



Geneva Alumni Council

Abridged Minutes of the Regular Meeting
April 2, 2016

Attendance

Council Members:

Adam Shaffer '11 Vice-President
Mark Sampson '93, Secretary
Carolyn Mollenkopf '62
Lynn Dobi '82
Tiffany White '04
Kelly DeFilippo '09
Bob Rak '70
Barry Davis '75
Mark Cowley '87
Geneva Staff:
Jolynn Frey
Laura DePietro '07
Dr. Bill Edgar
Caleb Harrington – President Student Alumni Association

Council Members:

Absent:
Katie Rhodes '07, President
Ted Kay '71

1. Opening Prayer and Welcome

Adam Shaffer opened in prayer.

2. Student Alumni Association

After a personal introduction, Caleb updated the council on the many activities that the Student Alumni Association has done since the last meeting. Some fundraising events include:

- Project Bundle Up – worked with this organization to provide winter clothing for children in need.
- Got a Crush – this event allowed students to purchase an Orange Crush to be delivered to your “crush” on campus.
- Plans to participate in Tuition Freedom Day.
- Participate in other events such as tours, dinners, Celebration Weekend.
- TASTE – Take A Student To Eat. This program has great impact upon the students. Please consider being matched with a student (you buy the meal) to share your professional experiences.
- The Student Alumni Association has a goal of increasing membership and awareness levels of the Alumni Association before student graduate.

3. Interim President's Update

Dr. Calvin Troup will assume Presidential responsibilities in July. He is on campus weekly meeting with various constituencies. One of his formal duties right now is working with a committee to establish the criteria for the new Institutional Advancement leader.

Supreme Court Update – Dr. Troup, with his wife, Amy, and Tim Baird from the college administration were in the courtroom for the formal hearing. A group of students was available to meet with media.

Court is suggesting that both sides reach a settlement – justices gave enough encouragement that a ruling might not be in favor of either side.

Geneva was one of five schools in Pittsburgh area to increase undergrad enrollment. Probable reasons:

- Admissions – historically admissions roles had been entry level jobs held for a few years. Plans intentionally underway to make this a more professional position to help drive impact of these workers. Also helping students to look at tuition costs after the first year, a thing that many do not do. Geneva continues to be a strong value leader in the area.
- Two years of holding tuition flat – Retention rate increased significantly (5 to 6%) due to this holding of the costs.

Reflections on the Past Year

Communications – intentionally worked to communicate well, regularly, and clearly with constituencies at Geneva.

Finances – Dr. Edgar has become budget proficient. Budget will end up slightly positive due to some reductions in several expense categories. Cash flow for college is improved over prior years.

March Matchness - \$162,000 from alum and friends last year. \$207,000 this year. Nice to note such an increase during the tenure of an interim president.

Preview of the Year Ahead

Two major budget challenges

- Healthcare – Self-insuring consortium with a handful of other schools. Premium will increase 14% to 20%. Healthcare expenses now total 8% of the entire budget.
- Graduate programs – Online classes growing but decline in classroom has outpaced online growth.

Overall, things are not in crisis, but are challenging.

Board committed to keeping tuition at the CPI (Consumer Price Index) as much as possible.

Strategies

- Online coursework is a must.
- Transfers from community colleges.
- International Student recruiting.
- Signed agreement to bring students from Chinese student, perhaps fifty per year. First group arriving fall 2017.
- Looking at ways to prepare for training needs of the Shell plant that will be built in the area over the next five years. Is there a way that Geneva can serve in this area?

4. Artwork of Ron Doneghue

Barry Davis shared some of the pieces that Ron has done of Geneva. Exquisite work valued at \$1,000 including framing. Ron's work can be found at the Heinz History Center and the Smithsonian. Barry will prepare a formal proposal for moving forward in the future. There was a great discussion around these kind of ideas.

5. Alumni Office Update

Jolynn provided an update on the Alumni Relations department:

- Please see the Alumni Update on the website for the latest happenings.
<https://www.geneva.edu/page/alumni>
- Calendar provided.
- See travel schedule. If you know people in those areas (see attached sheet) please pass their contact information along to Jolynn so she can visit.
- Alumni cruise from Baltimore – Fall 2017. Details soon.
- President Troup's Inauguration will be on Friday 9/23/16 at 10:00 a.m. Worship service the evening before. Homecoming will be this weekend also.
- Geneva will be at the RP International Conference in July.

6. Adjournment and Next Meeting

Adam adjourned the meeting. The next meeting will be August 27, 2016 – 9:00 a.m.

