

Shippensburg University Alumni Association

Annual Report 2011-12

BIG BANGS

A Message from SUAA Board of Directors President Tim Smith '91

The SUAA Board of Directors kicked off its annual retreat in March with the theme “Big Bangs” based on “The Big Bang Theory,” a funny television show many of us enjoy watching. We wanted a theme that was catchy and would relate to our mission—that 2012 be a year of “Big Bangs” for the SU Alumni Association and the board!

Our Big Bangs in 2012 will be based on what we achieved in 2011, which is the subject of this report. In 2011, the board continued to refine itself, adapting to the changes and challenges facing the university, our alumni, and our world. Much of this work relates to Habit #7, Sharpen the Saw, from Steve Covey’s *The 7 Habits of Highly Effective People*. Covey uses the analogy of a woodcutter who saws for several days straight. He becomes less and less productive the longer he saws because the process of cutting dulls the blade. The solution is to periodically sharpen the saw. The SUAA board sharpened its saw in 2011 and will continue to do so.

A key initiative we achieved in 2011 was implementation of our three-year strategic plan for the alumni association. In this report, you will see an alumni association, and its representative board, that continues to build upon its ability to engage:

- **Alumni** throughout the world to maintain the connection to the university and other alumni.
- **Ship students** to ensure a lifelong relationship with the university.
- **Ship leadership, faculty, and staff** to foster a strong and productive relationship with alumni.
- **Politicians** to ensure the desires and goals of our alumni, as they relate to SU, are heard and achieved.
- **The SU Foundation** to help it achieve its goals, which ultimately help our university.

As you read this, my hope is you will celebrate and be proud of your alumni association. We have achieved a great deal and are a major factor in the growth and success of our university.

Watch for Big Bangs coming over the next year:

- **Advocacy**—Continue to grow as a political factor on local, state, and federal levels by partnering with Pennsylvania State System of Higher Education alumni associations.
- **Affinity Programs**—Create marketing programs to enhance the ongoing relationship between alumni and our alma mater with benefits to both.
- **Alumni & Homecoming Weekends**—Expand our role at both events as alumni participation continues to rise.
- **Increased Communication**—On campus or off there will be more alumni events to choose from coupled with enhanced use of the web and social media.

None of this is possible without your help and support. Many of you have chosen to make a lifetime investment in Shippensburg University whether through time, money, or both. It makes a huge difference to our association and university, and for your efforts, I thank you! I encourage all of you to get engaged or re-engaged with Ship. Volunteer, attend local/regional events, or apply for the board. Together we can create Big Bangs making Ship an even greater university!

Belonging to the Shippensburg University Alumni Association (SUAA)

Everyone who graduates from Shippensburg University is a member of the Alumni Association and we want you to be involved.

Your membership includes:

- Free lifelong career assistance and career workshops
- PASSHE-sponsored travel opportunities at excellent prices
- Discounts on insurance
- An excellent network of fellow alumni and much more.

Finding Ship Alumni Like You

SHIPPENSBURG ALUMNI CHAPTERS

Alumni Chapters strive to meaningfully engage alumni, students, parents, faculty, and friends in the life of Shippensburg University. Get involved in your local Alumni Chapter!

Highlights this year:

- More than 950 alumni, friends, and faculty participated in 31 events across the country.
- 134 of those alumni were first-time event attendees.
- Fostered involvement and networking in our Pennsylvania alumni chapters including the South-Central region, Shippensburg/Franklin County area, Philadelphia, and Reading.
- Our out-of-state groups in North Carolina, California, Florida, Arizona, and Washington, D.C. hosted events that 110 alumni attended last year.
- More than 20 alumni and friends attended the first-time alumni event at Microsoft in Redman, Washington.
- Plans for 2012-2013 include a Hanover, Pa. alumni group as well as new alumni events in Las Vegas.



Alison Mosteller Wise '97 and daughter Emily enjoyed the SHIP Tea alumni event in April at Camellia's Sin Tea Parlor in Carlisle, Pa.

Uniting and Informing Alumni ALUMNI WEBSITE AND SOCIAL MEDIA

There are many ways to stay connected and find out what is happening at Ship.

