

GRINNELL COLLEGE



Alumni Council Meeting
Friday, October 10, 2013
3:00-4:30 p.m. JRC 209

Present: Carl Adkins '59, Mary Brooner '71, Alexia Brue '95, Peter Calvert '79, Cameo Carlson '93, James Decker '75, Catherine Gillis '80, Mark Henry '05, Nancy Schmulbach Maly '61, Barbara Hunt Moore '65, Theretha Nelson-Littlejohn '70, Richard Raridon '53, Jonathan Richardson '10, Rania Mohamed Robb '03, Pam Dryden Rogacki '64, Saurabh Saraf '05, W. Ed Senn '79, C. William Simmons '58, Kirpal Singh '97, Lara Szent-Gyorgyi '89, Sherman Willis '01

Absent: Lorrie Buchanan Alves '73 (unexcused), Angela Onwuachi-Willig '94 (unexcused), Susan Henken-Thielen '80 (excused)

Staff: Jayn Bailey Chaney '05, Beth Halloran, Bonnie Primley

I. **Welcome and Introduction of new members** – Nancy Maly '61, President

II. **Minutes** of March meeting have been edited. The edits will be sent to Council with minutes of this meeting for review and approval at the March 2014 meeting.

III. **Student Reports**

Student Government Association (SGA) - Thomas Neil '14, president

- Goal one is for a more representative group.
 - There is now a Cabinet member tasked with sharing information and soliciting feedback from students, particularly underrepresented groups.
 - Web presence was revamped and processes are moving online
 - Online Cabinet applications and promotion have made it easier for students abroad and on campus to apply for positions. The applicant pool more than doubled relative to past years.
 - All Cabinet members have office hours in the Grill for at least one hour. Have held many sessions with students and continue to solicit feedback on how to make the sessions more interactive and inclusive. They attended all pre-orientations and were present at many NSO events.
- Goal two is to be more accountable.
 - In response to their inherited budget deficit, they are working to bring checks up to speed. They hope to roll out line reports that will be readily available to all students.
 - All group registration is now online through OrgSync. They are weighing options for an online budgetary process.
 - They are balancing their budget with a 9% cut.
- Goal three is to be more active

- They pushed hard for the recently held Town Hall sessions (over 270 attendees overall) and for the listening sessions with President Kington. They believe students have gotten more involved by the increased turnout for the major events.
- They revamped the Board of Trustees'-student leader session and adopted a "speed-dating" model with iPads and small groups. Trustee attendance (20) and student attendance (35-40) was very high and the feedback positive.
- Films has pursued a major bulk ticket purchase initiative with the Strand Theatre that could save money and provide free movie tickets to students.
- A student-led taskforce was formed with 15 students to provide policy feedback and make recommendations for Title IX follow through.
- They are planning to use funds in a way that represents the whole student body and are working to diversify their programming and ensure students feel safe at SGA functions.
- They are working to ensure that student health is paramount in the discussion surrounding the campus alcohol policy. They are opposed to punitive measures, but hope the alcohol issues will not be ignored, and that a system of substance abuse interventions will be implemented.

Student Alumni Council (SAC) - Jenelle Nystrom '14,

- Last Semester Highlights
 - Alumni Outreach: Members SAC attended alumni events in Omaha, Chicago, Urbana-Champaign, Springfield and Iowa City. They attended a professional development workshop and networking reception in Chicago, connected members of the 1964 class to legacy students and hosted alumni from Professor Caulkins' Creative Careers course for dinners.
 - Campus Outreach: Members hosted Arlene Holmes for a workshop on networking and connecting with alumni on LinkedIn. They sent executive council members to CASE-ASAP Conference for student alumni programs and raised awareness of SAC with the Quest and finals' week Care Packages.
- This Semester
 - Rebranding: Student Alumni Association was renamed Student Alumni Council to emphasize the connection with the Alumni Council. Redefined their mission to emphasize their role as a resource for students and student groups to connect with alumni.
 - Alumni Outreach: They established a new policy of coordinating with student groups to "host" on-campus alumni. They increased attendance at alumni dinners from 1-2 students per visit to 10 per visit and participated in Volunteer Weekend dessert reception and Grinnellink.
 - Campus Outreach: They presented at the Medallion Ceremony for first years and recruited members at the NSO Organization Fair. They coordinated with Student-Athlete Advisory Committee on Family Weekend fundraising and participated in philanthropy tabling during Volunteer Weekend.
- Upcoming

- They prepared a Halloween Blitz and National Philanthropy Month festivities. They are planning to increase awareness of SAC through this semester's Care Packages.

