

GENESE0

SUNY Geneseo Alumni Association
Doty Hall, Tower Room (Room 300)
9:00 a.m. – 5:30 p.m.
Minutes

Attendance:

Cassie Allen '14	Chair of Committee on Annual Giving
Stephanie Brown '04	Affinity Chapter Member
Brock Buffum '02	Regional Chapter Member
Mel Cerra '14	Co-Chair of Committee on Young Alumni & Students
Doug Dickman '89	Alumni-at-Large Member
John Etu '12	Secretary (<i>joining remotely</i>)
Abby Fordyce '19	Co-Chair of Committee on Young Alumni & Students
Denise Reed Lamoreaux '84	President
Marissa Lewis '10	Alumni-at-Large Member
Heather Hoffman Maldonado '95	Vice President
Thomas McCarthy '17	Affinity Chapter Member
Mike Saffran '85	Faculty/Staff Member
Valarie Scott '82	Chair or Committee on Regional Chapters
Clint Sugnet '09	Chair of Committee on Affinity Chapters

Excused:

Donna Breskin '80	Regional Chapter Member
Kris Heeres '06	Faculty/Staff Member
Michele Miller Krause '89	Chair of the Committee on Recognition

Campus Administration Attendance:

Meaghan Arena, Vice President for Enrollment Management
Denise A. Battles, President
Bob Bonfiglio, Vice President for Student & Campus Life
Johnson Bowles, Vice President & Exec. Director of the Geneseo Foundation

College Advancement Attendance:

Molly Costello '15, Assistant Director of Annual Giving
Tracy Gagnier '93, Assistant Director of Alumni Relations
Ronna Gillam, Director of Alumni Relations
Shirley LaGeorgia, Alumni Relations
Amanda McCarthy, Assistant Director of Alumni Relations for Regional Events
Michelle Worden '92, Associate Director of Alumni Relations

9:00 a.m. **Arrival & Continental Breakfast**
9:15– 9:55 a.m. **Orientation** Denise Reed Lamoreaux '84
 Introductions
 SGAA Structure
 Board Member Roles & Responsibilities
 Overview of Standing Committees

Denise Reed Lamoreaux called the meeting to order at 9:15 a.m. Board members and Alumni Relations Staff introduced themselves. The SGAA illustration was introduced and the SGAA structure was reviewed. Board Member roles and responsibilities and an overview of standing committees were highlighted. Ronna Gillam, Director of Alumni Relations, took the opportunity to acknowledge those who had also served on the SGAA Interim Board.

10:00 -11:15 a.m. **Committee Meetings**

Affinity Chapters	Clint Sugnet '09	Doty Hall, Room 307
Annual Giving	Cassie Allen '14	Doty Hall, Room 234
Nominations	Ronna Gillam	Doty Hall, Room 300
Recognition	Michelle Worden '92	Doty Hall, Room 243
Regional Chapters	Valarie Scott '82	Doty Hall, Room 309

SGAA Committees held separate meetings (p. 4-14 are include committee minutes).

11:20 – 12:00 p.m. **Comprehensive Campaign Planning**
 Johnson Bowles, Vice President for College Advancement
 Executive Director of the Geneseo Foundation

Denise Reed Lamoreaux, SGAA President, reconvened the meeting at 11:25 a.m. Vice President Johnson Bowles presented an overview of a Campaign Guideline for Success. Fundraising myths and realities were discussed and a fundraising priorities and objectives exercise was reviewed.

12:00—12:15 p.m. **Break/Lunch served outside of Tower Room**

The Board members were asked to discuss the fundraising priorities exercise during lunch and share results of discussions with the group.

12:15 – 1:00 p.m. **Overview of College Advancement**
 Johnson Bowles, Vice President for College Advancement &
 Executive Director of the Geneseo Foundation

Due to timing, this portion of the agenda was not presented. Recommendation is to move this presentation to the spring meeting.

1:00 – 1:30 p.m.

Report from the College President

Denise A. Battles, President

President Denise Battles presented the President's Report which included information on leadership transitions, strategic planning, curricular redesign, intersession initiative, scholarship workflow task force, presidential service roles and accolades.

