

MINUTES OF THE BOARD OF DIRECTORS MEETING
APRIL 17, 2021, 10:00 AM

Voting Members Present:

John Held	President
Joyce King	President Elect
Bill Martin	Treasurer
Matt Olphin	Secretary
Leslie Arnold	Member
Charece Collins	Member
Kathy Focht	Member
Amy Hoffman	Member
Tamika Mack	Member
Dave Malley	Member
Cameron Martin	Member
Derrick McCutchen	Member
Moses Mitchell	Member
Mark Phillips	Member
Donna Randolph	Member
Stefanie Roberto	Member
Morgan Speakman	Member
Rebecca Tassone	Member
Timika Tyson	Member
Cheryl Youtz	Member

Voting Members Not Present:

Monika Buchanan	Member
Lori Johnson-Negron	Member
Kiefer Luckenbill	Member
Danielle Prokopchak	Member
David Shafer	Member

Advisory Members and Guests Present:

Dr. Daniel Wubah	University President
Chris Steuer	Chief of Staff
Alice McMurry	Assoc. Vice President for Advancement
Mike Henry	Immediate Past President
Gabrielle Buzgo	Interim Director of Alumni Engagement
Corinna Linn	Dir. Development & Alumni Comm.
Jennifer McMorris	Alumni Engagement
Holly Winegar	Student Alumni Association
Jennifer Bertolet	Grants, Nominations, and Rewards Chair

Advisory Members and Guests Not Present:

Evan King	Finance Committee
Victor Ramos	Vice President for Advancement
John Smith IV	Student Government President

1. **CALL TO ORDER**

There being a quorum present, and the members having been given adequate and proper notice of the meeting, John Held called the meeting to order at 10:00 AM.

Held thanked all the members and guests for being present and hopes we can all meet in person in the new year.

2. **ROLL CALL – VIRTUAL AFFIRMATION OF ATTENDANCE**

Matt Olphin monitored attendance by those identified as signing in on the virtual meeting platform and verified those in attendance. All voting members were in attendance except Monika Buchanan, Lori Johnson-Negron, Kiefer Luckenbill, Danielle Prokopchak, and David Shafer.

3. **ALLOWANCE OF VOICE VOTES**

On a motion made by **Amy Hoffman** and seconded by **Kathy Focht** it was resolved to approve the use of voice votes for all matters and decisions not financially related. Motion carried.

4. **REVIEW AND APPROVAL OF PREVIOUS MINUTES**

The Board reviewed the minutes of the meeting held on February 16, 2021. On a motion made by **Cheryl Youtz** and seconded by **Derrick McCutchen** it was resolved to approve the minutes of the Board of Directors meeting held on February 16, 2021. Motion carried.

5. **REVIEW AND APPROVAL OF THE QUARTERLY FINANCIAL REPORT FOR THE PERIOD ENDING MARCH 31, 2021.**

The Board reviewed the quarterly financial report for the period ending March 31, 2021.

On a motion made by **Kathy Focht** seconded by **Donna Randolph** it was resolved to approve the quarterly financial report for the period ending March 31, 2021 and file it for audit at the end of the year. After roll call vote, motion carried unanimously.

6. **2021-2022 PROPOSED BUDGET: JOHN HELD/BILL MARTIN**

The Board reviewed the proposed budget for the 2021-2022 fiscal year.

Held thanked Bill Martin and the Finance Committee for all the work on the budget especially during the pandemic.

On a motion made by **Dave Malley**, seconded by **Donna Randolph**, it was resolved to approve the budget for the fiscal year 2021-2022.

