

**Alumni Council Meeting
Monday, November 8, 2010**

MINUTES

ATTENDEES: Gary Aller, Linda Cobb, Tyran Cobb, Willetta Huth, Linda Lubold, Zenoria McMorris-Owens, Angela Palmer

Staff

Maureen Hoepfer

Invited Guest

Gretchen Ramsey, HACC's Director of Legislative Affairs

I. CALL TO ORDER

The meeting was called to order at 7:00 p.m. by the president, Linda Cobb.

II. ADOPTION OF MINUTES & TREASURER'S REPORT

The Minutes and Treasurer's Report were distributed electronically prior to the meeting, and Council moved to approve them.

Motion: To accept the Minutes from October 11, 2010, and the Treasurer's Report.

By: Zenoria McMorris-Owens

2nd: Gary Aller

Motion: Carried

III. GRASSROOTS LEGISLATIVE NETWORK

Gretchen Ramsey, HACC's Director of Legislative Affairs, gave a brief presentation on HACC's proposed Grassroots Legislative Network. She wants to build a grassroots legislative education and advocacy group and asked the HACC Alumni Association to spearhead the effort. With more than 50,000 members, Gretchen said the HACC Alumni Association could be a powerful vehicle to help advocate for HACC's future. The plan is to develop a Web site that will be used to recruit volunteers, educate volunteers on how the state legislative system works and request help for important legislative issues. It would include tools (draft letters, emails, and contact information for legislators) that volunteers could use to communicate HACC's needs to the governor, state legislators, and members of Congress. Gretchen hopes to have the Web site completed by early January for Council review. There will be no cost to the Alumni Association for the Web site. She also proposed that we kick off the Grassroots Legislative Network with a reception at the State Capitol in which legislators and staff members will be invited to network with Alumni Council members and other invited HACC representatives. The reception would be held on a Tuesday evening from 5-7 p.m. (tentative date: Feb. 28, 2011). Gretchen hopes to find a company to underwrite costs for the reception (estimated at \$1,500), but may ask the Alumni Association to contribute some funds. In that case, she would submit a proposal for Council's review. Council members reacted positively to Gretchen's presentation. Several commented that the Grassroots Legislative Network would be a good signature project that the Alumni Association could undertake as part of its strategic plan.

IV. OLD BUSINESS

- A. **HACC New York City Bus Trip** –Tyran Cobb reported that we have four buses going to NYC. Three full buses leaving the Harrisburg campus and one sold-out bus from the Lancaster and Gettysburg campuses combined. Total cost for the buses was \$7,250 (includes bus driver tips), while we collected \$8,600 in registration fees. The Alumni Association will profit \$1,360 on the trip, Tyran said.
- B. **Future Trips** – Tyran passed around an itinerary for an alumni bus trip to Charleston and Savannah for March 7-12, 2011. Costs would be \$1,309 (single), \$989 (double), \$889 (triple) and \$869 (quad). The trip will take place during spring break and AAA said we would need a minimum of 30 people registered. Council members reacted positively to the trip. After a brief discussion, Council asked Tyran to check with the AAA travel agent on whether the trip could be planned for late spring (late April or May) or mid fall (October). The consensus was that it would be better to have more time to promote the trip. If the trip was in May or October, for example, we could then advertise it in Connections, which is next scheduled to be published in March and has a circulation of more than 30,000.

V. ATTENDANCE AT COUNCIL MEETINGS

Linda Cobb asked for input from Council regarding how to handle Council members who consistently missed Council meetings. She mentioned that Council currently has one member who had not attended a meeting in more than a year and another who has missed every meeting since April. After much discussion, Council members said that if a Council member missed four consecutive meetings for non-excused reasons then he or she should be contacted by either the Alumni Association president or the Director of Alumni Affairs. The absent Council member should be told how important it is to have our Council members present to vote on the disbursement of funds and help guide the association on many major decisions. He or she should then be asked if he/she is still interested in participating in Council. If not, the Council member should then be asked to resign. If the absent Council member does not respond to efforts to contact them, then a motion should be brought before Council to remove that person from Council. In addition, Linda recommended that a clause regarding meeting attendance should be included in the bylaws when they are revised.

