

Lehigh Valley Alumni Society



Minutes
 Saturday, January 7, 2017, 9:30 A.M. PSU-LV Campus

Meeting Scribe:

Craig Warner

Call to Order –

The meeting was called to order by Larry Trubilla at 9:28 A.M.

Present at Meeting (marked with x)

x	Larry Trubilla - President		Pascalie Abdouche		
x	Gwen Herzog – Vice President		Liz Bartolai		Murtaza Jaffer
x	Craig Warner - Secretary	x	Michael Damweber		Mandy Marquardt
x	Terry Degroot – Chapter President		Terry DeCamp		Megan Marzella
x	Chris Bogden – Past President	x	Todd Dietrich	x	Carolyn Serva
x	Diane Lewis Mcaloon	x	Robert Gallagher	x	Victoria Vetter
	Marie Tabshi – President Blue and White Society	x	Liz Glase		Heather Wong

October 13th, 2016 Minutes Edits/Changes- Around the table item 4, College of ____ should be college of Ag.

Meeting notes

Approved with corrections by: Todd Dietrich
 Seconded: Gwen Herzog
 All Approved

Board Members:

The following board members have stepped down due to other commitments:

- Megan Marzella
- Pascalie Abdouche
- Terry DeCamp

Opening remarks:

Larry Trubilla, President: Thank everyone for coming and stated that this meeting was important to set our goals for 2017.

Diane McAloon, Alumni Coordinator: Also thanked everyone for coming and gave her vision:

- More marketing to include the campus and get more members
- Connect with more graduates and young families
- What is the “One thing we can do”?
- Opening alumni awards

- TASSL – this was purchased for the campus by the Alumni Association and they are fine turning it for PSU societies and chapters
- Open board meetings – and build up our board
- Celebrate our wins/awards – posting this outside of Alumni Office
- The campus is more aware of us – grew from 20 staff to now 80 staff know about us

Mission Statement:

Larry and Gwen reviewed the past mission statement made in 2013 and no changes were made. The following mission statement was proposed:

The mission of the Society is to act as ambassadors for the University and the Lehigh Valley Campus by engaging alumni, students and the community.

Motion was made to accept and seconded – all were in favor (no nays)

Timeline of Lehigh Valley Alumni Society –

Looking back on the past to prepare for the future – Chris Bogden, Immediate Past President provided the time line of the PSLV Alumni Society. Allentown is the oldest continuously run branch campus which started in 1912. Chris posted the time line on the white board. Pictures of the time line are in attachment 1.

PSLV Alumni Constitution:

Gwen Herzog provided a review of most recent Constitution that she has. Gwen will make the changes discussed and will present at the next meeting.

One question that keeps coming up is that someone can be a member of the PSULV Alumni Society even if they did NOT graduate from the LV campus. Diane will look into this question.

Comments:

- Looked at titles – want to ensure we use the correct titles especially for Diane’s position
- Committees – was discussed later under the committee structure
- Do board members have to be alumni association members in good standing? What are the requirements? Must they be dues paying? – Diane will look into this item
- Since we are looking for recent graduate board members, asking for a donation may be too much. They are just starting out and are limited. They want to be involved.
-

Review of 2016 events list, “hits and misses” – Attachment 2

Craig Warner, Secretary provided the list of 2016 events. This list is a comprehensive list of Alumni, Chapter and School events. We discussed the list and had the following detailed comments:

- Bethlehem Friday Night – a question was raised on what was the Friday night event supposed to be? For the next event, we should make it clear on what the event is to be and advertise it as such.
- Chris Bogden stated that Bethlehem is changing the requirements and the expenses for this event may be going up. There is a meeting in the coming weeks where there will be more information and Chris will update the board.

- Alumni Appreciation Dinner: This event was held on campus which invited the alumni board. For future events, we recommended the invite list be extended to those who volunteer to help at the various events (i.e. Steve K.).
- Hops for a Cure – we should be a part of this event in 2017.
- Cycling Center event should also be planned – this is being looked into

Chancellor Tina Richardson:

Dr. Richardson stopped by during our meeting and expressed her thanks for our work and all that we do for the PSLV campus. She stated that this is her best job ever and feels embraced by PSU. She also wants feedback from us .

2016 Revenue and Expenses –

Diane McAloon discussed the ice cream sale (attachment 3) and 2016 revenue and expenses (attachment 4).

