

8:45 a.m. **Welcome Remarks & Approval of Minutes**
Denise Reed Lamoreaux '84

Val Scott '82 made motion to approve the minutes from the 6 October 2017 meeting. Seconded by Clint Sugnet '09. Minutes approved.

9:00 a.m. **Report from the President**
President Denise A. Battles

President Battles reported on the following topics:

- Spring Enrollment
- Leadership Updates
- Campus Capital Projects
- Strategic and Campaign Planning

**All Board members received a copy of the President's power-point with the full overview.*

9:45 a.m. **BREAK**

10:00 a.m. **Overview of College Advancement**
Johnson Bowles
Vice President for College Advancement
& Exec. Director of the Geneseo Foundation

Vice President Bowles reported on the following topics:

- Overview of Advancement Division
- Giving Pyramid
- Cycle of Giving & Operational Overflow
- Advancement Services
- Donor Data Analytics
- Alumni Relations
- Annual Giving
- Major Gifts
- Advancement Division New Organizational Chart
- Major Gifts Liaison Model

**The SGAA Board asked for a copy of the new Organizational Chart. The VPCA would like to share the update after all new hires arrive.*

10:30 a.m. **Overview of Academic Affairs**
Stacey Robertson
Provost/Vice President for Academic Affairs

Provost Robertson reported on the following topics:

- Vision for Academic Affairs
- "Bests"
- Organizational Chart

- Key Changes
- 4DX & Wildly Important Goal (WIG)
 - Defined as increase from 86%-88% by October 2019
- Top Priorities

11:00 a.m. Overview of Diversity, Equity, and Inclusion Initiatives

robbie routenberg '05, Interim Chief Diversity Officer

robbie reported on the following topics:

- Members of Office of Diversity and Equity
- Equity-Minded Search Practice Sessions
- Hiring for Commitment to Diversity and Inclusion
- Diversity Commission and Sub-Committees
- Additional Relevant Campus Working Groups
- Cultivating Community Dialogue Series

**All Board members received a copy of robbie's power-point with the full overview.*

11:45 a.m. Overview of Student Association

Kaitlin Pfundstein '18, President

Kaitlin reported on the following topics:

- Current Student Association Leadership
- Student Association Representation
- SA Club/Standing Committee Highlights
- What's new in 2018
- Why SA is important

12:15 p.m. Lunch

1:15 p.m. SGAA Board Business

Denise Reed Lamoreaux '84

Denise Reed Lamoreaux needed to depart the SGAA meeting early and combined Board Business and Closing Remarks:

The SGAA Board will have a formal role during Reunion 2018 - June 1-2, 2018!

- On, Saturday, June 2 - 2:00 - 5:00 p.m., a tradition of Reunion is the Annual Alumni Block Party, and this year it will be Hosted by the SUNY Geneseo Alumni Association (SGAA), with an have an opportunity to meet SGAA Leaders. Everyone is encouraged to attend this event. SGAA shirts will be ordered to wear during the event so alumni can identify board members. The shirts will be Geneseo blue and will include our SGAA illustration artwork.
- The Committee on Nominations should have several names for consideration for the addition of two new board members by July 1. Our hope is to on-board that group for the fall meeting. Our endorsement for the Nomination recommendations will be during the June conference call.
- As for the fall meeting, we will continue the "Orientation" portion at each meeting and I ask everyone to share what might you like to see on the fall and/or future agenda items.

- Alumni Relations is planning their First-ever Legacy Pinning Ceremony during Homecoming/Family Weekend 2018.
This ceremony will recognize families who have made SUNY Geneseo a family tradition on Saturday, September 22, 2018.
Alumni and their current Geneseo student(s) will be invited.
- SUNY Geneseo's Undergraduate Alumni Association has been selected to receive the Outstanding Organization Award for CASE ASAP District 2. I know we have several former UAA members on the Board so please know the legacy of your great work continues today
- GREAT KNIGHT:
On Tuesday, April 17, alumni, parents and friends will gather across the country to celebrate the fourth annual Great Knight.
Locations confirmed as of 3/21 include:
Albany, NY; Buffalo, NY; Denver, CO; Ithaca, NY; New York, NY; Philadelphia, PA; Plano, TX; Rochester, NY; Round Rock, TX; San Francisco, CA; Seattle, WA; Tampa, FL; The Villages, FL; West Newton, MA; and White Plains, NY.
New locations are being added regularly at go.geneseo.edu/GreatKnight.
- EXTERNSHIP: Over the recent spring break, 11 current Geneseo students traveled to Boston, MA for the 2018 Externship program. The students participated in group visits, individual visits, alumni panel discussion and social activities--all hosted by alumni.
- YIELD EVENTS: Alumni Relations is partnering with Admissions for two strategic yield events: Long Island is this Sunday and Rochester next Thursday. The Long Island Yield event is sponsored by Bob Avallone '76 and John Camiolo '86 and the Rochester Yield Event that will be at The Strong Museum of Play is sponsored by Jessica '98 and Tyler '95 Savage and Mollene Bennison '97

