

ALUMNI COUNCIL
Fall Meeting

Friday, October 4th, 2013
Powell Campus Center Knight Club
Alfred, NY

Present: Garrick Ackart, Kathleen Benzaquin, Bradley Berwald, Scott Brenner, Michelle DeRitter, Sheila Flanagan, Ana Devlin Gauthier, Laurie McFadden, Seth Mulligan, Daryl Murray, Elizabeth Reina, Christopher Robinson, Susan Rozak, Matthew Washington, George Walter, Lori Wellman

Absent: Mike Christakis, Carolyn Clark, Brenda Glasse, Kellee-Sue Henry, Nate Kisselburgh, Steve Levine, Cindy Lewis-Black, Jessica Richard, Seth Richard

Call to Order

The meeting was called to order by Brad Berwald at 10:05 a.m.

Introductions

Brad Berwald introduced the meeting, and then each councilor introduced themselves.

Approval of Minutes

Minutes were not included in the packets. They will be emailed for approval.

Treasurer's Report

Brad and Lori introduced the Treasurer's Report. The current budget is approximately \$6300, including the money for the flags and the Rising Alumni Networking Reception, which will be deducted shortly.

Special Guests - Jodi Bailey and Sean Roberts

Jodi Bailey, Director of Advancement Marketing and Annual Giving, and Sean Roberts, Advancement Marketing and Annual Giving Officer, were at the meeting to talk about their new roles, and some changes. They're trying to get a better sense of all the money coming in, and are trying to create a donor-centric culture that attracts younger alumni.

Update from Sue Goetschius - Vice President for University Relations

Sue talked about engagement of younger alumni (graduates of the 1990s and 2000s), and some changes that are being made, such as discontinuation of the previously popular Sarasota event, and the introduction of events that cater to younger alumni, such as the Boston brewery event, and an upcoming pizza party in Portland, Oregon.

Governance Update

Liz Reina informed the council that we will no longer be considering a by-laws revision to make the President an automatic Alumni Elected Trustee (AET), but will be moving forward with considering Brad Berwald for the vacant AET position. That was approved, so Brad will be serving as an AET until the conclusion of that term (2016). Another AET position will be open in June, so the council will need to consider who to nominate for that. Liz then reminded the councilors that there will be a few vacancies come June, so councilors need to start thinking about who would be interested in serving. She will be collecting names and asking the governance committee to help with the outreach.

President's Update

Dr. Edmondson told the council that this year marks the fifth consecutive year of a larger incoming first year class than the previous year. He reported on some of the struggles the university continues to face, but reiterated that the university is doing well

Ring Program and Apparel

There was some discussion on the future of the ring program since it has been struggling lately. Suggestions were made to advertise it in the welcome packets for Reunion Weekend, and at the wine Tasting event.

Awards Update

Kathy Benzaquin updated the council on the new awards process. Nominations will be collected on a rolling basis, and will no longer be award-specific. The committee will decide which nominees fit which awards. There will be no changes to the awards themselves, but there will be the addition of an award for graduates of the last decade (GOLD).

Events Update

Liz Reina discussed the changes that were made to what was previously the Student Leaders Reception and is now the Rising Alumni Networking Event. The event was marketed to juniors and seniors, and registration took place on Eventbrite. Liz and Brad then discussed the Wine Tasting event that takes place on the Saturday of Reunion Weekend. Vendors can now sell at the event, and we can invite breweries to attend. Those two major changes will hopefully help to make the event more successful than it has been in the past. The events committee will start to plan that event soon.

Reunion Changes

Lori Wellman discussed some changes that will be happening to Reunion Weekend, including that the awards process will now take place in the morning, at President Edmondson's address.

Announcements

The fall Alumni Council meeting will be held in Alfred on Friday, June 6, 2014.

Committee Breakout Session

The committees met for a short time before the meeting was adjourned.

Adjournment

The meeting was adjourned at 3:30 p.m.

Submitted by:
Elizabeth Reina
Alumni Council Secretary