



## Geneva Alumni Council

Abridged Minutes of the Regular Meeting  
February 22, 2014

### Attendance

#### Council Members:

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Katie Rhodes '07, President  
Adam Shaffer '11, Vice President  
Ted Kay '71  
Kelly DeFilippo '09  
Bob Rak '70  
Jolynn Frey- Alumni Relations  
Via Phone Conference  
Crystal Arrington '86  
Mark Cowley '87

#### Council Members:

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Bruce Backensto '69, Board of Trustees  
Representative  
Jeff Jones, VP of Institutional Advancement  
Ken Smith ' President,  
Absent:  
Carolyn Mollenkopf '62  
Barry Davis '75  
Mark Sampson, ADCP '93, Secretary  
Holly Magnuson '02

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### 1. Opening Prayer

Jeff Jones opened in prayer.

### 2. Welcome and Updates

President Smith opened the meeting with an Update of the campus:

- He shared the challenges of the higher education climate which includes pricing and how it affects the future of our institution. There will be 20% fewer high school graduates in the Northeast over the next 15 years.
- Geneva's tuition has not been raised for the 2014-15 school term. The College remains in the black maintaining fiscal responsibility; however employee compensation has not been increased. The goal over next five years is to keep tuition increases below the cost of living and to increase salaries. This would result in a \$2M deficit in five years. There will be a need to consider restructuring campus wide anytime a position is vacated.
- Staying true to our mission is critical and diversifying is critical. We currently offer online and graduate programs. It raises the question – Can we offer something other than traditional classroom learning and still be true to our identity?
- While we do not want to abandon the traditional model of education, we need to explore other options due to cost and competition with what other colleges our size offer.
- Although the traditional classroom setting is preferred by almost all educators, the tide has turned and we have got to rethink how students can receive an education and this means considering non-traditional vehicles for educational offerings.
- There was discussion about the use of social media platforms as recruiting tools. Although Geneva does use social media, it is currently being evaluated for ways in which it can be utilized to an even greater degree.

### 3. Institutional Advancement Update

Jeff provided an update on the IA department activities:

- Jeff discussed upcoming projects including the update and renovation of Old Main and the need to make it more handicap accessible. There is also consideration being given to the maintenance needs of the Library.
- There was money allocated to update and renovate Arms and Young however the cost may be greater than the need. There may be some creative solutions that are more cost effective.

### 4. Alumni Relations Update

Jolynn gave the update on the Alumni Relations department:

- Please see the Alumni Update on the website for the latest happenings.  
<https://www.geneva.edu/page/alumni>
- Upcoming events include a Geneva Professional Network meeting in Wexford called Bonnie and Clyde's at 5:00 on April 2<sup>nd</sup>.
- Pirates Game vs. St. Louis Cardinals on April 4<sup>th</sup>.
- The question was raised as to the best vehicle for communicating about upcoming events. Currently, we use a combination of phone, postcard, etc. about events nationwide. Is it sufficient to have it only available on the alumni page. Ken Smith talked about possibility listing the events at the top of the page rather than the bottom of the page. Bruce suggested monthly updates.
- It was suggested placing the event list at the top of the @Geneva or a link to click on to take you to the website.
- Council can reply to Alumni@ Geneva to let Jolynn know they liked seeing the link at the top of the newsletter.
- Kennywood Picnic may not be scheduled due to lack of interest.
- A simplified DSA nominations form was presented for consideration by the Council. DSA nominations can be made on line. The group approved of the change to have one field on the form in lieu of five.
- A Young Alumna/us Award was also presented and approved.
- **Proposed Geneva College Distinguished Service Young Alumnus (Alumna) Award**
  - Have graduated from Geneva within 10 years of when the award is being presented
  - Have made an outstanding contribution to his/her avocation or occupation.
  - Have made such an accomplishment which demonstrates an enthusiasm or vigor which typifies and represents the spirit of both students and recent graduates
  - Have exhibited a significant concern for and contribution to the development and success Geneva College following their graduation
  - Have made such accomplishments while maintain a Christ-honoring perspective in every aspect of their lives.
  - This award may not be presented every year.

## 5. Student Union Update

Katie Bushaw gave an update on the GCSU:

- The GCSU initiated “Fireside chat with President Smith”. They have been reasonably well received.
- They have installed a new bulletin board in the Brig.
- They also have monthly give-aways outside of the Student Center to raise awareness.
- Class events have made a comeback due to student interest.
- Recently, a five year review of the GCSU was conducted by a Graduate Assistant. There has also been a restructuring with strong resemblance of the previous structure.
- The new structure will consist of Executive President, Class Presidents, Treasurer, Communications and an advisor with focus more on class events. They currently have an office but will not have an office under the new structure. The positions will be paid. The rough estimate for their budget will be around \$10,000. They will not report under the Student Development Office but will function more like a well-funded club. They will elect a new advisor each year. Clubs will be under the student leadership office, which was a big part of GCSU.
- The overlook project is still in the works but it has changed. The cleaning and excavating has begun and the next step is to plant grass seed and paint the gazebo and possibly add a fence there. The smoking area will still be there due to the fact that removing it and banning smoking on campus was not received well. The above is phase one of the project. Phase two includes fencing, but the cost is prohibitive at this time.
- The Senior Class Gift will be the Tornado Tunnel. The project includes power washing the tunnel, installation of new lights and signs.
- A Senior Week is under consideration by the GCSU. It would include dress up days and some senior superlatives. They are still considering doing a senior day possibly a hike to the “G”.
- Jolynn proposed that the Alumni Council to provide funds toward the senior dinner rather than a small gift.
- Kelly DeFilippo motioned to allocate \$500 towards the senior class dinner. Bob Rak seconds the motion. Motion passed unanimously.

## 6. Homecoming

- The class of 1974 is planning a 40 year reunion and is hoping to raise \$25,000 toward an endowed scholarship. They will have a dinner on Saturday night at the Sheraton Four Points in Cranberry.
- Postcards have been sent out to 8 classes, which include: 1969, 1979, 1984, 1989, 1994, 1999, 2004, and 2009. The card invites them to be volunteers to help serve on their reunion committees.
- Alumni Association Give-away—possibly giving away a large gift instead of something for everyone. There was discussion about selling Alumni Association items at the registration table that cannot be found in the Bookstore. Possibilities include magnetic bumper stickers, t shirts, and Iphone cases.
- Another idea was to give-away multiple Geneva prizes as the Homecoming gift with a raffle drawing where gifts would be given away throughout the day.
- There is a possibility of eliminating the crafters section and offering more local food that alumni would want upon returning to the area.
- The Homecoming Football Game will be at 2:00 this year.
- The Fall Fest might be combined with Homecoming this year.

- There is a possibility of bringing the Parade back. Kelly and Katie strongly encouraged keeping the Parade start from downtown. A few concerns: the Parade might not live up to past expectations as well as lack of student interest in participating.
- Parade would possibly start again this year and would include but not be limited to a homecoming float, bands, fire trucks, etc.
- The Parade had ended in 2006 due to the construction Beyond the Bend.
- They are trying to fit together what we have done in the past with the parade and what they have been doing the last few years.

#### **7. New Member Election**

- Who and how will we nominate new members?
- We need a nomination list.
- Who's coming back?

#### **8. Adjournment and Next Meeting**

Katie adjourned the meeting. The next meeting will be May 10, 2014 @ 1:00-3:00/4:00.

