



**The Saint Francis University Alumni Association
2020 Annual Association Report**

MESSAGE FROM THE PRESIDENT

To my fellow Alumni Association Members,

I hope you and yours continue to be well throughout what has been a tumultuous 2020. It is certainly not the year any of us expected, but we continue to adapt and overcome. While we cannot have our normal in-person annual meeting, I hope you will appreciate this written report that will update you on the Association's progress.

There are still many unknowns going forward, but I want each of you to know that the Alumni Association is entering these uncertain times from a position of strength. Our recent budgetary decisions have yielded a very solid foundation; our recent strategic plan is on track, albeit with new approaches due to the pandemic; and we remain committed to facilitating connections between our alma mater and each other regardless of what else may come.

It is my hope that you will feel the pride I do as you read this annual report, and I encourage you to complete the feedback survey at the end of this report. I always want to hear from you and know what more can be done to improve our Alumni Association.

I look forward to seeing you again in person as soon as possible, and continue to be safe.

Fondly,

Sharon Hoffman '80
President of the Board of Directors
Saint Francis University Alumni Association
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OUTGOING AND NEW BOARD MEMBERS

We thank Mr. Fred Sauers '74—our sitting Secretary—and Dr. Theresa Horner '82 for serving on the Alumni Association Board of Directors. While each is stepping away from board service, we look forward to seeing them both at alumni events for years to come. Thank you, Fred and Theresa, for your service to the Saint Francis University Alumni Association.

Sharon Hoffman '80, Bryce Cossitor '04, Chelsea Crandall '14, Elisa (Fleig) Yin '12, Tibbins Gunsallus '66, Kurt Hoffman '10, and Maria Pellegrino-Yokitis '96 were all re-elected to second terms on the Board of Directors.

The board welcomes three new board members: Sean Keefe '96, Andrew Baughman '13, and Timothy Hornick '15. They bring experience to the board from various fields: Sean is the Chief Division Operations Manager of the Enterprise Technology Implementation Division of the Internal Revenue Service, Andrew is the Program Director/Outreach Manager of the UPMC Altoona School of Medical Technology/Medical Laboratory Science, and Timothy serves as an Admissions Counselor at the University of Pittsburgh Johnstown. Welcome to our newest board members!

BOARD OF DIRECTORS OFFICER ELECTIONS

Sharon Hoffman, David Kozak, and Gerald Ferrin were all elected to second terms for President, Vice-President, and Treasurer, respectively. Nancy McCreary Waters will join the officers as the newly elected Secretary. All terms will run from October 2020 to October 2022.

MEMBERSHIP REPORT

2019-2020 Fiscal Year

The 2019-2020 Fiscal Year ended with 1,464 Association members, down from 1,493 in 2018-2019 and 1,503 in 2017-2018. Membership numbers were strong through 2019-2020 and on track to match or exceed the past two years, but progress dropped significantly in March due to the pandemic. There were no alumni gatherings for the remainder of the fiscal year to drive late-year membership, and there were no membership solicitations sent in respect to the immensity of what was happening and the soaring unemployment numbers.

