

**Minutes of the Fall Meeting of the
Board of Directors of the Colgate University Alumni Corporation
Saturday, September 19, 2015
Hamilton, New York**

The Fall meeting of the Board of Directors of the Colgate University Alumni Corporation (the "Alumni Council") was held on Saturday, September 19, 2015, in Hamilton, New York.

The meeting was called to order at 10:22 a.m.

A silent roll call was taken by Timothy C. Mansfield, Executive Secretary.

The following officers, directors and life member(s) were present: Mrs. Patricia Apelian '76, Mr. James O. Aston '57, Mr. Copeland G. Bertsche '63, Mrs. Claudia J. Stephan Braden '80, Ms. Elizabeth Buchbinder '77, Ms. Taylor L. Buonocore-Guthrie '08, Mr. Gus P. Coldebella '91, Ms. Melissa J. Coley '79, Mr. Sean F. Devlin '05, Ms. Kathleen A. Dill '89, Mr. Carmine DiSibio '85, Mr. Alden T. Doolittle '67, Mrs. Debra A. Duarte '81, Mr. Robert P. Fenity '06, Mrs. Diane Munzer Fisher '84, Mrs. Christine Cronin Gallagher '83, Mr. Christopher J. Gavigan '84, Mr. Robert L. Glendening '71, Mrs. Susan L. Becker Gould '03, Ms. Yvonne M. Gyimah '01, Mr. Scott S. Hague '96, Mr. Max B. Haspel '95, Mr. John A. Hayes '88, Mr. John Z. Hecker '73, Mr. Harry A. Horwitz '76, Ms. Anne M. Huntington '07, Mr. Robert C. Johnson '94, Mr. Ronald A. Joyce '73, Ms. Ashley D. Kepping '07, Mr. John M. LeFevre '41, Mr. Timothy C. Mansfield, Mr. Joseph P. McGrath, Jr. '85, Ms. Kaela A. Mueller '09, Ms. Kelechi A. Oguh '08, Ms. Jessica M. Prata '01, Mr. Andrew S. Roffe '68, Mr. Timothy C. Seamans '02, Mr. Eric T. Seidman '84, Mr. Christopher W. Smith '63, Dr. Christian B. Teeter '95, Dr. Gregory A. Threatte '69, Dr. Kelli A. Williams '03

The following directors and life members were present for committee meetings but unable to attend the General Session: Mr. Vaughn E. Crowe '02, , John E. Gillick, Jr. '67, Mr. P. Bart Hale '04, Mrs. Nancy D. Maynard '05, Mr. Denniston M. Reid, Jr. '94

The following directors were absent: Mr. Craig U. Dana, Jr. '91, Mr. Thomas W. Dempsey, Jr. '72, Mrs. Elizabeth Orbe Fischer '82, Mr. Robert S. Grossman '96, Mr. Christian B. Johnson '02, Mr. Guy V. Martin '57, Mrs. Lesley R. McNamara '01, Mr. Amr Nosseir '76, Dr. Robert B. Seaberg '69, Mr. Daniel J. Solomon '05, Mr. Brian K. Suiter '02

The following life members were absent: Douglas G. Campbell '50, Clifford L. Heaslip, Jr. '50, John M. LeFevre '41, Michael S. Martin '69, Fred C. Meendsen, Sr. '54, Scott A. Meiklejohn '77, C. Bruce Morser '76, Pamela E. Odeen-LoDato '81, Gerald D. Quill '60, G. Gary Ripple '64, Bruce F. Wesson '64

It was established that a quorum was present.

Executive Session

Mr. Max Haspel '95 was nominated to fill an unexpired term for ERA V (replacing Robert Fawcett '91 for one year). Ms. Elizabeth Fischer '82 was nominated to fill the Metro II Regional Vice President vacancy (left by Melissa Coley '79 who was elected as Vice President). A vote was conducted for these positions and approved by the Alumni Council membership.

New members of the Nominations Committee were recommended by President Joseph McGrath '85 which include Mr. Carmine DiSibio '85, Ms. Theresa Egler '77, Ms. Ashley Kepping '07, and Mr. Christian Teeter '95. These appointments were approved by the Alumni Council membership.

Ms. Christine Gallagher '83 and Ms. Kathleen Dill '89 were recommended for a second three-year term as Alumni Trustees which begins in July 2016. These appointments were approved by the Alumni Council membership.

