

Alumni Council Meeting
Friday, March 6, 2015
JRC 101 12:30-4:35 p.m.

Present: Jim Asplund '88, Allison Brinkhorst '11, Peter Calvert '79, Cameo Carlson '93, Jim Decker '75, Susan Henken-Thielen '80, Mark Henry '05, Nancy Schmulbach Maly '61, Angela Onwuachi-Willig '94, Mary Knuth Otto '63, Richard Raridon '53, Rania Mohamed Robb '03, Pamela Dryden Rogacki '64, Ed Senn '79, William Simmons '58, Rhonda Stuart '86, Lara Szent-Gyorgyi '89, and Sherman William '01

Absent: Catherine Gillis '80, Barbara Hunt Moore '65, Ahsan Rahim '11, Jonathan Richardson '10, Saurabh Saraf '05, Fritz Schwaller '69,

Staff: Jayn Bailey Chaney '05, Shane Jacobson, Adam Laug, Michele Tanzosch

Guest: Meg Jones Bair, Paige Everly, President Kington, Jennifer Krohn, Senior Research Associate, Jim Powers, Director of Communications, Jim Reische, Vice-President of Communications

I. Welcome and Housekeeping – Susan Henken-Thielen '80, President

- A. Susan conducted an ice-breaker to facilitate members getting to know each other better:
- B. March meeting minutes emailed in advance.

Motion: Susan Henken-Thielen moved to approve March minutes. Second: Sherman Willis Passed: Unanimous

- C. Susan discussed how the current bylaws still reference irrelevant committee descriptions. Susan proposed a revision of the bylaws. Peter volunteered to update committee descriptions with Jayn.
- D. A new evaluation process is in place. The Council will complete meeting evaluations after each speaker to provide immediate feedback

II. Accessibility Update - Jennifer Krohn, Senior Research Associate

- A. A thank you was extended to the Alumni Council and all involved for their resolution to ensure accessibility and usability for students. This has elevated the awareness of accessibility, usability and inclusion.
- B. Jennifer provided an important Accessibility Committee update: Professor Eliza Willis and Claire Forrest '13 have been added.
- C. Progress has been made in the last 4-5 years. Accessibility is being addressed in a number of ways. There is focused prioritization on job identity to determine what items to move forward each year. Facilities Management is responsible for overseeing the work, to include, but not limited to, removing stairs, adding ramps, adding door operators in each building, adding sidewalks and apartments.
- D. In December 2014, Angela Voos, Chief of Staff, VP for Strategic Planning and Title IX Coordinator, asked for improvements for the Building Maintenance and Equipment Committee. Forty (40) items were identified throughout campus including entrances, loops for hearing impaired, tactile strips at crosswalks and train tracks, etc.
- E. Jennifer encourages the continuing partnership Mary Brooner '71 initiated. Her commitment showed in increasing accessibility on campus. The Alumni Council has a significant influence and power and Jennifer encourages the continuation of this work.

III. Remarks and Q&A - President Raynard Kington

A. President Kington remarked on the racist posts published on the anonymous social media platform Yik Yak, attacking black students collectively and individually.

1. Many people have responded on Yik Yak, challenging and rejecting the racist comments. President Kington welcomes others doing the same.
2. The Colleges Office of Diversity & Inclusion is working with Concerned Black Students, the Multicultural Leadership Council, and Student Government Association to explore constructive responses.
3. America has both a race challenge and a social media challenge. In this recent incident at Grinnell, the two challenges converged. The complex interaction is something we have to respond to creatively as a community.
4. Diversity was the theme of a series of activities last year, including presidential listening sessions and diversity town halls. The insights shared during those discussion are informing an ongoing external review of our diversity function. An investment has already been made in added diversity staff and programming. The College recently launched a leading-edge analysis of the factors contributing to, or inhibiting, success. The resulting data will guide our efforts to help all our students, including students of color, succeed and thrive.
5. All students should feel welcome at Grinnell and have the resources they need to gain a great education. Diversity is one of our core values, and anyone who chose to attend Grinnell is pledged to honor and support a diverse environment.

B. Mental health was addressed. More students are graduating from high school with significant diagnosed illnesses requiring treatment. The National Center for Health Statistics states students are more likely to select a place like Grinnell College due to the fact they can be watched and assisted. Rural communities, like Grinnell, are underserved and have a greater hurdle of staff retention in mental health services. Grinnell College is at a disadvantage as the institution is not big enough to support full-time doctors, nurses, hospitals, or an infirmary.

1. Strategy

- a) Provide service counselors and retain nurses as triage people to conduct a first screen to determine who needs assistance and at what level. An addition of a staff psychologist is needed to oversee mental health services.
- b) Joint recruiting with Grinnell Regional Medical Center to provide a clinic.
- c) A relationship with the University of Iowa for Masters-level supervised staff members to come on campus to facilitate counseling-type services.

C. Title IX and *Huffington Post* article

1. President Kington addressed the recent *Huffington Post* by Tyler Kingkade. The story focused on Grinnell and the sexual misconduct process identifying “three specific cases” from 2012, naming the students and listing their specific concerns. The allegations Kingkade shared with us do not come as a surprise. The three cases referenced were each investigated and adjudicated under the misconduct policies in the College’s 2011-12 Student Handbook. The students involved in those cases shared their concerns directly with the College, both in private discussions with administrators and publicly on campus. The student voices served as a catalyst for change at Grinnell. In response to concerns, the College made structural changes, implemented a uniform policy that incorporated student feedback, and expanded training and educational programs.

