

Colgate University Alumni Council
January 2016 Meeting Summary

The Colgate Alumni Council consists of 55 alumni nominated for their exemplary volunteer service to Colgate. Its members represent the approximately 34,000 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 January 14 – 16, 2016, the Alumni Council met in Hamilton for its second meeting of the 2015–2016 academic year. The Council's work is conducted through its committees and meetings of the entire Council. Below is a summary of the Council's work.

SophoMORE Connections

The Alumni Council meeting coincided with the annual SophoMORE Connections program. Over 400 students and 120 alumni participated in various career panels and workshops to inform and advise undergraduates. The program has proven to be a great success for sophomore students seeking guidance on courses of study, internships, career development, and study abroad opportunities. Sian Pierre Regis '06 was the keynote speaker of the event.

District Clubs Committee

The District Clubs committee met as a group to continue their ongoing discussions around increasing engagement with a particular focus on the Colgate Professional Networks. Tim Seamans '02, committee chair, demonstrated a method to targeting in-person events in local markets using data from the Alumni Office, visualized through geo-location mapping software. This data will allow club leaders to identify areas (and potential alumni) to target events in "hub" areas. Using smaller, targeted events seemed to be successful in most alumni club markets and direct contact from fellow alums was most effective in engaging new Colgate alumni and encouraging new hosting environments. The majority of the Council felt that the Alumni Clubs and Professional Networks would be best served collaborating and joining forces. This would empower alumni volunteers to be engaged with the events, prevent "event saturation" and the unfortunate double-booking that can occur.

In addition to the Club & Professional Network conversations, each Alumni Council RVP was tasked with following up via email/phone with the club leaders in their region and offering updates and being a sounding board for that club. RVPs are also in charge of our quest to reinvigorate club areas that have become less active. Key areas we are looking for Colgate alumni leaders & volunteers to rally Colgate

alumni to at least one event: Portland, OR; New Jersey Shore (Long Beach); Baltimore, MD; Lehigh Valley, PA; Minneapolis/St Paul, MN; Cincinnati, OH; Hartford, CT; Providence, RI; Ft Lauderdale & Tampa, FL; Atlanta, GA; Phoenix, AZ. Please email Tim Seamans '02 (tseamans@gmail.com) or Laura Masse (lmasse@colgate.edu) if you know of any potential alums in those areas that might be interested in supporting a local Colgate Club.

Communications Committee

Taylor Buonocore '08, committee chair, introduced Rebecca Downing (Interim Vice President of Communications) and her staff. They continue to request alumni stories and encouraged all alumni to share news and updates about alumni to news@colgate.edu. "You can't overload us," said Matt Hames, Communications Strategist. The Communications staff is also working closely with Career Services to launch the new virtual professional networks. The first event is held February 3 and interested alumni can register [here](#).

Also, throughout the course of the weekend, Council members "live-tweeted" updates from different committee meetings for the public to read. They posted [33 tweets](#) over the 36 hours of meetings, collecting about 30 new followers in that time. Members will be live-tweeting again during the April meeting, and were offered a one-day takeover of the @colgateuniv handle as well.

Admission Committee

Diane Fisher '84, chair of the admission committee, introduced Gary Ross, Vice President and Dean of Admission as part of the State of the 'Gate session. Ross started out by sharing news of staffing changes. Marcelle Tyburski, Director of Financial Aid, will retire after a long and distinguished career at Colgate. Additionally, two admission staffers will be leaving in the next few months, leaving the office a bit understaffed at mid-year.

Reporting on the deadline date for submitting applications, Ross shared that Colgate has received over 8,200 for the Class of 2020. More applications are expected before the deadline is reached.

Ross also gave some details about Colgate's participation in the [Coalition for Access, Affordability and Success](#). The Coalition, which includes [80 schools](#), is unveiling a new application in the summer of 2016 as an alternative to the Common Application. It also will provide a free platform of online tools to streamline the experience of applying to college, which will be particularly helpful to students coming from schools with limited resources. The initial announcement of the new application was met with some negativity by some in the college counseling community. Ross attributes this to poor communication on the part of the Coalition during the roll out. The Coalition is working to rectify this problem.

Career Services Committee

Committee Chair Yvonne Gyimah '01 asked that each member of the committee and broader Alumni Council provide feedback on supplemental course options and the Employer Target Outreach program.

During the next Career Services meeting we will discuss the feedback received and develop an agenda/brainstorming session to hold with the broader Alumni Council in April.

