

April 2014 Meeting Summary

The Colgate Alumni Council consists of 55 alumni nominated for their exemplary volunteer service to Colgate. Its members represent the approximately 32,000 alumni in the Colgate Alumni Corporation, and each member strives to be a "Colgate ambassador": enhancing the experience of all Colgate alumni by becoming deeply familiar with the state of the college; promoting robust communications, interesting and useful programming, and other modes of connection and engagement; and providing venues for alumni to discuss Colgate issues.

Please read what the Council is working on, follow the links to additional information, and feel free to contact us: we're eager to hear your thoughts and suggestions.

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From April 11-13, 2014, the Alumni Council met in Hamilton for its third meeting of the 2013–2014 academic year. Included during the weekend was the launch of the [Entrepreneur Network](#) and the annual Konosioni Auction, alongside the very successful [Entrepreneur Weekend](#). The Council's work is conducted through its committees and meetings of the entire Council. Below is a summary of the Council's work.

University Relations Committee

Committee Chair Bart Hale '04 introduced Andy Greenfield '74, the founder of [Thought Into Action Institute](#). Greenfield discussed E-Weekend and the progress of the TIA program. Jean Schroder, director, also attended the meeting to answer questions.

District Clubs and Communications Committees

Melissa Coley '79, Chair of the Communications Committee, introduced interim Vice President of Communications Barbara Brooks and Matt 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.

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

Admissions Committee

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

Committee chair Chris Gavigan '84 introduced Mike Sciola, Associate VP and Director of Career Services. 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 internship funding and participate in the [Professional Networks](#). All alumni are encouraged to get involved to advance the mission of Career Services by:

- Volunteering for the “Day in the Life” program
- Hosting, referring or funding a summer internship for a Colgate student
- Joining a Colgate Professional Network via LinkedIn

Awards and Nominations Committees

Committee Chairs Rob Fawcett '91 (Awards) and Bob Seaberg '69 (Nominations) introduced two staff members to the meeting. Brendt Simpson, director of institutional research and planning, and Thirza Morreale, Associate VP of Advancement, presented their work on managing institutional data. They were asked on ways to improve alumni data collection so their Committees can identify alumni to receive awards and to serve on the Council through up-to-date and more accurate information.

Beyond the 'Gate

Co Bertsche '63 and Bart Hale '04 led a discussion about how the Council members can improve their services as representatives of the entire alumni corporation. Several recommendations are forthcoming to the Executive Committee.

State of the 'Gate

Senior staff members Murray Decock '80, Vice President of Advancement, Vicky Chun '90, Director of Athletics, and 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 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, NY.

Meeting with President Herbst

President Jeffrey Herbst joined the Alumni Council to discuss “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.

Alumni Council Election

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

Retirement Dinner

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

Bylaw revisions

Co Bertsche '63, Legal Counsel, moved the adoption of amendments to the Council's bylaws. He explained that For the most part the proposed changes are intended to mirror activity as it actually occurs, eliminate some ambiguities, clarify certain provisions and make some technical changes required either by current law or prospective changes in the law that become effective July 1, 2014. Other revisions are intended to assure greater operational efficiency. The motion was seconded and passed by all present and voting, with the exception of one abstention.