- a. Confidentiality of student information: Grinnell College, is precluded by federal laws – including Federal Educational

Record Privacy Act (FERPA) and the Violence Against Women Act (VAWA) from disclosing personally identifiable information from student educational records. These privacy provisions apply even if students publicly identify themselves or openly share details of their experience.

- b. Incomplete journalistic coverage: The privacy restrictions place the College in an untenable position, because we cannot provide open and transparent information about the cases. Without access to protected records, recent media coverage of campus sexual assaults has often been one-sided or incomplete.
- c. The impact at Grinnell: Almost three years ago, a set of deeply alarming first-person accounts of sexual assault were published in the College's newspaper, the *Scarlet & Black*. Driven by concerns about the experiences students had shared, among other reasons, the College sought an external review of our Title IX policies, procedures and practices.
- d. Changes to Grinnell's sexual misconduct policies, processes, and resources: Many of the lapses Kingkade mentions were identified and remedied during the external review process. In keeping with evolving federal guidance and law, additional changes were made during a second-round policy review this fall. Our prior policies and practices were slow to adapt to the rapid pace of the federal regulatory developments. We at the College accept responsibility for those shortcomings. We have worked in depth with individual students to make sure they are supported and their needs are met.
- e. Inviting federal technical assistance and guidance: The College contacted the U.S. Department of Education's Office of Civil Rights (OCR) to request technical assistance, specifically, inviting OCR to review the cases highlighted in Kingkade's article. The OCR is uniquely equipped to view all available information and advise us, on the basis of full facts, as to whether Grinnell complies with the letter and spirit of the law. If Grinnell had fallen short at any point, those issues need to be addressed and make things right for the students.
- f. The value of student activism and partnership: Campus activism has played a crucial role in raising awareness and exposing challenges related to campus sexual assault. Grinnell students are especially good at creating change through activism. Experience has shown that real change happens when we work together.

IV. Institutional Identity Project Update – Jim Reische, Vice-President of Communications, Jim Powers, Director of Communications

- A. The Institutional Identity Project has reached a point where new materials are going out to prospective students. Three pieces were reviewed. These unique materials were designed to set Grinnell College apart from other institutions in a meaningful and interesting way.
 - 1. The Admission "Preview" entitled, "Already, you know college will change you..." piece has been shared with 15,000 young people as a first tiered approach to prospective students. The piece is a unique, fun way to disseminate dry facts to prospective students.

2. The “View Book” entitled “Why otherwise matters” demonstrates how central Iowa is a place to go in a compelling way. It states “A Grinnellian is someone who thinks otherwise” and is used to frame Grinnell College by contextualizing the content to identify prospective students with Grinnell College. A spread in the back of the book demonstrates how Grinnellians think in contrast to conventional institutions.
 - a) A question was asked how the College can connect the new materials with the online strategy. The website is in the beginning phases, not the end, and is flexible enough to build out in a way the past company could not. A mobile version is available as well making it far more accessible and compliant with best standards.
 - b) To address the question on the feedback with the new pieces, Jim Powers stated that, in the informal testing, the pieces resonate. The real test will be in April, May, and June of next year as the pieces go to high school juniors.
3. The “Selfie Letters” were inspired and derived by Crane Metamarketing,
 - a) The Alumni Council were asked to give their “authentic voice” in the form of said letter.
 - b) It was asked if GRASP volunteers are using the material. Communications will ensure Melanie Drake is made aware of the materials.
- B. The “Thinking BIG about Grinnell?” statement’s focus is to frame Grinnell College in a way that identifies with bright kids who might attend Grinnell versus attending a state school. This approach focuses on the facts that Grinnell College offers intensive, close attention, the ability to get to the lab much faster, not being a number in a classroom, and that Grinnell College can be affordable.
 1. Interactive exercise was given on blank VENN Diagrams. The theme was to discuss three elements from the Alumni Councils’ own experiences that would make a compelling statement.

2:57-3:15 p.m. Break - Susan adjourned for break
Mark Henry left meeting at the break period.

V. Alumni Awards Committee Report and Discussion – Nancy Maly ‘61

- A. The committee purpose was stated: To encourage nominations and select recipients for the Alumni Awards presented annually at Reunion. The committee goals are to review and improve the Awards Program, and participate in and to help manage the Alumni Council Senior Awards Program.
- B. Committee members were listed and members thanked.
- C. There were 10 alumni award recipients approved at the last meeting
 1. Marilyn McCool Hampton ’44
 2. Roberta (Bobette) Brown Sanders ’45
 3. Thomas K. Marshall ’55
 4. Nancy Norris Ross ’56
 5. Michael (Mick) W. Hager ’65
 6. Paul H. Patterson, Jr. ’65 (deceased)
 7. Diane F. Alters ’71
 8. Jean M. Kummerow ’71
 9. Samuel Perlman ’90
 10. Alison N. Beckman ’96
- D. Committee resolved the posthumous award issues by adhering to guidelines.

- E. Committee resolved the award ceremony attendance policy for the 70th reunion attendees by opening/creating flexible options when they cannot attend. Options ranged from going to the nominee's home to hosting a local event the nominee could attend
- F. Factors affecting success were discussed. Successes ranged from a strong committee able to reach consensus/unanimous decisions, to having a supportive, committed, collaborative staff liaison, to utilizing work processes to electronically review, rate, and divide candidates vetting, and use of regular conference calls to quickly answer questions and resolve issues were administered.
- G. Recommendations were given to improvements to the Alumni Senior Awards Program.
 - 1. Change award title.
 - 2. Continue AC Awards Committee involvement.
 - 3. Raise Awards Committee visibility in the process.
 - 4. Continue on-site selection, committee examination.
 - 5. Do full review on all aspects of the program in 2015.
- H. On March 30 Paige Everly will be sending the Awards Committee the nominations for students on campus being considered for Alumni Senior Award.
 - 1. A discussion ensued: it was clarified that students nominate students, and it was clarified that although no student, at this time, has nominated themselves there is nothing written stating they cannot.
 - 2. A dialogue ensued about the wording change from Alumni Senior Award, and who the presenter should be.
 - 3. Suggestions were given that Awards Chair or President should give the award, if said president can attend graduation.
- I. It is recommended to have a full examination on the process of the awards for next year. It is recommended, with input from Jayn Bailey Chaney '05, Paige Everly, and said committee, to review what is currently in place. Breakout sessions were created to discuss based on worksheet given prior to the meeting to help make determinations.

