

# GENESEO

## SUNY Geneseo Alumni Association Meeting

Red Jacket Dining Hall

Friday, October 18, 2019

Minutes

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### **Attendance:**

Donna Dickinson Breskin '80 ( <i>via phone</i> )	Regional Chapter Member
Brock Buffum '02	Regional Chapter Member
Doug Dickman '89	Alumni-at-Large Member
Kris Heeres '06	Faculty/Staff alumni Member
Michelle Miller Krause '89	Chair of the Committee on Recognition
Denise Reed Lamoreaux '84	President
Marissa Lewis '10	Alumni-at-Large Member
Maura MacNeill '21	Co-Chair of the Committee
Heather Hoffman Maldonado '95	Vice President
Thomas McCarthy '17 ( <i>via phone</i> )	Affinity Chapter Member
Dave Miller '90	Regional Chapter Member
Valarie Scott '82	Chair of Committee on Regional Chapters
Clint Sugnet '09	Chair of Committee on Affinity Chapters

### **College Advancement Attendance:**

Erica Allen, Assistant Director of Annual Giving  
Rose Anderson Linfoot, Interim Director of Alumni Relations  
Molly Costello '15, Director of Annual Giving  
Kristen Ersley, Secretary of Alumni Relations  
Tracy Gagnier '93, Assistant Director of Alumni Relations  
Amanda McCarthy, Assistant Director of Alumni Communications and Engagement  
Michelle Worden '92, Associate Director of Alumni Relations

### **Excused:**

Cassie Allen '14	Chair of the Committee on Annual Giving
Stephanie Brown '04	Affinity Chapter Member
Mel Cerra '14	Co-Chair of the Committee on Young Alumni and Students
Clare Cusack '96	Foundation Board Representative
John Etu '12	Secretary
Mike Saffran '85	Faculty/Staff alumni Member
Rahamatu Wright '02	Alumni-at-Large Member

**7:45 a.m. Arrival & Continental Breakfast**

**8:00 a.m. Welcome Remarks & Introductions**

*Denise Reed Lamoreaux '84*

Denise welcomed everyone and provided an opportunity for each member to introduce themselves.

**8:05 a.m. Approval of Minutes**

Denise Reed Lamoreaux motioned to approve the minutes for April 26, 2019, and July 11, 2019. Heather Maldonado and Michelle Krause seconded.

Denise handed the floor to Justin Johnston.

**8:15 a.m. College Advancement Update**

*Justin Johnston, Interim Vice President for College Advancement*

Justin welcomed everyone and thanked them for being present. He extended a warm welcome to the newest members of the Advancement Division: Kristen Ersley, Secretary for Alumni Relations, and Roxanne Johnston, Senior Advisor to the President for Advancement. Justin presented a PowerPoint highlighting Campaign Feasibility Study Updates:

I. Study Overview

SUNY Geneseo is partnering with Graham-Pelton to conduct a Campaign Planning Study, which commenced August 26, 2019. The study will work to explore SUNY Geneseo's ability to raise \$55 million in a comprehensive campaign. Elements tested: Scholarships and Access; Global Awareness and Intercultural Understanding; Research, Curriculum, and Faculty; Campus Life and Athletics.

Graham-Pelton is in the process of conducting 40-45 strategic discussions. An e-survey was sent and has reached a broad group of prospective donors and parents. They are working to evaluate campaign readiness and administer a wealth screening of selected prospects. Interviews are taking place within the next two to three weeks.

