

**Meeting Minutes**  
Alumni Board, St. Olaf College  
April 23-24, 2009

Thursday, April 23

Present

Alumni Board President Katherine Hoyland Barnett '79, Brenda Berkman '73, Randy Betcher '79, Linda Aasen Bjerke '63, Sean Buress '94, Larry Christensen '61, Carol Schierenbeck Eisinger '74, Kristin Fossum Fletcher '89, Ted Hillestad '99, Katie Larson '02, Mildred "Mickey" Matzke Monsen '49, Brent Mueller '69, Kate Bollman Pearce '01, Joy Akosua Quaidoo '97, Dan Rustad '95, Greg Steeber '70, Bruce Wahl '87

Absent

Paul Christenson '55

Also Present (some for a portion)

David R. Anderson '74, President of St. Olaf College; Erin Armstrong '09, President of Student Congregation; Allen Baker, Website Specialist, Enoch Blazis, Senior Director of Development; Bruce Dalgaard, CEL Executive Director; Sheri Eichhorn, Club Events Coordinator; Tracy Fossum, Director of Annual Giving; Diana Mueller P'97, Alumni and Parent Relations Office Coordinator; Heidi Quiram, Associate Director of Alumni Relations & Study Travel programs; Kathy Schuurman P'02, P'04, Associate Director of Alumni and Parent Relations, Pat Smith, CEL Director; Nathan Soland '04, Director of Alumni and Parent Relations; Meredith Utt '08, Assistant Director of Alumni and Parent Relations

Meeting began at 12:15 p.m.

Partners in Annual Giving Video Shown

- Video was first shown at Black and Gold Gala in February 2009.

Welcome and Introductions by Katherine Barnett

Opening Devotions by Erin Armstrong '09

- Erin announced to the group that she will be working with Lutheran Volunteer Corps in Chicago next year.

Update from President David R. Anderson '74

Updated the board on the current standing of St. Olaf. The challenge is to try to navigate between hope and fear. St. Olaf must find the best of both emotions and harness them to make good decisions.

- St. Olaf is in a better position than many colleges right now.
- At Fiscal Year 09 end on May 31, the college will have \$6 million net operating revenue. This was a planned surplus for future spending on Regents Hall while awaiting fulfillment of pledges. (Fulfillment is spread over a 5 year period.) Not

resorting to a line of credit at this point, but may be necessary during the summer when income is not steady.

- The college has lost just under 30% of the endowment; a blow, but not a “crippling one.” Only 10% of the annual college budget is funded by the endowment, thus St. Olaf is in a better position than schools that rely on their endowment for 30-50% of their operating budget.
- 70% of next year’s operating budget is funded by tuition and fees
  - May 1 is the national deadline for college enrollment decisions; St. Olaf will know more concrete enrollment numbers around May 10.
  - Many students have been withholding enrollment decisions until the last minute this year due to economic uncertainty.
  - At the time of the President’s presentation, 459 students have submitted paid deposits. To make enrollment goal, another 300 deposits are needed by the next week.
  - The College is expecting a 2% drop in yield (those who accept offer of enrollment) due to financial constraints of families.
  - President Anderson has sent an email to all admitted students and parents confirming that all programs and staff will still be here to welcome them in the fall and reiterating that St. Olaf is doing well during this difficult time.
- The comprehensive fee increase from 2009 to 2010 is 3.55%. This is the lowest increase since 1974. This was deliberately set as low as possible in conjunction with the economic collapse. Before the economy worsened, a 5% increase was planned. An increase similar to 3.55% will be set for the next year, with comprehensive fee increasing in the 4% range in 3 years if the economy begins to bounce back. The comprehensive fee for next year is \$42,200 + 3.55%. Our strategy is to be the lowest priced of the colleges we compete with, but not too much lower.
- Internal cost cutting has helped reduce college expenses. Budget managers worked to lower cost of events and activities of the college without cutting quality. This resulted in over \$1 million reduction in expenses.
- Partners is in the middle of an extraordinary run, despite being down 3%. The Annual Fund needs to raise \$1 million in May to reach goal.
- Positive news:
  - 10 tenured faculty were hired this year
  - 9 new faculty hires, several with diverse backgrounds
  - Modest 2.5% increase in staff/faculty compensation
  - National reach with recruitment of diverse and qualified students
  - Continue to fund demonstrated financial need of students
  - The campus vibe feels positive
- Patience and persistence will enable us to emerge well positioned when the economy bounces back. The College will stay focused on our history and also where we are going. The two main challenges are not to be too bold or too cautious.

### Questions and Comments

*What is the current enrollment/retention rate?*

St. Olaf currently has 3,032 students enrolled and the college is predicting a retention rate of mid-90% as usual. The college is about 60 deposits down compared to last year, date to date.

*Rethinking a future campaign?*

No, timing is good. We'll build relationships for a couple of years during the economic downturn and then start the campaign during 2012 or 2013, depending on the economy.