Motion: Nancy Maly moved that the President appoint an ad-hoc committee including past presidents and award chairs to review the Alumni Senior Award program, the Alumni Award program, and report to Alumni Council in the October meeting for recommendations in improvement and changes. Seconded: Sherman Willis Passed: Unanimously.

Upon motion, Lara Szent-Gyorgyi offered those who led the process before might be more resistant to change. Upon Sherman Willis' second, Ed Senn stated ad-hoc committee appointed by Susan will come back to us next fall with recommendations for improvement and change. Ed stated it was a good idea to reflect and review and see how to improve. Pam Dryden Rogacki clarified this won't change anything for awards upcoming, the ad-hoc decision will take effect in following years. Bill asked that the reports from the discussion be handed on to the ad-hoc committee. Paige Everly will pass on notes upon committee formation. Motion re-read. Second: Unanimous. Motion Passed.

4:47 p.m. Council adjourned for Grinnellink Reception followed by Grinnell-in-Grinnell Dinner.

Alumni Council Meeting
Saturday, March 7, 2015
JRC 101 8:30 a.m. - noon

Present: Jim Asplund '88, Allison Brinkhorst '11, Peter Calvert '79, Cameo Carlson '93, Jim Decker '75, Susan Henken-Thielen '80, Mark Henry '05, Nancy Schmulbach Maly '61, Angela Onwuachi-Willig '94, Mary Knuth Otto '63, Ahsan Rahim '11, Richard Raridon '53, Rania Mohamed Robb '03, Pamela Dryden Rogacki '64, Fritz Schwaller '69, Ed Senn '79, William Simmons '58, Rhonda Stuart '86, Lara Szent-Gyorgyi '89, Sherman William '01

Absent: Catherine Gillis '80, Barbara Hunt Moore '65, Jonathan Richardson '10, Saurabh Saraf '05

Staff: Jayn Bailey Chaney '05, Molly Campe '96, Shane Jacobson, Michele Tanzosch

Guests: Jackie Aanes, Meg Jones Bair, Paige Everly, Gary Kuhlmann, Adam Laug, Mae Turley

VI. Welcome and Housekeeping – Susan Henken-Thielen '80, President

- A. Title IX informational brochures are in the packets. This was mentioned in the webinar. There is a resource card in two perforated sections. The first portion is informational should someone talk to you about an incident, the second is a card to give to that person.
- B. The self-evaluation has been distributed. It will not be shared. It is listing out requirements and expectations, areas for changes, and is informational.

VII. DAR Update and Online Community – Shane Jacobson, Vice President for Development and Alumni Relations, Mae Turley, Director of Annual Giving, Meg Jones Bair, Director of Donor Relations, and Jackie Aanes, Director of Operations

- A. Introduction of staff from the DAR office
 - 1. Gary Kuhlmann
 - 2. Molly Campe '96
 - 3. Adam Laug
 - 4. Meg Jones Bair
 - 5. Jackie Aanes
 - 6. Mae Turley
 - 7. Michele Tanzosch
 - 8. Jayn Chaney '05
- B. Development and Alumni Relations update
 - 1. Progress
 - a) The Council was asked to take out pen and paper and ask: What is the one burning question you have about Development and Alumni Relations? How can you frame your work/our work? How are we focused on first things first, second things not at all? With this, are we delivering? Is the staff to volunteer and volunteer to staff relationship efficient and sufficient?
 - 2. Data
 - a) The FY15 activity looking at new gifts commitments and cash receipts indicate the health of the organization. Growth is needed in documented pledges and estate gifts.
 - b) In reviewing alumni gifts under \$25,000, the trend is up about 200 donors in total.
 - i. Solicitation methods are broken down by mail, phone, online, and all other donors. "All others" was define as a gift secured

from officers on the road, and brought back but not solicited through any of the three strategies.

- ii. An expected trend is increased online with increased engagement with alumni.
- iii. The phone results are showing a slight negative result from a change in strategy. More time is being spent on lapsed donors to drive those donors. Lila Singer-Berk, Assistant Director of Annual Giving for Phonathon, has been hired to clean up processes and procedures. Segments are being broken out as to when and who are calling, devoting time to consecutive donors, changing scripts, changing managers, and providing immediate feedback per call to produce a higher success rate.
- c) Philanthropic revenue shows alumni have an interest in estate giving, which is an important part of the philanthropic portfolio.
- d) Trends in cash received by fund type show, historically, unrestricted is flat with spikes in restricted funds.
- e) The vision depends on a more balanced revenue profile which requires rigorous cost control and risk management. The goal is to move the revenue portfolio be more balanced and less reliant on the endowment.

