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Dear Bucknell Friends,

It is my pleasure to welcome you to the third edition of the Magnet (f/k/a Board Messenger). This edition marks for us the completion of a full cycle of reporting to you following each of our 2011 Alumni Board meetings. We hope that you are as pleased as we are with the reconnections we have made with one another, and we thank you again for the many of you who have reached out to us in response.

The quotation above foreshadows the focus of the content of this edition of The Magnet. The highlight of our meeting in October was our opportunity to co-sponsor and collaborate with our friends in the Office of Development and Alumni Relations in the creation of the 2011 Bucknell Volunteer Leadership Summit, about which you will read more later in this publication. We are already developing plans to ensure that we remain in contact with this expanded network and discussions are underway across multiple organizations to develop activities and projects on which we can partner in the months ahead.

We also had the privilege of spending time with Bucknell’s new Dean of Students, Susan Lantz, and its new Executive Director of Alumni Relations, Josh Grill. Both Susan and Josh engaged with us in a frank discussion about the Campus Climate Report released earlier this year and the response to the same from the administration and the campus community. We were encouraged by what we learned about the University’s response which is marked by strategic initiatives to address those areas of concern with student input and involvement. As the University sets forth to implement its programs, we look forward to its report in the spring on its progress.

Finally, we celebrated the success of our September Welcome Event Program. With the support of many Bucknellians worldwide, we are pleased to inform you that we had more than 20 events in which we gathered with alumni, friends, and parents to welcome Bucknellians in cities across the United States and around the world!

As always, we can use the help of any of you who have an interest in engaging and supporting our efforts. There are two particular opportunities on the immediate horizon.

The first is the opportunity mentioned in previous editions to join us in our efforts to welcome the Class of 2015 to the alumni family in the First Night event and to join us in our effort to connect with the Class of 2014 at a lunchtime event focused on careers. If you are able, we would love to have you join us on campus on January 20, 2012 for the First Night celebration with the Class of 2015 and at a luncheon event on January 21, 2012 with the Class of 2014. If you are interested and willing to join us for these events, please email magnet@bucknell.edu at your earliest opportunity. (Thank you in advance to those who have already volunteered to participate).

The second is the opportunity to join us in the pilot Alumni Common Reading Program. The Common Reading Program, described in
The President’s Task Force on Campus Climate was created by President John Bravman in the fall of 2010 in response to concerns over negative behaviors, attitudes, and interactions occurring among Bucknell students. The task force includes staff from athletics, communications, religious life, the president’s office and student life, and faculty from many academic disciplines.

Spearheading the effort is Bucknell’s new Dean of Students, Susan Lantz, who joined the university in April of this year from Lehigh University. Along with Provost Mick Smyer, they will jointly be assessing the report with suggested plans and initiatives for moving forward. Their presentation to President Bravman is scheduled for April 2012.

During the Homecoming meeting, the Alumni Association Board had the opportunity to hear from Dean Lantz about the survey results, how it is being received on campus, and steps that are being taken to address some of the issues raised. We were pleased to hear that several student groups are actively partnering with the school to improve the current climate. In addition, Dean Lantz addressed participants at the Volunteer Leadership Summit commenting that “Bucknell is partnering with Dartmouth College and thirty four other schools who are facing similar issues on their respective campuses.” By sharing what fellow institutions are trying or plan to try in the future, there is a collective learning that can benefit all participating schools and universities.

In her closing comments, Dean Lantz stated, “There is an entire campus commitment concerning this issue ... students, parents, and alumni all want to help, and we’re identifying the ways we can partner together.”
Did you know only 2% of all Bucknell alumni currently serve as a volunteer on behalf of the school? Figuring out how to narrow the gap between active and non-active alumni was top of mind at the Volunteer Leadership Summit held on October 21st in conjunction with Homecoming Weekend. Hosted by the Office of Alumni Relations and Career Services, and the Alumni Association Board of Directors, the summit gathered leaders from 12 University affiliate groups who shared best practices and new ideas on how to engage Bucknell constituents (alumni, students, parents and friends) while furthering the University’s advancement. The objective of the event was to build connections among the different groups, enhance collaboration in areas of common interest and strengthen the volunteer network.