*Do you regret any expenses cut for next year?*

Most expenses aren't affecting programs. Less travel, less overtime, less redundancies in many places, less meeting expenses, etc are all things that help the budget. We are spending less and spending smart and will keep investing in places crucial to the college including enrollment, academic programs, the CEL and other places that hold value and set us apart from other colleges.

*How does the college continue to attract and retain quality faculty in this economy?*

Our faculty is older than many other colleges, so this poses both a threat and opportunity. We're in a good position to recruit because other colleges are in the middle of a hiring freeze and/or increasing teaching loads. We do need a better orientation process for new faculty and staff to learn about the values and history of the college in order to help them become part of the community.

*Has the college considered diversity training?*

Hired Bruce King in the President's Office. He played an active role in the search process for new, diverse faculty members. Not sure yet how we do whole-sale diversity training, needs to be useful and done correctly.

*What are the general alumni challenges and opportunities?*

With over 32,000 living alums there is a large diversity in needs, wishes, passions, and experiences. There is no unitary approach. The challenge is to create messages that speak to the whole group. Need to harness a spirit for the common good.

#### Alumni Board President Report

Katherine reported on the recent Board of Regents Meeting.

- The biggest challenge for BOR is to find balance between cost and revenue and to put forth high quality programs with a low resource base. Focus has shifted to the Annual Fund and Principal Gift Officers.
- 2012 was the date the BOR was looking at for the next campaign; may now be moving to 2013. Questions remain regarding what to do with Old Science. Renovations will cost \$26 million.
- Issue raised of reducing the size of the student body to keep enrollment under 3,000 students. 3,000 is the dividing line in college rankings. Campus is physically designed for less than 2,800 students.
- Moving toward goal of 50% participation in Annual Fund. Shifting from staff-driven to volunteer-driven.

- The Wall Street Journal recently ran an article on colleges who had had to sell assets. WCAL sale mentioned in the last part of the article. (A copy of the article was requested by the Alumni Board Members)
  - Issues with what to do with unhappy alums raised
  - Larry Christenson offered that there is a possibility that once unhappy alums can change their outlook and views of the college in a positive way.

#### Tutorial on Center for Experiential Learning (CEL)

Executive Director of the CEL, Bruce Dalgaard presented information about the CEL.

- The CEL is currently located in the Modular Village—new location will be in renovated Old Science.
- Goal is to create experiential learning that complements St. Olaf curriculum, liberal arts, and collaborate with academic departments. Focused on vocational goals, not career.
- 4 Programs are offered: career services, internships, civic engagement, social innovation/entrepreneurship, plus the Lilly Grant Program
- Experiential learning is intentional, reflective, broadly defined, and includes a variety of activities and involvements.
- Collaborative Alumni Initiatives include those with General Mills and Piper.
- Social innovation/entrepreneurship partnerships include those with Thrivent Builds for Habitat for Humanity, Johnson Social Innovation Interns, Estenson Entrepreneurial Interns
- Academic Internship Programs include that with the Mayo Innovation Scholars Program
- CEL student profiles/stories highlighted

#### Creating Opportunities for Oles

CEL Director Pat Smith led this discussion on two proposed initiatives for ways alumni can impact the CEL.

- Introduced Initiative #1: Career Connections/Vocational Exploration Program. The current career program at the CEL lacks vocational experience situated in the real world. The CEL would like to take students to sites outside the Twin Cities to explore careers in depth. The CEL presented Board members with a handout outlining the costs and details of the proposed program.
  - The CEL requested the Alumni Board's help in finding funding sources, managing the program, and identifying Oles in target cities to manage a program.
- Concerns/Ideas
  - Several concerns were raised by the Board. Instead of staying in hotels, the Board agreed it would be more economical and meaningful to stay in Alum homes. Many were concerned with the costs of the program in general and also why the Twin Cities weren't listed in the cities to visit. Pat offered that the Twin Cities don't offer enough allure for students.
  - It was mentioned that Carleton has a similar program to this and alums love the opportunity to be engaged.

- The concern that students need to know how to act in the real world, especially in interview settings was raised several times. What is the CEL doing to help with this?
- Pat and Bruce confirmed that the CEL is already assisting students with interview skills, but they sought the Alumni Board's input in finding new things to offer/implement.
- Offering more alum/career focused interims was also discussed. A job focused DC Interim could be very helpful.
- It's important not to forget about how to engage parents and faculty.
- Several Board Members felt it would be helpful for CEL programs to be more student driven. This would offer students project management experience, opportunities to build their resume, and increase student response and participation. Lack of student interest in the CEL or jobs is a cultural thing at St. Olaf.
- Introduced Initiative #2: Ole to Ole Career Assistance. Pat described this as "4+4" for Oles—4 years of CEL service as students and 4 years as young alums. Current students remain primary audience. There is a real need for assistance to young alums and seasoned alums needing career guidance. Alumni connections remain the most valuable job search tool for alums. Best CEL advice is to network
  - The CEL requested the Alumni Board to take ownership of developing activities to provide career assistance to Oles, move ahead quickly on this, and to provide visibility of this assistance.
  - The President's email to alums regarding job opportunities for students didn't produce the personal link that was hoped for; got more requests for job help than actual open positions.
- Brent discussed the Ole Networking that currently exists in the Twin Cities
  - This group is for Professional Oles and meets every other Friday
  - There are always Oles in transition at these meetings.
  - Information on meetings, etc is communicated via the LinkedIn group "Ole Connections"
  - 120-130 alums have been involved
  - It was suggested that perhaps The Student Alumni Association could be involved with this group.
- Pat showed the Board how to access and navigate the CEL website.
- The Online Alumni Directory was discussed in terms of how to best search for information and how useful, up to date it is, etc.
- Anne Steeves will begin an Online Directory campaign with SAA soon.
- It was discussed that there is a need to post a link on the APR site to the CEL's resources for alums.