The Nominations Committee announced its slate of candidates for 2016 which was voted and approved by the Alumni Council membership. Those names will appear in the winter edition of the Colgate Scene and officially voted into position at Reunion (June 2, 2016).

Treasurers Report

Mr. Robert Johnson '94, Treasurer, reported that the IRS 990 form was filed in April 2015 (for fiscal year 2014). He is currently working with the Colgate Controller's Office on the FY15 form. Mr. Johnson reminded the Alumni Council to submit any contribution acknowledgments to Colgate and any conflicts of interest.

Legal Counsel Report

Mr. Copeland Bertsche '63, Legal Counsel, reviewed and explained certain Council election and committee appointment procedures and schedule. The Council thanked Mr. Bertsche for his leadership and attention to these issues.

Executive Secretary Report

Mr. Timothy Mansfield, Secretary, reported several program updates to the Alumni Council (Reunion, faculty events, bicentennial planning, and alumni travel opportunities). Mansfield also provided an update on the Alumni Board Cooperative, which includes alumni volunteers from 14 institutions who meet to discuss “best practices” for alumni board management.

Trustee Report

Mr. Gus Coldebella '91, Alumni Trustee, reported activity from the Board of Trustees at their fall meeting. He discussed leadership transition (new chairman and vice chairs) while recognizing the accomplishments of Mr. Denis Cronin '69 and Mr. Robert Kindler '76. Coldebella also mentioned how alumni interests are represented on the Board of Trustees (12 of whom are former Alumni Council members).

Mr. Coldebella discussed budget and enrollment management as key issues for the Board of Trustees. The new Residential Commons are instrumental for student success and require fiscal responsibility. He also addressed the importance of town-gown relations and Colgate's relationship with the village of Hamilton.

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The Council's work is conducted through its committees and meetings of the entire Council. Below is a summary of the Council's work at the September meeting.

Welcome to new members. New members to the Alumni Council include: Joe Doolittle '67, Debbie Duarte '81, John Hayes '88, Scott Hague '96, Kelechi Oguh '08, Greg Threatte '69, Kaela Mueller '09, Bob Fenity '06, and Susie Becker Gould '03. Amr Nossier '76 was unable to attend the fall meeting but is expected to attend in January.

Colgate Economics 101

Vice President of Finance Brian Hutzley met with the Alumni Council to provide an overview of Colgate endowment spending, financial aid, capital projects, and operating budget. It was a very informative session that helped the Alumni Council understand the challenges in higher education and the financial strength of the university relative to its peers.

Colgate Leadership

The Alumni Council met with interim President Jill Harsin on Friday afternoon. She provided valuable insight into the selection process for the President-elect Brian Casey. Harsin also provided an update on bicentennial planning and preparations. During her interim year, Harsin will focus on student life, faculty affairs, and diversity.

On Friday evening, the Alumni Council was pleased to join with the Presidents' Club Membership Council for a meeting and reception. The reception opened with remarks from Dan Hurwitz '86, P'17, Chair of the Board of Trustees. Mr. Hurwitz recognized the important role that these two alumni organizations serve for Colgate and thanked them for their service. He then introduced President-Elect Brian Casey.

Brian Casey offered some brief but inspirational remarks about the future for Colgate. He intends to maximize the strengths of the university while investing in its future. He remains committed to DePauw University in his final year, but looks forward to returning to Colgate for the 2016-17 year.

State of the 'Gate

Vice President and Athletic Director Vicky Chun '91 briefed the Alumni Council on Friday morning about the new Class of '65 athletic facility and hockey rink, scheduled to open in October 2016. She also provided updates on the fall athletic teams. Chun emphasized that communications from alumni, both good and bad concerning athletics, is important to hear and asked the athletic committee to keep the lines of communication open.

Vice President of Admission and Financial Aid Gary Ross '77 gave an overview of changes in the Admission office staff as well as our entering into the new Coalition Application. In highlighting the strength and diversity of the Class of 2019, he noted shifts in the International composition of this class as well as a shift in standardized tests submitted by applicants. Mr. Ross shared a new Colgate Hello brochure which has proved popular on the road, as the Admission staff travels throughout the US and internationally recruiting the Class of 2020.

