

Alfred University

A L U M N I C O U N C I L

SPRING MEETING – REUNION WEEKEND 2012

Friday, June 8, 2012, Powell Campus Center Knight Club
Alfred, NY
10:00am – 4:00pm

Meeting was called to order at 10:00 am and introductions were made.

Staff: Stan Colla, Mark Shardlow, Lori Wellman

Alumni Council: S. Levine, M. DeRitter, G. Ackart, S. Rogers, B. Berwald, M. Birmingham, S. Flanagan, S. Rozak, C. Robinson, L. McFadden, E. Reina, S. Brenner, M Christakis, K. Henry, D. Murray, K. Benzaquin, G. Walter, J. Empanstan.

Approval of October 1, 2011 minutes.

University Relations – Stan Colla

Stan talked about Mike Christakis' service to the Alumni Council and thanked him for his example, inspiration, time and energy in service to Alfred University.

Stan talked about the risks of using higher education of an economic generator and the real mission of higher education.

Alumni Engagement – survey conducted by Simpson-Scarborough highlights:

- Alumni love their experience at Alfred University/ pride in University
- Disconnected feeling from the University
 - o Magazine being moved to online
 - o Greek Organizations dissolution – not much movement on this opinion since this decision.
 - o Alfred's stature in higher education vs. previous ranks
- Middle class alumni body. 63% income of \$100K or less.
- Uncomfortable with philanthropy.
- The only time I hear from Alfred University is when you want money.

How do we respond?

- Reinstitute the magazine. (hardcopy – semi- annual)
- Promote AU's reputation within the magazine. Washington Monthly review said that AU is one of the few University's in the country that out delivers on its promises.
- Continue to invite and promote Greek reunions on campus. Celebrate our history as a school that had Greek organizations.
- Enhance Reunion and Homecoming. Making them fresh, fun and engaging so that alumni return to campus.
- Continue Senior Gift program.
- Expand education of student body about philanthropy and alumni engagement. Promoting 100% participation in Annual Fund.

- Continue to develop event programming. Regional events that are attractive to younger alumni. Network, share fellowship and fun especially among younger alumni.
- Marketing and communication upgrade.
- Campaign for athletics – “Score one for AU”.

Summary – Alumni Councils were really a 19th and 20th century concept for representation of the alumni. In the 21st century instant communication is available and alumni have access to the university. Alfred’s resources are under constraints. Alumni needs and expectations have changed. They expect immediate response. How should this Alumni Council evolve to this new reality? The real mission of the University is to current and future students, not to the alumni. Take on what you can do and follow through and do it.

“Score One for AU” – Athletic Facilities upgrade Campaign Mark Shardlow

Total Campaign Goal - \$14,500,000 – up \$500,000 due to upgrade of track and field facility.

Track Facility will be named after Cliff DeBriel.

Progress to date - \$9,469,000

- Connor’s Pavilion – available for fall 2012
- McLane Annex – begin July 2012 – available fall 2013
- Mark is in process of securing major gifts from many donors. Mark is refocusing effort on major prospects as the campaign director.
- Mark has been able to engage 2 affinity groups: Klan Alpine and Delta Sigma Pi with this as an opportunity to honor and memorialize the values and interests that these 2 groups had on campus with this campaign.
- Klan Alpine is having a reunion in October after homecoming. Delta Sigma Pi is on campus this weekend for a special reunion.
- Corporate support is being pursued once leadership gifts have been secured.

Public Roll Out:

Sept 2012 – campaign events – 10 events budgeted at \$2500 to \$3,000 each. Major alumni populations in East and Northeast are being targeted. Promotional materials, permanent display and virtual tour is being put together for these events. Student-athletes will be also used for these events. Jessi Empestan suggested using the leadership center to augment the students helping with this project.

Finalization of design, locations, solicitations, budget, marketing plan, and naming opportunities is ongoing.

Treasurer's Report:

Fiscal Year 2013 Budget was presented by George Wa
George presented a proposal to change our funds from a bank account to Alfred University. This will be a restricted fund to be used for Alumni Council activities. We need to be careful to insure that funds are not "swept" by the University at the end of the fiscal year. Approved as presented.

