk in to meet a donor that our Alumni Council gives at a 100 percent level. I don't care if it's \$5. I'd love for it to be more, but we all have different levels and abilities to give. We need to be able to say that the alumni in our leadership group are giving at 100 percent. The most important thing you can do to help us with our story is give back.

Marsha Thompson asked where scholarship money is coming from. President Casey shared that we give away scholarship dollars from close to 400 endowed scholarship funds. People give annually to support scholarships as well – that's another way your annual dollars can be targeted to help. We also have federal dollars and state dollars that our students are getting. We get a direct appropriation from the state's Sellinger fund, and some of our operating dollars support scholarships.

Lee Primm asked how we did with our enrollment goals. President Casey shared that last year we had an enrollment dip. This year we're back up from that enrollment dip. Our transfer numbers are slightly down; we had had record transfer numbers, but now they're down. Our retention, however, went down in our freshman to sophomore class by 30 students. We underspent our financial aid budget by \$2 million this year. Grad numbers are down slightly. Right now as we're looking at our budget, we're about \$2,000 in the red.

Hugh Dawkins asked if we are seeing that the transfer opportunities from community colleges going down or if it's from other four-year colleges. President Casey shared that you automatically get a scholarship if you're a transfer student from a community college. We're also getting a lot of Associates degree transfers from the military. The community college pipeline in Maryland is definitely down. We saw a lot of issues happening in Baltimore around the time of the protests – that happened deposit week for Colleges. It dramatically hit enrollment at Loyola, and they've since announced that they were able to make up some of their losses by exceptionally good years in their transfer pools.

Now all students are tracked by the National Clearinghouse so we'll be able, for the first time ever, to look up students who leave here to see where they go. Thank you for your time, and I look forward to seeing everyone at Homecoming in just a few weeks.

Alex Ober shared that what happens at McDaniel we don't want to stay at McDaniel. We want to tell people about what happens at the College. Please spread the word.

4. Alumni Council New Business
6:45 – 7:30 p.m.

Alex Ober '63, MEd '69

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

Alex gave Jeff's apologies for him being stranded in Boston. The Outreach Committee is working on developing a Club Leadership Manual for our alumni clubs. We have one in Philadelphia but we want more thanks to the Presidential Task Force results. They are

working on a leadership manual that will help people develop clubs. You'll hear more about that in the future.

- **GOLD Committee Transition – *Lauren Fischetti '11, GOLD Committee***

Lauren Fischetti gave an update on what is happening with the GOLD Committee. GOLD has been in flux the past year. Our membership has on paper grown to 38 people but as you can tell there are only four of us here. It has been very difficult to identify a set group of people to come to, plan and executive events. We've been having great turnout at any programs hosted but have struggled with the follow up from our GOLD alums following those events.

As we're finding, contact with the College means we're trying to hit you up for money, but we have to rewrite the narrative on why people reconnect with the College.

We played with the idea of becoming a Club rather than being a Committee, and it was really appealing. But after speaking with Chairs of other Committees, they shared that they got their start with engaging with the College through the GOLD committee, and I'm committed to staying engaged with the College. I just signed a bunch of letters to those who haven't been engaged over the past year. We don't want to lose our voice on the Council, so we will keep working to find at least 10 really committed, solid members of GOLD to comprise this committee.

We are hosting our next event over Homecoming – the GOLD Brunch in McDaniel Lounge. We're hoping to continue to reconnect GOLD alumni with the College.

Marsha Thompson shared a comment that she is a third-generation McDaniel alumna. There's a big affiliation as it relates to the College from legacy alumni, so as we look to grow involvement one might expect there might be a drop off of people committed to the College who aren't legacy alumni. We need to continue to look for different ways to engage this decade of alumni.

Lauren shared that one of her goals is to re-engage our young alumni with the Student Alumni Council as well.

Don Hobart suggested that when considering your social events, you should also do a service project that will help those folks to get more committed to the College through their interaction. If you get people involved in doing something that they can be proud of, they can get even more committed to the organization.

Lauren shared that the GOLD –Senior Networking event was a service opportunity for GOLD alumni to give back and contribute to students. She felt it went very well this year.

Pete Briskman shared that he is one of those people who hasn't engaged with the College for decades, and he sees an opportunity to engage technology in our outreach. He asked how many alumni are connected to the College through Greek Life?

Lauren shared that she doesn't know the answer to that question but that she knows Greek Life is growing on campus.

Pete suggested that GOLD sponsor service opportunities for Greek organizations. There's a strong tie to those organizations especially right after you graduate.

Lauren shared that there might be some slight disconnect with those fraternities and sororities that have changed over the past decade, but she will definitely consider the idea.

Lauren shared that part of our job is to solidify that bridge that keeps people connected to the College following graduation. We're going to continue working through social media to reach our alumni.

Marsha Thompson shared that people might not be willing to open e-mail but they're likely to follow you on social media.

Angie Sheeler asked about how we capture all the names of everyone coming to the Homecoming tailgate. Hugh Dawkins suggested that we hire students and give them iPads to walk through the field and ask alumni to sign in with their names and e-mails to capture that attendance.

