

Lehigh Valley Alumni Society



Minutes
Thursday, 08MARCH, 2018, 6:30 P.M. PSU-LV Campus

Meeting Scribe:
Craig Warner

Call to Order –
The meeting was called to order by 6:35 P.M.

Present at Meeting (marked with x)

X	Liz Bartolai		Mandy Marquardt		Guests
X	Michael Damweber	x	Mike McShane	x	Diane Lewis Mcaloon
X	Terry Degroot – Chapter President	x	Margaret O'Brien		Phillip St James (Dir. Campus Development)
	Todd Dietrich	x	Carolyn Serva		Muhammed Ali Sheikh – B&W Society
	Gwen Herzog – Vice President	x	Larry Trubilla - President	x	Harshal Patel – Lion Ambassador
x	Steve Kuchera	x	Craig Warner - Secretary		DJ – Thon Chair
			Heather Wong	x	Nick Miller

November 9th, 2017 Minutes Edits/Changes- Tabled

Meeting notes NA

Review of Retreat

- Presenter's slides were distributed – see notes
 - Goal – engage more volunteers
 - Do they know what we want/need?
 - Make decisions based on mission and calendar
- Spoke with members after meeting
 - IS it time to clearly separate duties with chapter? What chapter does and what alumni society does.
 - 2 distinct groups
 - There is confusion what the chapter does and what the society does.
 - Chapter is football (but society does do some tail gates)
 - Society does other activities – boarder in scope
 - Some alumni society board members are also chapter members
 - We both support each other

Standing Committee Updates:

Stewardship –

- Dates for Stewardship Activities

- 6/21 – United Way of Caring
- TBD - Blood drive – bleed blue and white – proceeds to scholarship fund
- TBD - Holiday Hope Chest
- Thon
 - Student Affairs will work with students to plan out events with the Alumni Society
 - An Alumni/Student THON team will be formed in September.
- Capital Campaign
 - Need to determine alumni society role in this event
 - Will use the credit at Artsquest to do an event
- Campus Expansion
 - Also need to define the role of our group
 - Plan
 - 7,000 foot expansion
 - 1st floor – student focused space
 - 2nd floor – shell to be filled out later
 - 3rd floor – should this also have a shell to build out later.

Marketing –

- Facebook and Twitter – holding at ~ 795 likes (up from 750 in November)
- Tri Fold brochure is expected by end of May (time being spend on graduation)

Events -

- Review
 - Fiesta Bowl TV Tailgate 12/30/2017
 - Location Tilted Kilt
 - Channel 69 in attendance
 - Dance for a Cure (D4aC) 1/20/2018
 - Good size crowd
 - Auction successful
 - \$4,796 raised
 - Winter White Out – 2/3/2018
 - At Stabler arena to watch Boys and Girls Basketball
 - Feedback on No THON reveal Party
 - Can look at in the future
 - Most of our Thon staff go up to U-park to attend
 - The attendance rate has dropped off since our first event at Artsquest
- Upcoming
 - Alumni Tea – 3/9/18
 - From 1955 to 1980
 - Sold out at 30
 - 2 artists are speaking
 - Capital Day – 3/13/18

- Student bus is going – mostly SGA members and open to students
- Campus Advisory Board – Wine and Cheese Mixer – 3/15/18
 - By invitation only – starts at 530 pm
 - Will be used in lieu of a B&W night in March
- 2018 NCAA Men's Ice Hockey – 3/24/18
 - Midwest will be held at the PPL center – PSU hockey will play – do not know the time
 - Queen City BBQ on 3/23 Saturday – need to reserve
 - 75 is the limit
 - PSU blue band will be there
 - Sandy Barber will be at PPL center
- Lion Up for Hunger – 3/29/18
 - Chapter Service event
 - Up against Purdue, Notre Dame, Rutgers, Virginia Tech
 - \$1 donation equals 9 pounds of food
 - 3/29 – food truck on campus to pick up food
 - Diane to talk to Todd about a sign up Genius for event
 - Don't contribute too early
 - 2nd harvest web site – donate to events
 - <https://donatenow.networkforgood.org/shfb>
- Penn State vs. Lafayette Baseball – 4/25/18
 - 60 person limit
 - Alumni Society will donate \$300 to event (Chapter also donated \$300)
 - Craig motioned to contribute \$300
 - Steve seconded
 - All approved
 - Dugout seats
- Coaches Caravan
 - Members only
 - Not coming to LV
- Senior Send Off – 4/29/18 11 am
 - Centennial Ballroom Center Valley
 - Gift – proposed pin and glass
 - Will get prices
- Commencement – 5/5/18
 - Artsquest again
 - Email to come out
- May Blue and White Night 5/17/18
 - Union and Finch
- June Blue and White Night – 6/21
 - Foundation at Sheppard Hills