Discussion was held on the budget. Donna Randolph questioned certain anticipated earning rollover money and Bill Martin explained how earnings from Foundation accounts, if not needed for MUAA operations, are then rolled over and re-invested with the Foundation. Dave Malley asked about how to ask questions about the budget and specific line items – questions can go to Bill Martin directly and also copy Gabrielle Buzgo. Cheryl Youtz asked about the chance of a parade and our funding for the parade. John Held explained that the parade may look different this year versus years in the past and it is believed the parade expenses will be less than they have been in the past. Mark Phillips explained that he was hopeful our support would not be reduced and is concerned about the lack of funds and support from MUAA. Alice McMurry commented that there are carry forward funds for the parade from two years ago and the total cost of the parade has been reduced from years prior leaving a minimal budget short fall at this time. The University is helping to bridge the fundraising gap. Leslie Arnold commented that the University is now responsible for guiding and organizing the parade. Victor DeSantis from the University is on the parade committee. John Held commented that money re-directed from the parade this year is going to the swan drop for restoration of the pond and that the budget is a one-year budget and can and does change as needed.

After roll call vote, with one nay, the motion carried and the 2021-2022 budget was approved.

7. 2021-2023 ELECTION RESULTS

John Held thanked Joyce King and the Membership Committee for all their hard work. Matt Olphin announced the election results. New Members elected are:

- 1. Leslie Arnold '78**
- 2. Jennifer Bertolet '92**
- 3. Kathy Focht '70 '75M**
- 4. Kristin Lamarra '09**
- 5. Alyssa Leister '12**
- 6. Cameron Martin '04**
- 7. Mark Phillips '72**
- 8. Carroll Staub '72 '90M**
- 9. Peter Yerger '92**
- 10. Cheryl Youtz '69 '72M**

John Held also thanked the outgoing board members: Amy Hoffman (8 years of service), Kiefer Luckenbill (2 years of service), Tamika Tyson (2 years of service), and Monika Buchanan (2 years of service). He also confirmed the transition of Executive Committee Members: Joyce King, President; Matt Olphin, President-Elect; Bill Martin, Treasurer; and Tamika Mack, Secretary.

Joyce King thanked all of the outgoing officers and thanked Amy Hoffman for all of the work she has done to organize the election process. King stated we will need help on the Membership Committee,

thanked Derrick McCutchen for stepping up already, and asked others to consider being involved. She recognized John's leadership and accomplishing his goals of developing the affinity groups and helping to bring us all under the tent. John Held thanked Joyce King and Mike Henry for being his mentor.

8. UNIVERSITY REPORT

Dr. Wubah, University President, provided the following update.

Dr. Wubah thanked everyone for being on the call and thanked everyone for their service. He is confident we can all help move MU forward in the right direction in the face of current events.

Dr. Wubah provided an update on the cyber attack that occurred shortly after last meeting in February. The University IT staff worked for first 96 hours on site dealing with the attack. Classes were cancelled for two days to plan for student instruction. Most services have now been restored. This was a criminal act and the FBI has helped, along with a team of cyber security experts, and help from Eurofins. Coincidentally, the FBI agent assigned from Harrisburg is a University alumnus. In last two weeks several more local universities were attacked. A forensic investigation is ongoing, and a report is expected in next couple weeks with recommendations. Immediate steps being taken – new network architecture will be installed / developed for three reasons – 1. Current architecture is 35 years old, and the University is working on a proposal to re-engineer the entire network; 2. The University believes a newer network design will be able to prevent / mitigate future attacks; 3. A new network will enhance network performance for the future.

COVID 19 positive cases have been relatively low, but there was a recent spike in cases. Investigation into the spike appears to show that many students who went home for Easter came back positive. Hopefully numbers drop soon as end of semester approaches. Vaccinations are proceeding rapidly and the University is encouraging students and employees to get vaccinated and in Lancaster it appears like there is a surplus of vaccines. PASSHE wants to know if campuses want to serve as vaccination sites – Millersville University will consider this in the future.

Summer Semester will be mostly virtual but there will be 93 face to face classes with all necessary CDC guidelines to mitigate campus spread.

Fall Semester is being planned for a full return to campus. There is a planning team working to give the University guidance on how to return to full in person instruction in the Fall.