\$200-250 will be spent for Winter White Out T-shirts for the upcoming basketball game event on 1/14. Society will get acknowledged as sponsoring the t-shirts. We ordered 50, which will go to the first 50 people to register for the Tailgate Dinner event between the men's and women's games.

\$2500 of the Alumni Society Budget will be spent as part of a \$5000 sponsorship package for the Allentown Symphony 9-23-17 James Bond musical scores event. This will kick off Penn State LEHIGH VALLEY homecoming which will be part of the alumni office programming for 2017. This was a Dr. Richardson request.

A proposal was made to approve the transfer of \$2,169.39 from the ice cream sales be moved to the scholarship fund. All approved – no nays.

Since the \$50,000 scholarship is fully funded, the group discussed looking into another scholarship to fund. This could be one that has already been established. We would like to consider funding a leadership student, or funding a needs student that is staying at LV for all 4 years (first years get scholarships, but they typically run out for later years). This would offset the increases seen by 3rd and 4th year students.

Overview of the Lehigh Valley Chapter of the Alumni Association –

Terry DeGroot discussed possible events this year which include:

- Football 101
- B&W Game Bus
- Alumni Club Food Challenge
- Iron Pigs Game
- Combined Chapter and Alumni Summer Picnic
- Bethlehem Day
- TV Tailgates (Terry will get back to us which games – maybe one group does home other does away)
- Purdue TV Tailgate with Purdue at the Keystone Pub in Whitehall (2/21/17)

Role and Expectations of Chancellor Tina Richardson –

Diane McAloon presented the roles and expectations (See attachment 5).

2017 SWOT Analysis – Diane McAloon – tabled due to time constraints

Review of 2016-17 Goal Sheet –

Larry led a discussion on how we did with our goals (see attachment 6). The goals in blue were fully met. Larry discussed:

- How are We Doing?
- How does this align with Alumni Association goals and objectives?
- What can we reach for in 2017?-

Other notes:

- Can students go to events that are in a bar or have alcohol? Diane M.
- Senior sendoff is June 10th
- Bus trip to UP with students who intend to transfer was removed from goals
- Board application should be reviewed and updated. Gwen/Diane
- Would like to look into a shirt for board to wear
- Look into magnetic name tags for the board for events

Moving toward Committee Structure:

Events, Marketing, Membership, Stewardship: What does this mean? Where will YOU take the lead in 2017? –

Diane McAloon handed out the past structure (attachment 8) and a proposed structure (attachment 9).

Comments:

- Membership and Volunteer Development – remove volunteer development from this line since this fits in better with stewardship
- Stewardship – gets students and community involved
 - Does not mean asking for money all the time