C. Phase 1 of Campus Plan

- 1. The ARH Carnegie project, will take the College in a powerful direction. This project will be followed by a new Admissions/Financial Aid space, and landscaping.
- 2. A number of key aspects indicate the needle is moving on where the College needs to be. The College must think about the concept of need in different ways. Philanthropy is very important but when one positions a case based on need, the College will fall flat. Next fall, new Crane Metamarketing materials will be introduced that change the way we are talking about the institute. With this, the College will rely on the Alumni Council's focus.
- 3. Fundraising momentum must follow a baseline between \$17-20 million after the campaign. Current gifts average at \$8.5 million.
- 4. The timeline was reviewed on the three projects in Phase 1 which reaches to year 2020.
- 5. A firm has been chosen: Einhorn Yaffee Prescott, Architecture & Engineering (EYP), meeting the characteristics the College is looking for. By May/June the first designs will be presented.

D. FY16 Business Plan and Data Analytics

- 1. The launch of the FY16 business planning exercise is underway. It is a new process that starts with team plans that become the first full DAR draft business plan by end of the month. By early April, the Senior Team will evaluate and unfold the plan and budget with final approval occurring mid to late April. A presentation to the Board of Trustees Advancement Committee is May 1 with final completion by May 29.
- 2. Data analytics and prospect research has revealed that by looking at the alumni by 10 year decade classes, the 2010s are the critical factor in future growth.
- 3. Wealthpoint Data Sources screening results show great potential to form a plan to sort through individuals to work with.

E. Stewardship as a key ingredient of success

- 1. A video on students discussing philanthropy was viewed shown by Meg Jones Bair. This was sent to all donors in November 2014.
- 2. Discussions resulted in a request for a one page document on speaking points that points out why donations matter in relations to the endowment.

F. Forum update – Jackie Aanes, Director of Operations

1. Jackie Aanes discussed the pros and challenges of what the new direction on web presence will be.
 - a) The essential functionality of the website are:
Affinity/Group/Volunteer/Regional pages, Directory, Event Registration, and Online Giving
 - b) Accessibility to all users in accordance with the Federal requirements in Section508 (<http://www.section508.gov/>) and aspiring for WCAG 2.0 Level AA (<http://www.w3.org/WAI/intro/wcag>)
 - c) Data integration: between Raiser's Edge and the web platform
2. The challenges of the current Forum are at a high level: Not having enough flexibility to handle complex registrations such as Reunion. With online giving, one cannot select multiple designations, there is no shopping cart, or pre-populated forms. There is no allowance for end-user role-based content creation and access to specific pages. Everything is a custom solution. Data sync/integrations is challenging. Cost to fix all challenges above is staggering.
3. Solution
 - a) Two companies are being reviewed.
 - b) A decision is being made based on the right company's capacity to fulfill requirements.
 - c) Next step is to determine the preferred company, sign, break ground on the build of the new site, and engage Alumni Council in user-testing. Once testing is successful, prepare to launch once the College is confident in the quality of the product and user-experience.
4. A group exercise was conducted to consider the following questions with answers based from the small group exercises below.
 - a) Within the web goals we have identified, what is the most important feature/functionality you would want to see in a new site? Responses included:
 - i. Giving, and ease of making a gift. Should be lots of prominently placed giving buttons so no one has to search for how to make a gift.
 - ii. Directory. 1) sometimes the data doesn't seem accurate, 2), there isn't a convenient way to drill into a metro area (or expand). Suggestion to add pins on a map. Can we also have a general google type search bar. We need to do a better job assisting with career connections.
 - iii. Easy sign-on, via LinkedIn, Facebook, etc..
 - iv. Don't compete with Facebook. Incorporate it. Use the new website to make connections that don't exist in other spaces (such as career connections).
 - b) What are the essential functions you want the College to deliver in a class/affinity/volunteer page? What is the greatest value-add feature that you would use?
 - i. GPS feature, pins on a map to track.
 - ii. RSS feeds.
 - iii. Customize your own website.
 - iv. Virtual tours, lecture videos, infusion of a nostalgic and on-campus experience. A webcam on campus.

G. Scarlet & Give Back Day, March 31, 2015 – Mae Turley, Director of Annual Giving

1. This is a 24-hour participation challenge to the Grinnell College community. A presence is on the web, and everyone received a postcard with a teaser to visit the forum site and a hashtag. A challenge gift will be announced event day and celebrity callers will be on the phone.
 - a) Alumni can help by reaching out via phone, media, email, or in person to fellow alums to drive participation.
 - b) Tents and tabling will be set up on campus.
2. Research on other institutes have shown similar events have received over 1,000 donors.
3. One focused strategy is for alumni 20 years or less who respond to social media.
4. A video will launch at midnight followed by an email in the morning. Videos and photos will be taken during the day and the alums are asked to upload their pictures and videos. Thank you videos are being created that will immediately go out following the day.

10:20 – 10:30 a.m. Break - Susan adjourned for break

Susan closed for break asking questions be taken to Mae.

VIII. Stewardship Committee Report- Lara Szent-Gyorgyi '89

- A. The committee mission and purpose was stated: To partner with the Donor Relations area of the Office of Development and Alumni Relations to extend stewardship beyond the scope of office staff and to focus on timely and personal recognition of significant giving, development of compelling impact/outcome items, and crafting and administering programs that bolster volunteer stewardship.
- B. Committee members were reviewed with note of staff liaison, Meg Jones Bair.
- C. Goals
 1. New donor profile nominations.
 2. Weekly thank you calls to donors (and refining process for doing so).
 3. Individual stewardship outreach at regional events.
 4. Ensuring a standard stewardship approach to thanking volunteers.
- D. Accomplishments
 1. Goals achieved
 - a) 24 donor profiles were written based on committee recommendations, and used beyond expected avenues.
 - b) Compilation has started on new donor profile nominations. Current numbers stand at 30 nominations.
 - c) Implemented a system to make weekly thank you calls which was successfully transitioned to new committee members.
 - d) Piloting in person thank you at regional events adding a new aspect of learning more on the calls and channeling information back to the College.
 2. Successes to celebrate
 - a) Welcoming additional former and current Council members as thank you callers.
 3. There were no additional accomplishments achieved that were not in original goals.
 4. Presented Ahsan Rahim's profile that was used in the Honor Roll and on the Forum.
- E. Factors affecting success
 1. What worked well:

- a) Planning how to execute the calls and communicating to all involved in process, utilizing a script as a base of the call.
 - b) Piloting processes and going through a Plan-Do-Study-Act (PDSA) cycle.
- 2. Meg Jones Bair's organization and how she presents information made an effective working relationship.
- 3. Goals were achieved because they worked hard to achieve them.
- F. Challenges
 - 1. Making time for weekly calls.
 - 2. Inconsistent calls volume from week to week based on the function of when donations occurred.
 - 3. Tracking thank you call reports from committee members by utilizing a new template.
 - 4. Volunteer stewardship project is on hold until DAR assesses the appropriate venue for the project.
 - 5. Waiting for DAR staff to complete business planning process for FY 2016. Getting donors profile recommendations from Council members.
- G. Committee structure recommendations
 - 1. With recent structure, the committee feels it is on target.
 - 2. With new members rolling on, consider who has data crunching skills.
 - 3. Time is needed to make the calls.
 - 4. The selection process is a bit unclear.
- H. Committee work process recommendations.
 - 1. The committee has a good grasp on the current process.
 - 2. To improve efficiencies, utilize video calls to make calls more intimate and personal and get a better handle on the phone calls not being made.
- I. Recommendations
 - 1. Time needs to be devoted in meetings to consider how to improve processes of reporting phone calls to DAR/Meg in a timely manner.
 - 2. Focus on volunteer stewardship by getting more data on volunteer hours, impact on students and how it impacts giving.
 - 3. Survey younger alums regarding the best way to approach and contact them.
 - 4. Other opportunities/projects/goals to pursue next year would be expanding thank you calls to a wider group of callers and the committee by responding to DAR requests and serving as a focus group.
- J. Thank you calls – why we do them
 - 1. Research on alums show donor retention could improve.
 - 2. The greatest losses in donors are among new donors.
 - 3. Focus initially should be on newer donors to support retention, particularly those at the leadership level.
 - 4. Thank you calls are encouraging a long term pattern of giving with donors. The goal is to reach 5 years of consecutive donations to establish the habit.
 - 5. Focus on donors near the leadership level (\$1,000-\$1,499) as 90% of donations come from 10% of population.
- K. Weekly thank you calls – our experience
 - 1. Calls are typically fun, most people like to chat, and sometimes get to talk to people you know.
 - 2. Conversations are important due to the data derived from the call for the College.
 - 3. Scheduling the calls is the most challenging part.
- L. How can Council make some calls?

1. The committee is inviting the Council to make calls to fellow alums. With more callers an expansion in the numbers and types of donors can be reached.
2. Former Council members have expressed an interest in making calls and they are going to be approached.
3. A list review is available for callers to identify people you know.
4. If interested contact a Stewardship Committee member.

IX. Communications Committee Report – Jim Decker '75

- A. The committee mission and purpose was stated: Works with the Office of Development and Alumni Relations and the Office of Communications on communication and branding issues and encourages connecting alumni with the College through a variety of communication tools.
- B. Communications Committee members were reviewed. Jim Reische, Vice-President of Communications, and Michelle Regenold, Editorial Director, as having joined the meetings.
- C. Goals for current year
 1. The decision to work with DAR to set up Grinnell-graduates in journalism-careers on-campus seminar was not actively worked on. It was determined it was more appropriately handled by the Center for Careers, Life, and Service.
 2. Main activity was on Alumni Council Forum webpages.
 1. Assisted *Grinnell Magazine* editor Michelle Regenold and DAR on magazine redesign resultant from a reader survey.
- D. Accomplishments
 1. Reviewed Alumni Council webpages from similar colleges and devised a revision plan.
 2. Assumed lead to provide content about Alumni Council activities to be included in *The Grinnell Magazine*.
 3. Provide follow-up for *The Grinnell Magazine* reader survey.
 4. Initiated sample Alumni Council Forum webpage content creation.
 5. Reviewed ideas for reorganization of *The Grinnell Magazine* classnotes data.
- E. Alumni Council Webpage Revision Ideas
 1. Jim Decker sent out an earlier communicate regarding the direction of the webpage. Summarized are the general ideas.
 - a) Focus on what we are actively doing to benefit alumni and students, and who we are.
 - b) Alumni Council mission should be displayed as the lead for other information.
 - c) Bullet point descriptions that can be scrolled and clicked for details about the current work of the Council.
 - d) Change biographic information to focus on relationships between Grinnell interest and life accomplishments.
 - e) Interactive link allowing alumni to interactively write a message to Council members.
 - f) Short focus stories highlighting how Alumni Council's work benefits alumni and current students, selected and created by Communications Committee.
 - g) Volunteering information.
- F. Discussions ensued. Additional Recommendations include:
 1. Pairing pictures of Council members when attending Grinnell College to present day.