1:30 – 2:00 p.m.

Enrollment Management

Meaghan Arena

Vice President for Enrollment Management

Vice President Meaghan Arena presented Enrollment Management 101 which included the divisions of enrollment management, admissions 101, enrollment overview, challenges in enrollment, opportunities and initiatives and the excelsior scholarship.

2:30 – 3:00 p.m.

Student & Campus Life

Bob Bonfiglio

Vice President for Student & Campus Life

Vice President Bob Bonfiglio presented the many different facets of student and campus life which includes health and counseling; University police; student life; athletics and recreation and the Center for Community.

3:00 p.m.

Closing Remarks & Adjourn

Denise Reed Lamoreaux '84, SGAA President

Denise Reed Lamoreaux '84 shared final remarks and asked everyone to save the date for the spring meeting (March 23, 2018) and also for Reunion Weekend (June 1-2) as we hope to plan an SGAA event during Reunion. The meeting adjourned at 2:50 p.m.

GENESEO

**SUNY Geneseo Alumni Association
Committee on Affinity Chapters
Friday, October 6, 2017
10:00 – 11:15 a.m.
Doty Hall, Room 307
Minutes**

Attendance:

Stephanie Brown '04, Affinity Chapter Member
Abby Fordyce '19, Co-Chair of Committee on Young Alumni & Students (arrived at 11:00 a.m.)
Tracy Young Gagnier '93, Assistant Director of Alumni Relations/Staff Liaison
Thomas McCarthy '17, Affinity Chapter Member
Mike Saffran '85, Faculty/Staff Alumni Member
Clint Sugnet '09, Chair of Committee on Affinity Chapters

9:40 a.m. Overview of Committee Charge and Membership – Tracy Gagnier '93

The Committee on Affinity meeting commenced at 9:40 a.m., with an overview of committee charge and membership; introductions of those in attendance.

9: 55 a.m. Review of draft Affinity Handbook – topics of discussion – Tracy Gagnier '93

- Section 1 – Need to add language for affinity chapters with closed/exclusive membership (not open to all alumni). Ex. Greek, NCAA Athletics
- Section 2 – Committee asked if the college still maintained list-serves for secured messaging to lists (or groups), managed/approved by the College. Tracy needs to investigate this further.
- Section 4 – Should add language that the chapter leaders and the alumni office should also strive to collect updated member information.
- Section 5 – Committee asked about alcohol policy, why can those who are of legal age not attend alumni events? They also asked about past (successful) events they've been to where alumni and students attended together, and a cash bar was available for those of legal age. The committee wanted to know more about this new policy.
- Section 6 - The handbook does not address pre-existing corporation boards (there are potentially four: AGO, Clio, DK and Phi Sig). Corporation boards raise funds for the purchase and maintenance of board-owned Greek properties in the village of Geneseo.
- Section 8 – The Committee had a lot of questions about social media.
 - The committee feels that Alumni Relations cannot “control” or serve as administrators on alumni affinity chapter pages.

- Affinity Chapter leaders should report misuse on a site if they are not able to become page or group administrators
- Affinity Chapter leaders should sign a contract stating that they have read the handbook and are aware of their role and responsibilities.

10:45 a.m. Why would an affinity group resist becoming an official Affinity Chapter – Clint Sugnet '09

- High functioning, pre-existing alumni affinity chapters (Greeks) may resist becoming a SGAA recognized affinity chapter because it will seem to them that the college is trying to take over?
- It may seem like a lot of work to formally organize.

11:00 a.m. Why should an affinity group become an official Affinity Chapter – Clint Sugnet '09

- Financial support for events and programs.
- General assistance with chapter organization and member identification.
- Planning assistance for major events, reunions, celebrations.
- The feeling that your affinity is important to the college.
- Benefits of becoming an official affinity chapter should be more clearly laid out in the handbook.