The PASSHE Board of Governors met this past week for the Spring meeting and there were two items discussed at this meeting that impact Millersville University directly. First, is the approval of a system wide tuition freeze for the third straight year. Second, the Villages are owned by Student Services Incorporated and run by the University. The pandemic has greatly impacted occupancy and financials. A third party was brought in to do an analysis on the financial impact of the University buying the Villages – this analysis indicated that the University purchasing the Villages could help students save \$50 million over the next 27 years. By returning most / all of this savings to students, this could help decrease

resident hall cost by 10% through this process. These purchases have been approved and the goal is for the University to buy the Villages by July 1.

Middle States Accreditation Commission has now officially reaccredited the University for another eight years. Dr. Wubah thanked all staff and faculty for the hard work that went into this process.

A new Provost position has been hired. Dr. Wubah recognized Dr. Prabhu for his long tenure, 16 years, at the University. Dr. Prabhu's tenure is four times the average for this position. For the new Provost position, there were 120 initial applications, three final candidates, and virtual and on-site interviews were completed. Effective July 1, the new Provost will be Dr. Gail Gasperich, current Dean of the College of Arts and Sciences at Salem State University in Salem, MA.

Dr. Wubah thanked all alumni for the outstanding outcome of the One Day Give, which was \$608,000 raised – far exceeding the goal of \$225,000.

Homecoming will be an exciting experience and a great opportunity to donate for the pond cleaning. The last time the pond was cleaned was in 1982. The estimated cost for the cleaning is between \$300,000 and \$400,000. This cleaning will last more than 40 years if we do it correctly.

Commencement will be in person on May 6, 7, and 8 – with more details on the website.

John Held thanked Dr. Wubah for his leadership, answering questions, and attending our meeting.

Donna Randolph asked several questions. One was about tickets for commencement – which Dr. Wubah replied that tickets are limited to students and family members. Her second question was if students are going to be required to be vaccinated to come back in the fall – Dr. Wubah replied that by state law this is not allowed, but the University will encourage students to get vaccinated and if the University becomes a vaccination site it will be easier for students to receive vaccinations. Randolph's last question was if there will be camps at the University over the summer and if the SMC be available – Dr. Wubah replied that there will be a limited number of day camps.

Leslie Arnold asked if there are any updates with PASSHE integration. Dr. Wubah responded that this is an ongoing process and the Universities impacted are working together. On April 28th there will be a meeting at which BOG will vote on integration, if approved there will be a 60-day public comment period for anyone who wants to comment on the integrations.

John Held thanked Dr. Wubah again for being present, providing information, and the chance to answer our questions.

8. VICE PRESIDENT'S REPORT

Alice McMurray provided the following Advancement report.

Imagine The Possible Campaign – we are currently in year 4 and have raised close to \$63 million. Over 9,000 people have contributed. McMurry thanked MUAA for One Day Give challenge gifts and thanked the Alumni Engagement Committee for making “thank you” phone calls for contributing. The Campaign will be extended and a formal announcement on this will come out late summer or early fall. This will effectively be the largest campaign in MU history with a new end date of June 2023 – a 6-year campaign. There is also a 4th area being added to campaign – which will be Campus Revitalization. As part of this effort, Brooks Halls will be redone and renamed as the Lombardo College of business. There will be many naming opportunities during this process. Other areas to be revitalized include science labs and athletic facilities. Restrooms at the stadium will be added to a free-standing building and concession stands will become food trucks. There is also another pond at Roddy / Caputo that will be revitalized as well.

Tamika Mack asked about the status of the Divine Nine plots update. McMurry commented that the hardscaping has been finished. Additional landscaping to come. Signage still in progress – it has been challenging to get logo permission (copyright issues) from several chapters – still missing sign offs from some of the national chapters. Dedication will be done sometime in the future – in August maybe, but before Homecoming.

Amy Hoffman asked where to find the report for Brooks Hall transformation. It is on the strategic planning website. Links follow: <https://www.millersville.edu/iea/planning/>
<https://www.millersville.edu/business/announcements/index.php>

9. ALUMNI ASSOCIATION STANDING, AD HOC, AND SPECIAL APPOINTED COMMITTEE HIGHLIGHTS/REPORTS

Alumni Engagement: Amy Hoffman reported for the committee.