2020-2021 Fiscal Year

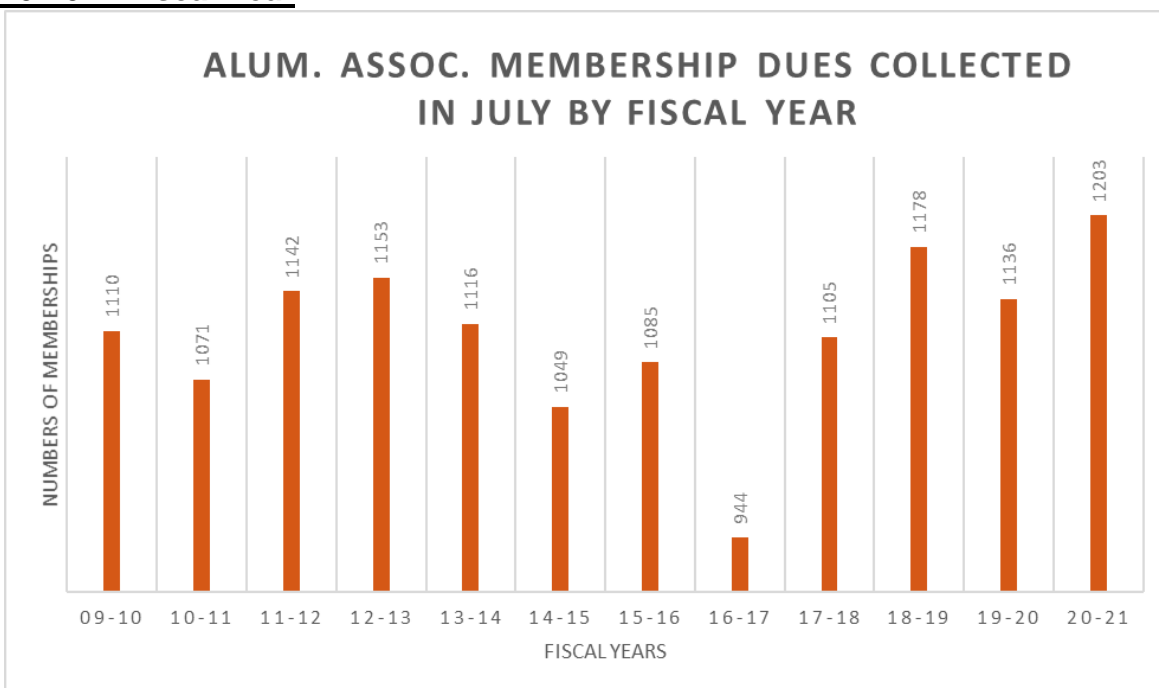


Fig. 1

As of July 30, 2020, the 2020-2021 fiscal year membership numbers were 1,203, up from 1,136 in July 2019 and 1,178 in July 2018. We concluded July with \$30,250 raised in membership dues; 1,203 members; and 26 new lifetime members, matching all of 19-20's new lifetime membership totals in one month. This is a strong response from our alumni.

This response is encouraging considering that we had no Alumni Weekend this year. We believe this response is due to a variety of factors that resonated with our alumni base: timelier and more frequent membership solicitation; a pivot to more online programming in light of ongoing social distancing; the Association's gift to the University's student emergency fund, demonstrating how a portion of membership directly aids students; and an overall sense of community unity in the face of an extremely trying year.

We are pleased with the start to 2020-2021, and we will continue to do all we can to further increase membership numbers by continuing to make sure the Alumni Association has value, pandemic or not. However, we are still bracing for what could be a down year in total membership numbers over the next eleven months—there is still too much uncertainty to confidently predict ongoing growth in membership.

Please join the Alumni Association if you have not done so already, and continue to encourage your fellow alumni to join as well. Thank you for your ongoing support and trust!

2020-2021 BUDGET REPORT

The Board of Directors over the last several years have made conscious efforts to create a more sustainable year-to-year budget, and this year specifically has demonstrated why those efforts were so crucial. Thanks to smart and conservative budgeting, the Alumni Association is in as strong of a position as possible to weather the effects of the ongoing pandemic.

The Alumni Association began the 2020-2021 year with \$25,780 in retained earnings. With \$30,250 collected in membership dues in July, the Association ended the first month of the new fiscal year with \$56,030. This is not due to hoarding but to timing—many of the expected expenses in 19-20 never came due because of pandemic-related cancellations.

During the June 20, 2020, Board of Directors meeting, a 2020-2021 budget was passed that projected no Alumni Weekend income and a downturn in membership totals, anticipating an income of \$30,000 based entirely on membership dues. We have surpassed that total already with a strong July, which helps secure the Alumni Association's position going into 20-21.

The board made no cuts to the budget save for those related to not having an Alumni Weekend this year. We are projecting to spend \$33,000 in this fiscal year. While that is slightly higher than the projected income, the Association's retained earnings allows us to provide the same level of service and quality without cutting our budgets. Using \$3,000 or more from \$25,000 of retained earnings to cover any shortfalls will maintain our operations and still leave plenty to cover any unforeseen budget downfalls or to further help support the Saint Francis student body as we did this past year.

Due to the cancellation of Alumni Weekend 2020, the Board is also anticipating a large Alumni Weekend 2021 (assuming Pennsylvania's event restrictions are lifted by then) with both 2020's and 2021's anniversary classes being celebrated during the same weekend. Our retained earnings will help cover expected higher costs.

In summary, the Alumni Association will be navigating a difficult year from a position of relative strength and stability. We will continue to monitor the budget closely to ensure that the Alumni Association is sustainable for this year and many, many years to come.

STRATEGIC PLAN UPDATE

Despite all the challenges this year, the Board is moving forward with implementing the latest strategic plan.

The Membership Committee is working with the Office of Alumni Engagement to gauge interest and create Alumni Association chapters around the country. Be on the lookout for this email and accompanying social media content. By gauging regional interest and creating the infrastructure for chapters now, we will be ready to hold in-person events around the nation once it is safe to do so.

