

AAGC BOARD OF DIRECTORS
Meeting – October 22, 2016
Alumnae/i House – Buchner Hall

AGENDA

Attendees

Todd Hawkins '10
Kara Bundy '02
Angie Shaeffer '04
Jen Pawlo-Johnstone, Executive Director of Alumnae/i Engagement
Davon Barbour '99
Carol Hirschfeld Roth '70
Jesse Holland '12
Kim Schaffir '83
Lynn Satterfield '83, Director of Alumnae/i Affairs
Amy Rosa, GPEP Director
Donte Small '18
Leslie Thrift, Office of Alumnae/i Affairs Associate
Eleanor Shriver Magee '00
Casey Miller, Associate Director of Alumnae/i Career Programming
Alyson Nachman '89
Greg Permison, Director of Campaign and Strategic Initiatives
Amy Eddy, Associate Director of Communications & Programming
Jay Gilman '99
Jennifer Margolis Marquez '01
Trishana Bowden, Vice President for Advancement
Akeembra Lawrence, Assistant Director of Annual and Affinity Giving

1:15 – 1:30 pm

Welcome and introductions

**Todd Hawkins MAAA '10
AAGC President**

- Todd called the meeting to order at 1:25p.
- Todd asked that we consider what Goucher means to us and what word that we think of when we think of Goucher. As the programs at Goucher change, we are constantly considering our connection to the college.

1:30 - 2:00 pm

Goucher Prison Education Partnership (GPEP)

Amy Roza, GPEP Director

- Amy has been with the program for 5 years now and reports the following:
 - Goucher comes from a tradition of offering access to education to groups not typically served. The GPEP program is supported 100% by funding sources outside of Goucher.
 - The vision is for students to earn a Goucher degree. We are just waiting for Middle states approval to offer the degree. This is to be the same high quality, rigorous education offered on campus.
 - The program started in 2012. Now there are 200 students from the prison enrolled and 100 Goucher campus students who volunteer with the program.
 - This is not a “service project,” it is an academic division offering the same courses offered on campus taught by Goucher faculty and faculty from other institutions. 4-6 classes are offered per year.
 - There are college preparatory classes offered to keep the quality of Goucher students high.
 - There are some courses with main campus and prison students both in attendance. The program also offers two spots to the prison staff to study as well.

- Access to education is one of the best ways to lower recidivism. 70% of the GPEP students have children under 21. An education increases incomes and keeps the parent at home creating a more stable environment for the entire family.
- GPEP is increasingly recognized as a national model for a program like this. This is a very cost effective program since there is no physical building that needs to be supported.
- Donte Small '18 shared his experiences as a GPEP student and now a student on the main campus. He is the only GPEP student to come to campus so far. A few others have been accepted into the main campus program but have not attended. One accepted student decided to attend a different institution.
- We have been asked to keep Donte's story private to give him the opportunity to share it with faculty, staff and students on his own terms.
- The GPEP program has benefited not just the students enrolled but those who have volunteer with the program.
- There are networking opportunities to support the GPEP students with issues outside of the classroom so that they can continue their education.
- The fundraising is currently done by Amy and a part time fundraiser. A few AAGC Board members offered their assistance with fundraising. Anyone interested in supporting the program should contact Amy.
- Amy offered to include any interested AAGC Board members in the next visit to the GPEP program at the prison.