Athletics Committee

Chair Robert Glendening '71 introduced three guests that showed how Colgate is helping its student-athletes both with their academic and career planning. Teresa Olsen, Director of Strategic Operations, talked about how Career Services is working to advise Colgate student-athletes to think earlier about their career plans after Colgate. Angela Marathakis, Academic Adviser, and Ann-Marie Guglieri, Associate Director of Athletics, spoke about academic support for student-athletes. They also reviewed the fall semester for varsity and recreation sports. In addition, the wonderful football season gave Colgate good publicity and positive results in many areas. There were questions and answers throughout the hour long meeting.

Advancement Committee

Jennifer Stone, Director of Annual Giving and Professional Networks, brought two colleagues to review the Alumni Giving Rate (AGR). The AGR is important to Colgate for multiple reasons. Perhaps the two most important reasons are that it counts for 5% of a school's ranking in U.S. News & World Report and is a benchmark for comparison with peer schools. Also, it is a measure of pride in the institution, a component of the alumni engagement index (percentage of alumni who engage with the University in various ways), and an indicator of future gifts.

Colgate's AGR declined in fiscal year 2015 from fiscal year 2014. In the 2015 U.S. News & World Report top 25 institutions for Colgate's category, Colgate ranked 15th for AGR.

Based on data, Colgate has modified or will modify fundraising efforts including the Student Calling Program, the Giving Page (on the Colgate website), volunteer outreach, and other activities.

Members of the Alumni Council were asked to write appeals (based on affinity, class, era, professional network, etc.), conduct personal outreach to classmates, peers, and affinity groups, and share Colgate giving messages on social media. The response was positive during and after the meeting.

Intellectual Engagement Committee

Intellectual Engagement Committee Co-Chair Christian Teeter '95 reviewed the committee's charge and clarified its purely advisory role to the Alumni Council and the Colgate administration. A brief re-cap took place from the Committee's September meeting with Interim Provost Constance Harsh. The Committee asked for the Council's input on having Interim Provost Harsh return at a later time, and the response was favorable

The Committee discussed the listing of intellectual engagement activities compiled by the Alumni Office. Committee members weighed in on these topics, covering areas such as ColgateX, alumni visits to campus for faculty events, and traditional faculty visits to Alumni clubs in the field. Interest was also

expressed in giving Alumni Council members the capability to make suggestions or updates online about possible intellectual engagement activities that could be considered for the future.

With the support of the Alumni Office and other campus contacts, alumni and graduating seniors are currently completing surveys related to academic/intellectual experiences, as well as to glean the perspective of the respondents about preferences and interests related to alumni intellectual engagement. There was a brief question and answer session from Committee members and members of the Council at-large about the project. Assuming all remains on track with the research process, the findings will be presented to the Council at the April meeting.

University Relations Committee

Committee chair Vaughn Crowe '02 introduced Suzy Nelson, Vice President and Dean of the College, and Scott Brown, Associate Vice President and Dean of Students. The meeting included a report on sexual misconduct and sexual assault on campus based on a recent survey. All agreed that the number of incidents occurring on campus is disappointing. As an outcome from the survey results, the University is taking aggressive steps to curtail the number of incidents and create a safer environment for all students. The administration will continue to learn more from students and will more regularly monitor and survey students.

Nelson provided links to the NYS Enough is Enough law (2015), the Federal report (2014), and the university's HEDs survey data (2015).

[NYS Enough is Enough
Not Alone report
Colgate's HEDs data 2015](#)

Awards Committee

During the Executive Session of the General Session, Anne Huntington '07 (Awards Committee chair) announced the winners of the annual alumni awards, scheduled to be presented during reunion on June 3, 2016. They are as follows:

William Brian Little '64 Award for Distinguished Service

Robert H.N. Ho '56
Todd C. Brown '71
Mark D. Nozette '71
Edward D. Werner '71
Brion Applegate '76
Barry J. Small '76

Maroon Citations

Art Stenari '56
Tom Carlson '66

Jim Eppolito '66
Robert Aberlin '66
Leroy Cody '71

Robert Glendening '71

Pat Apelian '76

Harry Horwitz '76

Gretchen Burke '81

Rob Fawcett '91

Alvin Glymph '91

Yvonne Gyimah '01

Katie Roberts '01

Maroon Citations - staff

Dorrie Ackerman '81

Dan Hunt

Amy Montroy

Ann Yao '80 Memorial Young Alumni Award

Allyson Poulos '11

Chris P. Vogelsang '11

The Entrepreneur of the Year Award will be presented during the April 8-10 Entrepreneur Weekend. [John Levisay '89](#) has been selected as this year's recipient.

The Awards Committee will be selecting winners for the Humanitarian Award and Distinguished Teaching Award at their April meeting.