Lori Wellman – Alumni Council in 2013

Philosophical discussion of where we are as a council and how we move forward.

We need to put our time and work into the purpose of what we do and the purpose of the council. Making sure the purpose of the council and the purpose of our work and making sure they coincide.

We need to get away from doing business of the University to working with alumni exclusively. Germinate ideas that we can move forward without impacting University resources.

Vision for awards program: What is the purpose of the Awards Ceremony? University Relations wants to work in conjunction with the Alumni Council to improve the program so that it benefits the alumni and the University. Is there an opportunity to revamp and update some awards to make them more exciting? We need to ask the question – What is the purpose? What is the intent?

- Increase prestige of the University?
- Increase prestige of the individual?
- Re-engage the individual with the University.

Plans for awards will be further discussed at the Fall meeting.

Council member responsibilities were discussed and the sheet on this will be redistributed to all council members.

Charlie Edmondson – President's Report

Enrollment – Last year and Fall 2012 – record number of freshman students enrolled in Fall 2011 and expectations for this year.
Many revenue positive numbers reported.

5 years ago – 3 parents of softball players brought suit against Alfred University for Title 9 violations. Alfred does not have comparable playing fields for softball as the other sports. Office of Civil Rights got involved and started making broad inquiries about Title 9. Preliminary report was given at the end of February and final report in May from the Office of Civil Rights.
Part 1 – findings that were anticipated and already addressed.
Part 2 – findings that were incorrect, but irritating without much merit and findings that need to be addressed such as the locker rooms for men and

women are not equal, but the University knows needs to be addressed. Some items seem absurd. Some of these need more clarity. The ramifications of this can hold up the ability for students to participate in Federal Aid and Loan programs. Official scorer and press box is needed for the volleyball games.

Part 3 – Alfred University must build a softball stadium on campus for the softball program. This must be ready for the Fall of 2012. Night capacity is required and most members of the conference that Alfred plays in do not have night capacity. A press box is required as well as permanent fences around the field and bathroom facilities. Portable fences are used by many notable institutions. This will cost between \$200 and \$300K.

Sue Goetschius – University Communications

We are bringing back the print magazine affective in September. It will be 24 pages, contain class notes and have a feature article. The online magazine will remain on to provide more current events. E-news is now HTML based. There is a mobile website, m.alfred.edu.

King Alfred Twitter was suggested. Smaller working group is doing communications.

Old Business/Events

Student Leader Reception – Jesse Gottlieb - Held at homecoming. Last year's reception format will be used for this Fall also. Students will again be prepped before the reception about how to network. Also a more diverse group of students will be approached for this reception.

October Beer Event – Garrick Ackart – visited 7 microbrews and has received varying levels of interest. 2 have showed interest. We also discussed all the logistics. It might be a better idea to have microbrews at the wine-tasting

A breakfast was suggested as a family event and discounted.

GOLD – graduates of the last decade/ Seniors/ Alumni Council Happy Hour. We could use homecoming to engage them by inviting them as well as seniors to a networking event during homecoming. Numerous opportunities for local small events were discussed.

AU Pride – Have been meeting every week. This is a tough group to get going because they are so active in other Kathleen Benzaquin works with this group to engage seniors with the University.

Ring Program – Sheila Flanagan – 6 rings were sold in 2011-2012. 9 rings were sold in the 2010-2011 school year. The high price of gold is limiting the sale of more rings. The idea was brought up that maybe we can engage seniors with some student event and coordinate the Ring Ceremony with the event.

Strategic Priorities – passed out for all to look at and give comments over the summer.

Elections:

New Council Members presented for consideration.

Cindy Lewis-Black '00, Brenda Glasse '10 – both unanimously elected to the council for 3 year terms.

Candidates for re-election were unanimously elected to 3 year terms. Scott Brenner, Susan Rozak, Steve Levine, Elizabeth Reina, Bradley Berwald, Daryl Murray.

The following officers were elected unanimously for 3 year terms:

Bradley Berwald – President

Kathleen Benzaquin – 1st Vice President

Elizabeth Reina – Secretary

Mike Christakis accepted his election as Alumni Elected Trustee for a 3 year term. His remarks and summary are included in the Alumni Council Package.

Next Fall Meeting Friday October 5, 2012