Calendar of Events Planning – Board

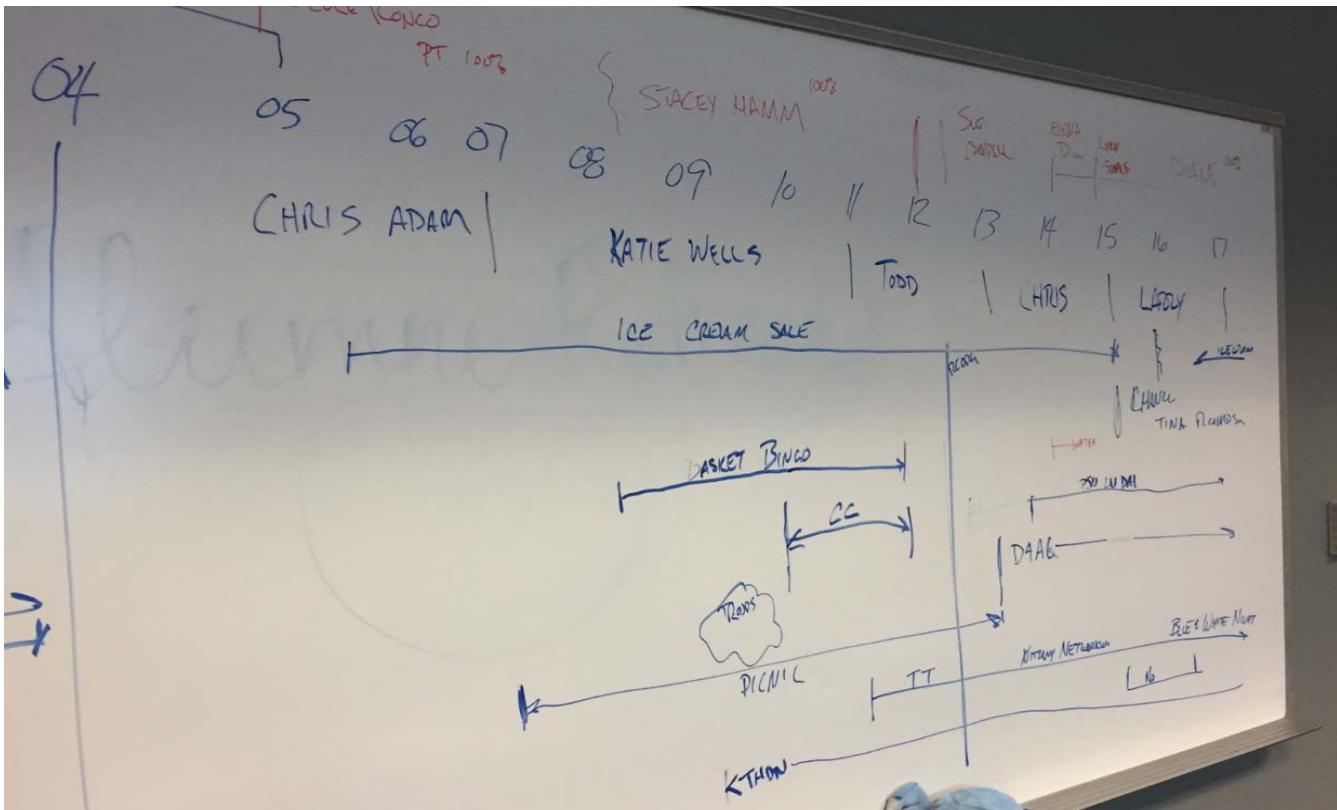
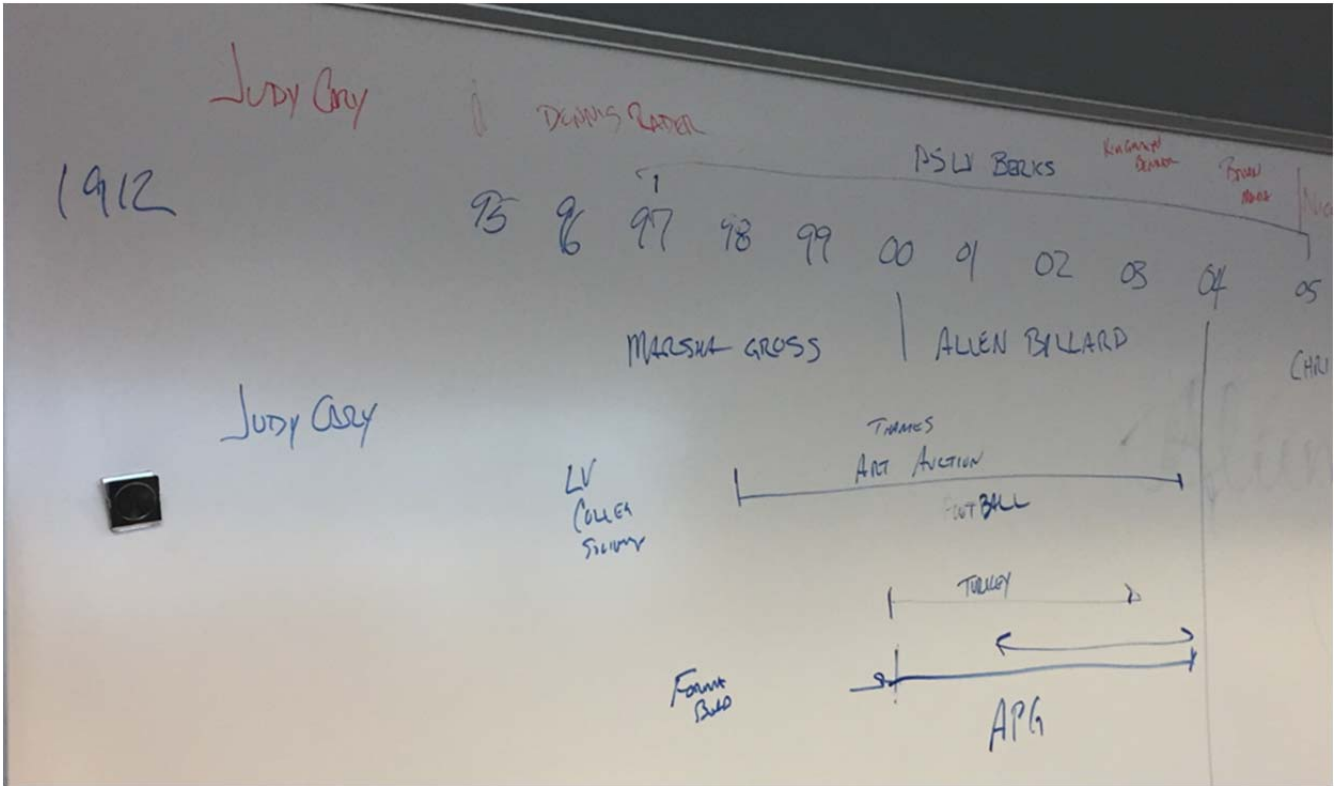
We worked on the schedule for 2017. See attachment 7.