Meeting adjourned at 4:50 PM.

Evening activities included an optional calling session for the Partners "Thank-A-Thon," a picnic dinner at the St. Olaf Disabilities Awareness Honor House, an optional Partners in Annual Giving Session, and social time in the evening.

Friday, April 24, 2009

Present

Alumni Board President Katherine Hoyland Barnett '79, Brenda Berkman '73, Randy Betcher '79, Linda Aasen Bjerke '63, Sean Burress '94, Larry Christensen '61, Paul Christenson '55, Carol Schierenbeck Eisinger '74, Kristin Fossum Fletcher '89, Ted Hillestad '99, Katie Larson '02, Mildred "Mickey" Matzke Monsen '49, Brent Mueller '69, Kate Bollman Pearce '01, Joy Akosua Quaidoo '97, Dan Rustad '95, Greg Steeber '70, Bruce Wahl '87

Absent

None

Also present (some for a portion)

Enoch Blazis, Senior Director of Development; Barry Carlson '79, Principal Gifts Officer; Andrew Douglass '04, Associate Director of Annual Giving; Sheri Eichhorn, Club Events Coordinator; Matt Fedde '06, Assistant Director of Annual Giving; Tracy Fossum, Director of Annual Giving; David Knutson, Principal Gifts Officer; Diana Mueller P'97, Alumni and Parent Relations Office Coordinator; Amy Pagel, Assistant Director of Annual Giving; Nathan Soland '04, Director of Alumni and Parent Relations; Kathy Schuurman P'02, P'04, Associate Director of Alumni and Parent Relations; Nicole Schroeder, Assistant Director of Annual Giving; Mike Stitsworth p'05, Vice President for Advancement and College Relations

Meeting began at 8:30 a.m.

Update from Anne Steeves '10, President of the Student Alumni Association (SAA)

Shared characteristics of current Oles at this time of year:

- Oles are busy with academic demands during the push towards finals. Extending library hours on Sundays was a hot debate topic this year. It was decided by President Anderson that since St. Olaf is a college of the church and that Sunday morning is a time to worship, that the library would retain its normal operating hours.
- Oles spend lots of time off the Hill. Many present papers at professional conferences. Anne attended a conference with classmates from her Social Science Research Methods class in IA and will present her paper at the American Sociological Conference in San Francisco this summer. The Men's Ultimate Frisbee team competed for the regional title at Carleton and has traveled all over the country for various tournaments.
- The Green Trend is very popular among the student body. 30 students attended PowerShift, the largest national youth summit on climate change in Washington, DC.
- Several new student organizations were approved by SGA including the Theoretical Thinkers, Herpetology Club, and Ping Pong Club. Other organizations were also created, including Cooking Club, Let's Net Malaria, and Poverty Action and Awareness.

- Oles keep busy over the weekends going to sporting events, fundraisers, dances, watching movies, enjoying the Pause, jogging in the natural lands, and remembering that “it’s a great day to be an Ole.”

Presentation by Mike Stitsworth

Update on some of ACR’s recent accomplishments:

- Filled about 15 vacancies out of a total staff of 60, contributing to the stability of the division. Pleased to welcome Enoch Blazis, who has been Senior Director of Development now for eight weeks, filling a key position that was vacant for several months.
- Emphasis on three main things, all of which are in preparation for a capital campaign to be kicked off in the next few years:
  - ⇒ Annual fund: Down a bit from last year, but not as badly as could be, given the economy.
  - ⇒ Planned Giving: Now is the time to concentrate on building relationships, identifying top prospects who can help us hit our target in the next big campaign, engaging them in the next couple of years.
  - ⇒ Recent shift to include calling on parents and grandparents of current students, as well as engaging students more in ACR activities.
- Tinkered with events, eliminating less successful APR events, adding some new kinds of events (such as the Black and Gold Gala). Revised the event called Um Yah Yah With a View – re-titled it to Um Yah Yah on the Road and took it outside Minneapolis. Attendance this year was disappointing, perhaps due to a number of reasons: changed the name, one invitation for all cities, charged for the event, dates fell close to Easter, the poor economy. May do a survey of non-attendees to help determine how to do this better.
- Offering video news stories on the web site, and doing more streaming of audio and video.

Questions/comments following the presentation:

*What tools do you have to identify the next big donors?* First, we don’t ignore people who have already been giving. Use our research department within the ACR division, whose staff can find factors that might identify people who could be a substantial donor. There are screening companies who can take all the names in the St. Olaf database and run them against other databases and predict potential donors. Best of all is when we go out and visit alums and ask, “who else should we be talking to?” Combination of public sources and personal contact.