2. Council members create their own biographies to demonstrate connectivity of the Grinnell experience and how it shaped their life and present day career interests.
3. A pilot is being done by Cameo Carlson. One idea is give list of names with biography and no photo. Click and get an “adult” photo and biography to make the photo and story more engaging.
4. Biographical information could contain how Council Members are volunteering beyond Council.
5. Feature committees and how they work: Utilize data utilized to prepare for this meeting, provide short form and bullet list with hyperlink text to get more data on said committee. Make it more reactive with varied content and pictures versus a static page.
6. Allow an interactive link for an alum to write a message behind a firewall: Discussions continued on who would be recipient to said link. It was stated the committee probably would be, it was noted there is an Alumni Council email address that Susan checks. Ed stated everyone’s email address is there as well.
7. Possibility of providing a list of past council members: Jayn stated the list is not on website but we have said list. Reason to provide such list is someone might not know someone currently on Council but know a past member which could make it easier to connect.
8. Eliminate tabs that are not related to Council itself.

11:57 a.m. Council adjourned for lunch

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Saturday, March 7, 2015
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Absent: Catherine Gillis '80, Barbara Hunt Moore '65, Jonathan Richardson '10, Saurabh Saraf '05

Staff: Jayn Bailey Chaney '05, Michelle Czarnecki, Austin Cote, Adam Laug, Shane Jacobsen

Guest: Austin Cote '15, Lilliana Bagnoli '15, Saw Min Maw '16, photographer

X. Alumni Student Connections Committee Report – Peter Calvert '79, Rania Robb '03, Pam Rogacki '64

A. The new committee summary: The Alumni Student Connections committee's purpose is to partner with DAR staff liaisons to extend meaningful alumni connections to support current students and student programs. This committee will focus on specific programs and coordination to ensure that student/alumni connections are both formalized and meaningful for student and alumni alike.

1. The focus is what the Alumni Council can do for students to find ways to help students better utilize the alumni network.
2. Direct involvement and support of the Medallion Ceremony at the beginning of the academic year and Commencement programming at the end of the year
3. Direct involvement with students via the Stephen Kent Memorial Senior Gift; and crafting and administering formal mentorship between alumni and students that bolster other types of connections.

B. Committee members were introduced as well as staff liaisons, Melanie Drake '92, Michelle Czarnecki, and Nate Dobbels.

C. 2014-15 Goals

1. Work with current students, listening to their ideas and goals.
2. Bring the current students and alums together on campus and work on the Stephen Kent Memorial Senior Gift.
3. Work on externships and career advice.
4. Work on Medallion ceremony and Commencement.
5. Advise towards Museum Symposium and NYC Industry Tour.
6. Identify different ways the students and the alumni can connect to the Alumni Network.

D. 2014-15 Accomplishments

1. The committee felt they met the needs of the students and will continue to improve as the communications and service delivery expands.
2. Organized with DAR staff on workshops on campus including Financial Literacy and Networking/Elevator speeches
3. The Medallion Ceremony was reviewed. Students were happy with the significance of the Alumni Council presence during this ceremony.
4. 22 alums came back for the Museum Symposium; it was a success.

5. The New York Industry Tour takes place the second half of spring break.
6. Promoting the Externship program was a significant project. The goal was 75 externs with over 80 being granted. 145 students applied. An appeal went out to everyone to promote more externship possibilities.
7. By the end of the year, the Alumni Council will match the donations to the Stephen Kent Memorial Senior Gift.
8. Drafted a Mentoring Handbook.
- E. Accomplishments achieved not in original goals
 1. Thank you notes went out to Museum Alumni participants.
 2. Held phone conversations with SAC execs on a semi-regular basis.
 3. ASC/SAC calls and connections.
 4. Learned more from students regarding their interests.
 5. Promoted DAR Care Packages with total of 471 total packages
 6. Promoted ECN Care Packages with a total of 1,558 total packages
- F. Factors affecting success
 1. Students gave input on what they wanted help with.
 2. Hardworking, caring committee members.
 3. Creative and effective work with the DAR staff liaisons.
 4. The advanced structural organization of the Council.
- G. Challenges: Overcoming the distance to work together in a meaningful way. The issue of Forum and its accessibility by students and alumni is an ongoing issue.
- H. Committee Structure Recommendations
 1. With pending turnover in Student Leader roles, perhaps ASCC can be assigned as mentors to Student Alumni Council Executives.
 2. The committee feels the mission is important and on course.
 3. The chair stated no changes were needed to improve effectiveness except always write up meeting minutes immediately and share quickly.
- I. Recommendations
 1. Get involved in New Student Orientation and support the Medallion Ceremony.
 2. At the end of the student's second year, send congratulatory notes for reaching their midpoint.
 3. Get more involved with graduating seniors.
- J. A draft of Mentoring Handbook was passed out: A committee member joined each group to review.
 1. Rania explained with Forum and with new interface we can do some of the things desired such as search for students and alumni based on interest and location, and it is an easy interface.
 2. All committee members will take information from breakout sessions to the ASCC committee meeting

XI. Alumni Engagement Committee Report – Angela Onwuachi-Willig '94

- A. The purpose of the committee: the purpose is to “facilitate alumni engagement using regional, virtual, and other networks.”
- B. Committee members were introduced.
- C. 2014-15 Goals
 1. Assist DAR by identifying potential members for emerging and future Regional Planning Committees.
 2. Assist DAR in planning and organizing the College's inaugural Global Day of Service
 3. Propose an article concerning Regional Planning Committees in *The Grinnell Magazine* so fellow Grinnellians can become more aware of the existence of the committee and become more involved.

4. Assist Wilson Program and student volunteers with planning and organizing of the inaugural TedX event.

D. 2014-15 Accomplishments

1. The committee was able to recommend potential members for Molly and Nino as they worked on emerging Regional Planning Committees.
2. Assisted DAR with upcoming Global Day of Service Day by (1) creating a strategic plan; (2) developing two timelines, one for DAR, one for said committee; (3) drafting a best practices guideline, and (4) helping conceptualize GDS with web presence.
3. Assisted with T-shirt design and plans for ordering, payment and distribution. Also assisted with Save-the-Date materials.

