

**Hartwick College Alumni Association Board of Directors Meeting
Saturday, May 5, 2018**

Members Present: Colin Blydenburgh '14, Katie Blydenburgh '14, Kenneth Dobert '61, Mike Doherty '73, Cody Fiduccia '12, Nicholas Forst '09, Scott Holdren '80, Donald Keinz '75, Addison Muller '16, Joe Pellegrino '13, Amanda Robinson '16, Beave Rogers '77, Katie Meuer '15, Sharon Dettenrieder '65, Alexis May-Fields '04

Administration Present: Gregg Fort, Alicia Fish '91, Monica Calzolari, and Sabrina Lawrence '13

Members Excused:

Absent: Shanlee Linney '91, PJ Prunty '10, Elizabeth Paille '06, Steven Paille '05, William Paton '07, Brianna McKenzie '16, Michelle Brown '87, Dale Pensgen '72

Guest: Sal Schaper '18

Meeting was called to order by Scott Holdren.

Roll was not called.

Special presentations from Lex Richards '18 and Kelsey VanAlstyne '20

Talked about the importance of their Wine to Water Service Trips and how donating to off campus trips can really change the lives of students

Special Presentation by Monica Calzolari, CMO

Talked about really revamping the marketing through the use of SPIFs on the website and #TheHartwickEffect form and stories

Update from Gregg Fort:

- Exceeded enrollment but need to work on summer melt
- Retention is a work in progress
- Art & Science has been contracted. Second track to Hartwick225
- Board committees have been restructured
- Giving is over 3 million cash – best giving in the last 5 years.
 - 1.945 Million goal for the Hartwick Fund
- Athletics benefit Auction raises around \$42,000 for athletics
- Giving day had 763 donors which was a 32% increase of the previous year
- Talked about Alicia Fish leaving and how we will transition
-

Nominating and Recognition – Alexis Mays Field '04

- Waiting acceptance for the Legacy Scholarship
-

Nursing – Sharon Dettenrieder '65

- 2 students were selected at Honors Convocation
-

Interconnectivity – Don Keinz '75

- Hasn't been able to get the data from the Alumni Survey that went out almost a year before
- Wants an analysis done
- 1,600 responses from the survey
- Suggested doing an annual alumni survey
-

Communications

- No Update

YAE – Katie Blydenburgh '14

- Chicken and Waffles event after Board Meeting
- Want to include YAE on the N&R Committee to get more Young Alumni
 - Want to get more students
- Want to have low cost events for young alumni and current students
- Want to do a “day in the life” where students/alumni take over the college social media

Thank a Thon – Scott on behalf of Steve Pallie '05

- Steve has been working with Joanna Cacciola '07 on the process
 - Want to start out thanking JCH donors
 - Need a script
 - All directors

Giving – Ken Dobert '61

- \$18,605.36 donated by alumni board members
- 6-7 people on the board who have not given
 - It's very important and a responsibility of being on the board
 - Try to donate to the alumni board legacy scholarship

Recognition of retiring members

- Don Keinz '75
- Steven Paille '05
- PJ Prunty '10

Mike Doherty adjourned the meeting