- Follow the University Relations Office on Twitter. twitter.com/SHIP_Alumni
- Join our alumni Facebook groups. facebook.com/ShippensburgAlumni
- Become a member of our LinkedIn Shippensburg University Alumni group, which provides excellent opportunities for networking.
- Send your e-mail address to alumni@ship.edu so you can be included in the Ship alumni e-communication and sign up for our monthly alumni career e-newsletter.
- Read *Shippensburg University Magazine* and be sure to Signal Us your class notes to tell other alumni of your news.
- Bookmark and check often the Shippensburg alumni webpage at www.ship.edu/alumni. All of our upcoming activities are listed on the calendar. Be sure to check it out and join us. You can now register online!

SUAA Supporting the University

The Alumni Association participates in many activities that support the overall mission of the university. Last year's activities included:

- **Senior Send-Off:** The SUAA welcomed the newest members to the Alumni Association at Senior Send-off and through graduation in May. More than 1,000 undergraduate degrees were awarded.
- **Move-In Day:** Alumni were at the CUB during this busy Thursday to welcome new students and their families to campus. Students who stopped by received a free SHIP IS IT t-shirt as well as cookies and punch, which was much appreciated on this hot day. Every day, we see students in their SHIP IS IT shirts, which we have given out for the past five years in conjunction with Student Senate.
- **SUAA Legacy Scholarship:** SUAA board members, past and present, continued to contribute financially to the Legacy Scholarship given to two students who have a legacy relationship to a Shippensburg University graduate.



Alumni Career & Employment Services

The A.C.E.S. program is designed to help alumni, whether they graduated one year or 25 years ago, with their career development needs—from linking regional employers with alumni for job opportunities, to connecting Ship alumni employers with internships for current students. In the past year, we assisted 175 alumni with résumé critiques, job search strategies, and job fair information. A monthly career newsletter is e-mailed to over 600 alumni subscribers. The newsletter highlights job postings, suggests ways for career networking with Ship alumni, and offers employer perspectives through articles written by a regional employer.



Nick Iula of Chartwells demonstrates healthy cooking Mediterranean style to Alumni Weekend guests.

Major Programs HOMECOMING 2011

What Happens In Ship... was the theme for Homecoming this year and more than 500 alumni and friends attended. Unfortunately, we had an extremely wet and cold weekend for this year's festivities! Saturday morning began with the annual ROTC 10K run and concluded with the football game where many alumni returned to tailgate with their past organizations and at the alumni association tent. Finally, Gordon Lightfoot performed at the H. Ric Luhrs Performing Arts Center Saturday evening.



The SUAA Board of Directors hosted our 4th annual homecoming service project at King's Kettle stocking shelves and assisting where necessary.

Mark your calendars now to join us for a very exciting Homecoming 2012 on October 5th and 6th! Many new events are planned including a Fan Zone for pregame and during the game in the tailgating area.

Above: (L to R) Board members Ray Reber '55, Tonya Myers Wible '97, and Kristina Pete Jacoby '99 volunteer at King's Kettle. Center: A large display of Ship memorabilia fascinated guests during both Alumni and Homecoming weekends.



ALUMNI WEEKEND 2012

The theme for this year's Alumni weekend 2012 was Destination SHIP: Journey Home for Alumni Weekend.

We began by teeing off the weekend with the 24th Annual Alumni Golf Tournament held at the Carlisle Country Club. The golf outing sold out in early May, and raised over \$6,500 for Outstanding Student Scholarship awards.

Other activities included:

- VBP (Very Busy People) Healthy Cooking Series and a Wine Tasting Event presented by Chartwells.
- 5th Annual ArtSHIP: Shippensburg's Arts, Wine and Microbrewery Festival
- Pubs & Grubs tour
- SU Night Diner
- A Luhrs Center performance with the Cornell Gunter's Coasters, Bobby Hendricks Drifters & the Platters.

We awarded the Distinguished Alumnus Award to Gary Ankabrandt '75, Senator Lisa Jones Baker '83, Dr. Michael Ceddia '92, Dr. Anthony Colistra '63-'67M, and

Looking Ahead

The SUAA Board of Directors recently elected their new executive board members for the 2012-2013 term, which began on July 1.

President: Tim Smith '91
 President- Elect: John Muscarella '86
 Past President: Tonya Wible '97
 Executive Members at Large: Carrie Wise '95 & Joe Peltzer '08

New board members elected include: Sue Ferris '84, Daniel Gossard '90, Galen Piper '78, Lori Pizzarro '95, Christopher Schultz '93 and Scott Hershberger '07.

