

**Minutes of the Spring Meeting of the
Board of Directors of the Colgate University Alumni Corporation
Sunday, April 13, 2014
Hamilton, New York**

The winter meeting of the Board of Directors of the Colgate University Alumni Corporation (the "Alumni Council") was held on Sunday, April 13, 2014, in Hamilton, New York.

The meeting was called to order at 12:05 p.m. by Ms. Theresa Donahue Egler '77, President.

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

The following officers, directors and life member(s) were present: Joanna E. Allegretti '05, Patricia Apelian '76, Mr. James O. Aston '57, Mr. Sean F. Devlin '05, Copeland G. Bertsche '63, Elizabeth Buchbinder '77, Gus P. Coldebella '91, Melissa J. Coley '79, Vaughn Crowe '02, Bruce J. Crowley '79, Kathleen A. Dill '89, Mark R. DiMaria '84, Theresa Donahue Egler '77, Robert R. Fawcett, Jr. '91, Katie G. Finnegan '05, Diane Munzer Fisher '84, Christine Cronin Gallagher '83, Christopher J. Gavigan '84, Robert Glendening '71, Robert Grossman '96, Yvonne M. Gyimah '01, P. Bart Hale '04, Joy D. Harrington '99, John Z. Hecker '73, Harry Horwitz '76, Anne Huntington '07, Christian Johnson '02, Robert Johnson '94, Ivan Kara '06, Laura Kurlander-Nagle '84, Katherine Traester LaBanca '05, Travis I. Leach '94, John M. LeFevre '41, Timothy Mansfield, Nancy Maynard '05, Thomas McGarrity '79, Thomas J. Murphy '90, H. Gerald Nordberg, Jr. '57, Heidi Bulow Parsont '90, Robert B. Raiber '68, Kathryn Chamberlain Roberts '01, Kevin R. Rusch '85, Lisa Oppenheim Schultz '85, Robert B. Seaberg '69, Timothy C. Seamans '02, Eric Seidman '84, Valerie Shapiro '02, Christopher W. Smith '63, Joanne D. Spigner '76, Kelli A. Williams '03

The following directors were absent: Carmella Alvaro '98, Dane Fraser '01, Ronald A. Joyce '73, Guy Martin '57, Jung H. Pak '96, James A. Smith '70, Daniel J. Solomon '05

The following life members were absent: Douglas G. Campbell '50, John E. Gillick, Jr. '67, Clifford L. Heaslip, Jr. '50, Haskell P. MacCowatt '53, Michael S. Martin '69, Fred C. Meendsen '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.

APPROVAL OF THE MINUTES FROM THE WINTER MEETING

Ms. Egler asked for a motion to approve the minutes of the winter meeting held in Hamilton, New York, in January 2014, previously distributed to the council. Joanne Spigner '76 asked for an adjustment to her attendance at the January meeting. Once noted, a motion was made to approve the minutes, seconded and approved unanimously.

ELECTION

Mr. Timothy Mansfield was approved and voted for another one-year term as Executive Secretary.

Four petition candidates have chosen to contest the Alumni Council slate of nominees, thereby initiating an open election. The Alumni Council has hired a third party proxy firm to manage the election which will conclude on May 31, 2014.

LEGAL COUNSEL'S REPORT

Mr. Copeland Bertsche '63, Legal Counsel, reported on several bylaw revisions that were discussed with the Executive Committee and then distributed in advance to the entire Alumni Council. A discussion was followed by a vote to approve the amendments. All council members were in favor with one abstention. The revised bylaws are now posted online for public access.

TREASURER'S REPORT

Mr. Robert Johnson '94, Treasurer, reported that the Alumni Council accounts were in good order. Mr. Johnson will file the 2013 IRS 990 form upon completion; the Council has been granted an extension. Mr. Johnson also reported on several individual class mutual funds, which he is advising class managers to move to separate bank accounts and not under the corporations tax filings.

EXECUTIVE SECRETARY'S REPORT

Mr. Mansfield, Executive Secretary, gave the following report.

- *Professional Networks*: Colgate University has successfully launched five new professional networks to bridge alumni and student interests. The networks serve alumni career development, student employment, internship funding, and a strong brand in the higher education marketplace. The current networks include Real Estate, Entertainment, Banking & Finance, Common Good, Digital Media & Technology, Entrepreneurship, and Health & Wellness.

- *Reunion 2014*: The university is prepared to welcome back classes from 4's and 9's, along with members of the Swinging 'Gates and Alumni Council who are celebrating anniversaries.

DISCUSSION WITH PRESIDENT HERBST

Prior to their arrival to campus, President Herbst sent a video message to the Alumni Council, addressing the general state of the college and feedback on his strategic plan. While in person, President Herbst addressed the Alumni Council on "innovation and disruption in higher education" and the resulting challenges and opportunities for all universities and colleges.

He also presented data on the Class of 2018 to highlight some trends in admission while including information about financial aid, technology & learning, and the role of liberal arts with career development.

STANDING COMMITTEE REPORTS

The Council's work is ordinarily conducted through its committees' meetings and the General Session of the entire Council. Below is a summary of the committee meetings.

