

GENESEO

**SUNY Geneseo Alumni Association
Conference Call on Thursday, July 11, 2019
2:30 – 3:30 p.m.
Meeting Minutes**

Attendance:

Stephanie Brown '04	Affinity Chapter Member
Brock Buffum '02	Regional Chapter Member
Clare Cusack '96	Foundation Board Member
Justin Johnston	Interim Vice President for College Advancement
Michele Miller Krause '89	Chair of the Committee on Recognition
Denise Reed Lamoreaux '84	President
Marissa Lewis '10	Alumni-at-Large Member
Thomas McCarthy '17	Affinity Chapter Member
Mike Saffran '85	Faculty/Staff alumni Member
Valarie Scott '82	Chair of Committee on Regional Chapters

College Advancement Attendance:

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 Allen	Assistant Director of Annual Giving
Donna Dickinson Breskin '80	Regional Chapter Member
Mel Cerra '14	Co-Chair of the Committee on Young Alumni and Students
Doug Dickman '89	Alumni-at-Large Member
John Etu '12	Secretary
Kris Heeres '06	Faculty/Staff alumni Member
Maura MacNeill '20	Co-Chair of the Committee on Young Alumni and Students
Heather Hoffman Maldonado '95	Vice President
David Miller '90	Regional Chapter Member
Clint Sugnet '09	Chair of the Committee on Regional Chapters
Rahamatu Wright '02	Alumni-at-Large Member

2:30 p.m.

Welcome – Denise Reed Lamoreaux '84 SGAA President

Denise welcomed everyone after roll call. Denise handed the floor to Justin Johnston for updates on College Advancement and things happening on the campus.

2:35 p.m. **College Advancement/Campus Update – Justin Johnston, Interim Vice President for College Advancement**

Justin welcomed Kristen Ersley, Secretary for Alumni Relations, to the team. Roxanne Johnston has returned to the team, as Senior Advisor to the President for Advancement. Justin spoke about the Campaign, the search for consultants has been narrowed down to two finalists: Graham Pelton, a national fundraising agency headquartered in New York; CCS fundraising, also headquartered in New York. Anticipating the feasibility study will be announced July 25, 2019, if references are returned in a timely fashion. Discussed status of the search for the next Vice President of College Advancement, RPA Inc. is the firm that has been selected for the search. This fiscal year, we are behind compared to last year's numbers- mostly attributed to the lack of campaign transformational gifts. In regards to total funding we are down 2.1 million- the hope would be for this to change as we secure leadership gifts in the upcoming campaign.

Justin thanked everyone and opened the floor to any questions.

2:45 p.m. **Alumni Relations Programming – Rose Anderson Linfoot, Interim Director of Alumni Relations**

Rose expressed excitement on behalf of Alumni Relations for this upcoming year. Amanda and Michelle attended the SUNY CUAD Conference, and came back with a lot of great ideas. New alumni engagement metrics will be shared during the Board meeting on October 18, 2019. Guidelines are in place for Board members and volunteer leaders; each member will be receiving a conflict of interest statement as well as a volunteer confidentiality agreement. Anticipating a partnership with Career Development to create a career networking platform for students as well as alumni. In addition, we are expecting to build a program for social media ambassadors. Also looking to increase affinities and have already added one for the Jewish faith and one for students of color. Michelle Worden '92 has been working on the travel program, Brazil 2020. Travel for 2021 is in the works as well. Expecting to launch an online book club, open to alumni, faculty/staff, and emeriti.

Rose opened the floor to any questions or suggestions.

3:00 p.m. **Action Item – Bylaw Review Team**

The Bylaws that were presented April 26, 2019 at the Board meeting are those that were sent out, with the exception of consideration of the President of the College and Vice President of College Advancement as ex officio voting or non-voting. Rose reported that upon reviewing the SUNY Guidelines, the contract stipulates the

President of the College and the Vice President of College Advancement would be ex-officio voting members; this is what is being presented today for acceptance.

Floor open for discussion and approval.

Denise Reed Lamoreaux '84 accepted the motion.

Valarie Scott '82 seconded the acceptance.

Motion approved.

3:10 p.m. SGAA Fall Board Meeting - Expectations

The meeting will be held on Friday, October 18, 2019; keeping in mind the President's Gala is being held that night. The Foundation Board meeting will be on Saturday, following the Gala. A preliminary agenda has been created – and we will be hosting the Board meeting at the Red Jacket Dining Hall. Nick Palumbo will give a presentation on the GOLD Program and have his leaders host a team building exercise. Justin Johnston and President Battles will give reports and we are identifying committee work that needs to be done in advance of this meeting.

Floor open to suggestions and expectations.

Suggestions: Pen pal Program; Socialization opportunity between SGAA and Foundation Board. To be discussed further.

3:15 p.m. Meeting Adjourned