Following a University update by President Bravman, Shelby Radcliffe, executive director of Campaign Administration, presented “Who Are Bucknell’s Constituents”, demystifying some statistics that have become lore on campus. For example, 13% (not 90) of Bucknellians are married to other Bucknellians. The alumni pie was broken down a variety of ways; geography, age, nationality, athlete or non-athlete, greek or non-greek. No matter how the data was dissected the Bucknell alumni universe can be summed up in one word – diverse.

In the ensuing Volunteer Group Showcase, representatives from each group presented a recent success story on engaging constituents. Some of the examples were: an LGBT supporters reception organized by GALABI during Reunion Weekend, mentoring and career assistance offered by the Engineering Alumni Association, the Brawley Fund supported by the Black Alumni Association, and the Bud Ranck-Tom Gadd Memorial Kickoff Classic golf tournament held in Lewisburg by the Bison Club. The presentations provided a snapshot on the diversity of the Bucknell alumni community and likewise, the diverse volunteer opportunities that exist.

"Having the opportunity to learn about the various Bucknell groups and what they are doing is a great way to advance our mutual objectives,” said Luby Masi P’13, representing the Parents Board. “It also provides a framework in which to work and makes it easy to contact each other with questions.”

The second half of the day included small group collaboration among the attendees. Each group was tasked with suggesting impactful tools and practices to increase collaboration and engagement within the Bucknell volunteer network. One such recommendation was to develop a consolidated calendar of all events to foster community and ensure all alumni, parents, students and friends know what is happening and when around the world.

Judging from the wide attendance and positive feedback, this event is likely to become an annual/semi-annual gathering. Todd Singer, co-founder and co-chair of the Bucknell Professional Network, summed up the day nicely. “I didn’t realize how many people I actually know that are volunteers for Bucknell in some capacity. I walked into the room and felt at home.”

To hear more about the Summit, check out the online video: www.b-link.bucknell.edu/summit
A Message from the Executive Director of Alumni Relations

I just completed my first Homecoming as your new alumni director. The weekend provided an opportunity to celebrate accomplished Bucknellians with awards in the Arts, Engineering, and Distinguished Citizenship, connect with alumni and faculty at the revised Saturday afternoon tailgate, and engage with volunteers as a co-sponsor of the Volunteer Leadership Summit.

I also had a chance to meet with the entire Alumni Association Board on Saturday morning and speak about how our office will begin to think about our work in three functional engagement areas (on campus events, off-campus programming, and online web presence). As our office begins strategic planning around these areas, I can assure you that we will be considering how we can partner with the Board and other volunteer groups in these areas. Thank you again for all that you have done and continue to do for Bucknell. I look forward to the work ahead.

Best Wishes,
Josh Grill

The Finance Corner
By Melissa Campbell Plaisance ‘82

Did you know that the BUAA is largely a self-funding organization? We certainly do get great support from University staff to support our activities and have University liaisons on the committees, but when it comes to funding our operations, we are largely on our own. So, while some alumni associations charge dues, the BUAA has relied on a few funding sources – a Bucknell credit card program, a well-designed group insurance program and a travel program – to fund its activities.

These activities include three meetings a year (typically held on campus) with its roughly 50 members, university liaisons and staff, and the funding of BPIP internships, scholarships/grants and other programs. Recent and upcoming program funding includes:

- September Club Welcome Events (22 held around the globe this year)
- Community Service Events (26 events with the help of 265 volunteers)
- Senior Class Gift Drive Incentives
- First Night (as first years officially join our alumni ranks)
- Sophomore Career Luncheon (continuing the dialogue from First Night)
- Communications, including The Magnet (this publication!)

All events are designed to support our mission which is to represent and engage Bucknellians, and promote and enhance Bucknell University!

We appreciate your support of our funding programs!
Other than their obvious love of Bucknell and fondness for ice cream from the Lewisburg Freez, what could the more than 900 members of the Class of 2015 and the members of the Alumni Association Board have in common? One thing would be that both groups spent some time this summer reading “This I Believe: The Personal Philosophies of Remarkable Men and Women”.