VI. POINTS OF INFORMATION AND CONCERNS

A. Report from Alumni Office

Gettysburg Chapter: The Alumni-Student Networking dinner was held on October 20 and focused on business careers. Twelve alumni, 45 students, four faculty, and six members of the Gettysburg Chapter leadership group participated. Maureen said there was excellent feedback on the event from both students and alumni. She added that a similar networking dinner will be held on the Harrisburg Campus on April 7, 2011.

Alumni Mentoring Program: Maureen said she met twice since the last meeting with Winnie Black, Dean of Student Affairs for the Harrisburg Campus. The pilot alumni mentoring program will begin in fall 2011 with students in Professor Mary Furlas' Career Development and Decision Making course. Alumni would be asked to visit class and discuss career paths, volunteer to be interviewed by students for a class project, allow

students to shadow them at their jobs, and be available to students who request individual mentoring regarding their career choices.

Annual Appeal – Online Giving: Maureen passed around draft text for the 2011 Annual Alumni Appeal. She interviewed all five students who received the Alumni Association scholarships this year and each will be the focus of the Alumni Appeal letter sent to alumni living in their campus service area (Lebanon, Lancaster, York, Gettysburg and Harrisburg). Because there will be little printing costs associated with this year’s appeal, letters will be sent to more than 28,000 alumni the week of December 6. In addition, Maureen said she plans to add an online fundraising appeal this year because the Alumni Association’s online giving site is complete. As a follow up to the direct mail piece, an email blast will be sent to the 15,000+ alumni for whom we have email addresses and an online fundraising appeal will be done on the Alumni Association’s Facebook page.

Alumni Ambassadors Program: Maureen has been working with the Student Life Office on the Harrisburg Campus to test out an alumni version of the Campus Ambassadors Program (CAP). The Alumni Ambassadors will be asked to volunteer 10 hours per semester to help with campus events (open houses, campus success fairs, career information sessions, admission office events, etc.) or provide support and encouragement to current students by sharing their own personal and career experiences at SGA events, college classes and such celebratory events as Rising Stars celebrations, PTK inductions, etc. A networking event is scheduled for March 24 in the Alumni Lounge at the Cooper Student Union Building to introduce alumni to the ambassadors program and to connect them with the students who are current Campus Ambassadors.

- B. HACC Alumni Strategic Planning Process – Linda Cobb announced that Joe April from the Clements Group will be attending the December Council meeting to report the findings from his interviews completed as part of our strategic planning. As previously announced, the December 6 meeting will strictly be business, with the Council holiday party following on December 13 at the Wildwood Conference Center.

VII. ITEMS FROM THE FLOOR

- A. Graduation 12/18/2010 – The graduation will be held at the Farm Show Building. Linda Cobb asked for volunteers. Gary Aller, Cynthia Brown, Tyran Cobb, and Angela Palmer volunteered. Maureen said she would also be attending.
- B. Council Elections – Council briefly discussed elections for the coming year. Joe April, the consultant from the Clements Group, had asked that elections be put on hold until after the alumni strategic planning process was complete. A decision was made that no nominations will be made in December. Elections will be postponed with the date for elections decided later.
- C. Holiday Party – Because Joe April of the Clements Group was coming to Council’s next scheduled meeting on December 6 to discuss our strategic planning process, Council decided to have our holiday party on December 13 to allow members to fully enjoy the celebration.

Meeting Adjourned at 9:00 p.m.

Next Meeting: Monday, December 6, 2010 @ 6:00 p.m.

Council Holiday Party: Monday, December 13, 2010 @ 6:00 p.m.