E. 2014-15 Accomplishments not in original goals

1. TedX was not part of the original plan.
2. *The Grinnell Magazine* did not publish a highlight of RPCs to inform Grinnellians about them but did publish an article about volunteers that highlights three different coordinators/leaders in RPS and Michelle Regenold allowed committee to draft and publish a short article announcing the Global Day of Service.

F. Factor affecting success

1. The committee works well together. Work is allocated among the members. The chair was effective at keeping the committee on track. Chair was willing to do the heavy lifting when necessary. The committee established a plan for completing its goals early on. The committee established a timeline for completing work for the GDS.
2. Staff liaisons, Molly and Nino, were excellent at communicating where committee could be most helpful. They provided excellent feedback on documents created as a committee. Angela was able to meet with them in town and Angela was offered opportunity to attend some of their meetings.
3. The goals were achieved as the committee worked well together. The committee appreciated having concrete projects to work on.
4. The one area, already noted, that was encountered that prevented the achievement of the goals was being unable to achieve the article regarding RPCs and their work, which was an uncontrollable factor.

G. Committee structures recommendations

1. It is felt the committee purpose is appropriate.
2. The committee feels the existing skill sets complement each other.

H. Committee work process recommendations

1. The committee feels the current work process is efficient and effective. One suggestion to improve efficiencies might be to consider working on an even greater number of projects and splitting the existing committee up according to projects. It is also felt the committee can better assess where they could have been more effective after the Global Day of Service has occurred.

I. Recommendations for next year

1. The committee would consider doing additional projects to address challenges.
2. The committee members agreed they achieved success as they worked well together.
3. The committee agreed, to improve and impact results for next year, that having concrete projects and goals are important.
4. To address other opportunities/projects/goals to pursue for next year, the committee should focus on developing a set of suggested practices for how the

College can support informal groups in non-RPC cities and towns with what DAR calls event-in-a-box.

XII. 2015-16 Committee Selection

- A. A comment was made that there isn't any transparency on how Council are assigned to committees.
 - a. Initially when members join they were asked what two committees they want to join. No evaluations were given on how committees were progressing but this has changed.
 - i. Nancy explained when she had the opportunity she asked members what committees were of interest. Then Nancy worked on individual basis attempting to assign members to committees that would represent their interest linked with the strategic balance of what the committees needed.
 - ii. Committees then elected their own chairs.
 - b. Susan stated this year a form was given to members to articulate their interest in committees, rank those interests and indicate willingness to serve as Chair.
 - i. Criteria was reviewed to attempt to assign first choices.
 - ii. Then a review of the overall committee balances was undertaken, to ensure new members were not grouped together and that there was a balance by gender, class years and skills.
 - iii. Susan stated Council members are not bound to the committee to which they are initially assigned; this can be reassessed yearly. Chairs are asked to stay for two year but there is flexibility.
 - c. Sherman asked what will be Ed's plan going forward. Ed stated that if everyone agreed with Susan's process, then it will be continued. Any issues or concerns that arise would need to be discussed as a group.
 - i. Ed stated the work the Council has done in the past few years has much more meaning.
 - d. Jayn stated Nancy and Susan have been very thoughtful of welcoming and onboarding of new member to ensure they are spread across committees. This is the first time new members have served on the Awards Committee and it has been impactful.
 - e. Susan stated everyone should have the ability to serve on the Awards Committee, Membership committee, and to be a chair.
 - f. Allison questioned why the Awards and Membership Committees are created from one member from each of the standing committees, and why is committee representation important versus demographics?
 - i. Ed stated bylaws state these two committees are comprised of a representative from the four standing committees.
 - ii. Nancy stated as we are appointing an ad-hoc committee to review Awards, possibly they can review this topic.
 - iii. Nancy stated Peter and Jayn are reviewing the bylaws so others that don't apply can be reviewed as well.
 - iv. Angela stated if work load may be a qualifier and if on a committee of five, two are on Stewardship, what time can they give to both.
 - v. Ed stated he has been on committees that focus inward on bylaws and wants the Council to focus outwards to what is good for the College.
 - vi. Bill stated he would be happy to work with the bylaws.

2:30-2:45 Break – Susan adjourned for break.