- WE ARE weekend – 6/1/18 to 6/3/18
- Alumni Leadership Conference 8/3 to 8/5
 - At U-Park
 - Suggest we attend

Memberships:

- 2018-2020 – Two Year Terms
 - Re-up for new members
 - Ideas for contacts to serve

Chapter Updates –

- Iron Pigs game in June
- Chapter Picnic July 29 – Canel Park
- Raffle
 - 1st - 2 tickets to Pitt football game (at Pitt) plus \$1000 spending money
 - 2nd - 2 tickets to Ohio State game
 - 3rd - \$400 in bookstore credits
- Host TV tailgates
- Ohio State Bus Trip – with some tickets

Adjourn –

The meeting was adjourned at 830 motioned by Terry and Seconded by Liz – all approved

Next Meeting – 12APRIL

- May 10
- June 14
- August 9
- Sept 13
- October 11
- November 15 (ice cream pickup)

Alumni Retreat Highlights

2-3-18

WHITEBOARD ITEMS (not printed for handouts, saved some trees)

- Volunteer Group Awards List
- PSU LV given \$2200 credit at ArtsQuest as a result of UPark event being canceled
- Giving Tuesday report: Final total (including Chapter sponsorship: \$8045
- Information on Relay – Texting service – a possible way to engage younger alumni
- Proposal from Tassl – Alumni Connection Software – annual cost is \$1600, group voted NOT to pursue due to budget constraints
- Annual allotment from Alumni Society - \$6298.17
- Knoebels Flyer 2018 – Participation fee \$150 voted down due to lack of interest in LV area and budget constraints

Keynote Speaker Sybil Stershic:

- Do our volunteers know...
 - What our alumni society is about and how it aligns with PSAA?
 - What are the goals and objectives of the alumni society?
 - What is expected of volunteers in terms of helping to achieve those goals and objectives?
 - WHO is the focus of our efforts?
 - What is the best way to reach out and engage them?
 - How their work is inter-related and impacts on each other?
 - How to effectively work together?
- Ideas that came from Workshop:
 - Full listing of events
 - Ask for help
 - Give list of tasks needed
 - Canned presentation on website (5-10 minute brief)
 - Share personal stories in alumni email “why I volunteer”
 - Show impact of particular event with pictures and video
 - Appeal to fear of missing out
 - Break down the “silos” of volunteers
 - Set clear expectations of volunteers
 - Be sure they have a purpose/feel needed
 - Show how they are making a difference
 - Send Thank You for Volunteering notes
 - Articulate that we are NOT looking for money
 - It’s about PRIDE (use PRIDE language)
 - Better social media engagement and board usage
 - More “relaxed” events, family oriented events

Ideas that came from the workshop...(continued)

- Personal Outreach
- Unified messaging/branding
- Coordinating with development and recruitment efforts
- Expanded messaging to larger community – alt.forms
- Quality vs. Quantity of programming and better coordination with campus

Constitution Changes – The board voted to accept all recommendations with the exception of the issue that mentions “the whole” membership vs. the board making and approving decisions. Diane will notify UPark PSAA and will share outcome of discussion.

Budget Discussion (2017 expenditures attached)

Balance in account: **\$9143.73**

Balance in Scholarship Fund*: **\$4375.**

Group voted to transfer balance to first year scholarship fund.

Engagement Goals

- Tri-fold (copy attached)
- Update website(s)
- Formal host for each event
- Door prizes
- Track attendance by raffle ticket numbers
- Get better at talking with people you do NOT know
- 5 minute welcome talk by executive board member or Diane (or Terry)

Communication Goals

- Improve communication with campus (i.e. Chat with Chancellor)

Service Goals (a new strategy for engaging a different set of volunteers)

- United Way Day of Caring
- Bleed Blue and White
- Celtic Fest
- Holiday Hope Chests

Review of 2017 calendar (attached), preliminary dates for 2018 calendar



Spring is here - we have a wide array of local events and opportunities lined up!

Join us, connect with other alumni and friends of Penn State, support all things Blue and White!

WE ARE... ready to welcome the Class of 2018 to the PRIDE! In addition to the excitement of our upcoming Commencement 2018, we've lined up several great opportunities to serve the community, support Penn State, and connect as Penn Staters. We hope to see **YOU** "out and about!"

