

ALUMNAE AND ALUMNI OF GOUCHER COLLEGE

MARCH 4, 2017

1:15 PM – 4:00 PM

Alumnae/i House – Buchner Hall

AAGC BOARD MINUTES

AAGC BOARD OF DIRECTORS PRESENT	GOUCHER STAFF PRESENT
Kara Bundy '02	Trishana Bowden
Jay Gilman '09	Luz Burgess-Lopez
Kimberly Gordy '06	Lillian Klein
Damon Highsmith '03	Casey Miller
Jesse Holland MFA '12	Jen Pawlo-Johnstone
Eleanor Shriver Magee M.Ed. '00	Alex Price
Jennifer Margolis Marquez '01	Lynn Satterfield
Brendan McFadden '13	Leslie Thrift
Jocelyn Reader '02	Summer Torres
Carol Hirschfeld Roth '70	
Kim Van Newkirk Shaffir '83, P' 15	
Andrea Sanseverino-Galan '92	
AAGC BOARD OF DIRECTORS ABSENT	
Davon Barbour '99	
Todd Eric Hawkins MAAA '10	
Alyson Nachman '89	
Jenifer Mitchell Reed '86	
Angie Shaeffer '04	
Alex Smith '05	

1:30 – 1:40 pm Welcome / Introductions

**Kara Bundy '02
AAGC Vice President**

- Kara Bundy called the meeting to order at 1:15 pm, welcomed everyone and had attendees introduce themselves.
- Goucher College Under Armour shirts were distributed.

1:40 – 2:15 pm Center for Race, Equity and Identity

**Luz Burgess-Lopez
Assistant Dean of Students**

- Luz Burgess-Lopez assistant dean of students, Summer Torres Assistant Director for LGBTQIA Students, and two of their interns discussed their roles and experiences in the Center for Race, Equity and Identity.
- Discussed the prior and current mission of the CREI, which is dedicated to education.

- Trying to create a space for different conversations in order to talk about race and gender issues.
- The current campus climate has become more divided as a result of the election. A safe campus space was provided for various student groups.
- Expanding on Lunch and Learns for faculty and staff.
- BERT (Bias Education Response Team) – Purpose is to educate campus and track incidences. Can report bias to BERT and it can be assessed. BERT team consists of CREI, Public Safety, Office of Student Engagement, Counseling, Chaplain, Residential Life, and Student Affairs.
- Phoenix program for first generation and low income students is different from Equal Opportunity Program (Now called the Maryland Scholars Program) because it's open to students regardless of home state.
- Design educational workshops in the future – maybe at August AAGC retreat.

2:00 – 2:15 pm

Alumnae/i & Parent Engagement Update

**Jen Pawlo-Johnstone
Executive Director of
Alumnae/i Engagement**

- Lillian Klein was added to the Engagement Team. She is the Director of Parent Engagement. In process of recruiting parent ambassadors for events. Part of the Parent Program is to engage parents in order to get them more involved and to become donors.
- CDO – good turnout for variety of events, career week, mock interview event, speed networking event, Boston Gopher Treks event, and coffee chats. Focus on marketing for students. Facebook live a success replacing the webinars.
- Athletics considering renaming the mascot. The mascot will still be a gopher. A lot of conversations from board members expressing concern. Jen will provide more information as it becomes available.

2:15 – 2:30 pm

It's Coming! Annual and Affinity Giving Update

**Alex Price
Director of Annual Giving/
Carol Roth, AAGC Annual Giving Liaison**

- Goucher Challenge will take place on May 5, 2017. Chance for gift of \$2M, but we have to reach certain benchmarks. Need participation to reach goal. Only counted for that day. Engage students, faculty and staff. Ask AAGC to be ambassadors. It's also the last day of classes, Convocation day, and groundbreaking of new interfaith center. Goucher Challenge is open to everyone in the community. Update: the interfaith center ground breaking has been moved to a date TBD.
- Participation in giving is important. It's not what you give it's that you give.
- AAGC giving – participation last year FY16 38% vs. FY17 64% this year. Total raised by AAGC Board is \$5,424.
- Recurring gift page is now live.
- Send digital version of "I Gave to the Goucher Challenge" to AAGC Board.
- Conversation about equity issue sensitive for young alums due to student debt.

3:00 – 3:15 pm

**AAGC Alumna/us Trustee Report/
Public Service Award Announcement**

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

- Facilities, Development and Finance were combined into one meeting to discuss Goucher budget. It's a lower deficit that had been expected.
- Jose to visit seven cities in seven days, Goucher Connects events. Kicking off Capital Campaign in the fall or spring of 2018 with at least a \$100M goal.
- Combined Academic Affairs, Campus Life, and Marketing Committee meetings. Admissions numbers are up from last year.
- New curriculum and schedule to be implemented this year. All courses will be four credits vs. three credits.
- Endowment doing better.
- Audit and Governance had one issue and it was resolved. Looking into cyber security, next year, to stay on top of things.
- Goucher students make less but have a better sense of well-being (personal, financial, and physical).
- Coming in under budget due to buildings being under budget, and being slow to replace staff. The budget is going to get worse before it gets better.

3:15 – 3:30 pm

Capital Campaign Update

**Trishana Bowden
Vice President of Advancement**

- The campaign is focusing primarily on buildings.
- Scholarships are part of the campaign.
- There is an opportunity in this campaign for everyone that wants to give.
- The fundraising five year comparison is FY13 - \$9.2M, FY14 - \$6.5M, FY15 - \$7.6M, FY16 - \$11.5M, FY17 - \$8.1M at end of February.
- Concentration on areas with high number of alumni, parents, and graduate alumni.
- Jose to travel this summer to OR, NV, WA.
- AAGC and BOT willingness to act as liaisons in order to help identify people and collect updated information.
- There are four different types of fundraisers: Advocates of Goucher - go to events and talk to people about Goucher, Ambassadors - hold events at their home or office, Partner - will identify people, Solicitors – go out and visit
- This campaign will be five years long. Includes this year. Pledges to be included.
- Retail space will go to general operating funds. Looking into partnerships that benefit Goucher.

3:30 – 3:45 pm

Alumnae/ Weekend 2017 Update

**Lynn Satterfield '83
Director of Alumnae/i Affairs**

- Reunion Registration is open online and the booklet to go out next week.
- Pilot texting program to start next week.
- Distributed and discussed the alumni weekend brochure (events, classes, etc.). Offering different packages for reunion, non-reunion years are invited, more options to choose from.
- Froelicher is moving and we don't have an opportunity for alums to come back before the move. Invite alumnae/i back in August for possible opening in the new location.
- Public service award went to Betty Overton Knupp '67.

3:45 – 4:00 pm Wrap Up/Action Items

**Kara Bundy
AAGC Vice President**

- Proposed amendment to create two more officer positions: “Annual Giving Liaison” to work with annual giving staff and “Admission Office Liaison” to help support admissions in the recruitment process.

**Next AAGC Board of Directors Meetings
Saturday, April 29 2017, 3:30 – 5 pm
Forum Athenaeum
(Alumna/ Weekend)**