

# Lehigh Valley Alumni Society



Minutes  
 Saturday, March 19, 2016, 9:00 A.M. PSU-LV Campus

**Meeting Scribe:**  
 Craig Warner

**Call to Order –**  
 The meeting was called to order by Larry Trubilla at 9:05 A.M.

**Present at Meeting (marked with x)**

X	Larry Trubilla - President		Tom Newell		RJ Whitelock		Samantha Heller
x	Gwen Herzog – Vice President		Mike Dopkin		Erin Holt		Kathy Schaeffer
x	Craig Warner - Secretary	x	Liz Gerancher		Steve Kuchera		Brooke Schaeffer
	Terry Degroot – Chapter President		Carolyn Serva	x	Liz Bartolai	x	Diane Lewis Mcaloon
x	Chris Bogden – Past President	x	Todd Dietrich		Chris Lai		

**November 12, 2015 Minutes Edits/Changes- none**

**Approved by Chris Bogden Seconded: Liz Gerancher**

**Review of Policy/Structure (taken from bylaws)**

- Should have 3 general meetings a year – see schedule
- Our annual meeting is typically held in first part of year (January) but this year it was later
- Officers have 2 year terms – officers terms end June 2017

**Information From Campus:**

Diane is our new contact with Alumni Relations. Having a full time person at the campus will help us. Some of her ideas/dreams:

- Engaging young alumni
- Formal marketing plan – go to December 2017
- Increase revenue in budget
  - o Asking \$50,000 for next 5 years
- Training on database (list of where people are)

Current Book **Value** of our scholarship - \$45,958.50 at our \$50,000 giving pledge.

- Discussed asking for donations from the alumni society and board to reach out goal.
- Diane asked how we could give similar to the past where we would get a donation letter. She will look into this.

Constitution – we need to get the approved constitution and get it on a web site if possible.

Diane asked us to go around the room and tell us what we would like to see in the future. The list includes:

- Get more people involved – get students involved
- Have go getters on the committees
- Get Blue and White involved with us
- Focus on Committees
  - o Less events

- o More people on the events to help
- o Use Sign Up Genius for events

Misc:

- Officers – 2 year terms – End June 2017

**Marketing and Communication Strategies:**

Updates:

1. THON:
2. Dance for a Cure raised approximately \$5600
  - a. Alumni raised ~ half of proceeds
  - b. Giving out the “BIG” checks were a nice feature
  - c. Permission voted on by the board to approve transfer of funds to THON
3. THON Reveal
  - a. Bethlehem press was at THON Reveal – nice write up with pictures
  - b. ArtsQuest to be reserved for next year
4. Rules
  - a. UP has provided their rules for Thon events
  - b. When having events, need to refer to rules
5. How do we handle leads:
6. New leads are going to Larry and Diane
7. Send out a form letter to them
  - a. a short paragraph
  - b. list the next 3 events
8. Media Center:
  - a. Diane suggested that we use the media center to help get the word out
  - b. Use short clips
  - c. Have a Dr. Larry – Fun with PENN STATE!!! (like fun with flags – Sheldon Cooper)
9. Google Drive – we should use this more often. Todd

Calendar of Events:

**2016**

4/5	Penn State Grass Roots Day
4/14 to 4/16	Alumni Council – Larry attending
4/16	Blue and White Game
4/21	B&W night – Copperhead Grille – Airport Road
4/28	Graduation Ad Hoc/Board Meeting
5/7	PSU LV Graduation at SteelStacks
5/19	B&W Night
5/21	Knoebels – need lion from noon to 1
6/14	IronPigs Night – PSU
6/16	B&W Night (Todd’s Bday)
6/17	PSU Lehigh Valley – Golf Outing – Locust Valley
6/24 to 6/26	Alumni Leadership Connection – need your own hotel room
7/17	Summer Picnic
7/29	PSU Blue and White Ball????? – Downtown Bethlehem
7/30	PSU Downtown Bethlehem Day
8/19-20	New Students/Parents/Staff – Welcome New Students
8/22	PSU LV First Day Of Classes

9/8	General Society Meeting
9/15	B&W Night
9/22	Board Meeting
10/1	Octoberfest at Steelstacks???
10/7	Homecoming Parade (Maryland)
10/12	Career Services at PSU LV campus
10/20	B&W Night
11/3	mini-THON Workshop
11/10	Ice Cream Sale
11/17	B&W Night
12/9	PSU LV Campus Holiday Party

2017	
1/19	Full Society Meeting
1/21	Dance For A Cure
1/27	B&W Winter Networking?????
1/28	Dance For A Cure snow/rain date
2/19	THON Reveal ????? (TBD)
3/11	St Patty's Day Parade – Bethlehem
4/12	Networking
4/20	B&W Night (senior send off?)
5/17	Society General Meeting

**Misc:**

1. Chapter – you can join the local chapter for \$15/year. You do not have to be an alumni of PSU.
2. Future Meetings – start with Committee Meetings followed by a Board meeting afterwards with committee reports.
3. Events:
  - o Have sign ups
  - o Get the info to PSU to help advertise
4. Send out thank you letters to those who came out to help
5. Knoebels
  - o We agreed to give out **two gifts (~\$25 each)**
  - o Asked to be in the lion costume from noon to 1:00 P.M. – asking for a volunteer
  - o Manning of table ????
6. Small Games of Chance License – could use chapters if they have one
7. Question was raised on what we do with the old minutes. We do approve them but we do not post them anywhere.

**Adjourn –**

The meeting was adjourned at 12:15 P.M.

By: Larry T.

Next meeting: Thursday – April 28<sup>th</sup> at 6:30 P.M.