Dr. Marian Schultz '88M for achievements in their careers and their contributions to the community and society. Larry Basler '64-'69M and Linda Gerber Basler '64-'89M and Norman Dick '80 received the Exceptional Service Award. The Lifetime Achievement Award went to Anthony Chapparone '53, the Alumni Chapter Leadership Award to Ray Reber '55, and the Humanitarian Award to Nicolette Yevich '96M.

Erma-Jean Loskill Fisher '58 stopped by the CUB during Alumni Weekend to try her hand at a bead project offered by the Potomac Bead Company.



A Message from the Executive Director for University Relations, Dr. Tim Ebersole

Over the past three years Shippensburg University has had to find ways to reduce its budget by nearly 30 percent due to cuts in state funding. Despite these financial setbacks, our External Relations Division and University Relations Office have been able to consistently provide quality programs and to secure funding for programs that benefit our students, alumni, and the Shippensburg community.

ALUMNI RELATIONS

Our goal for the past six years has been to “own the H to H corridor” (Harrisburg to Hagerstown) through alumni and community engagement, which includes two outstanding events—Homecoming and Alumni Weekend. While many of the PASSHE schools have eliminated alumni day events because of declining state dollars, Shippensburg University continues to support an Alumni Weekend geared toward young and old. By offering affordable events and programs, alumni participation has remained steady. Each year our goal is to introduce new programs and revisit and reinvent events.

In recent years, Homecoming weekend has been plagued by inclement weather that has kept attendance down. Homecoming 2012 is again scheduled early (October 5-6) with the hope of better weather and warmer temperatures. Friday is a big day for Homecoming weekend. The Athletic Hall of Fame inductees will be recognized at a luncheon instead of a dinner. The SUAA Board of Directors, as well as each of the college advisory boards, will meet on Friday and conclude with a reception hosted by Bill and Judy Ruud at the Martin House.

With the tailgating policy reinstated, student organizations, college departments, faculty, and alumni are invited to gather behind Seth Grove Stadium from 10:00 AM to 4:00 PM



Alumni and their families enjoy tailgating at the Red and Blue Tent behind Seth Grove Stadium during Homecoming 2011.

We invite families and individuals to come to the Red & Blue Tent to enjoy inflatable games and a DJ. After the football game, everyone is invited to a fifth quarter dinner, with live music, in our newly renovated Ceddia Union Building. In the evening, enjoy Christopher Cross and the Little River Band at the Luhrs Performing Arts Center.

GOVERNMENT RELATIONS AND ECONOMIC DEVELOPMENT

President Ruud, Executive Vice-President Dr. Jody Harpster, and I continue our efforts to advocate for the Pennsylvania State System of Higher Education and Shippensburg University. Recently we were in Washington, D.C. and Harrisburg to promote specific programs and campaign for grants to supplement our annual allocation.

We work to build and strengthen our relationships with local municipalities, county commissioners, state agencies, federal transportation groups, and federal legislators. As a result of our ongoing efforts, significant funding has been secured for three recent projects totaling \$1.75 million: the Traffic Synchronization Project, which coordinates traffic lights in downtown Shippensburg during special community events; Regional Directional Signage to Shippensburg

University; and Cumberland Valley Rails-to-Trails Council Shippensburg Connector (bridge across Fogelsonger Road).

The University Relations Office is using media outlets, websites, literature, and personal visits to share the Shippensburg University story in Harrisburg and throughout the Commonwealth. Our focus is to stress the importance of state funding to afford higher education opportunities for all students.

COMMUNITY RELATIONS

The University Relations Office works with area chambers to encourage student internships, job opportunities, and sponsorships for university programs and initiatives. We maintain membership in the Carlisle, Chambersburg, Greencastle, Hagerstown, Harrisburg Regional, Mechanicsburg, Shippensburg, Pennsylvania State, Waynesboro, and West Shore chambers. Through chamber mixers, dinners, and workshops, we have expanded alumni bases and secured partnerships that help provide funding and volunteers for alumni and university activities. We also host successful programs on campus, such as the Shippensburg Annual Chamber Awards dinner with 180 attendees and the Cinco de Mayo multi-chamber mixer with 400 participants.

We will continue to provide opportunities for alumni and community members to be engaged and involved with Shippensburg University. As an advocate for higher education, we ask for your support of our efforts to secure funding, fulfill our mission, and attain our goals. If you would like to receive e-mails of future community and alumni activities, or want to join an alumni chapter focusing on alumni events and advocacy, please contact us at alumni@ship.edu.

Save these dates!

Homecoming Oct. 5 & 6, 2012

Alumni Weekend May 31-June 2, 2013



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SU Alumni Association