

AAGC BOARD OF DIRECTORS MEETING

Saturday, October 21, 2017

Batza Room, Athenaeum

MINUTES

AAGC BOARD OF DIRECTORS PRESENT	GOUCHER STAFF PRESENT
Kara Bundy	Trishana Bowden
Judy Cohen	Bryan Coker
Jay Gilman	Amy Eddy
Kim Gordy	Jen Pawlo-Johnstone
Brendan McFadden	Casey Miller
Will Lonzak	Lynn Satterfield
Jocelyn Reader	Leslie Thrift
Leda Fuller Favor	
Nicole Imamshah Kaplan	
Caroline Leipf	
Jocelyn Reader	
Carol Hirschfeld Roth	STUDENT PRESENT
Jenifer Mitchell Reed	Lancelot Naipier-Kane
Angie Shaeffer	
Kim Van Newkirk Shaffir	
Dennis Teegardin	
AAGC BOARD OF DIRECTORS ABSENT	ATTEND REMOTELY
Damon Highsmith	N/A
Jesse J. Holland	
Morris Johnson	
Alyson Nachman	
Andrea Sanseverino-Galan	

12:00 – 1:15 pm **LUNCH (joint lunch with AAGC and BOT)** Decker Sports and Recreation Center
 - Special recognition of Evelyn Dyke Schroedl '62

1:30 – 1:50 pm Welcome, Introductions & Discussion of Bylaws Kara Bundy '02, President, AAGC
 - Kara Bundy called meeting to order at 1:35 pm.
 - A discussion on the bylaws took place between members of the board of directors.
 - The major change was that directors will be able to run for a second consecutive term.
 o This 2nd term would be at the approval of the nominating committee to oversee and vote
 - It gives a chance to grow the leadership and create a pipeline for leadership onto the board of directors

- The two liaison positions will be allowed to continue on for a second term (not the President, Vice President, and Secretary).
- The Quarterly (now called the Goucher Magazine) moved to the Communications Office from Alumnae/i Affairs. As a result, those positions were removed from the bylaws.
- The outcome of the discussion was to officially move that the bylaws be put forth to the alumnae/i body at the April meeting.
- A motion was made and seconded that we accept the proposed bylaw amendments and put them up for a vote at the annual meeting in April 2018. All voted in favor.

1:50 - 2:10 pm

Capital Campaign Update

Trishana Bowden P'18
Vice President of Advancement

- FY 17 – raised \$12.2 million
 - o \$11.6 million the previous year
 - o alumni participation is now 21%
 - new goal is 25%
 - o 100% trustee participation rate
 - o 6% increase in faculty and staff giving
- As of Wednesday:
 - o \$4.8 million raised (\$2.8 previous year)
 - o Aggressive travel schedule that hits new areas
 - West Coast visits this past summer (8 cities and 5 states)
 - o Clear connection between engagement and giving
 - o New campaign will be launched soon (months)
- Goal for the year:
 - o \$6.5 million in cash (true goal is \$10 million in cash)
 - commitments can be made over 4 years
 - Payments are the cash gifts
 - We are able to pay for most of the building as we go forward (not based off of loans)
 - o The Alumnae/i office will do a better job of including the board in travel plans
 - o Coffee Chats are currently taking place on campus every Friday. These partnerships allow students to learn about career paths and life after Goucher, by working with alumnae/i.
 - o The second Business Circle Breakfast will take place on Tuesday, October 31st on campus and will include guest speaker, Calvin Butler from BGE. We hope to have employers there who can provide internships and jobs to our students and alumnae/i (BGE and T. Rowe Price – both match gifts)

2:10 - 3:00 pm

AAGC, BOT and GSG Reports

- Jesse Holland, Senior Alumnus Trustee
 - o Kim reported on behalf of Jesse Holland
 - o The Board voted two members of the faculty have access to the conversation in the board.
 - o The colleges endowment is doing well. The rate is beating our peers.
 - o Goucher will receive a 1.4-million-dollar gift for new tennis courts.
 - The donor was thanked today
 - o Family weekend was the largest on record
 - o Goucher is one of 11 institutions being recognized for equal pay across race and gender (update actual statistic).
 - o Goals for the upcoming year
 - Recruit 440 students
 - Retain 80% of students
 - Keep construction on time

- Increase name-recognition
 - Push the student-faculty ratio of greater than 10-1
 - AAGC members asked for a list of statistics for comparable schools
 - This ratio does not dictate class size
 - Goals were approved by the board
 - Gala will be Saturday, March 10, 2018. Mark your calendars!
 - Miriam stated that during the March (8th) meeting, Robert Bull will be coming to discuss how to ask for money. We are hoping to have members of both the AAGC and the Board of Trustees. Afterwards, the attendees will join students for dinner in Stimson.

- The Goucher “Undaunted” campaign was discussed and previewed.
 - To be revealed at the March Gala
 - The March AAGC meeting time will change

- Kimberley Gordy, Admissions Liaison
 - Admissions is in the process of recruiting students
 - Admissions is transitioning to a new software system this winter
 - Training materials will be used to get alumnae/i who are interested in helping out (college fairs, school visits, etc.)
 - The push is to create a sustainable alumnae/i network across the country (and world)
 - We are hoping to be more intentional and deliberate with our use of alumnae/i in order to be more beneficial for both alumnae/i and students/parents.

