

Spring 2003 GEMS Board Meeting Minutes

March 28, 2003

Directors Present: Barb Arnold, Ray Ban, Jose Cowen, Johnny DeCooman, Fred Franklin, Bob Helkowski, Tony Hutchinson, Chuck Koval, Cynthia Kramer, Amy Lamke, Bob Landis, Dave Michel; Staff: Colleen Swetland

Directors Absent: Jim Beckman, Colleen Demark, and Tom Kleeb

Alumni Council Report (Amy Lamke)

No Alumni Council until Fall 2003. From the Alumni Association News, February 10, 2003: "Roger L. Williams '73,'75 MA,'88 D.Ed, associate vice chancellor for university relations at the University of Arkansas, has been appointed executive director of the Penn State Alumni Association, effective June 1."

MAPS - Meteorology Alumni of Penn State (Lynn Persing, Alumni Coordinator)

MAPS had a successful 30-year alumni reunion; over 150 attended, including: 96 alumni, the remainder were comprised of students, faculty, and staff. MAPS newsletter will go to press next week. MAPS Steering Committee Meeting will allow alumni and faculty to meet with students before the summer break. MAPS initiatives include: job search assistance for students, point of first contact program, and alumni awarded at AMS meetings.

Program Committee Report (Amy Lamke, Ray Ban)

Dean Barron offered his thoughts for capitalizing upon the success of the GEMS 2003 Seminar Series installment, The Value of Meteorology to Business and Society:

The seminar was excellent, and an exceptional networking session.

The GEMS Board should consider a non-football weekend, preferably in late September or October.

Content and speaker delivery very specific to Meteos - a broader brushstroke is required.

Focus on capturing the student audience by coordinating event timing to coincide with student schedules, and advertising in specific classes.

Amy Lamke made the following comments and recommendations: shorten seminar length; pepper the seminar with discussion sessions; pre-plan discussions with provocative questions; coach speakers; specify seminar mission; solicit department/faculty recommendations for speakers; the speaker class was gender disproportionate - recruit more female speakers; target audience was too broad - must focus on students as target audience; solicit user input during panel discussion; future topics: materials and/or energy.

Board tentatively settled upon the following: Thursday of Obelisk weekend 2004; Topic: materials; Colleen Swetland will review schedule and Board will decide within a few months.

ACTION: 1. Confirm next GEMS seminar date, topic, etc.

Irvin Hall Alumni Interest Group (AIG)

Not present, no report. Colleen will invite Irvin Hall President and EMS Student Council President to the next GEMS Board meeting and the GEMS lunch with department heads for Fall 2003.

Campus Committee (Barb Arnold)

Barb attended the Society of Woman Engineers (SWE)/Science Club banquet at the New Kensington Campus on 4/9/03. Tom Kleeb has been active at the McKeesport campus, making presentations to students and attending career fairs.

ACTION: 1. Continue active recruitment efforts at Penn State campuses and Community Colleges.

Career Committee (Dave Michel)

Fred Franklin spoke to the Black Student Union at Henderson High School in West Chester, PA. Fred received a great response from parents following his speech, which focused on his career and Penn State EMS experiences. The Career Committee would like to develop a template for contacting prospective students by developing an algorithm for recruiting high school students through their parents. The algorithm would be based on Committee members experiences and would progress as follows: informal "meet & greet" with students in the classroom or at a guidance counselor's office; speak to student interest groups (science clubs, etc.) about personal and professional experiences; prepare fliers for students to take home to parents, offering to meet with parents to discuss EMS.

ACTION: 1. Continue grass-roots recruitment efforts at local schools.

Resource Committee (Bob Landis)

The Board approved the recommendations for the Alumni Achievement Awards. The Executive Committee will invite former board members to participate in Board meetings. Mike Starsinic resigned from the Board. Colleen will speak to the MatSE department head regarding his replacement.

ACTION: 1. Recruit a new MatSE board member who will maintain the breadth and depth of the department's current board members.

Old Business

The Board agreed not to participate in this year's homecoming parade.

New Business

The GEMS 2003 Seminar Series installment, The Value of Meteorology to Business and Society, was a tremendous success. The seminar was well attended by faculty, staff, and students alike and the Board received accolades from Dean Barron on the content and preparation, as well as networking opportunities. The primary goals for next year's seminar will be to focus on the student audience, recruit and coach a diversified group of speakers, and facilitate a more interactive experience between the panel and audience.

The Board discussed the possibility of merging the campus and career committees into a single "recruitment committee", and creating a new committee tasked with developing an updated strategic plan for the Board.

The Board's Executive Committee will convene to develop a new committee specifically tasked with developing and drafting a new strategic plan for the GEMS Board. The Executive Committee will assemble a loose framework for the strategic plan in time for the Fall 2003 meeting, using the College's strategic plan as a template.

The Fall Meeting will be September 18-20, 2003, at University Park.

Respectively Submitted,
Bob Helkowski