II. Study Objectives

- a. Examine how SUNY Geneseo is perceived, looking at strengths and areas for growth.
- b. Test the level of support for the fundraising case for support.
- c. Assess where SUNY Geneseo fits among philanthropic priorities of the participants
- d. Identify specific potential gifts or gift ranges from the participants

- e. Identify campaign leaders, volunteers, and prospective major donors
- f. Surface any potential obstacles to campaign success
- g. Refine and develop a clear and compelling case for support
- h. Determine an achievable yet ambitious campaign goal
- i. Recommend a tailored campaign plan and timetable

III. Next Steps:

- a. Conduct remaining strategic discussions
- b. Close electronic survey
- c. Incorporate all findings into study evaluation
- d. Evaluate all data and prepare the final report
- e. Deliver final report – November 19, 2019

Justin thanked everyone and opened the floor for questions and discussion.

Dave Miller touched on the idea of a recession and wondered if the consultants have that in mind. Justin Johnston commented that such surrounding factors are under consideration.

Brock Buffum inquired about naming rights. Justin noted that the draft policy is under review. There has not been a response yet from SUNY. He is hopeful he will receive a response soon.

Rose Anderson Linfoot ended the discussion by expressing her appreciation with choosing to conduct a feasibility study for the campus.

**8:45 a.m. GOLD Program Presentation**

*Nick Palumbo*

Nick Palumbo provided background and insight on the GOLD program. He spoke about the ten different types of certificates offered and provided a step by step navigation through Geneseo's GOLD website.

Nick thanked everyone and opened the floor for questions.

**9:00 a.m. Team Building Exercise – Nick & GOLD Student Leaders**

Introduced five GOLD leader mentors present to facilitate team building exercise: Sophia Farchione, Emma Trolley, Jenna Smolinski, Nikhil Reddy, and Vika Juskiewicz

The Advancement/Alumni Staff and Alumni Board participated with various team building excersizes in a relaxed and fun environment, building trust.

**10:00 a.m. Break**

## **10:15 a.m. Alumni Relations Presentation**

*Rose Anderson Linfoot, Interim Director of Alumni Relations*

Rose welcomed everyone. She reviewed alumni reports and spoke on the successful launch of the alumni book club and examined alumni by location, decade, and alumni engagement scores for FY18 and FY19. The goal engagement score for FY20 is 12%.

Rose reviewed admissions initiatives, Achieve & Forum events, and future alumni events – highlighting Reunion 2020 and the Alumni Travel Program to Brazil in June 2020.

Rose concluded the presentation with future goals which included:

- I. Launching a career mentoring platform with Career Development
- II. Drafting a chapter handbook for the spring SGAA meeting
- III. A social media ambassador pilot with the SGAA Board in the spring

Floor open for questions and discussion.

Clint expressed his gratitude for the ability to utilize the volunteer information sharing sheet. He voiced that he is looking forward to the Chapter Handbook. Clint said he was looking forward to upcoming affinity events and was excited to help boost engagement numbers.

## **10:45 a.m. Committee Reports**

### **Affinity -- Clint Sugnet**

The committee was pleased that the college's information sharing policies were finalized. The committee suggested that the Alumni Office simplify the original chapter handbook and create a more streamlined document- perhaps a hand "sheet." New affinity chapter initiatives in FY20 include:

- o LGBTQ+
- o Alumni of Color
- o Jewish Alumni

Clint reminded alumni on the committee and on the board to complete their Volunteer Confidentiality Agreement to start work in organizing their affinity, regional and/or class chapters.

### **Annual Giving -- Molly Costello**

The committee on the Annual Fund reported on end of FY19 results. We raised \$1,968,164 from 6,197 donors. We saw a decline in our alumni participation to 8% in FY19. FY20 is off to a great start, our first mailing went out and is proving to be very successful. As of September 30, we have raised \$827,684 from 936 donors. Two more mailings will drop in

2019. We hope to use the new confidentiality agreements to utilize the committee in helping with outreach especially to non-renewed donors of FY20.

### **Nominations – Brock Buffum**

The committee on nominations is planning ahead for board vacancies at the conclusion of this current fiscal year on June 30, 2020.

Brock touched base with several of these board members in the last couple of months. At this point, we potentially have three seats to fill.