- Carol Roth, Annual Giving Liaison
 - In addition to the capitol campaign, the goal for the Goucher Fund is \$1.8 million for operation costs.
 - Last year, we raised \$14,714.00 from AAGC Board members and had 97% board participation
 - FY18, \$1,244 has been raised from the AAGC Board, so far, with a 25% board participation
 - Push is to consider a DUEL gift (to affinity group and Greater Goucher Fund)
 - Pledge by December 31 (continuing gifts make it easier).
 - Continue to reach out to AAGC through social media to help encourage peer to peer giving (We are the ambassadors)!
 - Reminder that recurring monthly gifts can be set up easily online.

- Lancelot Naipier-Kane, President, Goucher Student Government
 - The structure of student government has changed
 - Senate - handles input from the community
 - SET- manage event planning and resources
 - Club Council- handles club management
 - Construction, Title IX, DACA and other major issues are being discussed inside the student government.
 - Grant funds have been created and re-written, for students and community members, in order to create projects and support the community.
 - Food security and prices from Bon Appetite has been a pressing issue with the weekly allocation of swipes. An issue SGA is hoping to solve.
 - The consolidated dining hall will allow an easier fix to these problems.
 - Course evaluations have been a pressing issue for students as well.
 - Length, access, and value were the three major issues

- A digital course evaluation is hoping to be created to add extra incentive to completing the evaluations.
- Other institutions will not allow students access to their grades until they complete the course evaluations
 - Due to the promotion and tenure this needs to be improved

3:00 – 3:45 pm

Today's Goucher Student

Bryan Coker, VP and Dean of Students

- Dean Coker discussed his personal perspective of Goucher during his 5 years at the institution.
- Dean Coker's role is in student affairs:
 - o Division III athletics, Chaplain, student conduct, the center for race, equity, and identity, public safety, residential life, student counseling, student health, and student engagement.
 - o Teaches at Morgan State (Higher Education Master's and Doctoral programs)
- Under President Unger, the job was a different job and Sandy was totally involved in student life.
- The judicial affairs/conduct has greatly improved in the last five years.
- Previously, Dean Edmonds did all of the marginalized work herself. We have changed this and spread the load to different centers.
- Andrew Wu has taken over judicial affairs/conduct.
- The organizations that make up student affairs meet regularly to discuss student concerns.
 - o This change has been extremely successful.
- Title IX policy changes made and a number of changes took place on campus.
 - o We have an extremely strict and stringent policy.
- The 3 R's have completely changed the dynamic on Goucher's campus.
- A change is needed to improve student housing and dining.
 - o As a result, the current renovations are underway.
- Our student population, particularly the minority population, challenged the school in relation to minorities.
 - o The students marched to Dorsey and presented their demands/challenges in 2015.
 - o It was a reasonable, well thought-out list.
 - o This incident was exactly what student affairs works to create (student-voice).
 - o As a result of this situation, the center for race, equity, and identity as well as a number of other clubs, organizations, and groups were created.
- We have implemented case management (student outreach).
 - o This structure allows staff members to connect students to the resources they require.
- The counseling role has changed completely.
 - o New center was created for this need.
 - o Trauma, sexual assault, addiction, etc.
- Career Development moved from student affairs.
 - o The change needed to happen and makes more sense for the institution.
- Parent orientation
 - o We now have a parent orientation that allows the school to set the terms of what engagement should look like for parents.
- CERT
 - o A community response team was created for students to respond to emergencies on campus. Over 30 students volunteered to be training in emergency management and be a part of CERT.
- Mobile Dean (open invitation to take part)
 - o A pop up table on campus twice a week for students to approach Bryan and his staff with any questions or concerns.

- Spreads what is taking place in a positive light.
- Unfortunately, student affairs has been focused on the two ten percent's...
 - The 10 percent of students who are super involved
 - The 10 percent of students who are in urgent need of support
 - They miss the 80% in the middle
 - Now a table is set up in a high traffic area to allow students to discuss current issues with deans and assistant deans.
 - Pass out fruit, ice cream, and obstacle courses as a way to get the middle 80% engaged.
 - They mainly just hear daily gripes and are able to re-assure students.
- Moving to a smoke free campus.
- Retention is a major focus (as always).
- Upcoming changes
 - Restructuring student affairs.
 - Focus on student wellness.
 - Mental health is a big issue.
 - Housing and Dining.
 - Community Principles (updating).
- Regarding alumnae/i participation, Young alumni engagement and participation makes a major difference.

3:45 – 4:00 pm

Wrap Up/Action Items

Kara Bundy '02, President, AAGC

- Meeting was adjourned at 4:06pm.

Reminder

Next AAGC Board of Directors Meetings

Saturday, March 10, 2018

Saturday, April 28, 2018 (Annual Meeting)