

GEMS Board Meeting
26 March 2004

Members Present: Barb Arnold, Ray Ban, Jose Cowen, Johnny DeCooman, Eugene Gagnon, Robert Helkowski, Tony Hutchinson, Cynthia Kramer, Amy Lamke, Dave Michel, Bob Landis, Marc Palmisiano, C. Swetland; **Guests:** Ruth Ann Dudenhofer, Andrew DeCandis, Lynn Persing, Lee Ann Nolan, Eric Minford, Glenn Schwartz, Cheryl Stringer
Absent: Jim Beckman, Fred Franklin, Tom Kleeb, Chuck Koval

Call to Order by President Ray Ban: 1:00 pm

Committee Reports

Alumni Council/Alumni Association—C. Stringer

- The current major goal of PSAA is membership and the desire to remain #1 among major universities.
- There is presently a rebate incentive campaign of \$50 back to each college for each PSU life membership sold.
- The Alumni Association is going to begin an early achiever award for PSU alumni age 39 and under.
- The strategic challenge of the PSU Alumni Association is to increase interest in men's basketball and to honor Joe Paterno's legacy.

MAPS –Newsletter has been recently issued and no new news to report at this meeting.

Irvin Hall Alumni Interest Group—A. DeCandis/L. Nolan.

- This group is developing its mission statement and working with current undergrads.
- Working with GEMS, other college alumni and alumni leadership in fundraising for Irvin Hall, to provide an endowment for Irvin Hall residents.
- Future activities of this group include faculty lectures, attendance at art events for current students, and an annual alumni tailgate at 2004 Blue/White game.

GSAS—E. Minford

- A report was given on special Graduate School program activities occurring during the weekend to highlight 25 and 50 year anniversary doctoral graduates.

Outreach—D. Michel

- Toolkits for media presentation to middle school, high school and community college/commonwealth campus audiences for EMS recruiting are being developed. The basic idea is to energize synergism with various EMS majors and physical sciences. This effort will work with the new EMS recruiter position to facilitate the toolkit development and distribution.

Mentoring Program—G. Schwartz

- Presented information which shows minorities are underrepresented in weather broadcasting in the Philadelphia area. He outlined a proposal to target 4th to 8th grade students to provide learning opportunities to help fill the ‘pipeline’ leading to college and potentially careers in weather forecasting. He suggested creating a partnership using resources at Channel 10 in Philadelphia area, both NBC and NBC-parent GE, and EMS/PSU. Information was provided to the Dean, the Meteorology department head and the director of diversity programs in order to move forward in this partnership.

Program—A. Lamke

- GEMS fall 2004 seminar is progressing. Speakers and a new program committee chair are needed. The speaker subcommittee met in March with Gary Messing. Under development are a Marketing Plan, an Implementation Plan, and A ‘Day OF’ Plan. Desire is to involve more students and faculty from the university-wide community for the seminar. Board-wide resources are needed for marketing and logistics. The seminar will be Thursday of the Fall Meeting, September 17, 2004, 1-5 pm, followed by a joint reception with PCA.
- Geography was suggested as the target group for GEMS fall 2006 seminar. Jose Cowen spoke to Geography department head who indicated perhaps 2005 would be better. However, Board discussion conclusion was to continue with a two-year schedule and to begin to work with Geography at the conclusion of this year’s seminar.

Resource—B. Landis

- GEMS Alumni Achievement Award winners were selected.
- A 50% turnover in board members has occurred. At-Large members leaving the Board include Tom Kleeb, Johnny DeCooman, Jim Beckman, Ray Ban, Dave Michel. Also leaving is Barb Arnold. An election will be necessary for 4 at-large positions. All Board members should pursue/recruit new members. Board conference call within a month to discuss this matter further.

Strategic Plan—R. Ban

- Barb Arnold agreed to visit PSU and work with C. Swetland finalize strategic plan wording on 4/29/04. All Board members should review and comment on the finalized Strategic Plan to Colleen or Barb prior to that time.

College—E. Barron

- Provided a brief report to the Board on college plans and perspectives, and the synergy between departments and degree programs.

GEMS Finances—L. Achterberg

- Provided a report to the Board on GEMS budget issues. The cost of GEMS programming including receptions, dinners, tailgates and the GEMS Board activities are:
2001-2002: ~\$39,000
2002-2003: ~\$36,000
2003-2004: ~\$20,000 (so far).

New Business—R. Ban

- Parting comments were heard from Barb Arnold and Johnny DeCooman.
- Elections – Bob Landis was elected to the President-Elect position and Bob Helkowski was elected to the Secretary position.
- A Golf Outing will be held the Wednesday of Fall Board Meeting, September 15, 2004 for all alumni in town for the weekend activities including GEMS Board members.

Meeting adjourned at 5:40p.m.

Respectfully Submitted,

David Michel/Robert Helkowski for Tom Kleeb