Adjourn –

The meeting was adjourned at 1:58 P.M.

Next meeting: Will be determined by Larry T.

Attachment 1: Time Line:



2016 Calendar of Events – Attachment 2

1/30	First Annual B1G Super Saturday at Madison Square Garden
2/21	Thon 2016 Viewing Party at Artsquest Bethlehem
3/12	Bethlehem Parade of Shamrocks on March 12
3/24	B&W Night – McCarthy's Red Stag Pub – Bethlehem
4/1	SAGE (Senior Adults Gaining Enrichment) program at the Center Valley campus - cancelled
4/5	Penn State Grass Roots Day
4/15 to 4/15	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 Steel Stacks
5/19	B&W Night
5/21	Knoebels – Steve K will be Lion from 12-1
6/10 -	senior send off
6/14	Iron Pigs 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
7/14	Board Meeting
7/17	Summer Picnic – Riverview Park
7/29	Friday night event - Dance – Downtown Bethlehem
7/30	PSU Downtown Bethlehem Day
8/11	Board Meeting
8/17	Convocation
8/19-20	New Students/Parents/Staff – Welcome New Students
8/22	PSU LV First Day Of Classes
8/26	Penn State Alumni Night at Valley Preferred Cycling Center
9/8	Board Society Meeting
9/15	B&W Night – Oktoberfest at Dunderbaks
9/17	PSU verses Temple viewing party – Angel 34 event at Steelstacks
10/1	Oktoberfest at Steelstacks ???
10/7	Homecoming Parade (Maryland)
10/12	Career Services at PSU LV campus
10/15	New Board Members - "onboarding" meeting – 9-12 am ? – Escape Room ? (cancelled)
10/18	Meet your Legislature B&W Society Event
10/19	Etiquette Dinner B&W Society Event
10/20	B&W Night– Save the date – WINE – Cancelled due to all of the events
10/22	TV Tailgate – Ohio State – Buffalo Wild Wings Allentown -
10/22	Chapter Bus Trip – Ohio State
10/29	Chapter TV Tailgate - Purdue Boiler Makers; Tilted Kilt, Easton
11/5	Chapter Bus Trip – PSU vs Iowa (CANCELLED)
11/5	TV Tailgate – Iowa - Buffalo Wild Wings Allentown -
11/10	Ice Cream Sale (Board meeting during ice cream distribution)
11/12	Chapter TV Tailgate - Indiana Hoosiers; Woody's, 20th & Hamilton, Allentown
11/17	B&W Night – Weyerbacher Brewing Company – Tour and tasting
11/19	TV Tailgate – Rutgers Scarlet Knights; Tilted Kilt, Lehigh St, Allentown
11/20	Hops for a Cure
11/28	TV Tailgate – Buffalo Wild Wings – Michigan State
12/1	Alumni Appreciation Dinner
12/3	mini-THON Workshop – try for 9 am or so
12/3	TV Tailgate - Hammerhead Lounge in Northampton Big Ten Championship
12/9	PSU LV Campus Holiday Party – Holiday Inn – Fogelsville