There is so much great work happening, this is just a small sampling of what is coming up!

- Fall meeting is Friday, October 5, 2018.
- Join us for an informal gathering at The Big Tree Tavern (drinks and snacks)

1:30 p.m.

Committee Meetings:

Committees held meetings (minutes for each committee are at the end of this document).

Affinity Chapters	Clint Sugnet '09	Doty Hall, Room 307
Annual Giving/Young Alumni & Students	Cassie Allen '14	Doty Hall, Room 243
Nominations	Ronna Gillam	Doty Hall, Room 300
Recognition	Michele Krause '89	Doty Hall, Room 234
Regional Chapters	Valarie Scott '82	Doty Hall, Room 309

3:00 p.m.

Meeting Adjourned

GENESE0

**SUNY Geneseo Alumni Association
Committee on Affinity Chapters
Friday 23 March 2018
1:30 – 3:00 p.m.
Doty Hall, Room 307
Minutes**

Attendance:

Stephanie Brown '04, Affinity Chapter Member
Tracy Young Gagnier '93, Staff Liaison
Kris Heeres '06, Faculty/Staff Alumni Member
Thomas McCarthy '17, Affinity Chapter Member
Mike Saffran '85, Faculty/Staff Alumni Member
Clint Sugnet '09, Chair of Committee on Affinity Chapters

1:30 p.m. Welcome remarks – Clint Sugnet '09

The Committee on Affinity Chapters meeting commenced at 1:30 p.m., with welcome remarks, introductions of those in attendance, and updates on handbook development.

1:45 p.m. How we currently define Affinity – Tracy Young Gagnier '93

Alumni groups must affiliate or align with:

- Student-run College registered organizations
- Student organizations led by faculty or staff
- Student members of official NCAA athletic teams
- Students in recognized college departments

Why this current definition:

- Affiliation with a current student organization guarantees a pipeline of future alumni and creates the opportunity for alumni and student networking, mentoring, service, etc.
- The College recognition process ensures that affinities are created where there is existing student interest and all College requirements are meant and maintained.

Committee discussion – how flexible should we be with this current definition and what about closed chapters? Needs further discussion.

2:00 p.m. Review of all current (approved) affinities and data – Tracy Young Gagnier '93

- Student-run College registered organizations
 - 184 total organization
 - 81 with alumni data

- 39 organizations have once or regularly held alumni programming
- Other than Greek organizations (because of the GPA standards required for new and continued membership, Greek data is complete and accurate) the membership data for all other organizations is incomplete to non-existent.
- Student organizations led by faculty or staff
 - 15 organizations (that the Alumni Office is aware of)
 - 12 with data (data on file is minimal, mostly incomplete or non-existent)
 - 7 have once or regularly held alumni programming
 - Examples of these groups: WGSU, GOLD, Chamber Singers, Tour Guides, AOP, etc.
- Student members of official NCAA athletic teams
 - 20 current NCAA team
 - 20 with data (because of the GPA standards required for eligibility alumni data is mostly complete)
 - 17 have once or regularly held alumni programming
- Students in recognized college departments
 - 22 current departments
 - Every student graduates with a degree associated with a department

- How to collect data for student organizations with minimal or non-existent alumni databases:
 - Check Alumni Database
 - Review student organization College registration paperwork
 - Look at old yearbooks (if organization pictures are captioned with full names)
 - Allow alumni to self-select with which student organizations they affiliate
 - Recruit alumni volunteers and club advisors to help identify past members