11:15 a.m. Meeting adjourned

GENESEO

**SUNY Geneseo Alumni Association
Committee on Annual Giving
Friday, October 6, 2017
10:00 -11:15 a.m.
Doty 234
Minutes**

In Attendance:

Cassie Allen '14, Chair

Molly Costello '15, Assistant Director of Annual Giving/Staff Liaison

John Etu '12

Heather Maldonado '95

10:00 a.m. Overview of Committee Charge and Membership – Cassie Allen '14

- Cassie briefly reviewed the committee description and list of members from the larger committee. The group discussed how we need to reach out to the current committee to make sure they are still interested being a part of this group.

10:15 a.m. Royall and Company Partnership – Molly Costello '15

- Molly briefly reviewed the basics of Annual Giving explaining the difference between unrestricted and restricted giving, the definition of Annual Giving at Geneseo and an overview of the department.
- Molly explained the partnership of Royall and Company and the role is to help cultivate best practices and increase unrestricted giving.

10:25 a.m. FY18 Annual Giving Goals and Engagement Strategies– Molly Costello '15

- Molly reviewed the FY18 Annual Giving goals and gave an update on FY17 results. She then opened the floor for discussion on how this group can be best used.
- The group discussed the elements of value and talked about the different reasons why people are inclined to give, especially young alumni.
- The group discussed how we need to further educate our alumni on the declining state support and how even small gifts can make a difference. Some ideas that were discussed include targeting people after they finishing paying their student loads, conducting a survey on why people donate, asking state employees signing up for payroll deduction, recurring giving, and impact reports.
- The group started a discussion on how best to use our alumni volunteers and deemed that the next appropriate plan would be to create a handbook on how to ask and why support is needed.

11:05 a.m. FY18 Plan of Action – Cassie Allen '14

- Cassie started the discussion to set goals for the committee. The committee discussed acquisition, retention and how the committee can support student success at Geneseo.
- The group recommended the use of past Alumni Council Class Leadership handbook as a starting point and Cassie will be reaching out to those in attendance about setting up a conference call.

11:20 a.m. Meeting adjourned

GENESEO

**SUNY Geneseo Alumni Association
Committee on Nominations
Friday, October 6, 2017
10:00 – 11:15 a.m.
Tower Room
Minutes**

Attendance:

Brock Buffum '02, Regional Chapter Member
Doug Dickman '89, At Large Board Member
Ronna Gillam, Director of Alumni Relations/Staff Liaison

10:00 a.m. Overview of Committee Charge and Membership – Ronna Gillam

- Committee on Nominations charge was reviewed from page eight of the SGAA Constitution.
- Draft Committee on Nominations description was distributed. This draft has since been reviewed by the Vice President for College Advancement. Upon final editing it will be added to the SGAA web-site.

10:10 a.m. Committee on Nominations Recruitment – Ronna Gillam

- According to the SGAA Bylaws the Chair of the Committee on Nominations is the past board President and/or a committee member with relevant experience. Since there is no “past board president” a chair will need to be selected after the committee composition is complete.
- Recommendation to invite the following to the Committee on Nominations:
 - Foundation Board Representative (will be named during Oct. 27-28 Foundation Board meeting).
 - Vice President of College Advancement (ex-officio/voting member).
 - Director of Alumni Relations.
 - Brock Buffum '02, Regional Chapter Representative.
 - Doug Dickman '89, At-Large Representative.
- Additional recommendations for the committee include:
 - Former GAA Board members whose work focused on nominations.
 - Alumni who have participated on the Scholarship Committee.

10:20 a.m. Nomination Process FY17 – Brock Buffum '02

- Brock Buffum '02 reviewed an overview of FY17 nominations/elections:
 - **Phase 1: 2017 Election Rationale (also noted in SGAA Bylaws):** FY17 elections were held on May 4, 2017 and focused on elections for the executive committee only. Board Assembly representatives were appointed in 2017 to stagger terms so there will not be 100% turnover in 2020. This approach was recommended by the Bylaw

Review team, Nomination Review team and interim SGAA leadership.