Attachment 3 – Ice Cream Sales

Alumni Society Ice Cream Sale November, 2016				
	ICAG	Actual Amounts		
Total sales	\$ 10,504.50		Income	
Direct to fund	\$ (882.50)		Gifts-Directly Deposited into fund	
			\$250 NLC + \$632.50 round up	
Late deposit	\$ 42.00		Sale of thermal bags	
	\$ 9,664.00			
Creamery Invoice		\$ 7,112.50		
Penske Invoice		\$ 375.47		
Amazon invoice (bags)		\$ 23.64		
TOTAL costs:		\$ 7,511.61		
	\$ 9,664.00			
	\$ (7,511.61)			
	\$ 2,152.39			
Late deposit			Add - \$17 Kromer purchase of leftover ice cream	
	\$ 2,169.39		Request Record of Transfer - 1st Year Scholarship	

Attachment 4 – 2016 Income and Expenses

14211 Alumni Events				
Date		Expenditure	Description	Balance
1/11/2016		\$30.12	Weis Market (? D4aC)	
2/5/2016		\$750.00	Haja Rose Bowl - D4aC	
2/19/2016		\$250.00	PSU Schuylkill-Knoebels	
2/22/2016		\$450.00	ArtsQuest - facility rental	
4/4/2016		\$10.67	Pizza Village-Sr. Class Reps.	
4/26/2016		\$66.15	McAloon (popcorn at THON Reveal)	
5/2/2016		\$18.00	McAloon (parking at Shreyer Phila)	
5/25/2016		\$17.50	White bags for Graduation gifts	
5/25/2016		\$7.89	Blue tissue paper for Grad gifts	
5/25/2016		\$116.58	3-clear wheeled storage tubs	
5/27/2016		\$45.00	Herzog-cookies for THON Reveal	
5/19/2016	\$ 220.00	\$220.00	Income from Cactus Blue (paid to Cactus)	
5/19/2016		\$620.00	Cactus Blue (\$620 to debit card)	
6/9/2016			Alumni Society Board Meeting	\$10,128.77
6/30/2016		\$400.00	Marlin DJ (\$100/\$300)	
		\$75.30	IDCC PSU Schuylkill PSU sunglasses	
6/30/2016		\$133.23	Krock's (free appetizers)	
7/6/2016		\$160.60	4Imprint - Lion Paw Tattoos (1000)	
7/15/2016		\$24.73	PSU Bookstore - shirt for P Clifford	
7/18/2016		\$200.56	2015 invoice from chapter for picnic	
7/18/2016		\$134.24	2016 invoice from chapter for picnic	
7/26/2016		\$425.00	Ice Cream Sale Post Cards	
7/30/2016		\$14.00	Dollar Tree (table covers, etc. for DB day)	
8/2/2016		\$120.00	ESG Entertainment Services Uplights	
		\$3,091.60	Less Ice Cream Sale transfer	
7/30/2016	\$ 400.00		Chapter Sponsorship of DJ for dinner dnc	
7/30/2016	\$ 150.00		Income from Hotel Bethlehem at door	
7/30/2016	\$ 280.00		Income from checks (presale)	
8/1/2016	\$ 1,352.88		Income from Cvent Hotel Bethlehem	
		\$270.00	Proceeds to THON from ticket sale (DBA passes)	
		\$55.93	Plastic table skirts PSULV Day (rain)	
8/5/2016		\$2,188.80	Hotel Bethlehem invoice	
	\$ 1,119.37		Income from Cvent - Velodrome	
8/29/2016	\$ 300.00		Income from Velodrome (cash, checks)	
12/12/2016			Mandy's costs for event (hats, plaques)	
9/28/2016		\$1,852.60	Catering charges - Velodrome	
10/13/2016		\$160.00	Pizza Village dinner at September Bd Mtg	
9/20/2016	\$ 532.00	\$513.34	Dunderbak's	
9/29/2016	\$ 1,000.00		Alumni Innovation Award	
11/11/2016		\$65.00	Dance For a Cure Post Cards	
11/15/2016	\$ 6,298.17		AA Allocation 2017	
11/17/2016	\$ 380.00		Income for Weyerbacher (cash deposit)	
11/18/2016	\$ 250.00		Homecoming Parade 2nd place	
11/18/2016		\$821.42	IDCC for Catalog Order-SWAG	
		\$342.00	Weyerbacher \$15 x19 plus 20% gratuity	
		\$79.18	Wegmans - Subs, snacks	
12/1/2016		\$364.80	Alumni Boards Appreciation - Pizza V	
		\$57.64	Alumni Boards Appreciation-Wegmans	
12/3/2016	\$ 12,062.42	\$493.98	Pizza V - Mini THON Best Practices	
	\$ 22,191.19	\$12,043.95		
			\$	10,147.24