2:45 p.m. How to prioritize which chapters should be developed first – Clint Sugnet '09

- Groups who currently hold annual or anniversary alumni programmings
- Groups that have expressed an interest in forming an alumni chapter associated with a student group (as defined above).
- Next level development:
 - Groups or chapters that align with the mission/vision of the College and the SGAA?
 - Inclusion & Diversity
 - Global Awareness & Intercultural Understanding
 - Integrative Learning and Student Support
 - Power of Place
 - Excellence
 - Leadership & Service

2:53 p.m. Next steps: goal setting and brainstorming – Clint Sugnet '09

As time was running out, we left the committee with some final thoughts to consider as we move forward:

- How flexible should we be with the current definition of alumni affinity?
- How much support should be given to closed groups or chapters?
- How many official Affinity Chapters to develop in the upcoming 12 months
- Which new affinity groups should we build/develop first?
- Ideas for capturing student affinity data?
 - Send a post-graduation message to new alumni asking them to not only update their information but to provide affinity information, limit choices to existing and developing chapters (with open text box to capture other data).
 - Ask current student-run College recognized groups to provide a list graduating seniors.
- What is the role of the SGAA Committee on Affinity Chapters in this work?

3:00 p.m. Meeting adjourned

GENESE0

SUNY Geneseo Alumni Association Committee on Annual Giving

Friday 23 March 2018

1:30 – 3:00 p.m.

Doty 243

Agenda

Attendance:

Cassie Allen '14, Chair

Molly Costello '15, Staff Liaison

John Etu '12, Secretary

Heather Maldonado '95, Vice President

1:30 p.m. Welcome and Introductions – Cassie Allen '14

1:35 p.m. Year to date FY18 review – Molly Costello '15

Molly started the meeting by going over the end of the calendar year financials with an overview of the different methods used this year. Molly also shared a breakdown of donor behavior including the different eras that give.

1:50 p.m. Discussion about Annual Giving and Young Alumni – Cassie Allen '14

Molly led a discussion about the campaign interest areas and young alumni. The group went through the list and identified which areas would be of most interest to Geneseo alumni, specifically young alumni (graduated in the last ten years).

The consensus among the group was that Power of Place would be the most popular campaign interest followed by excellence. The group also decided that study abroad would be important interest to many young alumni since they did so during their time at Geneseo which would fall under the Global Awareness and Intercultural Understanding area but thought the name was vague didn't clearly convey that it was about studying abroad.

2:15 p.m. Loyalty discussion – Cassie Allen '14

As a group, there was a decision that Young Alumni needed to understand that Geneseo values any donor to the college and we should implement a program to recognize all consistent donors no matter the dollar amount.

Molly proposed the idea of the name "Loyal Knights Society" for a consistent donor program; the group liked it and agreed we should move forward with it.

Cassie Allen asked what a program like that would look like and how it could make someone feel special. Heather suggested communications that expressed gratitude but also how they gift went to support the college. John recommended we start recognizing loyal donors at all events, not just ones at the college. The group also discussed low-cost ideas to show gratitude, the idea of a computer desktop image was a favorite.

Cassie adjourned the meeting.

3:00 p.m. Meeting adjourns

GENESE0

SUNY Geneseo Alumni Association

Committee on Recognition

Friday 23 March 2018

1:30 – 3:00 p.m.

Doty Hall, Room 234

Agenda

Attendance:

Michele Miller Krause '89, Chair

Denise Reed Lamoreaux '84, President

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

Michelle Walton Worden '92, Staff Liaison

1:30 p.m. Welcome—Michele Krause '89

1:35 p.m. Updates on FY '18 awards cycle – Michelle Worden '92

Michelle Worden updated everyone on a proposed plan for giving awards at Reunion, which was to potentially give two: Outstanding Young Alum and an award for a member of the 50 Year Club. The committee expressed concerns of leaving mid-career people out and having the appearance of ageism.

1:45 p.m. Discussion: What are our current awards? Do they reflect the strengths, accomplishments, and values of the alumni? Are the awards relevant to engaging alumni with the College today and in the future? – All

[See all applicable notes below](#)

2:15 p.m. Possible awards to retire. New awards. – Michelle Worden '92

All are in agreement that Society of Old Main and Excellence in Education should retire. We are past the point of needing these two awards and we should be aiming to create new awards with the criteria written in a way that any alum could win it.