2:00 - 2:15 pm

Alumnae/i Engagement Update

Jen Pawlo-Johnstone

Ex. Director of Alumnae/i Engagement

- Please contact Leslie Thrift with any changes to your contact information.
- Carol Roth '70 has committed to working with the Annual Giving Team.
- Jocelyn Reader '02 is filling the open spot on the Executive Committee.
- Andrea Galan'92 has filled the vacant Board seat by Uneeda Brewer.
- The new AAGC logo was unveiled after much discussion with alums at the retreat and many design reviews. There is also a new AAGC brochure summarizing the organization and its benefits.
- Each AAGC member needs to provide their shirt size so that we can fulfill President Bowen's suggestion that we all wear our Goucher pride out in public.
- Jen shared the highlights of this year's reunion agenda including a beer garden and hot steel returning. There will be an opportunity to honor Nancy Magnuson, Goucher librarian, who is retiring after 40 years.
- The official opening of the new freshman residence hall is November 11. An email will come out next week with the details.
- Jen shared the schedule of events in Baltimore and across the US. This will be emailed out to all Board members. Last year, there were 34 events across 18 cities.
- Career Development:
 - The CDO is recruiting volunteers and has about 210 responses to date.
 - They offer 179 career coaches, 20 events featuring alums, and 1000 alumni volunteers in fiscal year 2016.
- The AAGC nominating committee will start their process in November.
- The public service committee will start their process in January. Please send nominations for both the Barland (Nov 1 deadline for nominee) and Public Service awards. An email is coming out next week with more information on each award.
- The Jewel Robinson Committee has been meeting regularly to organize the upcoming dinner scheduled for February 24, 2017. March 2nd if the bad weather date.
- The Gala will return in the fall of 2017 recognizing alumni as they have in the past. The dates for the event and the deadline for alumni recognition nominees have not been set. The Gala will coincide with the capital campaign kickoff. Separating the Gala from reunion will allow for a better use of resources and not conflict with reunion events and staffing.

2:15 - 2:30 pm

**Meet the Annual and Affinity Giving Staff
Capital Campaign Update**

**Greg Permison, Director of Campaign
and Strategic Initiatives**

- Greg shared the following items in his report:
 - Akeembra is the new Assistant Director of Annual and Affinity Giving.
 - Marcela Santos, has also joined the team as the Annual and Affinity Giving Officer
 - Alexander Price has joined as the Director of Annual and Affinity Giving.
 - There is a capital campaign underway which will formally kicked off in October 2017.
 - Preserving the institutional architecture is a priority to alums. Froehlicher was scheduled to be raised but will now remain and be moved to create the “Froehlicher Quad” down past the tennis courts where Donneybrook is located. The college is being very mindful of both design and budget when executing the campus renovations. The new residence hall came in under budget and ahead of schedule.
 - Hoffberger is 60 years and is in desperate need of renovation. It will increase in size to 50,000 sq. ft.
 - The dining options are being addressed as well. Fall of 2018 will offer centralized dining in Mary Fisher by expanding the current location.
 - Stimson will be addressed after the dining hall renovation. We are considering smaller renovations and possibly keeping parts of the building. It is not likely to be completely torn down but some areas, such as the current dining hall, may be removed to allow for more green space.
 - Lead gifts for the new interfaith center and the new athletic field have been made.
 - The equestrian project is on schedule and is being moved to behind the President’s house. There is a lease with the Maryland Horse Breeders Association which will move into the facility and offer a strategic partnership for us.
 - The Greater Goucher fund is still the cornerstone for giving. The mass appeal will be out in November along with a Goucher Society appeal.
 - Greg Permison challenged the group to get 100% participation!
 - The staff will consider how best to honor the changes to the residence halls, the alumni relationships with them, and how to upcycle materials from the buildings as mementos. We do not have a list of who lived in each of the dorms.
 - We do a good job of honoring our past but remaining innovative. Goucher won the 2016 Innovator of the Year Award from the Daily Record. We hope to win more awards for our unique efforts such as moving residence halls.

2:45 – 3:00 pm

AAGC Alumna/us Trustee Report

**Jennifer Margolis Marquez ‘01
Senior Alumna Trustee**

- The following report was given by Jennifer from her attendance of the Trustee meeting this weekend:
 - Marketing Branding & Recruitment:
 - Goucher is currently recruiting “Gen Z,” ages 16-19, who were born in the internet world, have short attention spans and now we have to figure out how best to communicate with them.
 - The freshman class this fall was the 2nd largest class in Goucher’s history.
 - Goucher is increasing its advertising. There is a big ad at BWI. Be sure to like, friend, and share Goucher on social media.
 - Goucher is looking for curious, creative, and collaborative students. Goucher is creating an elevator speech so that we can easily share the changes to the curriculum, type of student we are looking for, and what the college is about.
 - Campus life:
 - New contract with Under Armor, new Gopher logo.
 - Phoenix scholars program for first time and underserved students.
 - Academic Affairs:
 - Goucher is above the average of students seeking care on campus for mental health issues. It is good students are seeking care and getting help. The feeling is that students are getting help because we are an open and safe environment with resources readily at hand. There are also increased societal issues, social media issues, and issues around how to deal with the negative/bad feelings that students have to deal with in these times. Goucher is getting a

reputation for being a place for those who are different and as a place that is accepting of others.