Attachment 5

Dr. Richardson's Expectations – Slide 1

Campus Priorities



Capital campaign update

"A Greater Penn State for the 21st Century"

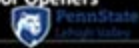
- Open Doors (Scholarships)
- Transformative Experiences (Signature Focuses)
- Impact the World (LaunchBox and Economic Development)

CAMPUS GOAL : 3.5 million



New CAMPUS Initiatives

LaunchBox Projects (28)	Summer Camp with Perklomen Prep
Maker Space in Downtown Allentown	Student Programming Board
Scholarship Benefit Initiative	Athletics- Club Soccer Program
Metamorphose Implementation Committees	Automatic Door Openers
Tom Mann Program	



PSULV SCHOLARSHIPS

- 18 Scholarships with Active Funds
- 57 Students Awarded
- \$80,149

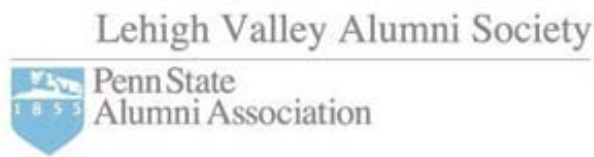
Attachment 6 - Goals

GOAL	GOAL
MARKETING/COMMUNICATION	GOAL
1 Inform Alumni of campus events	MEMBERSHIP
2 Spread word that you don't have to be a PSU LV alum to join us	1 Develop a process for handling leads
3 Create a formal Communications Plan	2 Increase paid membership in AA
4 Email group photos to participants at events	3 Increase engagement/effective of member experience
5 Get Google Calendar working on Society website	4 Identify current Alum Assn members
6 Use of MIC for videos for web page	5 Increase GOLDS membership
EVENTS	ORGANIZATIONAL
1 Increase alumni events	1 Update Society web page with current bylaws, etc.
2 Engage with B&W Society	2 Stop burning out the same people
3 Involve more students in Alumni THON events	3 Grow Alumni Society Board of Directors
4 "Bigger" events	4 Turn B&W into feeder for Alumni Society
5 Increase presence on campus	5 Figure out the "WIIFM" for prospective active members
6 "Louder" presence at events, i.e. use of Stand Up Lion	6 Develop "How Can I Help" feature on web
7 Blue and White Ball	7 Develop Marketing and Communication Committee
8 Ice Cream Sale November 10	8 Develop Membership and Volunteer Development Committee
9 Better coordination with Athletics (golf outing, B-Ball)	9 Develop Alumni Engagement Committee
10 Involve B&W with UP Homecoming	10 Support THON Committee
11 Alumni Society GENERAL meetings 3 x per year	11 Discuss: Are Other Committees needed?
12 Professional Development for Alumni	12 Order Alumni Society shirts to wear at events
13 Breakfast with the Lion	SERVICE
14 Senior Send off 2017	1 Bring Scholarship Fund to \$50000
15 First Friday partnered with ArtsQuest	2 More campus engagement with D4aC
16 Bus trip to UP with students who intend to transfer	3 100% alumni at Etiquette Dinner for students
17 Homecoming event on campus	4 THON workshop for local high schools - Admissions
LEADERSHIP	OTHER
1 Create a greater awareness of who alumni leaders are and what they are doing	1 Organize alumni materials in storage closets
2 Nominate Howard Kulp for Alumni of the Year	

