

# GENESE0

SUNY Geneseo Alumni Association  
Conference Call/Meeting on Friday 22 March 2019  
3:00 – 4:00 p.m.  
Minutes

---

**Attendance:**

Donna Breskin '80	Regional Chapter Member
Stephanie Brown '04	Affinity Chapter Member
Brock Buffum '02	Regional Chapter Member
Clare Cusack '96	Foundation Board Member
Doug Dickman '89	Alumni-at-Large Member
Abby Fordyce '19	Co-Chair of Committee on Young Alumni & Students
Michele Miller Krause '89	Chair of the Committee on Recognition
Marissa Lewis '10	Alumni-at-large
Heather Hoffman Maldonado '95	Vice President
Thomas McCarthy '17	Affinity Chapter Member
David Miller '90	Regional Chapter Member
Mike Saffran '85	Faculty/Staff Alumni Member
Valarie Scott '82	Chair or Committee on Regional Chapters

**Campus Administration Attendance:**

Johnson Bowles, Vice President for College Advancement/Executive Director for the Geneseo Foundation

**College Advancement Attendance:**

Erica Allen, Assistant Director of Annual Giving  
Suzanne Boor, Interim Secretary of Alumni Relations  
Molly Costello '15, Director of Annual Giving  
Tracy Gagnier '93, Assistant Director of Alumni Relations  
Rose Anderson Linfoot, Interim Director of Alumni Relations  
Amanda McCarthy, Assistant Director of Alumni Relations for Regional Events  
Michelle Worden '92, Associate Director of Alumni Relations

**Excused:**

Cassie Allen '14	Chair of Committee on Annual Giving
Erica Bishop '07	Regional Chapter Member
Mel Cerra '14	Co-Chair of the Committee on Young Alumni and Students
John Etu '12	Secretary
Kris Heeres '06	Faculty/Staff Alumni Member
Denise Reed Lamoreaux '84	President
Clint Sugnet '09	Chair of the Committee on Affinity Chapters
Rahamatu Wright '02	Committee on Innovation

3:00 p.m.

**Welcome** - Heather Hoffman Maldonado '95 SGAA Vice President

Heather welcomed everyone and took roll call. She invited Johnson Bowles to please share a campus update.

3:05 p.m.

**College Advancement/Campus Update** - Johnson Bowles,  
Vice President for College Advancement & Executive Director for  
the Geneseo Foundation

VP Bowles gave a brief report on the following:

- Division continues technology updates in preparation for the Campaign
- CRM (database conversion) is scheduled to go live July 1
- Currently identifying prospects through a feasibility study
- Staff updates - Rose Linfoot has returned as Interim Director of Alumni Relations, John Linfoot has returned as Interim Director of Special Development, Suzy Boor has returned as Interim Secretary of Alumni Relations, Jennifer Gibson has been hired as the new Director of Donor Relations effective 4/4/19, and the Director of Alumni Relations position is currently on hold as the Human Resources Department reboots the search process
- Interviews for VP of Finance and Administration are completed and the search for the VP of Enrollment Management has started with hopes of hiring by the end of the fiscal year
- Campus is currently on Spring Break
- GREAT Day will be celebrated on 4/17/19
- *One College Circle* (electronic newsletter) is keeping everyone apprised of campus capital projects
- Expanded Budget Priority committee is considering new revenue sources, cost savings measures, attracting students – the campus has reserves and is considered financially healthy among colleges in the SUNY System

VP Bowles then opened the floor to questions. Brock Buffum asked about 2019 GREAT Knight events, and Amanda McCarthy shared that there were currently 22 confirmed events.

3:15 p.m.

**Committee Updates:**

Nominations - Brock Buffum '02

On behalf of the SGAA Board, Brock thanked Rose Linfoot and Michelle Worden for their assistance in filling in as interim directors for the Alumni Relations Office.

A reminder that there are eight board members whose terms are expiring; each member plans to renew another term for the benefit of continuity. Current student representative, Abby Fordyce '19, will graduate and a new student will be named.

Board members continue to ask to be utilized and given roles of responsibility.

There were no questions.