*What do top prospects look like?* Someone we don’t already know, who had a passion for St. Olaf but lost touch. Development staff members are not only interested in big gifts – any gift is an important gift. To spend a great deal of money on cultivating a donor (i.e., staff getting on a plane for a visit), we would hope for a \$25,000 gift or better.

*Are the St. Olaf Associates on the back burner right now? Believe there’s a lot of untapped potential with this group.* The Associates program is a giving club for people

who have put St. Olaf in their estate plan. There has been a gap in engaging these folks, with the Senior Director of Development position empty until recently. The gifts are always revocable, so we need to keep the stewardship up. A good time to enhance the relationship is the 50<sup>th</sup> reunion. Considering renaming the program to Manitou Heights Society or something similar. Many institutions have these societies, but we are looking at putting together an advisory committee to better engage this group, culminating in a sort of re-launching of the society.

*Comment that we have an opportunity now to connect with alums, especially those who haven't had contact with the college for many years, and especially more middle-class people, not the really affluent. The college has an opportunity to make the first point of contact with these folks to be not an ask, but an offer to engage in another way. In the last year we have put more emphasis on stewardship, and not just on local events as a way to say thank you. We are being deliberate about recruiting students nationally, so we need to remember to make stewardship a national effort, too. Also being more deliberate about tracking gifts and responding in creative ways.*

There was a request to get an updated ACR staff organization chart. (This was distributed later in the meeting.)

*What is the percentage of outsourcing of the development program? We're doing less outsourcing than ever before. Biggest single thing that we brought in-house was phone-a-thon management and it's been very successful. Things we continue to outsource are the consultant Mark Kronholm, art work on some publications, free lance writing for the St. Olaf Magazine, decorating at huge events like Celebration weekend, and mass e-mails. We don't outsource any fundraising or requests for gifts.*

Mike finished by thanking board members for their support and inviting any more questions throughout the day.

#### Report on development by Tracy Fossum and Enoch Blazis

Katherine announced that current alumni board members set an all-time high in contributions to Partners in Annual Giving. Tracy followed the announcement by saying thank you for “throwing yourselves behind the college in this way.”

Consultant Mark Kronholm continues to be a great resource to Tracy. He has an even, steady, low-key approach, which has made a difference in this economy and stressful environment. Slow and steady wins the race right now.

Tracy and Enoch are developing a closer working relationship than these two positions have had in the past and that's having a positive impact on development.

Enoch reported on the current development focus: provide support to current college priorities, steward our donors, and do a comprehensive review of development (get ready for the next campaign).

Showed a model for the life cycle of a fictitious donor, starting with engaging the donor early after graduation, establishing the habit early. Then nurture the relationship to get a more sizeable gift during campaigns and reunions, and properly steward the donor. Continue the relationship, noting the donor's passion points and how to keep them engaged with the college. The 50<sup>th</sup> reunion is an opportunity for a special gift to the college, probably a peak in the donor's giving. Finally, there's an opportunity to talk about planned giving.

In developing specific programs, looking at focusing on 25<sup>th</sup> reunion, 50<sup>th</sup> reunion, planned giving, parents, and regional markets.

A priority right now is looking at the prospect pool. Active alumni, non-alum parents, and friends/individuals add up to nearly 40,000 people. We've got a lower percentage engaged than our peer institutions. So we need to be deliberate about getting more donors involved (goal of about 5% or 2,000 prospects).

Current staff can't actively manage that many prospects at one time, so we have to prioritize. One criterion is "inclination," and that's not a person's passion for St. Olaf, but simply their inclination to give. Another criterion is their capacity to give. Goal is to actively manage those prospects who are high on both spectrums, inclination and capacity.

*Is the capacity of our donor base adequate to successfully complete a 250 million campaign starting in three or four years?* Yes. The capacity in our current pool exists. We don't know whether the inclination is there right now. We have an opportunity and the time right now to query the market and build/nurture relationships. We need to start the gift cycle now, researching the prospects and engaging them with the college.

*How does alum giving relate to grants? If we look at the prospect of grants dropping off due to economic crisis, how do we get alums to pick up the slack?* It helps to tell a story about St. Olaf, about a student and the effect on student programs, to let donors know that there has been a reduction of grants available.

*Who in development is responsible for grant writing? Perhaps this is another area where those responsible for grant writing could be connecting with an alum at a particular company or foundation.* At St. Olaf, grant writing is housed with the Office of the Dean of the College.

*How can alumni board members help?* Send us prospects, names, especially from the right profile (capacity and inclination), promote partners giving (starting the habit), and talk up the college – talk about the positive things going on at the college. The fact that the college remains strong means you can have confidence in the leadership and the institution; donors can feel good about where their dollars are going and how they're being used.