Every year, soon after their acceptance to Bucknell, incoming students are asked to read a book as part of the first-year common reading project. This year, University Provost Mick Smyer invited the students to “read the book and begin to reflect on the fundamental values that guide their lives.” First year students then participated in faculty-led discussions during orientation and the fall semester where they explored what they believe and why, as individuals and as a community. Additionally, students were invited to submit an essay describing their own core beliefs and twelve were selected to be published on the University’s webpage. One of the winning essays was written by Kate Celmer, entitled “When The Dress Fits”. When asked why she took the time to write an essay, she remarked “I felt like it was a question I had been grappling with for a while internally and it was time to solidify my thoughts. Don’t get me wrong, it was probably one of the hardest papers I had to write. It seemed like such a daunting task: ‘write what you believe in 300-500 words’. The sense of finality of the project was overwhelming, but when I finished it was comforting to see my beliefs on paper.”

Alumni Association President Erika Stanat asked Board members to spend some time reading the book. During the Homecoming Meeting, the Board was divided into small groups and had the pleasure to participate in a discussion facilitated by faculty members. Erika saw this as a unique opportunity to connect and engage Bucknell alumni in this case on an intellectual level. Roxane Adler Hickey ’00, a new member of the Board, shared that “the idea of participating in a program in which all first-year students were involved appealed to me. Shared experiences build community.”

Going forward, the Board is considering how this event might be taken on the road to engage other Bucknell alumni, parents and friends. This ‘book-club’ event could be a great way to bring the University’s community together intellectually and add to the social and service opportunities currently available. Would you be interested in attending a local common reading program? Thoughts? – email magnet@bucknell.edu.
Each year, Bucknell Clubs around the globe bring a little Lewisburg to their local areas by planning events to keep alumni connected. Working with the Bucknell Alumni Association Board of Directors, the Alumni Relations office, and the Council of Club Presidents, two such events have become annual traditions.

In the fall, after new graduates relocate around the world, clubs help make their new cities feel more like home. To ease the transition and foster ties among Bucknell alumni, local clubs annually host “September welcome events” to connect new graduates with other Bucknellians in their region. The response has been remarkable. In 2011, fellow alumni hosted 22 welcome receptions, in locations ranging from major cities to those without a formal club. Altogether, nearly 600 alumni attended a welcome event this September. Future graduates will know what many other alumni have already learned: Wherever you go, there’s a Bucknell network waiting to welcome you.

In April 2012, to coincide with National Volunteer Week, we will hold our 4th Annual Community Service Event which provides an opportunity for Bucknellians to give back to their local communities. Last year, Bucknell alumni, students, parents and friends participated in 26 volunteer projects around the globe - the largest number yet. Over 265 volunteers took part in activities ranging from assembling care packages for pediatric cancer patients to packaging meals for starving children in Africa. The success of last year’s service project was due in part to the participation and support of the Alumni Board, including four of our members who coordinated volunteer events for their regional clubs.

This year, we are raising the bar and requesting that every club participate in this worthwhile initiative. To help us meet this goal we are seeking volunteers to assist their local clubs with planning a service project during the weekends of April 14-15 or April 21-22. Even if you live in an area without a formal club, we encourage you to coordinate a volunteer activity to bring Bucknellians in your community together to help others while also having a good time.

If you are interested in planning a service project or have questions about this initiative, please contact magnet@bucknell.edu.
Events/Key Dates

Upcoming Events - Key Dates

First Night – January 20, 2012
We need your help! Please contact Victor Arcelus at magnet@bucknell.edu if you can join us at Bucknell at 4:30 p.m. on January 20, 2012 for the First Night Celebration. It is always an inspiring event for students, faculty/staff and alumni involved. Visit www.bucknell.edu/x482.xml for more information and to view slideshows from past events.

Sophomore Career Luncheon
January 21, 2012
This year, we will be meeting with the Sophomore Class over lunch to discuss issues related to career decision making. Our hope is to continue the conversation started last year during First Night. Please email magnet@bucknell.edu if you are available to participate.

Bucknell Community Service Events
April 14 -15 and April 21 – 22, 2012
Mark Your Calendar Now!

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