The executive committee is also term-limited this June 30. Per the bylaws, we are fortunate that Denise Lamoreaux will serve on the Executive Committee for one year after stepping down as president.

As we look toward working on filling open board seats, and Executive Committee succession planning, we will also work to stagger board terms more than they are now.

If you have names to share for board consideration, please let me or someone in Alumni Relations know—preferably before the end of the calendar year.

### **Regional -- Val Scott**

Val reported that the committee piloted an alumni day of service on October 5 with projects in Syracuse, Rochester and Geneseo. The initiative received positive results and with attendance from alumni who have not previously been engaged. The committee is looking forward to expanding the day of service in 2020 modeled after Great Knight with volunteer-organized projects.

She also noted that planning for the 6<sup>th</sup> annual Great Knight (April 22, 2020) is underway. One of the suggestions received on the 2019 survey was a trivia component and the committee will look at that for the next celebration. Clint added he would like to see a virtual connection between events.

### **Recognition -- Michele Miller Krause**

Our cycle begins next semester with selection for Reunion and next year's President's Gala.

Michele also mentioned that Frank Vafier '74 was selected by the committee last spring, and will receive the Distinguished Service Award at the President's Gala.

### **Young Alumni & Students – Maura MacNeill**

The Committee hosted the first-ever Welcome to the City simultaneous events on Tuesday, August 27th in Albany, DC, NYC and Rochester. Event attendance ranged from 20-27. The committee plans to repeat this event next year, maybe add more cities. In the spring, during our next conference call, the committee will be talking about how to increase attendance at the 5, and 10-year class reunions.

**11:18 a.m.            Break**

**11:27 a.m.            SGAA Goals**

Dave Miller began with a discussion on Strategic Planning. Marissa, Donna, Doug, and Heather volunteered to serve as members of the Strategic Planning Committee.

Dave led the discussion on goals, an action plan, objectives, and shared some ideas.

Brock mentioned digital engagement- wanted to make sure liking and commenting are being utilized to the full potential. Denise suggested partnering with LinkedIn and working to create memorable hashtags.

Marissa mentioned the idea of each member creating individualized goals for the upcoming fiscal year, which sparked a brief discussion.

Dave concluded the discussion, with the suggestion that each board member gather more ideas and details to share at the spring meeting.

**12:10 p.m.            Lunch**

**1:00 p.m.            UAA Presentation**  
*Cassidy Siebert '20*

Cassidy presented initiatives the UAA completes yearly.

- [UAA Presentation](#)

Floor open for discussion and questions.

**1:30 p.m.            College Communications**  
*Gail Glover, Chief Communications & Marketing Officer*  
*Brian Bennett, Director of Strategic Initiatives*

Gail thanked everyone for allowing her and Brian to take part in the meeting. She outlined the structure of Communications & Marketing. Gail spoke about brand pillars, the strategic plan, and presented a timeline of steps taken to achieve the strategic plan from Summer 2018 until Fall 2019.

Gail handed the floor to Brian to speak on the current wordmark and the process behind developing it. Brian concluded with his hopes of using just the icon in the future, without the wordmark and assured that the new logo had been very well received thus far.

Floor open to questions and discussion

**2:00 p.m.**

**Enrollment Management Presentation**

*Costas Solomou, Vice President of Enrollment Management*

Costas highlighted the challenges of higher education, enrollment trends, and understanding the marketplace. He presented some strategies of consideration:

- Recruitment and expanding outreach
- Broadening and diversifying the student body
- Cost & affordability
- Financial aid practices
- Retention and student success

Floor open to questions.

**3:00 p.m.**

**SGAA & Alumni Relations -- Open Discussion**

*Concluding remarks from Rose*

Rose reminded members to check and respond to emails, and be sure their contact information is current. The spring 2020 board meeting will be scheduled for Friday, April 24, 2020.

Denise thanked everyone once again, and concluded the meeting.

**3:05 p.m.**

**Adjourn**