*To what level do you expect to engage volunteers in the next campaign?* We're still in the planning stages on that. Volunteers are a great resource, but we don't expect a volunteer to do a staff member's job – to know all the types of giving, all the endowments, all the tax ins and outs. We can find ways to partner with volunteers, and volunteers can definitely identify prospects and introduce a potential donor to the principal gift officer. Tracy added that one of the best ways to use volunteers is in the annual fund office. Skilled volunteers could then be tapped to help with the campaign in a few years. When sending names to development staff, be sure to include potential volunteers as well as potential donors.

#### Alumni Board Members Share Highlights/News Since Last Meeting

*Bruce Wahl, Washington, D.C.:* Ran the lefse event again, had about 20 people and another 10 who wanted to come, but couldn't. Did a theater event. Run a regular book club. Happy Hours have started up again. Day of Service: cleaned up a transitional house and the grounds around it, got about 15 people. Really special event, just for large donors, was time with Mark Dimunation '74, Chief, Rare Book and Special Collections Division at the Library of Congress. Gave us a tour, showed us about 50 rare books. Working on: baseball game this summer; Solveig Zempel, professor of Norwegian, is coming to the area for a month, so maybe have a lecture on immigration from her.

*Ted Hillestad, San Francisco:* One event in January centered around the band tour in California, a young alum event, 40-50 people, included Mike Stitsworth, President Anderson, Kathy Schuurman. Held on Super Bowl Sunday and got incredible feedback. Presence of the president was probably by far most important thing. Encourage everyone to not only schedule the president for just large donors; great way to engage young or otherwise not involved alums. Trying to mobilize to get some more regular events going. This is Ted's reunion year, has challenged California to be the highest group of donors.

*Linda Aasen Bjerke, Twin Cities:* Men's and Women's Conversations, attendance varies, directed mainly at retirees. Speakers from campus have been excellent and at times younger alumni have attended. Gala will be covered later in the meeting.

*Joy Akosua Quaidoo, Twin Cities:* Changed the name of MCAN, in part because Carleton had the same name and we wanted to differentiate. Now known as the MASS Network, or the MASS for short: Multicultural Alumni and Students of St. Olaf. Year 1 strategy is to re-engage, re-establish relationship with the college through small events. For 2010 looking at key events, such as the multicultural senior banquet and Celebration weekend. Sent a survey and heard that alums use social networking online (Facebook), person to person contact, and the Magazine. Other things they said were "tell us where to go" and "give us more advance warning." Also looking for a better way to broadcast news from the Hill. Another good response was alums do want to re-engage. The desire to give back is there. So the MASS is looking to use these survey results to follow-up with alums.

*Kristin Fossum Fletcher, Seattle:* Also had lefse making and is always one of the biggest successes. Pete Sandberg came out for Day of Service held at a garden and lunch at a church where an alum is an associate pastor. A Facebook group did a Happy Hour. On

the first weekend in May President Anderson visits Seattle with Um Yah Yah on the Road. Haven't planned out the next year yet.

*Katie Larson, Denver:* Had an event at the stock show, a long time tradition in Colorado. Mac Gimse and Kathy came out with some of Mac's sculptures and had an event on Valentine's Day, which was well-attended. Day of Service had to be postponed due to weather and is re-scheduled to June. Feel good about the potential in Denver.

*Paul Christenson, Twin Cities:* Just returned last night from Bosnia-Herzegovina, took eight high-school students to a human rights peace conference. Journeys takes place at St. Olaf once a month with a presentation typically from the faculty or administration.

*Brenda Berkman, New York:* Skating party at Central Park during Interim with students, hope to enhance these kinds of opportunities. Went with 200 students to the Gulf area over Spring Break. Day of Service, disappointing turn-out. Have a huge alumni group in New York with very diverse interest. Brenda is working on identifying more volunteers who can lead particular projects. Syttende Mai has been a regular event, but have lost the regular sponsors. Future ideas: Facebook page; "New to New York," find volunteers to help orient newcomers to the area; pair younger Oles with home-bound older Oles for visits; pairing Oles with parents of current students.

*Larry Christensen, Dallas:* In Texas it would be enchiladas instead of lefse, Cinco de Mayo instead of Syttende Mai. Looking for ideas! Need to develop a volunteer base. North Texas has about 140 alums. Hoping to report some events by next board meeting.

Bruce asked whether any reference material or a database exists that could assist new volunteers in putting together events. (The APR Club Event Handbook was distributed later in the meeting.)

*Brent Mueller, Twin Cities:* Many events in the area have already been mentioned: Conversations, the Gala. Brent is personally most active in Ole Connections Networking, which meets every other week. Average 25-30 people. Other events: every other month, Leadership forum at Minneapolis Club. Opposing months, the Manitou Heights Forum.

*Carol Eisinger, Chicago:* Day of Service with organization called Storybus, a mobile library, drew 42 people, incredible involvement, amazing generosity. Hope to have a lefse making event in the fall.

*Mickey Monsen, Chicago:* Around the World Around Chicago (ATWAC), monthly dinner originally set up to do networking among young alums, in city of Chicago. Set up suburban version, which has had pretty good turn out. In process of setting up Happy Hours. June, starting presentations by St. Olaf faculty at a small theater. Biggest obstacle is the size of the metro area and alums being spread all over.