Career Services Committee

Mr. Michael Sciola, Associate Vice President of Advancement and Director of Career Services, provided key goals for this committee. They include:

- Representation of AC members at CPN and regional club events

- Volunteers to sit on the Summer Grant selection committee
- AC members contributing to the \$500K fundraising effort for internships this year
- Employer relations target program – noted below

Employer relations target program – Ms. Sharon Attaway, Associate Director of Employer Relations, provided an update on college scoreboard data and the new employer target program we are initiating. Follow-up action items for committee members include:

- Identify names of individuals on the new employer list and reach out to them with a message that will be crafted by the school to engage them into recruiting from Colgate.
- In addition, members are asked to notify Ms. Attaway with names of individuals or companies not on the list.

Intellectual Engagement Committee

Interim Provost Constance Harsh and Associate Professor of English Jennifer Brice joined the meeting. Professors Harsh and Brice provided a background on the Living Writers project noting that it would be delayed to the next fiscal year due to the retirement of Professor Jane Pinchin. Professor Harsh discussed the ColgateX initiative, transitions in the CIO administration on campus, and provided her thoughts about the future of academic engagement with alumni. Professor Harsh and members of the Council discussed concerns on faculty time and cost issues associated with developing academic engagement commitments across the country. The Committee also discussed the modalities of engagement, focused on ColgateX, live streaming, Living Writers, and traditional faculty visits and how those modalities could be reviewed and monitored as engagement continued. Multiple members of the Council emphasized the importance of metrics in tracking the engagement effectiveness of ColgateX courses, and other offerings. The Committee will return to the January agenda of the Alumni Council with an update, new suggestions for Council consideration, and continued solicitation of ideas and feedback for alumni engagement activities.

Nominations Committee

The Nominations Committee met on Thursday evening, September 17, to consider and vote on its recommendations for (1) nine nominees for election as directors of the Alumni Council (one candidate from each of the seven Eras and two At-Large candidates), and (2) two Regional Vice Presidents to be appointed by the Council. The Committee considered the qualifications of several nominees for each director and Regional Vice President position, these candidates having been selected by the Committee from over 375 nominees, all of whom were previously considered in telephone meetings leading up to the September 17 meeting. At the end of the meeting, the Committee had a slate of final recommendations for nominees for all eleven Council positions, along with two alternates for each position in the event one of the final nominees declines.

The official vote for the 2016 slate of candidates was held during the Executive Session of the General Session. Once candidates accept their nomination, their names will be listed in the winter edition of the Colgate Scene.

Awards Committee

Led by Ms. Anne Huntington '07 (Chair), the committee began its annual review of nominees for alumni awards. During the fall meeting, the nominees for Maroon Citation, William Brian Little '64 Award, and Ann Yao '80 Young Alumni Award were discussed.

District Clubs Committee

The District Clubs committee met on Thursday to select their annual district club awards. After some back and forth dialogue, they ended up giving 17 club awards (see below).

In addition to the awards selection, the committee also hosted a volunteer summit with key volunteers who were back on campus for homecoming, including volunteers from Athletics, District Clubs, Admissions and AOC to better understand how to drive cross-collaboration between volunteer endeavors to increase engagement with Colgate. They collected some great feedback and ideas from that group and will share those results on their next quarterly club leadership call with district club volunteers.

District Club Awards 2014-15:

- The Carlton O. Miller '14 Memorial Cup for Outstanding District Club
- The Harold S. Merrell '42 Memorial Award for Most Improved District Club
- Special Recognition Awards honor outstanding individual club programs or projects
- The RuthAnn Speer Loveless MA '72 Award for Distinguished Individuals – recognizes the achievements of individual club volunteers who display outstanding efforts, initiative, innovation, and commitment to district club activities

Gateway Clubs

- Miller Cup for Outstanding Club - Columbus, OH

Small Clubs

- Miller Cup for Outstanding Club - Dallas/Ft. Worth, TX
- Special Recognition: Continued Excellence - London
- Special Recognition: Continued Excellence - Chenango Valley
- Special Recognition: Revitalization - Charlotte, NC

Medium Clubs

- Miller Cup for Outstanding Club - Albany, NY
- Merrell Award for Most Improved - Central New York
- Special Recognition: Revitalization - Puget Sound (Seattle, WA)
- Special Recognition: Volunteer Engagement - Rochester, NY

