

# Alfred University

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

### SUMMER MEETING - REUNION WEEKEND 2011

Friday, June 10<sup>th</sup>, 2011, Powell Campus Center Knight Club

Alfred, NY

10:00am – 4:00pm

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

Approval of October 1, 2010 minutes.

Officer Reports

#### **President's Report:**

- Council is almost at 100% giving to the Annual Fund. Mike reiterated that he is proud of the fact that we have 100% participation from the Alumni Council to the Annual Fund.
- Work on the Strategic Plan continues. Presentations will be given this afternoon. We try to insure that the work of the Council is consistent with the priorities of the University.

#### **1<sup>st</sup> Vice President (Awards) – L. Wellman**

- Discussion about building more excitement around the awards.
- Restructure the way we currently do awards
- Raise the level of anticipation and excitement for the awards.
- Nominations are thin at best.
- Awards committee needs to talk and decide.
- Do we want to set a specific time frame or be disciplined in only awarding candidates when the awardees are deserving?
- Perhaps limit the number of awards to 2 or 3 per year and decide based on the candidates brought forward.

What is the purpose of the awards?

- Publicity
- Bringing people back to campus
- Get people “re-engaged” with the University.
- Strengthen community among Alfred Alumni.
- UR could pass on names of deserving alumni and we could write the nominations.
- Try to align the awards with Reunion years.
- Revisit this at the October Meeting- Mark to share a model with Lori and Stan of how to tie in Reunion years.
- Inattention at Awards Banquet may be due to long bio's being read. Maybe have a college photo of the awardees. Perhaps have a slide show or multi-media presentation.
- Move awards to the Alumni Meeting in the morning.
- PA needs to be stronger at the luncheon
- Maybe we should carry over nominations from previous years.
- E-mail push to classmates of people who have won the award.
- Send e-mail before registration deadlines.

## **2<sup>nd</sup> Vice President (Events) – M. DeRitter**

Student Leader Reception – J. Empestan

### **Student Leadership Reception – J. Gottlieb Empestan**

Help is needed.

Do we need to re-think the definition of student leaders?

- Presidents of clubs of a certain size.
- Captains of Athletic teams.
- Members of the Leadership Academy.
- Student Managers of Orientation Guides.
- RA's or RD's

Re-do the invitation for the students, with contact information of the alumni council, the Alumni Council members major and activities while on campus.

Survey the people invited to determine the success.

### **Ring Program – S. Flanagan –**

- Sheila has more clothes available to order for Alumni Council. She will send an e-mail this summer for orders.
- Ring program - Campus was closed for weather on the days of ring sales contributing to the sale of only 6 rings. Ring Ceremony was held in May. Kathy Benzequin gave alumni remarks and reception was held for recipients.
- Could we get ring sales during reunion in the reunion package?
- Promoting ring sales during parent's weekend.
- Could we get a reusable poster with big picture of the ring and have brochures and use them for:
  - Promote at Downstate commencement
  - Graduations in May and December
  - Reunion
  - Homecoming
  - Other events
  - Flyers in student teacher packets

### **Wine Tasting – S. Rozak**

- 5 wineries this year – Glenora, Heron Hill, Deer Run, Eleven Lakes, Casa Larga
- \$15 per person – 2-4 pm Saturday.
- Wines will be for sale at West Side Liquors.
- Casa Larga has a special 175<sup>th</sup> year reunion labeled wine for sale.

Need to work on ideas for alumni at Homecoming who do not want to go to the Football game.

I. Old Business

**Identifying Strategic Priorities** – Mike would like each person to commit to working on one priority.

**Creating Quality Connections** – L. Cama

Laurie and Seth Mulligan worked on this priority. These are still in the idea stage with hopes to becoming operational.

Reformat/refine Alfred E-News

Develop/Formalize Geographic Chapters to a greater degree.

(A copy of their notes is attached.)

Next Steps: Mark Shardlow suggested that there is institutional memory on some of the ideas that Laurie and Seth brought up and that the committee should work with him and Lori Wellman to look at this information. Chris Kulp also has information.

Need champions for each priority for them to be successful.