*Sean Buress, Twin Cities:* More info on the MASS: we'll use Facebook. Learned that the growth that Facebook has seen, majority of users are under 45 years old. Growing faster

each year in older segments, so don't be daunted, thinking this is just for young people. The Facebook organization itself wants to increase usage by older people. Also planning on using Twitter for text messaging. General Mills/St. Olaf Case Challenge: the legacy that Jon created is incredible. There are so many alums making things happen at General Mills. Continuing to be interested in helping Partners.

*Kate Bollman Pearce, Twin Cities:* Day of Service was great. Lauren Wendt '04 took over the planning. Suggestion as to how we can help each other – thinking about people I know in other club areas and will try to connect them with board members in those club areas and ask other board members to do the same.

*Greg Steeber, Twin Cities:* Was in Israel and Palestine in January with my family through LSTC. Would love to talk about this with you all, if you're interested.

*Anne Steeves, SAA:* Maintained a lot of events from previous years and trying to increase number of students involved. Day of Service, both in Minneapolis and Northfield. In January, event where faculty spoke to students about Ole memories. Held two etiquette dinners. Ole Night Out, dinner with alums. Got the word out about the annual fund, putting stickers on coffee cups, for example. About 40 students for breakfast connection this morning.

#### Recognition of Outgoing Board Members

Kristin Fossum Fletcher, Katie Larson, Randy Betcher, and Brent Mueller. These folks are very good at what they do, so it is hard to say goodbye. A round of applause!

#### New Alumni Board Member Nominations Report by Brent Mueller

Brent spoke a bit about each nominee and distributed a confidential document with some info about each nominee. One nominee in Seattle, one in Denver, and two in the Twin Cities. Motion by Brent that the candidates be approved, seconded by Larry.

Discussion: Carol realizes that it's not a requirement that at least one member of the board have a child currently attending St. Olaf, but it is a helpful perspective and she is happy to see that continuing with one of the nominations.

The nominees have not agreed to serve; we have the discussion first. If any of these individuals turns the position down, we have more possibilities. This meeting is a great time to have this discussion and if someone doesn't accept, we'll have an e-mail discussion and if further discussion is necessary, we'll have a conference call.

Vote: all in favor, none opposed. Motion passed. Reminder that this information is completely confidential until the nominees have been informed, which will probably take place this weekend. Katherine or APR staff will send an e-mail to the board, letting everyone know when each nominee has accepted.

### Alumni Awards Report by Randy Betcher

#### Distinguished Alumni Award, Alumni Achievement Award, and Distinguished Service Award

The committee received dossiers for all nominees and met to determine a slate of candidates. The bar on these awards is set very high; these nominees reach that bar. The alumni board then brings nominations to the Board of Regents, who make the final decision on recipients.

Randy spoke a little about each candidate and distributed a confidential document with a summary of each nominee's qualifications.

Motion by Paul to submit the nominees to the Board of Regents, seconded by Larry.

Discussion: Linda reminded the board that there is no limit as to how many people can receive the award in a given year. Randy commented that there were several nominees who seemed worthy of the award, but the supporting documentation needed to be improved.

Vote: all in favor, none opposed. Motion passed. Reminder that this information is highly confidential.

### Discussion Continued on Ways to Assist CEL

Goal with this discussion is to generate an idea list and set goals/plan for 2009-10.

- Need cars donated. Big obstacle for students to get to internships from campus. Don't need to be fancy cars. Safety of donated cars needs to be considered. Insurance on donated cars needs to be addressed.
- Potential for having a med-tech field project, modeled similarly to the General Mills program. Possibly Medtronic, Boston Scientific.
- Programs need to be student-driven, given the staff constraints. Also gives students more ownership and experience. Volunteer students, not student workers. Consider handing every aspect to student volunteers. We should not drive anything that students don't have an interest in enough to be involved in themselves.
- Expand opportunities to connect alumni and faculty and students who travel. There are opportunities for faculty to connect students with alums in a particular field related to Interims, for example. Need to educate faculty, make them aware that we encourage them to reach out to alums in an area. Any time there are students in a particular community, make sure alums know it and make meaningful connections.
- CEL needs to be more helpful to students who don't know what they want to do after college. Find ways to help students research career opportunities with their major. Put alum panels together to address possible career paths using a particular major.