Large Clubs

- Miller Cup for Outstanding Club - Philadelphia, PA
- Merrell Award for Most Improved - Los Angeles, CA
- Special Recognition: Revitalization - Fairfield County, CT
- Special Recognition: Philanthropic Efforts - Chicago, IL
- Special Recognition: Continued Excellence - The Rockies (Denver, CO)
- Special Recognition: Alumni Engagement - East Bay, CA

Metropolitan Clubs

- Miller Cup for Outstanding Club - Boston, MA
- Special Recognition: Continued Excellence - New York City

RuthAnn Speer Loveless MA '72 Award for Distinguished Individuals: Susan Horwitz '76

Advancement Committee

The Advancement Committee was joined by the leadership of the Presidents' Club Membership Council, Ms. Amy DiSibio '86 and Mr. Tom MacGowatt '85. Mr. Harry Horwitz '76, chair of the advancement committee, welcomed guests and thanked them for their cooperation to support the university's fundraising efforts. The meeting covered multiple aspects of fundraising listed below:

Staff reorganization: The Annual Fund and Presidents' Club functions have been brought together under one team now called Annual Giving. This team is charged with increasing the Alumni Giving Rate, Annual Fund dollars, athletics support and Presidents' Club membership.

Volunteer reorganization: There will be fewer class gift committees, but more affinity and athletics committees. Alumni who have donated in the past (particularly those who donated in the prior year) will be assigned to volunteers.

Marketing, Themes and Terms: The Unrestricted Annual Fund will be called The Colgate Fund. Lifelong connections with Colgate and Colgate classmates, and enabling students to make the Colgate journey, will be emphasized. Student philanthropy will be encouraged.

Athletics Fundraising: The number of volunteer athlete fundraisers will increase. Fundraising events will include a spring challenge among athletic teams.

Presidents' Club – Leadership Giving: Student Membership is being facilitated by a reduced contribution requirement. Millennial Scholarship events will be held to increase scholarship funding and increase membership among recent alumni. The profile of the Presidents' Club will be raised through more events, on campus events, CEO Conversations, and Professional Networks.

Professional Networks: There are three new networks: Communications, Consulting, Science Technology Engineering and Mathematics, for a total of ten networks. The networks promote alumni engagement and assist students to learn about and secure employment. Increased engagement is expected to enhance financial support for Colgate. Advisory Boards (alumni, staff, faculty, students) will be established. Efforts to expand the networks will include online events and events in new regions.

Planned giving: Several planned giving methods were addressed, including gifts of appreciated stock (to avoid capital gain taxation), gifts that pay income to the donor and the donor's spouse, and bequests.

Communications Committee

The Communications Sub-Committee Meeting included remarks from Colgate's Communications Department as well as a brainstorming exercise to engage the Council on a few key communications-questions related to the year ahead.

Ms. Rebecca Downing spoke on behalf of Communications, sharing some recent staff changes. Most notably, Rebecca has been named interim vice president for communications. During the last 19 years, Rebecca has held numerous positions on the communications staff, most recently as managing editor of the Colgate Scene.

During the brainstorming exercise, Council members were asked to use post-it notes to rapidly brainstorm feedback and ideas to 3 questions. Approximately 40 individuals participated in the brainstorm. The feedback showed several clear themes:

- For the most part, we feel that the Alumni Council is really good at communicating 1:1, face to face, individually using social media, phone calls, texts. It also seems as though some classes leverage class Facebook pages.
- Many agree that we need to broaden the reach of the Alumni Council beyond our friends and closest networks. And, that we should to define specific communications assignments for each member; report and monitor accountability.
- Generally, most people feel that university-led communications (e.g., 'Gateline, The Scene) are strong and could be even better leveraged.

University Relations Committee

Ms. Suzy Nelson, Vice President and Dean of the College, attended the University Relations Committee along with Mr. Thomas Cruz-Soto, Associate Dean for Multicultural Affairs. The meeting included a review of the report on Diversity & Inclusion for Alumni & Student Programs, submitted by staff who consulted with the Alumni Council last year. Nelson accepted the report and encouraged the staff to begin implementing some recommendations and using the Alumni Council for support. Thomas was especially helpful in describing the challenges that students of color face at Colgate and the need for ongoing dialogue and training for faculty & staff.

The General Session meeting was adjourned at 11:28 a.m.

Respectfully submitted,



Timothy C. Mansfield
Executive Secretary