XIII. Student Alumni Council Presentation

- A. Austin Cote '15, President, and Lilliana Bagnoli '15, Philanthropy Chair reported on the Student Alumni Council
- B. A thank you was extended to the Alumni Council for bringing them into the meeting.
- C. New challenges and impacts faced with as a move from Student Alumni Association to Student Alumni Council (SAC). At first there was an identity problem but through active involvement through ongoing student interaction linked with fun and thought provoking projects, the SAC persevered.
 - 1. Through Lilliana's work as the Philanthropy Chair she is raising awareness on philanthropy.
 - a) National Philanthropy Week was a way to show students can give from the four component of Time, Talent, Treasure, and Ties. Activities were geared up over four days to represent this
 - i. They mapped how global Grinnell College was by mapping from Grinnell College to students' hometowns.
 - ii. They recognized volunteer time being spent in the community.
 - iii. Activities were done throughout the week to demonstrate what students can give back, as it is not always just money.
 - iv. 520 students were actively engaged in the process.
 - b) Mid-Sem Notes were adopted from random acts of kindness. Post cards were written to fellow peer that would be uplifting. These were gathered and sent out to students during mid-semester exams.
 - 2. Arctic Lights was devised as to get out of the winter slump. Holidays lights lit up the Loggia, Gates Tower, and other areas to build campus unity. At the kick off they had Arctic Cup games where roughly 70 people attended. Then they moved outside where students could walk around and at 8:30 p.m. they lit up the tower, the G-Tones sang carols, and hot chocolate was passed out with another campus group. The lights have been up and are helping with winter depression, and positive commentary can be heard.
 - 3. I Heart GC Day was designed to promote campus unity. Staff, faculty, and students all wore the buttons. When tabling, if a student didn't wear Grinnell apparel they got to write down what they love about Grinnell to receive a pin. Those notes are still up. A half-court basketball shots game was put on and there was an exclusive SAC t-shirt.
 - 4. Senior Class Gift
 - a) Last fall they started asking for gifts, and currently the seniors have a 15% participation rate and they have raised \$1,100+.
 - b) Last semester they tented and tabled asking seniors to give to the class gift.
 - c) New strategy called for door to door knocking canvassing part of campus.
 - d) A senior birthday party for 2015 was hosted with the class ambassadors. Hosted in Younker Hall: gifts, mock champagne, tables were set up for trivia about the class. Gift bags given to anyone who came. There was an auction theme running alongside of it and they auctioned off 55 gifts given from "I will shave my head", to "I will cook you a Romanian meal", among other things. DAR donated items as well. Money raised in theory was \$800 but had a problem in collecting. If doing it again, they are making sure students pay before they leave. May do this again in senior week.

- e) The Giving Tree, which signifies the students giving, now has over 60 thumbprints. This represents a visual showcase of the students' commitment to philanthropy.
- 5. ECN care packages
 - a) Students are very excited to receive gifts from the alumni and it is really a great way for the alumni to be visible on campus.
 - i. It was asked if the notes in the care packages from the alumni made the students feel a part of the unity of Grinnell College. It was answered that many like the personal notes and the contacts it develops.
- 6. Senior Week will celebrate who the students are and what they are becoming. T-shirt memorabilia will be given to each senior. The kick off will be focused on philanthropy then a number of activities will ensue:
 - a) Traditional pub crawl.
 - b) Financial Literacy Fair.
 - c) Pool Party where the lobby, climbing wall, and auditorium has been reserved.
 - d) Senior Dinner and Toast.
 - e) Senior Class Superlatives: the goal is to capture a part of the class away from the celebrity status of a few individuals. It is devised, not as a contest of those most often seen at events but to capture those who are hardworking, studious, and to capture the uniqueness of each area of the class.
- D. The SAC name branding as "The SAC" is powerful and dynamic. They have replaced the past known SAC as the Student Athletic Committee. Austin notes it inspires confidence within one semester of existence. They are proud to see what they will do in the future. There is more class pride in this semester alone, greater recognition on campus, and in five years they may rival SGA in notability.
- E. Liliana discussed the impact of philanthropy. At first they were nervous how the student body would respond as previous years there were negative comments. The message from day one is that philanthropy is more than giving money. It includes volunteer hours too. It was asked of the class of 2015 to give \$20.15 and many are giving more thus fostering a culture of giving back. Statistically, if one gives in College they will give back as alums.
- F. A special thank you was given to Michelle Czarnecki for her amazing mentorship with executive leaders, class ambassadors, and student government.

Standing ovation from the Alumni Council

At 3:42 p.m. Susan called a 5 minute break.

XIV. Membership Actions-Part 2 – Ed Senn '79

- A. Thank you went out to all on the committee and Jayn as the advisor.
- B. Elections
 - 1. Elect continuing members/re-election to third term (15-17)
 - 1. Barbara Hunt Moore '65
 - 2. Angela Onwuachi-Willig '94
 - 2. Elect continuing members to second term (15-17)
 - 1. Peter Calvert '79
 - 2. Cameo Carlson '53
 - 3. Dick Raridon '53
 - 4. Bill Simmons '58

Motion: Moved to elect continuing member/re-election and elect continuing members to second term.
Seconded: Jim Vote: unanimous

3. Susan Henken-Thielen '80, will have a seventh year term (15-16). When elected as president, she was granted a seventh year as per Bylaw Amendment.

C. Thank Outgoing Members

1. Pam and Mark, two departing members of Council, were thanked and honored for their service. A framed photograph was presented.

D. Elect Slate of New Members

1. New members were reviewed based on a number of criteria and demographics.
2. Membership term begins June 2015
3. Finalists are:
 - a) Jeetander Dulani '98
 - b) Ryann Haines Cheung '93
 - c) John "Gof" Thomson '62
 - d) Rick Stuck '82

Motion: Ed moves to elect these four (4) candidates for membership on Grinnell Alumni Council starting in June 2015. Seconded: Unanimous

E. Elect Council President Elect for 2015-2016

1. Finalists are
 - a) Bill Simmons '58
 - b) Peter Calvert '79
 - c) Angela Onwauchi-Willig '94

Ed stated four (4) have voted by email. Thirteen (13) is the needed majority vote. Article 5 section 3 states if more than two (2) candidates exist voting will occur with each Council member present at a duly convened meeting of the Council and any members voting by absentee ballot as described in Section 8 of this Article V casting one vote. If one candidate receives a majority of the votes, that candidate will be President-Elect. If no candidate receives a majority of the votes, the top two vote getters will enter into a final voting round. Only members of the Council present at a duly convened meeting of the Council may vote in this final round. If the final round vote ends in a tie, the President-Elect shall be determined by the toss of a coin.

2. Elected: Angela Onwauchi-Willig '94 received majority of votes cast and she is elected as President-Elect.

5:12 p.m. Susan adjourned the meeting with committee wrap up meetings to follow.
Council was invited to Alumni Council Closing Dinner.