Stop by the campus on Thursday, March 29th.

We will have "drive through" accommodations set up from 8a-9a, noon-1 and 5-6p. A volunteer will assist by taking your donation out of your car! No need to even get out of the car or lift a heavy bag! The first 100 to donate food items will receive a reusable grocery tote bag!

There are several ways to help out:

1. **Volunteer** to greet those "driving" donations near the Lion Shrine - we have three one-hour shifts to fill: <http://www.signupgenius.com/go/30e0d48acae23a2fb6-lion1>
2. **Bring in a donation on 3/29.** Most needed are canned tuna, salmon, chicken, fortified cereal (Cheerios), peanut butter, canned or dried beans. In addition to the drive through hours, we will be accepting donations in Centre Hall all day!
3. **Donate Online!** This is highly encouraged by Second Harvest Food bank - for each \$1 donated, our Alumni Chapter (sponsor of this event) receives credit for NINE POUNDS of food! Please use this link to donate: <https://donatenow.networkforgood.org/shfb>

Under "**I want my donation designated to...**" please select *Lehigh Valley Alumni Club Food Drive* then type in PENN STATE where it says "**I want my donation to be dedicated**"



**Penn State Baseball is coming to Coca Cola Park
and we have the Dugout Suites!**

Join us for a catered dinner and "the best seats in the house!". Tickets are \$35 payable BY CHECK in advance of the event or \$40 by CREDIT CARD. Seating is limited.

For more information and to register, click here:

<http://lehighvalley.psu.edu/form/penn-state-baseball-vs-lafayette>



WE ARE....excited to golf at the beautiful Northampton Country Club!

If you haven't had chance to golf at Northampton Country Club, you don't want to miss this opportunity.

Honorary co-chairs for this year's event are Kassie Hilgert '97 and Mike Guman '80.

Registration includes: Breakfast, Golf, Cocktail Reception, and Dinner

For more information: <http://lehighvalley.psu.edu/golftournament>

2018					
Date	Title	Chapter	Alumni	Campus Event	Cancelled
13-Jan	Alumni Retreat - cancelled moved to feb 3 (snow)				x
20-Jan	Dance for a Cure		x		
3-Feb	Alumni Retreat		x		
3-Feb	PSU LV Basketball Team White Out - Stabler			x	
19-Feb	Thon Reveal Party				x
9-Mar	Alumni Tea			x	
13-Mar	Capital Day			x	
15-Mar	Campus Advisory Board - Winte and Cheese			x	
March 23-25	NCAA Hockey Tournament – PPL Center			x	
24-Mar	Pre-hockey Game Event at Queen City BBQ		x		
29-Mar	Lion Up for Hunber	x			
7-Apr	NYC bus trip - school of rock - cancelled	x			
Apr. 21	Blue-White Spring Game				
25-Apr	Penn State vs Lafayette Baseball - Coca Cola Park	x	x	x	
29-Apr	Senior Send Off			x	
May 4-6	Graduation at PSU				
5-May	PSU LV Commnencement			x	
17-May	Blue and White Night - Union and Finch - 1528 Union St, Allentown, PA 18102		x		
6/1 to 6/3	WE ARE weekend			x	
4-Jun	PSU Golf Outing – Norhtampton Country Club - 9 am shotgun			x	
JUNE	Iron Pigs Game	x			
July 12 to 18	Arts Festival at PSU	NA	NA	NA	NA
29-Jul	Summer Picnic	x			
8/3 to 8/5	UPARK - leadership conference				
Sep. 1	Appalachian State Mountaineers - HOME				
Sep. 8	Heinz Field, Pittsburgh, PA				
Sep. 15	Kent State Golden Flashes HOME				
Sep. 21	at Illinois Fighting Illini				
Sep. 29	Ohio State Buckeyes HOME - Chapter Bus Trip	x			
Oct. 6	OFF	NA	NA	NA	NA
Oct. 13	Michigan State Spartans HOME				
Oct. 20	at Indiana Hoosiers				
Oct. 27	Iowa Hawkeyes				
Nov. 3	Michigan Stadium, Ann Arbor, MI - TV tailgate at ArtsQuest				
3-Nov	TV Tailgate – Steel Stacks against Michigan – reserved the area				
Nov. 10	Wisconsin Badgers				
Nov. 17	at Rutgers Scarlet Knights				
Nov. 24	Maryland Terrapins HOME				
Saturday	Big Ten Championship Game				
Dec. 1	Lucas Oil Stadium, Indianapolis, IN - Big Ten Championship				