

GENESEO

SUNY Geneseo Alumni Association

Remote Meeting via Zoom

Friday, April 24, 2020

Minutes

Attendance:

Cassie Allen '14	Chair of the Committee on Annual Giving
Denise Battles	College President
Donna Dickinson Breskin '80	Regional Chapter Member
Stephanie Brown '04	Affinity Chapter Member
Brock Buffum '02	Regional Chapter Member
Clare Cusack '96	Foundation Board Representative
Doug Dickman '89	Alumni-at-Large Member
John Etu '12	Secretary
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
Dave Miller '90	Regional Chapter Member
Valarie Scott '82	Chair of Committee on Regional Chapters
Rahamatu Wright '02	Alumni-at-Large Member

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, Administrative Assistant of Alumni Relations
Tracy Gagnier '93, Assistant Director of Alumni Relations
Ellen Leverich '90, Vice President for College Advancement
Amanda McCarthy, Assistant Director of Alumni Communications and Engagement
Michelle Worden '92, Associate Director of Alumni Relations

Excused:

Mel Cerra '14	Co-Chair of the Committee on Young Alumni and Students
Thomas McCarthy '17	Affinity Chapter Member
Mike Saffran '85	Faculty/Staff alumni Member
Clint Sugnet '09	Chair of Committee on Affinity Chapters

1:00 p.m. Welcome – Denise Reed Lamoreaux '84 P'11

Denise welcomed everyone and thanked the board for dealing with any technical challenges. Covered the basics of Zoom etiquette to keep the meeting running smoothly. Denise welcomed President Battles.

1:05 p.m. College President's Report – Denise A. Battles

President Battles thanked Denise and everyone present. Shared a presentation highlighting the following topics:

- Leadership transitions and recruitment
- COVID-19 Pandemic
- College's Financial Health & Sustainability
- Renovation Projects
- "Asks" of the Board

Presentation: [SGAA Presidents Report 4.24.20.pdf](#)

President Battles opened the floor to any questions.

Stephanie Brown asked if there had been any initiative to capture the students who may wish to transfer closer to home due to the pandemic situation.

President Battles responded that there had been several programs implemented for this, working with Costas Solomou, Vice President for Enrollment Management. Assured everyone that it has been a point of emphasis for the College.

Brock Buffum asked if the decrease of staffing on campus has affected the University Police, more specifically, any rise in incidents on campus.

Brock also wondered if there is preliminary data on the Admissions Yield events, and if there had been any feedback for online learning from faculty and students.

President Battles responded that UPD remains on campus. There are currently 53 students on campus, and there has not been any rise in incidents. As for the admissions yield events- it's too early to comment on any preliminary data; however, colleges as a whole are expected to be impacted. Regarding feedback on remote learning, there have been very few complaints from students thus far.

Denise thanked President Battles and welcomed Ellen Leverich '90, VP for College Advancement.

1:35 p.m. College Advancement Update – Ellen Leverich '90 Vice President for Advancement

Ellen expressed her excitement to be present and meet everyone virtually. Shared a presentation highlighting the following topics:

- Lessons learned
- Campaign timeline
- Annual Fund opportunities
- Major Gift opportunities
- Alumni Relations opportunities
- Division opportunities

Presentation: [SGAA VPCA Report Spring 2020.pdf](#)

Ellen opened the floor to any questions or concerns.

2:00 p.m. Break

Denise welcomed members returning from break, asked Dave Miller to take the floor.

2:15 p.m. Strategic Planning Presentation – Dave Miller '90

Dave presented a slideshow of the Strategic Plan. His presentation highlighted the following topics:

- Value of having a plan: mission & vision, goals & objectives, actions
- Work done thus far
- Strategy pyramid
- Mission
- Vision
- Goals
- Definitions
- Value of goal clarity

Presentation: [SGAA Strategic Plan Apr 2020.pdf](#)

Dave welcomed recommendations for changes and asked members to read through the draft SGAA Strategic Plan document.

Dave asked Rose to proceed with the next steps before getting into conversation and questions.

Rose thanked Dave for his excellent work. Rose mentioned holding a retreat in July for the Board to gather and look at the Strategic Plan outline. As of July 1st, we will have new members joining the Board.

Rose opened the floor to any questions.

2:30 p.m. Firsthand Presentation – Fredrik Maro, Founder/CEO

Denise welcomed Fredrik and shared her excitement to learn about the Firsthand platform. Denise turned the floor over to Fredrik.

Fredrik thanked Denise and shared a presentation that highlighted the following topics:

- Introduction
 - Connecting students and alumni for ten years at hundreds of institutions
- What sets Firsthand apart
 - Human approach
 - Rich standardized data
 - Automation
- Mentoring
 - Draws alumni and students into the platform
 - Multiple options available; career fairs, job board, email campaigns, video library, alumni directory, groups, events
- Consultations
 - Syncs with Google calendar
 - Mentors choose number of consultations & times/days available
 - Students select what they're looking for in the platform
 - Sharing files, chatting virtually
- Background
 - Knowing there was a need to connect the two groups
- Data
 - Students who connect with alumni are 18% more likely to graduate with full-time jobs, earn 22% higher salaries on average
 - The net promoter score, meaning feedback from students and alumni, was in the 80% range

Fredrik addressed various questions and thanked everyone.

Denise and Board thanked Fredrik for his time. Denise offered additional time for questions regarding Dave Miller's presentation.

3:00 p.m. Action Items:

Approval of Minutes – October 18, 2019

Moved to approve meeting minutes, Donna Breskin motioned to approve, Valarie Scott seconded the motion.

Commitment/Conflict of Interest Statements – Denise Reed Lamoreaux '84 P'11

Denise inquired about any questions or concerns regarding the Personal Commitment statement. Rose added that she would like to have both forms returned by June 15, 2020.

Brock Buffum briefly discussed nominations. He mentioned that Rose reached out to the folks that were nominated, noting the list contains a group of eight people. Once we have confirmation, the hope is to set up a meeting to review the list and get approvals as necessary. The potential group of incoming members is exciting; many of them are very talented.

Denise voiced that she was very impressed by the potential members and thanked those who are ending their term on the Board.

3:15 p.m. Discussion – Moving forward

Denise talked more about having a Board retreat in July or August to look at the Strategic Plan in detail, and have an opportunity to build upon it. Looking ahead, Denise briefly reviewed the important dates listed below:

<i>September 25-26, 2020</i>	<i>Family Weekend</i>
<i>October 2, 2020</i>	<i>SGAA Fall Board Meeting</i>
<i>October 2, 2020</i>	<i>President's Gala</i>
<i>October 17, 2020</i>	<i>Alumni Day of Service</i>
<i>June 4-5, 2021</i>	<i>Reunion Weekend</i>

Rose expressed that it has been a pleasure working with everyone, and the attendance during this meeting has been the best thus far. She shared her excitement about the Firsthand Career platform and the Strategic Plan.

Denise offered congratulations to Rahamatu Wright for her recent achievement- being featured on World News with David Muir.

3:17 p.m. Adjournment