

GENESEO

**SUNY Geneseo Alumni Association
Conference Call/Meeting on Thursday, 21 June 2018
2:00 – 3:00 p.m.
Minutes**

Attendance:

Cassie Allen '14	Chair of Committee on Annual Giving
Donna Breskin '80	Regional 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
Kris Heeres '06	Faculty/Staff Member
Denise Reed Lamoreaux '84	President
Heather Hoffman Maldonado '95	Vice President
Michele Miller Krause '89	Chair of the Committee on Recognition
Mike Saffran '85	Faculty/Staff 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:

Molly Costello '15, Assistant 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:

John Etu '12	Secretary
Stephanie Brown '04	Affinity Chapter Member
Mel Cerra '14	Co-Chair of the Committee on Young Alumni and Students
Marissa Lewis '10	Alumni-at-large
Thomas McCarthy '17	Affinity Chapter Member
Clint Sugnet '09	Chair of the Committee on Regional Chapters

2:00 p.m.

Welcome - Denise Reed Lamoreaux '84 SGAA President

Denise welcomed everyone after roll call and asked if everyone had reviewed the minutes of the March 23rd meeting. Denise motioned to accept the minutes as presented and Michele Krause seconded the motion.

2:05 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 search for VP of Finance and Administration and updated the board on the open positions in College Advancement. She also spoke about a fund audit process of reviewing scholarships and endowed scholarships. With nine days to go for FY '18, she was pleased to announce that over \$4M has been raised. This is the second highest amount in the history of the College and with nine days to go, we could beat the all-time record. To date, alumni participation rate is 9.7% and is higher than last year at this time.

VP Bowles then opened the floor to questions.

2:15 p.m.

Nominations **Committee Report/Action Item:** -

Brock Buffum '02

The nominations committee presented three candidates for the board to fill three seats on the SGAA Board: Erica Bishop '07, David Miller '90 and Rahamtu "Rahama" Wright '02.

Board members were each given a biographical summary on each candidate prior to the conference call. Brock requested a motion to accept these three candidates. Heather Maldonado moved and Donna Breskin seconded that Erica Bishop '07, David Miller '90, and Rahamtu "Rahama" Wright '02 be approved to serve a three-year term beginning July 1, 2018.

Committee Reports:

Affinity Chapters

Clint Sugnet '09

Tracy Gagnier reported for the SGAA Affinity Committee and stated that the last committee meeting focused on identifying the definition of alumni affinity. An alumni affinity must connect to an approved/active student affinity. We reviewed the affinity data on record and brainstormed how to collect more affinity data. Other on-going work includes developing an online form for affinity chapters to apply for SGAA approval. Another meeting is planned for late July or early August.

Annual Giving

Cassie Allen '14

Cassie Allen informed the board that The Loyal Knights Society, which tracks consecutive years of giving, has been established and will be marketed to alumni via electronic and print communications. She also discussed the social media calendar contest (alumni sharing photos electronically) and encouraged all board members to make their gift by the end of the fiscal year June 30, 2018.

Recognition

Michelle Miller Krause '89

Michelle Miller Krause shared the committee's discussion on reviewing all current alumni awards to determine if they are relevant to engaging today's alumni and will recommend a redefined slate at the next SGAA board meeting. The committee will meet August 1 to discuss award nominations.

Regional Chapters

Valarie Scott '82

Valarie Scott mentioned that the committee reviewed the 18 current chapters (which were created eight years ago) and are prepared to recommend changes at the fall SGAA board meeting. Committee seeks to add more content in regional programming and better tools for collaboration between volunteers and Alumni Relations team.

Young Alumni and Students

Abby Fordyce '19

Abby Fordyce reported that two gatherings were held this year (Rochester 12/7/17 and Washington DC 2/22/18), and the committee will be involved with Homecoming this September. The Undergraduate Alumni Association received the CASE ASAP Outstanding Organization Award in our District. It was further noted that this award is now eligible to win a national award. Tracy Gagnier and two students will attend the Networking Convention this summer in Louisville, Kentucky. The committee will meet July 23, 2018.

2:35 p.m.

Action Steps - 5 October SGAA Board Meeting

Rose Anderson Linfoot, Interim Director of Alumni Relations, reported that Doug Dickman '89 volunteered to serve as chair of the Bylaw Review team with Brock Buffum '02, Heather Hoffman Maldonado '95, Marissa Lewis '10, and Clinton Sugnet '09. The team will review the operational procedures of the SGAA for clarity. A specific charge will be forthcoming.

Rose also reported that the Alumni Relations team will have a retreat in mid-July to further discuss the 2018/2019 plan of work. A communications protocol needs to be coordinated for the SGAA and will be presented at the 5 October 2018 meeting. In addition, an Alumni Relations strategic plan needs to be shared with the board at the fall meeting.

2:45 p.m.

Adjourn