**President's UPDATE – C. Edmondson (NOON – working lunch)**

Charlie just returned from Korea. He really appreciates any comments from Alumni on how they see the condition of Alfred University. We have been through 2 of the most difficult years for higher education

- There have been no salary increases for past 2 years. Last year 2% bonus in flat dollars was given as a bonus to faculty and staff. Next year anticipate ability to give wage increases. Trying to figure out how to help out the lowest paid employees. President and deans will not participate in the bonus program or the next wage increase.
- No massive layoffs have been had. Replacement of vacated positions has been closely scrutinized.
- State Allocation to NYS College of Ceramics was sliced by 36%.
- Successfully recruited the largest freshmen class in history last year and expect and even larger class next year. 580 deposits year to date.
- Some other institutions are down by as much as 150 students.
- Campaign launch for athletic and recreational facilities. In the past 2 campaigns, raising \$260 million dollars, athletics received a little more than \$1 million. Our athletes do not receive scholarships and participate in athletics due to personal interest. Our facilities are getting to the point where they are no longer competitive with comparable institutions.
- We are looking at the curriculum in the college of arts and science and refreshing the statement of purpose of general education and the majors in liberal arts.
- The Schien-Joseph Museum will not start until a facility to replace Davis Gym is erected.

- Alfred University has a joint degree program in Art with China
- The China University of Geo-Sciences and AU is working on a joint degree program in Geo-sciences. These students will all pay tuition at AU.
- Working with a company in India to recruit students for Science and Business from India to buffer ourselves from the decline in New York State students.
- There are increasing opportunities for study abroad programs in Korea, Turkey and China.
- AU has been invited to compete to be part of the Global University composed of 10 institutions from around the world. This would achieve for us a level of prestige in Korea that would be outstanding.

### **University Relations UPDATE**

Mark Shardlow – Score One for AU Campaign

- Projects will not start until funding is secured
- Recreation Center – Already Funded – to replace Davis Gym – between McClane and the tennis courts.
- Yunevich Sports Complex
  - o Yunevich Stadium – new field turf, new stands, new press box, renovated bathrooms and concessions - done
  - o Doris Harrington Park – Softball Stadium on Tucker Field, press box, storage, dug outs, stands, replace practice field space. (\$ 3M)
  - o Beautification. – gateway entrances, ticket booth, landscaping, rest rooms and concessions replacement, stands screening, fencing, alumni pavilion.

Targeting Support from Yunevich Era Athletes, Alumni Athletes, Businesses and Corporations., Direct solicitations, Take Your Seat Program.

### **Enrollment Management Presentation – E. Pierce**

575 new student deposits. Fearing summer melt. – drop off of deposited students in summer. Summer melt range has been from 3 to 6% each year.

Transfer and graduate enrollment is somewhat stable over the last 6 years.

Earl Pierce explained the enrollment process and numbers. He explained a detailed marketing approach that Alfred is taking to recruit students.

Spring off-campus receptions have been very successful in yielding students. Down the line Earl would like to have active alumni involvement in this recruiting program.

### **Senior Pride and AC involvement – S. Gorman**

Where does the AC fit in with students today and AU Pride? 12 students are ready to work with us. Susan gave us lots of ideas for promoting the Alumni Council through introducing the council to the students – suggestions:

- Spring Alumni Association newsletter
- Facebook Page – Alfred University Alumni with continuity of information.

- What is going on with the council
  - Greek Organizations
  - Nurses
  - Area Receptions/ on and off campus
- Connect on campus via admissions
  - Host joint event AU Pride and Alumni Council – Family Event at Homecoming
  - Have Alumni Council at Graduation – greeting graduates.
  - Linked in page/ networking with alumni
  - Need a way to identify ourselves on social networks/ Brand Identification – Susan and Laurie Cama to determine brand emblem this summer.
  - Visual Identity emblem was suggested.
  - An aggressive timeline was proposed.

### **Simpson Scarborough – S. Colla and L. Wellman**

- Focus groups to help determine how to engage alumni. Will have full report at October Meeting. (Sam's notes attached)

### **New Business**

**FY 2012 Budget** – G. Walter – Budget results for this year discussed and next year's budget was proposed. Budget Approved.

### **Election of \*NEW\* Council Members – S. Rozak**

Sean Mansfield and Kenny McGee are stepping off Council. We thank them for their service. We hope they will return at some point.

Proposed new members – Chris Robinson '86, Alex Toribio '99, Jessica Webster '07, Seth Richard '04, Garrick Ackart '97.

Proposed re-election – Michelle DeRitter '74, George Walter '82, Nate Kisselburgh '09  
All were unanimously elected.

### **Election of Officers (2<sup>nd</sup> Vice President & Treasurer) – M. Christakis**

George Walter – Nominated and elected to Treasurer.

Jessica Gottlieb Empestan – Nominated and elected to 2<sup>nd</sup> Vice President.

### **Announcements**

Fall Alumni Council Meeting: **Friday, October 7<sup>th</sup>, 2011**

Annual Meeting of the Alumni Association: **Saturday, June 11<sup>th</sup>, 2011 at 10:00am**

Adjournment (**4:00pm**)