Pam Zappardino asked how GOLD is outreaching to their alumni populations. Lauren shared that we have to continue to build that messaging. We are totally invested in you as alumni and want you to be involved – this should be home on the Hill. That gift can be both time and presence in addition to donations.

Tom Lapato asked if we know how alumni are doing. Lauren shared that she goes to the English Department networking events annually and that she sees several alumni there from different fields doing good work.

Debbi Seidel suggested the GOLD Club work with the CEO. Lauren said that she and Beth were just talking about that over dinner and plan to continue that conversation.

▪ *Alumni Council Website – Heather Wilensky, Executive Secretary*

Heather Wilensky reviewed the new Alumni Council pages she's been working on viewable at <http://ilovethehill.mcdaniel.edu/alumnicouncil>. The current website is a single page that lists the membership. It does not include photos or links for more information.

Ed Proctor asked several questions regarding the strategy and tools used in developing our web site. Heather shared that we have only one dedicated staff member at the College who manages our web site. The hope in building these pages is that edits can be made more quickly to our Alumni pages that seamlessly match those of the College. Heather also shared that no one on the

Alumni staff is a web expert, so the changes we're making are small but hopefully, mighty.

The new pages proposed include photos of leadership, the Council as a whole and committees. The new pages include links to important documents and information about the Council in addition to information about the various committees.

Debbie Seidel suggested keeping the School's left navigation for the Alumni Council pages and we should remove "reconnect" from the pages.

Tom Lapato shared that the content will bring more quality to the pages.

Heather will share a sample page template with each Committee chair to discuss what they'd like on their Committee page.

5. Committee Reports

7:30 – 7:51 p.m. (3 minutes per committee)

a. Awards – **M. Lee Primm '89**

As this is Lee's first meeting, he had no news to report.

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

Tom shared that the group met recently to review auto-nomination criterion for the Green Terror Sports Hall of Fame. For the most part, it looked like the group does a good job of including those that are deserving in the pool and will continue to track this moving forward.

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

No new report since committee update earlier in agenda.

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

Robert shared that it has been a busy year this past year for the Nominations/Governance Committee as you can see by all the new members at the meeting. He suggested that the next step for the committee is building a Graduate Committee for the Council.

e. Outreach – **Jeff McAndrew '92**

Debbie Grosh gave the report on Jeff's behalf. We've done some work on building the Alumni Club Leadership Manual and have a draft. It's about a six or seven page document that would be sent to anyone who wants to start a Club.

Don Hobart asked for a copy but the committee requested the opportunity to review it as a group again first before distributing.

Debbie Grosh talked about Tweeting #GreenTerror2015 to collect Homecoming check ins this year.

Matt Cahill suggested that one person can tweet everyone they're with and then we can capture everyone on that group. Lauren Fischetti shared that you can use the hashtag on Facebook too.

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

Hanna introduced the new SAC Leadership in attendance and reviewed the events that SAC has been putting together so far this year. They had a first-year student Mug Event for our newest students. The last week of August they had our first bell-ringing of the year. They're getting ready for our next Bell Ringing at Homecoming at 11:30 a.m. They hosted another Mug Event in September where they handed out mints to more than 150 students.

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

Don shared that we've been having a great time with this Heritage Society. Anyone who wants to be in it can be in it. The last thing they did was support Dr. Lightner in the Carroll Arts Center presentation – Fearless & Bold LIVE. We're looking forward to getting involved with the Sesquicentennial Celebration. Our next meeting is on Nov. 7, and we're hoping to get the reconnection express moving. We need to increase our alumni giving rate up from 18.3 percent. Thank you for your support!

6. SGA Report: Planned Student Homecoming Programming

7:51 – 7:54 p.m.

Kamiko O'Rullian

President, Student Government Association

Alex Leonard presented on Kamiko's behalf. Alex L. shared that the theme for Homecoming this year is Terrorfied which won by a landslide vote of the student body. Homecoming Court applications have been coming in, and the candidates will be participating in a talent show tomorrow evening. The Wednesday before Homecoming, we'll be celebrating with a Homecoming Pep Rally. Then on Thursday, the SAC will host a Mug event leading into the Pub Trivia night, and on Friday night is the Homecoming dance. On Saturday we'll wrap it up by presenting the Homecoming Court at the football game and tailgating like we all enjoy doing.

7. Closing Remarks, Upcoming Events & Next Meeting

7:54 – 8 p.m.

Alex Ober '63, MEd '69

Alex reviewed our upcoming events. He shared the importance of participation at the Alumni Association Awards Banquet on Friday, Oct. 16. Alex said he is really expecting to see everyone here at the Banquet – we need to show up, participate and pass the word that people know that there is this very important event on Friday night of Homecoming.

Don Hobart also put a plug in for folks to visit the Alumni Tailgating tent at home football games. We'll give you a soft drink or an adult beverage and a pretty decent hotdog. All we ask you to do is mingle with alumni and get them aboard Don Rembert's reconnection express. Please stop by and visit us. The tent is as close to the Caboose as we can get. Alex Ober echoed that this is a place for any alumni to join us and be a part of our tailgate.

Our next Alumni Council meeting will be scheduled for February. **Heather will distribute a Doodle poll with date options.**

The Council closed by singing the *Alma mater*, accompanied by Don Rembert on guitar.