Hoffman reported that the year has been tricky but people on the committee did help in calling donors from the One Day Give and it was an amazing experience. The committee is willing to help do the same thing for donors in the future. Some members have engaged with the Student Alumni Association.

Financial Planning: Cameron Martin reported for the committee.

Cameron Martin provided an update for the committee. He reported that they reviewed the budget, investments, and events. Specifically, the golf outing and if we can raise more revenue from this event. The committee is planning to meet again in a week or two and strategize how to support students through more scholarships.

John Held commented that we are looking at additional revenue streams. Three have been identified: 1.) A local coffee shop will be roasting the ***Biemesderfer Breakfast Blend*** and a portion of the proceeds will go to MUAA. Coffee will be sold online and at John Herts and trying to get it in the bookstore. This will be ground coffee. 2.) Amazon Smile which will donate 0.05% of your purchase to MUAA – please sign up. 3.) The Community Impact Fund which are groups of corporations that get together to support various organizations. MUAA recently received a \$169 check from this group. MUAA needs to register with this group to get future consideration.

Technology: Dave Malley reported for the committee.

Malley reported that the committee is still re-organizing. The committee is determining how to improve and grow and defined three groups in the committee to focus on what they are going to do. The committee will be liaising with other board members to see how they can help the Board and University. Malley will be presenting a document to the Board on the committee's future path. The plan is to meet in the coming month to get ahead of committee meetings. There are currently three members of the committee now and they are looking for new members to jump in and help. Held asked people to step up and volunteer.

Scholarships, Grants, and Awards: Jennifer Bertolet reported for the committee.

Bertolet reported that the committee met on April 15th and decided on four alumni awards and two scholarship awards. The two student scholarship awards are the Neimeyer-Hodgson grant which is awarded in the Fall and the Spring and the Hazel Rork Schmuck scholarship which is only awarded in the Spring. This time for the Neimeyer-Hodgson grant there were only three applicants, this is a decrease which is down and due to the pandemic. Hopefully more Neimeyer-Hodgson grant applications will be made in the fall. The committee decided to award Neimeyer-Hodgson grants to all three students. The Neimeyer-Hodgson grant award money comes from interest earned on the Neimeyer-Hodgson grant endowment.

The Hazel Rork Schmuck scholarship criteria spells out that we award at least one student a minimum of \$500. The committee has questions on exactly how much money can be awarded and to how many students. In this case there were five applications and out of those five applicants the committee wants to award two students the Hazel Rork Schmuck scholarship. Gabrielle Buzgo reported that the spending amounts, each year, for the awards come to the Alumni office based on investment returns. This year it is \$1,683 for the Hazel Rork Schmuck award. As far as awarding this money, Held commented that the Scholarship, Grants, and Awards committee can decide on how to award the funds – number of students and amounts of award. The money is applied directly to the students' University accounts, so money does not go to the students directly.

Bertolet also reported that the committee wants to revise the application questions, make the questions and criteria clearer, and examine the criteria around the Hazel Rork Shmuck award. Bertolet also thanked Tamika Tyson for all her help as well as Gabrielle Buzgo and Jennifer McMorris.

Alumni Events: Kathy Focht reported for the committee.

Focht reported that the committee is ready to meet but MU has not provided any clear guidelines yet on the future of in person meetings. There are remaining Zoom meetings and a trivia night coming up in the future. Hoping for a more active in person year next year.

Membership Committee: Joyce King reported for the committee.

King reported that the election work was done and conducted and thanked Amy Hoffman for doing amazing work to make this process so impactful. How we assess incumbents is a key to this election process moving forward. We want to assess participation, people following the “We Will” statements, and any other ways to assess incumbents so the Board can assess the good work of others. Hoffman will and can help with help whoever takes over the compiling of the information to get through what needs to be done.

MU Foundation: Joyce King reported for the Foundation.

King reported no Foundation meeting since prior to last Board meeting. Next meeting is May 11 so no report until the fall.

Student Alumni Association: Holly Winegar reported for the SAA.

Winegar reported only 1-2 more meetings and then done for the semester – events and elections are done and excited to return to campus next year. Buzgo and Youtz thanked Holly for being so flexible and taking on so much.