2017 Calendar of Events – Attachment 7

1/2	TV Tailgate – Rose Bowl – Tilted Kilt in Allentown
1/7	Alumni Board Retreat and Planning (9am to 2 pm)
1/14	Alumni/Blue and White Night Basketball - at Stabler - Whiteout
1/16	Martin Luther King Day
1/21	Dance For A Cure – Mixx Nightclub Allentown
1/27	B&W Winter Networking?????
1/28	Dance For A Cure snow/rain date
1/28	Alumni/Blue and White Night Basketball - January 14th – rain date 28th at Stabler
2/4	Accepted Student Program – Panel (Terry and Craig)
2/16	Thon Send off
2/19	THON Reveal ????? (Diane and Larry point person)
2/20	President's Day
2/21	B&W – Purdue Basketball Keystone Pub Whitehall
3/??	Tom Range Lecture and Book Selling/Signing
3/11	St Patty's Day Parade – Bethlehem – Todd point person – 1 pm
3/18	Accepted Students Program (Terry & Craig on Panel)
3/23	B&W Night – Red Stag in Bethlehem – (Chris B point person)
4/1	Chapter Broadway Bus Trip – Groundhog Day
4/20	B&W Night (senior send off?) - 3 rd Thursday
4/22	B&W game- possible chapter bus
4/27	B&W Night – Lost Tavern Hellertown – Diane Point Person
5/4	Graduation Bag Filling – Todd point person
5/5	Commencement 2017 at Artsquest
5/14	Mother's Day
5/18	B&W Night – Mixx – Chris B. point person
5/20	Knoebels Day – Diane point person
5/29	Memorial Day
6/6	Chapter Iron Pigs Game
6/15	B&W Night – Krocks – Shaffer's (Larry point person)
6/18	Father's Day
6/24	Alumni Leadership Connections
7/4	July 4 th
7/13 to 7/16	PSU UPark – Arts Festival
7/28	Friday night Bethlehem Days – Chris B point person
7/29	Saturday – Bethlehem Days – Chris B point person
7/16or23or30	Summer Picnic
8/4 to 8/13	Music Fest
August	B&W Possible at Cycling Veledeome ??????
9/ 2	Zips Akron Zips Beaver Stadium, University Park, PA
9/4	Labor Day
9/ 9	Panthers Pittsburgh Panthers Beaver Stadium, University Park, PA
9/14	B&W Night Dunderbaks – Gwen point person
9/ 16	Panthers Georgia State Panthers Beaver Stadium, University Park, PA
9/21	3 rd Thursday
9/ 23	Hawkeyes at Iowa Hawkeyes Kinnick Stadium, Iowa City, IA
9/24	Celtic Classice – Todd point person
9/ 30	Hoosiers Indiana Hoosiers Beaver Stadium, University Park, PA
10/ 7	Wildcats at Northwestern Wildcats Ryan Field, Evanston, IL
10/9	Columbus Day
10/ 14	No football Game – B&W Night – Banana Factory
10/19	3 rd Thursday
10/ 21	Wolverines Michigan Wolverines Beaver Stadium, University Park, PA
10/ 28	Buckeyes at Ohio State Buckeyes Ohio Stadium, Columbus, OH
11/ 4	Spartans at Michigan State Spartans Spartan Stadium, East Lansing, MI
11/10	Veterans Day Homecoming Parade – Bus for alumni for Friday
11/ 11	Scarlet Knights Rutgers Scarlet Knights Beaver Stadium, University Park, PA - homecoming
11/16	3 rd Thursday – Ice Cream Sales
11/18	Cornhuskers Nebraska Cornhuskers Beaver Stadium, University Park, PA
11/23	Thanksgiving
11/ 25	Terrapins at Maryland Terrapins Maryland Stadium, College Park, MD
12/ 2	Big Ten Championship Game Lucas Oil Stadium, Indianapolis, IN
12/8	Holiday Party with silent auction
12/25	Xmas

Past Committee Structure – Attachment 8



Standing Committee Purpose & Strategies

2016

Marketing and Communication:

Purpose: To create a marketing and communication plan, as well as the specific tools to implement the plan, to be used by the society to communicate with each other and share Society news events with the general membership

Strategies: Publicizing events, specialties of flyers, social media, and website. We would like to enter information once and feed into all of the social sites for events and the Society with a common image. Also, an outline of what is needed when called upon by an ad-hoc committee. Rules are on the Alumni Association website and our website has the lions we can use. Identify PR/branding opportunities. Moving the web-site to a multiple-user friendly format will be required for committee participation which will enable the Society to be current. Ad-hoc event committees should email all 3 members of the marketing group to determine how to handle the marketing of any event.

Membership and Volunteer Development – Larry Trubilla, Tom Newell & Craig Warner

Purpose: To increase Penn State University Alumni Association Membership and boost interest in the Penn State Society, Chapter and Campus events. The group's purpose is to build membership to obtain volunteers to run events and to build rapport and uplift each other for the purpose of networking and synergies/business connections. Adding "Real Life" Memberships crediting the Society

Strategies: We plan to include speakers into some Blue and White nights by working with career services to obtain speakers including involving the Advisory Board members to attend events and then publicize this. The committee believes that we may need engagement and making connections training to best be able to network and engage before and after the speaker.