- The new curriculum is being put into place with all classes going to 4 credits across the board, implementing a new calendar and scheduling grid in place, and providing faculty support during the transition.
- Retention is focused on tutors for those struggling in the first semester. The Starfish program has a retention flag to help students that need help.
- There will be a January “semester” known as J-Term with non-credit class options for students.
- A “pay it forward fund” was created by a parent to support students who have an immediate need with micro gift. There is a review committee which approves the gifts.
- The student teacher ratio is 10:1. Currently, there is not a lot of hiring this year due to shifting the curriculum and determining where the staffing needs will be.
- Investments & Budget:
 - The endowment is doing fine. The portfolio interest is balancing the increased draw rate.
 - There was a clean audit and we have strong endorsement from the auditors
 - The college is focusing on cyber security for their systems and sites.
 - Two \$1 million gifts each for interfaith center and for the new turf field. Were announced. The property on Southerly Rd was rezoned successfully for a future structure TBD.
 - New dorm for freshman was completed and open this fall for incoming students. Three of the Froehlicher buildings will be moved this year. The B and C components of the new residence halls will start at the end of this year.
 - The budget is on track with an expected zero percent increase in tuition for undergraduate program this year. The Graduate programs will increase by 3%. The room and board will increase with the extra funds supporting the counseling center.

3:00 – 3:15 pm

Pagliario Selz Hall Residential Faculty

**Rachel Grotheer, Assistant Professor of
Mathematics and Computer Science**

- Rachel is a new faculty member on campus this year volunteering to live in a faculty apartment. She enjoys her apartment in the new hall affectionately referred as “the hotel” by students. Living on campus makes it easy for her to attend many events and club meetings.
- She sees her role as having a few events and “open door night” to introduce everyone, baking cookies as an ice breaker, starting a game night to support interaction, and being a resource in general for students. Rachel is not an RA but she is there to help support the students. She has community hours to interact with students and both she and the students are still figuring out how best to interact. Right now most interactions are on the upper floor in the common spaces. Rachel lives on the bottom floor.
- In addition to the faculty apartment, there is another apartment for a staff member, Malik Blue, who works in residential life, also in Selz Hall. Rachel is coordinating with the others to determine a direction/goal while on campus. The current goal is to get to know the residents and make students more comfortable using her as a resource, starting community dinners, etc.
- Ridwan Lawal, who is a student worker in the Alumnae/I house shared his experiences as a freshman. He lives in Gallagher, enjoys the closeness of those in his house but makes a daily effort to be outside of his room meeting people and hearing their experiences.

3:15 – 3:45 pm

Gallup Poll Results Review

**Amy Eddy MAT '04, Associate Director,
Comm. and Programming**

- Amy shared the results of the recent Gallup poll in a Powerpoint presentation.
- There was a 34% response rate (2700 total) from the classes of 1950-2015 which is very good.
- In the magic six factors, we ranked very high with few exceptions. Nationally only 3% agreed with all 6 factors. We're double the national average in well-being rankings.
- We need to (re)-define our value proposition and this survey is supporting the process.
- 48% of Goucher graduates are very engaged at work.
- Implications of this survey include how we design the curriculum, how we approach prospective students and parents, how prospective employers perceive graduates, how giving is approached.

- Next steps:
 - The college is using the data to help determine what is next. This is one piece of a larger project. There was a student survey last year that was similar to the Gallup survey.
 - Next year there will be a faculty/staff survey.
 - In fiscal year 2018, we will repeat the student and alumni survey.

3:45 – 4:00 pm

Wrap Up/Action Items

**Todd Hawkins MAAA '10
AAGC President**

- Todd reminded us that we are all Gophers and we belong here!
- Todd closed the meeting at 4:05pm.

Reminder

Next AAGC Board of Directors Meetings

Saturday, March 4, 2017, 12:30-4 pm
Saturday, April 29, 2017 (Alumnae/i Weekend) Time TBD