- Teach the students how to interview, hold a practical training session of how to present yourself. Hold mock interviews, a practice. Worry, though, about any given alum's ability to guide the student if the alum doesn't normally do interviews. Perhaps look for alums in HR industry or those who interview on a regular basis, so that we don't provide an opportunity that turns out to be less than useful.
- Create endowments for stipends for internships. Students have access to a lot of unpaid internships, but there are many students who can't take advantage of these opportunities. This could be a push during the next campaign. Similarly, this would be helpful to alums who want to help students, but can't support the opportunity financially.
- Along these lines, St. Olaf leadership needs to make CEL a funding goal. President Anderson supports the CEL and Enoch mentioned making CEL a possible highlight in a future campaign. The college ultimately needs to funnel the money to CEL.
- When the opportunity arises to add staff in the Alumni department, create a position that acts as a liaison to CEL programs/activities.
- CEL and APR web site should have link to LinkedIn.
- Life skills training – should we provide this? How do we provide this?
- “Bring an Ole to Work Day,” owned by the CEL, coordinated by alum volunteers.
- Back up the connections between students and alums to first years, starting the process earlier.
- CEL needs to be tapped in to faculty's personal connections to internships, to push harder on that sharing from the faculty to CEL. Further, CEL should work to consolidate efforts around campus. One problem is that academic departments are offering opportunities without informing CEL or APR.
- Concern in general that the leadership of CEL is not receptive to these ideas. In their presentation yesterday, seemed like they wanted to present their two ideas and not discuss others. Worry that we're generating ideas that we won't be able to follow up on.
- We're not a vocational school, we're a liberal arts school. What are other colleges doing on this effort? Are other liberal arts colleges doing this well that we could learn from? East coast schools are doing this well – look at the top 10 on U.S. News and World Report. But they have large endowments and the resources to offer more services to their students.
- The alumni board has had success in recent years campaigning for Partners. What we need to do is campaign for CEL, to plant the seed in students' minds, excite them about the possibilities.
- Need to reach out to former alumni board members and keep them active as volunteers on these kinds of initiatives. Brenda followed that up with the need to engage alumni award recipients.

The following board members will work on advancing the following initiatives in collaboration with Nathan. Nathan will begin conversations with the CEL:

- Brenda – improving connections between traveling students and alums in the destination
- Katherine – research Oles who are in HR world and can offer expertise with interviewing
- Sean – 1) Bring an Ole to Work Day and 2) bringing faculty, alums, and students together for an all-around event focusing on a major/career/vocation

Nathan will work with each of the above volunteers and CEL to move these initiatives forward. Reminder that some board members really encourage students to take ownership, or possibly alums could be spending their efforts on programs that are not attractive to or needed by students.

Black and Gold Winter Gala Report by Kate Pearce and Greg Steeber

Galas are very popular among non-profits, but St. Olaf had never done one. Turned into a very big project and couldn't have done it without lots of help from lots of people. We appreciate everyone's support. The APR office was essential and Twin Cities alum were crucial, helping on committees. Many thanks to Anne and so many students who worked so hard. Katherine and Brenda came from out of state. Larry contacted his friends in the Cities for donations and encouraged a classmate to attend, who then filled a table. Carol contributed financially when she couldn't attend herself. A great number of people were involved, even those not in the Twin Cities.

We don't know how many hours we put in, used an online tool called Base Camp to coordinate meetings and information flow. Used Auction Pay to manage the auction aspects. Had trouble getting as many attendees as we wanted and that was a constant worry.

A little over 220 people attended and the event raised \$81,000 for Partners in Annual Giving, including the auction item called "A Fund in Need," which is simply money to Partners, unrestricted. The response and enthusiasm to this auction item was incredible and surprised us all.

The event was very successful and we're doing it again! Date is Feb. 27, 2010 at the Minneapolis Hilton.

All committee chairs are in place:

- Steering co-chairs: Kate Pearce and Greg Steeber
- Procurement: Mary Steeber, P'07, P'09
- Sponsorship (new committee this year): Randy Betcher
- Auction: Rebecca Taibl '70
- Reservations/Attendance: Gary Perkins '80
- Hospitality (overall look and feel of the event): Brock Metzger '03

Next time, hope to have minimum 250 attendees, preferably 300 to 350, 400 maximum. Several things are already under discussion: increasing the room size for the silent

auction; making sure that no one's seated behind a pillar and can't see; possibly reducing the ticket cost; how scholarships are awarded to alums who can't afford the ticket.

Committee chairs will meet for the first time in June, when many decisions will be made: timeline, marketing, etc.

The Year Ahead in the Alumni and Parent Relations Office, presented by Nathan Soland  
Cannot add FTE to our department in this economy, so we've made some changes to current positions. Heidi and Carolyn have taken on other responsibilities within the department. Heidi will manage clubs in San Francisco, San Diego, and Los Angeles, help with the Black and Gold Gala, and take on the 15<sup>th</sup> and 60<sup>th</sup> reunions. Carolyn has taken on the Boston club and is assisting with class newsletters. To make room for these new responsibilities, we are reducing the number of Study Travel programs offered each year. Study Travel remains an important part of the college's mission and a positive way to engage alumni, parents and friends of the college.

We heard from David that he asked each department to look for cost-cutting measures. Two main ways we're doing this in the APR office are reducing staff travel and doing fewer mailings. Directors will make two trips to established clubs and one trip each to California and Boston. Fewer mailings means less postage, paper, printing, and student labor costs. We'll rely more on e-mail and because of that we're enhancing our e-mail system, division-wide.

Nathan will be co-leading the Environmental Science in Australia semester from February through May 2010. He's working on finding the right person to cover his responsibilities in his absence; Kathy will lead the office during this time.