○ **2017 Election Positions (more information in the Constitution, p. 4-8:**

President	Elected - Single term of 3 years
Vice President	Elected - Two terms total of 6 years
Dir. of Alumni Relations	Ex-Officio/non-voting
Secretary	Elected – Two terms total of 6 years

○ **Process/Timeline:**

- 3/1 Chairs of Standing Committees shared if they would like to be appointed
All accepted the appointment
- 3/16 SGAA Nomination Form created and added to the SGAA web-site
- 3/17 Emailed Interim leaders and College Advancement Staff for nominations (self or recommendation)
1 self-nomination, 2 staff driven nominations
- 4/1 Due date of nominations
- 4/8 Review of nominations/outreach to possible candidates
- 4/20 Slate reviewed, finalized
- 4/20 Outreach to alumni
- 5/4 SGAA Elections/ratification at on-campus meeting
Slate endorsed, Board member terms commenced on July 1, 2017

● **2017 Election outcomes:**

- Male 5
- Female 9
- Geographic location - 88% from upstate NY
- Awaiting appointment of Foundation Board representative
- VPCA is ex-officio Voting member
- Dir. of Alumni Relations is a member of the Executive Committee (non-voting)
- Staggered terms: 8 terms up in 2019, 9 terms up in 2020

10:30 a.m. FY18 Nominations Discussion/Process (Terms and Matrix) – Ronna Gillam

A draft Matrix/Mastery of Skills was reviewed and discussed. The following suggestions were noted:

- Since 88% of the SGAA Board are from Upstate NY, break down those regions.
- Since 9 of the 17 SGAA Board members fall into the Education profession, find out the total number of Education Alumni (13,000 of our Alumni are Education majors).
- It was noted that it would help to add the following to the matrix:
 - Philanthropy
 - Level of degree (BA/MA/Ph.D./MD, etc.)
- Also, important to think about mastery of skills that are missing:

- Physics
- Technology

The following work needs to be focused on as we lead up to the spring meeting:

- Recruit members of Committee on Nominations.
- Update matrix and share with the Vice President for College Advancement.
- Update the online Nomination form (completed).
- Recommended review of the Constitution and Bylaws:
 - Page. 4 Board Assembly (UAA elected/selected leaders)
 - P. 5, section/2 –suggested modification for the Nomination committee to recommend partial terms for a newly nominated member or replacement member to complete the term
 - Committee on Innovation – chaired by DAR, but should it be chaired by an alum?
- Create a plan for 2018 nominations:
 - Possible open seats include 2 regional board members, a chair of the Innovation Committee and (if needed) an ad hoc chair for a Campaign Committee.
 - Elections would be on March 23, 2018.

11:15 a.m. Meeting adjourned

GENESE0

**SUNY Geneseo Alumni Association
Committee on Recognition Leadership Meeting
Friday, October 6, 2017
10:00 – 11:15 a.m.
Doty Hall, Room 243
Minutes**

Attendance:

Denise Reed Lamoreaux '84, President

Marissa Lewis '10, Committee Member and At Large Board Member

Michelle Worden '92, Associate Director of Alumni Relations/Staff Liaison

Absence: Michele Krause, Chair (unexpected absence due to medical issue)

10:00 a.m. Overview of Committee Charge and Membership – Michelle Worden '92

- Michelle briefly went over the committee description and who comprises the larger committee.

10:05 a.m. Research of new awards and recommendations – Marissa Lewis '10

- Marissa brought some very good examples of Innovation Awards from other institutions for the committee to consider and potentially recommend. The award criteria could be written to reflect the College's values and be inclusive of alumni, faculty, staff and students for consideration. One example we really liked was from American Public University and it is called 'Creativity and Innovation Award'.
- Also discussed our current number of awards and that Geneseo has more (6) than the following places (to name a few): Hamilton, Colgate, SUNY Binghamton, SUNY Cortland.

10:30 a.m. Discussion regarding retiring existing awards – Michelle Worden '92

- Discussed retiring some awards in favor of the new Innovation Award. We also recognize that for awards to be meaningful, they need to be aligned where the College is today and representative of where our alumni are today. For example, The Society of Old Main award is given to a member of the 50-Year Club with continuous involvement since graduation. First, the population that remembers Old Main is aging out and second, the classes coming into the 50-Year Club are getting much larger and their experience is much different post-graduation making it a challenge to meet the criteria.