The Networking Committee will be involved and active on Alumnifire, the new networking platform that we highly encourage all alumni to join so that they can mentor not only current students but fellow alumni as well.

The Communication Committee has recently collaborated with the Membership Committee on their chapter creation initiative and continues to help market the Alumni Association to alumni.

The Admissions Committee reviewed all submissions and selected two freshmen for the Alumni Association Scholarship this year. Congratulations to Alice Hoover and Lauren Selfridge! The committee also looks forward to working with Office of Admissions now that a new permanent Vice President has been announced for that office. While student recruitment will certainly look different in 2020 and 2021, the committee looks forward to working with the University and helping bring in the next generation of SFU alumni.

FUTURE ALUMNI EVENTS

There will be no in-person alumni events for the rest of 2020, and that position will be reexamined by the Office of Alumni Engagement at the start of 2021.

However, the Board of Directors and the Office of Alumni Engagement are working together to ensure that our alumni can still be together, albeit virtually. One hundred alumni registered to join the new alumni book club, and we look forward to seeing that grow as more books are announced throughout the year. We've had over 100 alumni volunteer on Alumnifire, which we also expect to grow throughout the year.

The Office of Alumni Engagement and Phil Tartaglione '74 are also working on creating a virtual wine tasting, bringing Phil's popular Alumni Weekend seminar to your own home. There are a few other projects in the works, including at least one surprise.

MEETING MINUTES FROM THE 2019 ANNUAL MEETING

Minutes taken by David Kozak '10,
Vice President of the Alumni Association Board of Directors

Annual Alumni Association Meeting

7/27/19

Welcome – Sharon Hoffman, President

- Mentions venue changes and how pleased she is with how the changes have been handled
- Offers to listen to feedback from anyone who would like to email her

Sharon introduces incoming and outgoing board members and thanks outgoing members for their service

- Incoming
 - Cecelia (Fowler) Ford-Bologna '90
 - Tony Evangelista '81
 - Lauren Kesslak '10
- Outgoing
 - Kristin (Boose) Repin '04
 - Irene (Boyle) Langer '13

Sharon gives budget update

- Explains inclusion of deferred income and expenses with the help of Bryce Cossiter
- Talks about inclusion of minutes and other Board materials on the website in order to increase transparency

Sharon talks about upcoming JFK Mailboxes fundraiser

- Proceeds go to scholarship fund
- There's no list of who had which mailboxes and when
 - It could be one some old correspondence from the college/university if any alumni kept some of that.
 - Report cards, etc.
- Says we can get someone to look through archives, perhaps piece together a picture of the mailboxes as some might remember by location.

Sharon introduces any Board members who attended the meeting

- Noah Langer '11, David Kozak '10, Kurt Hoffman '10, Michael Vaughn '13, Elisha Fleig '12, Mollie (Rogers) Rovnak '12, Irene (Boyle) Langer '13, Bryce Cossiter '13 (sorry)

Sharon gives outline of strategic plan

- Talks about the process, gives an overview of the timeframe
- Outlines the specific goals
- We have over 19,000 alumni, but only about 1,500 association members
- Will be emailed out in the coming weeks for a vote/ratification

Sharon gives an explanation of past/future alumni events

Questions/comments

- A question was asked how to get involved (volunteer)
 - Keep updated on information on website
 - Reach out to board members of Eric in the office of Alumni Engagement
- It suggested that better information be on campus about homecoming, similar to how organized alumni weekend seems to be
 - Sharon acknowledges that homecoming is getting bigger, and we can look into that.
- A question was asked if students are being utilized to manage social media accounts
 - Some departments use a work study, Eric said the office has accounts but they can look into it. Tim Hamilton '92 manages the Board/Association's on a volunteer basis
- What's the process to join the board for someone who doesn't live close to Loretto? Can meetings be attended virtually?
 - Yes. Sharon also explains attendance and participation expectations of Board members, but notes members from Florida, New York, etc.
- Jean Rogers, member of Board of Trustees, brings up the lack of events for young families at Alumni Weekend
 - A decision was made that, due to liability, many of these activities aren't done anymore. It is something that we think could be beneficial, and we can look into it.

LINK TO APPROVE MEETING MINUTES FROM 2019 AND SUBMIT COMMENTS

Thank you for reviewing this annual report. Your feedback is important to us, and we invite our members to offer feedback and ideas as well as voting on approving the 2019 annual meeting minutes at: <https://tinyurl.com/SFUAA-2020Report>