Bylaw Review Team - Doug Dickman '89

A review of the constitution and by-laws was completed last September and a few modifications were made. Information will be shared with the Board in the coming weeks prior to a vote at the April 26 meeting. Michelle Worden has the notes from the previous conversations.

Rose Anderson shared that President Battles presented a charge to the board last summer for bylaw/constitution revisions. VP Bowles added her gratitude to the bylaw review team for their efforts.

There were no questions.

3:25 p.m.

**SGAA Objectives**

Rose Anderson Linfoot, Interim Director of Alumni Relations

At the October 2018 meeting, the SGAA members requested short-term goals for board members to advance SUNY Geneseo. Michelle Worden along with the SGAA Executive Committee drafted suggested short-term goals. The Alumni Relations team collectively reviewed and discussed these as follows:

- Tracy - Attend Reunion Brunch and serve as a host, wear your SGAA shirt, promote "traditions" conversations and engage in conversation.

- Amanda - Attend regional events, meet new alumni and provide information that could be helpful in the following ways: employment/career information, a unique story about them or their undergrad experience, how they currently affiliate with the college and/or how they would like to affiliate with the college. Stephanie asked if it were possible to receive a list of events in chronological order. Amanda said the list was on the Alumni homepage, and Johnson suggested adding the list to *One College Circle*.
- Clare asked how to share news she sees on Facebook with the Alumni Facebook page, Amanda informed her to either email the Alumni Facebook page, reach out to the Social Media committee or contact a member of the Alumni Relations team.
- Amanda - Serve as a social media ambassador as we pilot this new initiative; like our pages and comment, share news, tag Reunion and Great Knight pages. Michelle noted Heather's past work to promote social media and update the Alumni Team if a problem arises.
- Tracy - Affinities: offer to help plan an existing affinity reunion or alumni event (mainly Greek, Athletics, Club Sports, YAS, Chamber Singers, Dance Ensemble, WGSU, etc.).
- Rose - Mining for interesting stories about our alumni that can be used in a variety of ways; send along potential candidates for the alumni board.
- Michelle - Attend yield events, write note cards to admitted students (Michelle thanked members who recently worked on this project), send along potential ideas for SGAA awards to committee on recognition. Stephanie asked where to send names and Michelle directed her to Michele Krause, Marissa Lewis or to email alumni@geneseo.edu.
- Molly - Annual Fund: April is the start of the 4<sup>th</sup> quarter. Please make your annual gift and encourage your friends to support Geneseo. Any size gift every year is needed. It was noted that the SGAA Board had 100% participation for fiscal year '18. Currently, the alumni participation rate is 6.5%.
- Tracy - Loyal Knights: consistent givers receive ribbons on their name tags at Reunion to serve as a point of pride for years of giving (5, 10, 15, etc.).
- Amanda - Great Knight has a dedicated website on the homepage. Appreciation was expressed to all board members who hosted and attended events.

- Tracy - Legacy Pinning Ceremony: share info to encourage alums with family coming to Geneseo to report and attend this ceremony held during Homecoming/Family Weekend. The initial event was well-received. Alumni enjoyed attending with family members. Michele Krause, our very own board member, stated she and her daughter were delighted to have participated in the inaugural ceremony.

3:40 p.m.

### **Review Board Agenda – 26 April 2019**

Heather Hoffman Maldonado '95 SGAA Vice President

The draft agenda was reviewed and discussed. Rose called the Board's attention to important upcoming dates: Reunion, Homecoming/Family Weekend, Fall Board Meeting and the President's Gala. Brock questioned the early start time for board meetings and requested we be mindful of attendees coming from a distance. Heather suggested planning an event for attendees arriving the night before when the meeting has an early start.

Heather asked if any progress had been made on upgrading options for conference call meetings. Johnson reported that research had been done, and it is a technical issue on campus. There is only one location on campus with lines, and that is a small room in Newton which is not large enough to accommodate a group of any size. Even if equipment was rented, the campus technology is unable to handle it. Johnson hopes the problem can be resolved in the future.

3:50 p.m.

### **Adjourn**

Heather Hoffman Maldonado '95 SGAA Vice President

Heather asked if there were any questions. As there were not, she made a motion to adjourn. The motion was seconded by Doug Dickman.