10:45 a.m. Timeline for the process of gathering, vetting and recommending the slate of nominees – Michelle Worden '92

- December 1—Deadline for submissions from external sources. *
- February 1—Deadline for committee to be sent slate of nominees for each award category.
- March 1—Deadline for committee review of materials sent on or before Feb 1.
- March 15—Deadline for committee conference call to decide the final slate for recommendation to full board.
- March/April—Committee Chair presents recommended slate to full board at the Spring meeting.
- First weekend in June (Reunion Awards Program)

*Nominations for awards may be submitted throughout the calendar year. If a nomination is made, it is not necessarily considered for that year. The Committee on Recognition reserves the right to hold nominees until it's their reunion year or until the next awards cycle (also if it is submitted too late for consideration for that year).

Suggestion: On SUNY Cortland's website they state the following: "All nominations are active for a 3-year period and do not need to be re-nominated." Do we want to consider this? This is not for the above, but would be stated on our website.

11 a.m. Discussion of each committee member's role in the process and seeking nominations – All

The role of the committee is cyclical and advisory by nature. The above timeline outlines the role of the committee in deciding the slate of awards each year. The committee members will advise on matters such as new awards, retiring awards, criteria for awards and website on an as needed basis. While most candidates for consideration will be generated internally from College Advancement's various sources, alumni will be able to self-nominate or nominate a fellow alum as well. Committee members can assist by driving nominations from the outside, or suggesting alumni/faculty/staff to consider.

11:15 a.m. Meeting adjourned

GENESEO

**SUNY Geneseo Alumni Association
Committee on Regional Chapters
Friday, October 6, 2017
10:00 – 11:15 a.m.
President's Conference Room
Minutes**

In Attendance:

Mel Cerra '14, Co-Chair of Committee on Young Alumni & Students
Amanda McCarthy, Assistant Director of Alumni Relations for Regional Events/Staff Liaison
Valarie Scott '82, Chair of Committee on Regional Chapters

Absent:

Donna Breskin '80 (family emergency)
Brock Buffum '02 (in Nominations Committee meeting)

10:00 a.m. Overview of Committee Charge and Membership – Valarie Scott '82

- Val briefly reviewed the committee description and list of members from the larger committee. The group discussed potentially adding alumni representation from the West Coast.

10:10 a.m. Chapter Guidelines and Review of Existing Chapters – Valarie Scott '82

- The group reviewed current chapters and talked about prioritizing chapter work via a three-year plan (potential classifications include: support, reinvigorate, build, potential, engage in other ways).
- A recommendation to remove the Chicago, IL and Northern NJ Chapters and add Southern Tier and Utica Chapters was discussed.
- Chapter guidelines and a handbook were discussed as an upcoming project. It was recommended the handbook include suggestions about types of events for chapters to host, a note to change locations to keep attendees interested, and having each group keep a log of events for their periodic review to help keep events fresh.
- The group discussed ways to involve alumni in areas that are not populated enough to support a chapter. Suggestions included mentoring, social media. It was also suggested that this could be a potential discussion item for the Committee on Innovation.
- The addition of young alumni and affinity groups and the impact they may have on regional programming (specifically calendaring events) was discussed.

10:40 a.m. Strategic Events Discussion – Amanda McCarthy

- Amanda shared the definitions of the Alumni Achieve and Forum Series events as well as the list of potential upcoming events.
- It was suggested that student attendance for networking purposes or research presentations by students might be a way to attract a larger alumni crowd at these types of events. Faculty participation was also suggested as a way to attract attendees.
- Val suggested a potential event in the Albany area at Thatcher Park with Keith Walters and a geology professor. She also suggested a potential event with the 109th Airlift Wing (Scotia, NY).

11:00 a.m. Plan of Action – Valarie Scott '82

- Amanda and Val will work on a regional chapter handbook, discuss chapter structure and support, and set a conference call for the larger group to discuss these items before the end of the calendar year.
- Amanda will follow up with Tracy to discuss a process to calendar all volunteer-run events to make sure young alumni, affinity, regional and Alumni Relations planned events work together.

11:15 a.m. Meeting adjourned