Nathan asked the board to help think through the Leadership Speaker's series, which meets every other month. It was implemented to serve professionals, offer information from industry leaders, and networking opportunities. Held over lunch at the Minneapolis Club, but it hasn't really taken off.

The critical question: Is this something we stop offering or could it be successful in another format? There are a lot of organizations doing this kind of thing; it is important for St. Olaf to offer it if attendees can get this service elsewhere? If we reduce our efforts on this event, we can turn our attention elsewhere.

Anecdotally, we've heard that attendees are coming for the specific speaker. We're marketing it in the Ole Weekly, was in Year in Advance. Staff "own" it right now, because it's a kind of test program. Perhaps it would help if it were run by a group of alumni volunteers. Could be the time of day: in D.C., breakfasts work well time-wise and it's also cheaper to include breakfast than lunch.

Responses by board members:

- Could be more successful if it's alumni-driven, and alumni will drive it if they think it's valuable.

- Probably have some pretty tough competition in downtown Minneapolis, other similar offerings of a high caliber, free of charge.
- To help alums buy into the program rather than just the speaker, could offer it only as a series rather than speaker by speaker.

Four or five board members volunteered to continue this discussion with Nathan beyond this meeting.

Kathy gave a reminder that Celebration weekend is coming up. The Illumination event was a big hit last year and we'll be doing it again: each student gets a lantern and they're all lit at the same time one evening. Banquet for class of 2009, seating 940, is sold out. So another option for those who couldn't attend is the Jazz Brunch on Sunday morning, added this year. Sammenkomst is the all-alumni gathering and David Anderson will give the State of the College address. Everyone is encouraged to attend Celebration Weekend! Sneak Peek and registration are online. We expect between 3,500 and 4,000 people over the weekend.

#### Agenda Items for Next Meeting

One of the things that President Anderson said in his address to the board was that the college does not do a good enough job of training faculty about St. Olaf, its history and values. Suggestion that the alumni board have a training session for new faculty (10 of them coming in for academic year 2009-10). Could be a lunch activity at the next board meeting.

What should faculty know?

- There are alums in outlying areas that want to connect with students when they're traveling.
- Alums want to offer resources for in-class sessions.

Greg brought up his perennial request to have a lifelong e-mail address for alums. It's a great marketing and engagement tool. If anyone is aware of opportunities already out there, please forward them to Nathan, Mike, or Janet Kringen Thompson, Associate Vice President for Advancement and College Relations.

Randy requested that he be kept in the loop with college happenings and news, though he's an outgoing member.

Ted would like to have student phone-a-thon callers address the group during the regular board meeting session, rather than as an extended evening session, as not all board members were able to attend the evening session.

Those who took ownership of a CEL initiative should work on that initiative and be ready to report at November's meeting. Ted requested metric numbers if you can get them: how many students received an internship, etc.

Brenda commented that Anne's snapshot of campus happenings was very useful and she wanted to know how she can keep up with that. There is not one comprehensive St. Olaf student calendar. Some activities can be seen on oleville.com or the SAA calendar is public on Google Calendar.

Something that has come up at a few meetings is keeping all board members informed of what's happening in cities outside of their own home.

Jean Callister-Benson and Kathy Schuurman are working to establish the look of Founders' Day, which will also be the DAA, AAA and DSA award ceremony. The goal is to make the award ceremony more of a community event. She welcomes any ideas for this event as it is being re-worked and we really want it to be successful.

Carol asked about board members who are not in the Twin Cities and want to schedule an event, should Carol be collecting registrations and money, or does that need to go through the APR office? Nathan replied that we don't ask alums to spend any of their own money or to have to collect money. So, work with the APR staff to get the event advertised online, which means registration is online, and then the volunteer and APR staff work in concert through the event life cycle.

For the next Alumni Board Connection breakfast, Katherine suggested the theme of life skills: what graduating seniors need to know about renting an apartment, negotiating your first car purchase, etc.

Dan asked whether there are more opportunities for alums to connect with Admissions. Katherine spoke with Michael Kyle yesterday and he replied that it's on his long-range plan, but he's not ready to tackle it yet. Ted had talked with David Wagner about a send-off picnic; he would also like to hear from Michael about how alums can help with Admissions recruiting.

Joy requested hearing from Bruce King, Assistant to the President for Institutional Diversity, at the next board meeting.

Greg requested hearing the final Admissions results when they're made available in the next couple of weeks.

Sean asked if there's some way to honor past alumni board members and past alumni award winners. Brenda was planning on checking in with Kathy after Celebration about how to re-connect with and re-engage past award winners. One idea is for a special recognition at the Black and Gold Gala. Brenda would like to see a pin given to award winners.

Greg encouraged Katherine to encourage the Board of Regents members to attend the Black and Gold Gala.

### Next Meetings

During Founders' Day, Nov. 5-6, 2009. Probably starting around noon on Thursday, through the evening. All day on Friday, Nov. 6 and through the evening, which is the night of the alumni awards banquet.

Spring 2010 meeting, to avoid Easter, St. Olaf spring break, Honors Day, and Day of Service, set for April 22-23, 2010.

Meeting adjourned at 4:50 p.m.