The meeting was opened at 6:15 p.m. – Debi

Welcome & Introductions – Debi

- Four years ago when Don Hobart ’62 was the Alumni Association President, he approached Associate Vice President for Alumni Relations, Robin Brenton ’86 with the idea to “revitalize the alumni association from top to bottom.” This was based on his concern about alumni engagement with the college as well as the fact that participation in the Annual Fund had dipped quite low
- Robin and Don sat down and drafted a proposal to this end. They met with President Casey and he approved the appointment of a Presidential Task Force to determine how the college could reconnect alumni in a more efficient manner. The Task Force highlighted 10 specific areas on which to focus the attention of the Alumni Association
Ten implementation committees were formed focusing on these areas and they commenced the next stage of work to create a list of recommendations and ideas that were presented to new Alumni Association leaders, Sally Stanfield ’78 and Debi Cameron ’75.

Debi and Sally took these recommendations and ideas and assigned them to the standing committees of the Alumni Association.

We are now at the stage of operationalizing these recommendations and ideas; the goal for the retreat is to refine these items into workable action plans that will be presented to Vice President Lori Lewis and President Casey for their buy in.

Our mission is to excite our alumni to reengage with the college in any way possible and to increase alumni participation in the Annual Fund.

Debi then introduced the guest speaker.

**What’s Happening in Hoover Library?** – Jessame Ferguson, Director, Hoover Library

Handout: Overview of the Library project

- This is the first major renovation of the library since the 1990’s
- Jessame shared photos of the following renovated areas and provided descriptions of the renovations:
  - Caseys’ Corner
  - Entrance Area (circa 1991)
  - Computer Area (First Floor) and new tech room
  - Addition of IT and Research assistants and Library Staff
  - Leon and Betty Wahrhaftig Conference Room
  - Literacy Interactive Classroom
  - Compact Storage Units
  - Reading Area on LL Floor

Jessame then shared a brief question and answer session with attendees.

**Dinner**

**Alumni Association Logo** – Sally

- Sally presented the Alumni Association logo that was created by and vetted through the Identity and Brand Implementation Committee.
- She asked for the Alumni Council leaders to review this logo, discuss and if appropriate, approve.
- Sally asked for a motion for approval.
- The logo was approved; attendees were happy with the inclusion of “Western Maryland College”.

**Strategic Plan & Recommendations/Ideas Review** – Robin

- Robin shared that the portfolios on the tables are gifts to the attendees and described McDaniel information contained inside.
- She reviewed the new Alumni Association Strategic Plan and emphasized that it should be kept close in mind when working through the action items later in the meeting.
- Sally – We want to make sure that there is a way to measure these initiatives for future planning purposes as well as measuring ROI and participation.
- Debi – It all boils down to participation and gifts to the college.
• **Don** – We know what the participation goal is, now we need to know how to rekindle that old spirit

**Committee Reports/Action Plan Creation**

Handouts were given to each Chair and Vice-Chair

• **Alumni Office** – *Robin*
  - Questions:
    - **Bob** – Can alumni come back to home football games and participate in a pep band? Can we send an email out to alums and measure interest?
    - ANSWER: Not viable right now, but something we can review in future
    - **Bill** – Maybe have students on campus participate in band?
    - ANSWER: We will do a preliminary search of interest.

• **Awards Committee** – *Robin*
  - Questions:
    - **Pam** – Reminder that the College Service award is a prerequisite for the Alumus of the Year award
    - Who is eligible for nominations? How can you nominate?
    - ANSWER: All alumni are eligible for nominations with Sports Hall of Fame requiring a ten-year separation from the college; nomination form is available online or by contacting the Alumni Office

• **GOLD Committee** – *Allison*
  - Questions:
    - **George** – We do not want to segregate the two demographics (GOLD and non-GOLD), but need to find ways to work together and determine committee leads

  o **Members-at-Large** – *Debi*
    - **Debi**: Everything boils down to a communications plan
    - Questions:
      - **Bob** – Posed a question about structure of the Alumni Council. Should we style our Alumni Council like other institutions with standard Executive Board positions; i.e., President, Vice-President, Secretary, Treasurer, etc.? Perhaps the next Members-at-Large should be assigned to a subcommittee to have a deeper understanding of the committee structure and initiatives.

  o **Nominations & Governance** – *Bob*
    - Questions:
      - **Rixey** – What is the difference between the Alumni Clubs and Regional Boards?
        - ANSWER: Same thing!
      - **Pam** – Have we done any assessing of our graduate alumni to gauge their interest?
        - ANSWER: **Sally** – The Implementation Committee did that, but it’s on the shelf for now until we get the current standing committee action plans created
      - **Allison** – The college (not the Alumni Association) needs to have a larger part in engaging graduate students. That will trickle down to the Alumni Association once the relationship has been made

• **Outreach Committee** – *George*
  - Questions:
Robin/Allison – In relation to the Outreach Committees chart, how do these partnerships (Outreach with other sub-committees) move forward?

ANSWER: George – Possibly hold joint meetings between the sub-committees.

Student Alumni Council – Lauren and Erin

Questions:

Could we highlight Bell Ringing Ceremony names and event in the Alumni Magazine?

ANSWER: Robin – We can look into it.

Robin – We will look at overlaps between Outreach/GOLD/SAC. Their initiatives heavily overlap.

Sports Hall of Fame – Dean

Questions: NONE

WMC Heritage Society – Don

Questions: NONE

Wrap-Up & Next Steps – Debi

Next steps:

Executive Board to meet with the Vice President of Institutional Advancement and then the President of the College; with February presentation to the Board of Trustees

Debi asked the leaders to either turn in their completed worksheets at the end of the meeting or at the latest by Wednesday, September 25

Debi will send a follow-up/thank you to the Implementation Committee Members

A copy of these minutes and information on the next meeting will be sent to the Standing Committee Members

Next Alumni Council meeting is scheduled for Wednesday, November 13; Dr. Casey will present the State of the College and we will also hear from Julia Jasken, Director of the Center for Experience and Opportunity (CEO) and Amy McNichols, Director of Global Initiatives

Debi proposed that the Alumni Council meeting structure be changed for the next meeting to include sub-committee meetings immediately prior to the Alumni Council meeting (Committee meetings from 6-7 p.m.; Alumni Council meeting 7-9 p.m.); hearing no objections she indicated we would proceed with that plan; committees will have two action items on November 13

Review and change/approve action plans

Review of policy manuals for submission to Nomination & Governance Committee

Announcements

Debi encouraged the leaders to review the back of their agenda for a list of exciting upcoming events connected with McDaniel.

Adjournment

The meeting was adjourned at 9:12 p.m.