Denise Reed Lamoreaux also mentioned that it would be good as we think about awards, to not forget young people and not tie awards too much to giving or potential giving.

Flexibility would be good as we move forward with awards.

The hope would be that we base all criteria more on qualities, rather than demographics, such as age, etc.

Michelle threw out the idea of branding our awards with an umbrella name such as: “Geneseo Excellence Awards”.

Other types of awards suggested were the following: Inclusion and Diversity (Michelle mentioned that the College already does this through the Diversity Commission.); Global Awareness; Leadership/Service (not to Geneseo, but in their own lives and communities).

3:00 p.m. Meeting adjourns

GENESEO

SUNY Geneseo Alumni Association Committee on Regional Chapters

Friday 23 March 2018

1:30 – 3:00 p.m.

Doty Hall, Room 309

Minutes

In Attendance:

Donna Dickinson Breskin '80, Regional Chapter Member

Amanda McCarthy, Staff Liaison

Valarie Scott '82, Chair of Committee on Regional Chapters

Excused (due to participation in Nominations Committee meeting):

Brock Buffum '02, Regional Chapter Member

Clare Cusack '96, Foundation Board Member

1:30 p.m. Welcome – Valarie Scott '82

Val reviewed that planning for Great Knight on April 17 is underway and there are 16 official locations on the books with more coming. She reviewed the agenda and framed the discussion for the meeting.

1:35 p.m. Overview of existing chapters, activity trends, and alumni location heat maps –
Amanda McCarthy

- *Amanda reviewed existing regional chapters (18), how they were established, and how they are now functioning.*
- *Since the current chapters were created eight years ago, they need to be reviewed.*
- *Four factors were identified to help evaluate the status of current regions: population, typical number of events during a year, volunteer activity level, and preliminary donor data analysis heat maps.*
- *Based on the data review, it was recommended that the following chapters remain and become the primary focus areas for regional work: Rochester, Long Island, Buffalo, Syracuse, Albany, New York City, Westchester, Boston, Washington, DC – Baltimore, MD, Denver and San Francisco. (Name changes are reflected for Westchester, Boston, Washington, DC – Baltimore and Denver; formerly Westchester/Fairfield, New England, Washington, DC and Colorado).*
- *The following regions were recommended for temporary retirement: Philadelphia, Southern California and North Carolina. These regions could be easily reactivated if there is enough volunteer interest. If this is the case, it is recommended Southern California be renamed Los Angeles and North Carolina be broken out into Charlotte and The Triangle.*
- *The following regions were recommended for temporary retirement pending further evaluation: Florida – East Coast and Florida – West Coast. There may be pockets in Florida where regions*

could exist, but they would need to be more concentrated areas (ie. Tampa, West Palm Beach – Miami, Ft. Myers – Sarasota, etc.).

- *The following regions were recommended for retirement: Chicago and Northern New Jersey. Neither area has the combined factors to sustain a region at this time, but may be potential areas for more concentrated events.*
- *The following areas were recommended for addition: Southern Tier (Binghamton, Corning, Elmira, Ithaca and Jamestown) and Baltimore (addition to Washington, DC).*
- *The following areas should be considered for addition in the future: Mid-Hudson, NY and Atlanta, GA.*

2:15 p.m. Overlaying a content-based approach – Amanda McCarthy

- *We are working to infuse more content into regional activities through the Achieve Series and Forum Series.*
- *Through the College's Strategic Planning process and as we continue to plan for our upcoming Campaign, the following interest areas have emerged and are guiding the work of College Advancement, Alumni Relations and the SGAA. These also link to funding priorities and may evolve into campaign concepts. These are not yet finalized, but can help us frame regional work moving forward: Inclusion & Diversity, Global Awareness & Intercultural Understanding, Integrative Learning and Student Support, Power of Place, Excellence, and Leadership & Service.*
- *As we move forward, we will seek more programming ideas from committee members. We will work to improve tools for volunteers to host regional events. Val and Donna may make calls to regional committee leaders to discuss overlaying a content-based approach and the future of regional work.*

3:00 p.m. Meeting adjourned