Student Government Association: John Smith was not present for the meeting.

No report provided.

10. **ALUMNI ENGAGEMENT REPORT**

Gabrielle Buzgo provided the report for Alumni Engagement.

Paint and sip virtual event done at the end of March – 45 people attended virtually – one of the highest all year. There are plans to do another paint and sip event in May. Many of these virtual events have engaged people all over the Country and the Office is planning to continue to do virtual events outside of the pandemic to continue to engage Alumni not geographically.

Trivia night on Tuesday, April 20. Switching from Kahoot to Crowdpuurr, which allows the event to be branded and team playing no matter where you are.

The Office is switching to Galaxy Digital, a volunteer management system, which will hopefully be used for committee meetings as well and could be a benefit to the Membership Committee to help assess incumbent engagement and involvement. This system can also match alumni and their interests with opportunities for engagement and volunteering.

Commencement is the first week in May with four ceremonies over three days. Thursday is 2020 undergraduates, Friday is 2020 and 2021 graduate students, Friday is two ceremonies of 2021 undergraduates. Undergraduates are receiving two tickets and graduate students will receive two tickets. We will be selling flowers, bears, and class of 2020 undergrad t-shirts, and diploma frames. Commencement flowers are being pre-sold with pick up on the day of the event.

The search for the Director of Alumni Engagement is on going and first round of phone inquiries will start next week.

A Homecoming Committee was formed to manage the event (Saturday October 16 is the date of homecoming). Committee meetings are held each month. Victor DeSantis is on the committee and provides Parade representation as he is on the Parade committee. The focus of Homecoming will be much more the University and what we have been through during the pandemic. The Alumni and friends tent party will become a block party in Boyer parking lot with food trucks and Brooks field will become a band stage, and have lawn games with celebrity hosts, beer garden if possible, alumni provided cider, alumni branded brewing company for the beer, and alumni owner food trucks if possible. Parade will start earlier, and the swan drop will be dropped from a crane on to Brooks field. Many of these activities are designed to be scalable and designed to be hybrid or virtual in case they need to be in order to meet people. Dave Malley offered to reach out to Gabrielle Buzgo to provide ideas on digital engagement for the event. Cheryl Youtz asked if someone from the community is on the Homecoming Committee and Buzgo replied that Victor DeSantis is on the parade committee and homecoming committee. Tamika Mack asked when communication in terms of alumni and planning will be sent out and if room rentals will be available. Buzgo commented that by June she hopes to be able to communicate information and there will be more information sent out then in the past because of the uncertainty the pandemic brings. Hopefully by July there will be widely publicized communication with the emphasis on the word tentative. Regarding room rentals, there are no denials yet, but we all need to stay tuned as to what will be allowed. Buzgo did indicate that current planning for Homecoming activities will see "tickets" be issued to reserve a spot to participate in Homecoming simply due to safety and health issues and contact tracing. The hope is to dial back on many of these precautions, but currently this is how the event must be planned.

10. OLD BUSINESS

No Old Business to discuss.

11. NEW BUSINESS

No New Business to discuss.

12. FINAL REMARKS / ANNOUNCEMENTS

Leslie Arnold thanked John Held for his leadership. Donna Randolph thanked John for his service and asked about meeting dates for next year – which we have not been able to determine yet. Tamika Mack gave an update that the Affinity Group committee is still in place and will be working with the Events and Engagement Committee to continue to drive this process and she thanked Held for his support. Gabrielle Buzgo stated that the challenge for the Affinity Groups is that now someone needs to lead the Affinity Groups.

13. NEXT MEETING

The next meeting is not yet scheduled. Additional information will be communicated about future meeting dates.

14. ADJOURNMENT

On a motion made and carried unanimously, it was agreed that there was no further business of the Association to transact; the meeting was adjourned at 12:18 PM.

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting of the members of the Association. This document shall not be considered a verbatim copy of every word spoken at the meeting.

Respectfully Submitted:
Matthew N. Olphin
MUAA secretary