University Relations Committee

Mr. Bart Hale '04, Committee Chair, introduced Mr. Andrew Greenfield '74, the founder of Thought Into Action Institute. Greenfield discussed E-Weekend and the progress of the TIA program. Ms. Jean Schroder, Director of the TIA Institute, also attended the meeting to answer questions.

District Clubs and Communications Committees

Ms. Melissa Coley '79, Chair of the Communications Committee, introduced interim Vice President of Communications Ms. Barbara Brooks and Mr. Matthew Hames, Manager of Media Communications. Ms. Brooks discussed updates to the identity and branding project while Mr. Hames discussed Colgate's social media strategy. Both administrators accepted feedback from the Council and suggestions for improving communication to alumni. Mr. Hames also provided the Council with a number of ways they could engage digital media to promote Colgate.

Ms. Katie Roberts '01, Chair of the District Clubs Committee, discussed strategies for the District Clubs to communicate effectively with Colgate staff. She offered suggestions to avoid multiple campus departments and alumni volunteers competing for event dates.

Admissions Committee

Ms. Karen Long, Senior Associate Dean of Admission, led the Alumni Council on a tour of the newly renovated James B. Colgate Hall. The main lobby is now named the Hurwitz Center, offering new design and cutting edge technology.

Career Services Committee

Mr. Chris Gavigan '84, Chair, introduced Mr. Michael Sciola, Associate VP and Director of Career Services. Mr. Sciola offered a progress report on the number of student seen by his office, students funded for internships, and staffing developments. He also discussed a series of "asks" for the Alumni Council to support internships, job shadowing and mock interviews and encouraged members to participate in the Professional Networks.

Awards and Nominations Committees

Committee Chairs Mr. Robert Fawcett '91 (Awards) and Mr. Robert Seaberg '69 (Nominations) introduced two staff members to the meeting. Mr. Brendt Simpson, Director of institutional Research and Planning, and Ms. Thirza Morreale, Associate VP of Advancement, presented their work on managing institutional data. They were asked on ways to improve alumni data collection to facilitate their committee's efforts to identify alumni to receive awards and to serve on the Council.

State of the 'Gate

Senior staff members Mr. Murray Decock '80, Vice President of Advancement, Ms. Vicky Chun '91, Director of Athletics, and Dr. Douglas Hicks, Provost and Dean of the Faculty, led a panel program on Sunday morning. Other guest panelists included Professor Jason Meyers (chair of Faculty Committee on Athletics) and Ms. Rhona Hames (Tourism and Marketing Coordinator for the Hamilton Initiative).

Representing the Advancement Committee, Mr. Decock discussed fundraising priorities for FY15 and some alumni demographics that Colgate can target. Dean Hicks discussed Colgate's new partnership with edX and opportunities for alumni intellectual engagement. Ms. Chun discussed the new athletic facility before introducing Professor Meyers to provide an update on his committee. Ms. Hames discussed new concierge services for alumni who choose to visit Hamilton.

TRUSTEE REPORT

Mr. Gus Coldebella '91, Alumni Trustee, gave the following report of the Trustees' January 24 and March 26 meetings:

- Several capital projects underway/completed on campus (heating plant, McGregory Hall renovations, Hurwitz Center, new soccer field, Center for Teaching Learning and Research, and offices for international programs.
- Retirement incentive plan offered to eligible faculty members
- Implementing the Strategic Plan (budget, RFP process for auditors to KPMG); financial aid remains priority
- Academic Ambassador Program: aligning trustees with faculty departments to share information

EXECUTIVE SESSION

Mr. Mark DiMaria '84, Election Chair, gave an overview of the timeline and expectations for the pending contested Alumni Council election. The Alumni Council was encouraged to vote and to support the Council nominees based on their exemplary service to Colgate.

OTHER BUSINESS

The Executive Committee held two meetings since January. Ms. Joanna Allegretti '05 will serve as Chair of the Advancement Committee in 2014-15, and Mr. Timothy Seamans '02 will serve as District Clubs Committee Chair.

Mr. Bart Hale '04 will serve as liaison to the *Maroon News* (student newspaper) team for alumni columns.

The FSAI (fraternity and sorority alumni initiative) discussed insurance plan coverage for chapters; Mr. Brian Hutzley, Vice President of Finance, visited each house and met with students.

On Saturday, April 12, the Alumni Council recognized several members of the board who are retiring in June. They included: Mr. Ivan G. Kara '06, Ms. Laura Kurlander '84, Ms. Katharine M. LaBanca '05, Mr. Thomas F. McGarrity '79, Ms. Heidi L. Parsont '91, Mr. Robert B. Raiber '68, Ms. Kathryn M. Roberts '01, Mr. Kevin R. Rusch '85, and Ms. Valerie B. Shapiro '02. All have been very dedicated volunteers and the Alumni Council thanked them for their service to Colgate.

ADJOURNMENT

Ms. Egler adjourned the meeting at 1:45 p.m.

Respectfully submitted,



Timothy C. Mansfield
Executive Secretary