Engagement: - Carolyn Serve & Mike Polise

Purpose: To organize and/or connect alumni to campus and community engagement initiatives and volunteering opportunities

Strategies: Recent events versus engagement into the events was discussed. Outreach and engagement should not be a part of every event, but to be strategic. Some events include ice cream, food drive along with students, dance for a cure, the blood drive, book drive, and being a part of Steel Stacks hosting a last day of THON event with a web stream. Engagement with students, starting with the Blue & White Society and Lion Ambassadors.

THON: Liz Gerancher & Todd Dietrich

Purpose: To support the Penn State Lehigh Valley THON team through fundraising and moral support.

Strategies: Dance for a Cure fund raising event, working closely with the campus staff THON liaison and the student Alumni Relations Chairperson. Engaging is student THON Events

Past Committee Structure – Attachment 9



PennState Alumni Association

Lehigh Valley Alumni Society

PROPOSED Committee Purpose & Strategies

MARKETING AND COMMUNICATION:

Purpose: To create a marketing and communication plan, as well as the specific tools to implement the plan, to be used by the society to communicate with each other and share Society news events with the general membership]

Strategies: Publicizing events, specialties of flyers, social media, and website. We would like to enter information once and feed into all of the social sites for events and the Society with a common image. Also, an outline of what is needed when called upon by an ad-hoc committee. Rules are on the Alumni Association website and our website has the lions we can use. Identify PR/branding opportunities. Moving the web-site to a multiple-user friendly format will be required for committee participation which will enable the Society to be current. Ad-hoc event committees should email all 3 members of the marketing group to determine how to handle the marketing of any event.

MEMBERSHIP AND VOLUNTEER DEVELOPMENT

Purpose: To increase Penn State University Alumni Association Membership, namely Lifetime Members and boost interest in the Penn State Society, Chapter and Campus events. The group's purpose is to build membership to obtain volunteers to run events and to build rapport and uplift each other for the purpose of networking and synergies/business connections.

Strategies: Collaborate with the campus advisory board for support and updates on campus development. Consider engagement and making connections training to best be able to network and engage during events. Gather information for master database, monitor attendance and frequency. Establish alumni recognition strategies.

EVENTS COMMITTEE:

Purpose: To organize events and connect alumni to campus and community engagement initiatives and volunteering opportunities

Strategies: Develop a wide range of events that offer social opportunities, family friendly activities, integrated programming (with faculty, staff and students), and events targeted toward collaboration with the Blue and White Society.

STEWARDSHIP COMMITTEE:

Purpose: To support the Penn State Lehigh Valley campus by cultivating the professional expertise, volunteer spirit and financial resources of Penn State alumni living in the Lehigh Valley.

Strategies: Support the work of the office of enrollment management and career services by sharing career experiences, serving as mentors, promoting job shadowing, offering internships, serving on panels, promoting Penn State in the Lehigh Valley through community service, engaging in development initiatives. Monitoring and keeping track of hourly and financial contributions.

Penn State Lehigh Valley Alumni Society
 Annual Planning Retreat – January 7, 2017
 9am-2pm
 AGENDA

- 8:45-9 Set up food
- 9am-9:30 Networking, food
- 9:30 Opening remarks Larry Trubilla, President
 Diane McAloon, Alumni Coordinator
- 10AM Review of Mission, Vision and Values and propose updates – Gwen Herzog, Vice President and Larry Trubilla, President
- Timeline of Lehigh Valley Alumni Society – Looking back on the past to prepare for the future – Chris Bogden, Immediate Past President
- Review of most recent Constitution and propose changes – Gwen Herzog, Larry Trubilla
- Review of 2016 events list, “hits and misses” – Craig Warner, Secretary
- 2016 Revenue and Expenses – Diane McAloon
- STRETCH BREAK – Chris Bogden
- 11AM Overview of the Lehigh Valley Chapter of the Alumni Association – Terry DeGroot
- Role and Expectations of Chancellor Tina Richardson – Diane McAloon
- 2017 SWOT Analysis – Diane McAloon
- Review of 2016-17 Goal Sheet – How are We Doing? How does this align with Alumni Association goals and objectives? What can we reach for in 2017? – Larry Trubilla
- NOON Moving toward Committee Structure: Events, Marketing, Membership, | Stewardship: What does this mean? Where will YOU take the lead in 2017? – Diane McAloon
- STRETCH BREAK-SNACKS
- 12:30 2017 Calendar of Events Planning – Board
- 2:00 Wrap Up