Both students entertained questions following their presentation.

IV. **Alumni Engagement** – Jayn Bailey Chaney '05, Director of Alumni Relations

- Review of last fiscal year achievements.
 - Reunion and Alumni College:
 - This year Reunion incurred a 19.3% yield (1,147 guests with 749 alumni)
 - It was a new record for the 50th reunion in both attendance and philanthropy.
 - Following 2012 it was the largest Reunion in College history.
 - This year's average gift from Reunion attendees increased to \$1,044 from \$470.
 - GRASP and Career Life Services:
 - GRASP volunteers conducted 370 student interviews (an increase of 97%).
 - Alumni hosted internships at a 60% increase and expanded externships 100%.
 - There were 150 alumni volunteers brought on campus.
 - Two new programs turned out very successful: Silicon Valley Industry Tour and the Liberal Arts in Finance Symposium.
 - Class and Volunteer Engagement:
 - 112 class letters were written by class agents and co-class agents. A 19% increase.
 - We received over 30 applications to Alumni Council which is a new record.
 - We partnered with Council to develop clear job descriptions, expectations, orientation and membership processes.
- Regional and affinity programming:
 - Alumni Relations planned 86 regional and campus events.
 - 2,728 alumni (an increase of 4%) and 1,856 parents and friends (an increase of 22%) attended events.
 - Among the attendees at the events there were 76 new volunteers and 44 first time donors.
- Mission and Strategic Planning Goals for the Alumni Relations Staff:
 - *To Engage Grinnell's evolving alumni constituencies through programming which reflects the diversity of our alumni demographic makeup and interests.*
Strategies to meet this goal are
 - To increase the use of technology to enhance networking and provide methodologies to encourage activities within classes, affinity groups and communities.
 - To develop a vibrant, network of affinity groups that enable Grinnell College alumni of all ages to connect with each other and with the College on commonalities of interests and experiences.
 - To graphically localize alumni engagement by establishing and reinvigorating regional networks that will support and drive increased alumni activities. Currently there are semi-active/active groups in Chicago,

Los Angeles, Minneapolis and Washington DC. Plans are to expand programming to Boston, Denver, Des Moines, Iowa City, New York, San Francisco and Seattle.

- *To cultivate a mature and thriving volunteer program. To identify, train, encourage and recognize volunteers to maximize the potential of our Alumni Council and alumni volunteer program.*
 - Strategies to meet this goal are
 - To develop tools, including online technologies, to aid in the management of volunteers that will enhance their effectiveness and improve their experience as volunteers.
 - To ensure appropriate Council structure, governance and policies as well as leadership development and implementation of strategic initiatives.
- *To celebrate Grinnell milestones, accomplishments, and traditions through alumni events and awards programs.*
 - Strategies to meet this goal are
 - To sustain a vibrant Reunion and Alumni College program that encourages alumni to return to campus, connect with one another, maintain ties to Grinnell, and provide ongoing volunteer and financial support for the College.
 - To extend opportunities for alumni to participate in service activities which support Grinnell's commitment to a just and equitable society.
 - To celebrate Grinnell College Athletics, providing robust opportunities for alumni, parents and friends to support our current teams; reconnect with former alumni athletes and coaches; and reward and recognize exceptional College athletic performance.
 - To engage alumni in recognizing the accomplishments of faculty, students, other alumni and College volunteers through award programs that recognize excellence in service, deed, scholarship and teaching.
- *To make connections between alumni and students a cornerstone of the Grinnell experience by creating more opportunities for interaction and nurturing excitement about a lifetime of engagement with Grinnell College.*
 - Strategies to meet this goal are
 - To leverage and expand the role of the Student Alumni Council (SAC) in reaching alumni and fellow students and fostering a sense of pride and a culture of philanthropy.
 - To implement an online web networking community for connecting students, alumni, parents, faculty, staff and the College.
 - To build upon Grinnell College traditions and identify opportunities for sustained student-alumni programming each year which foster increased institutional and class affinity.
- *To develop and support career networking programs for and with alumni, students and all members of the Grinnell College community. Expand admission volunteerism opportunities for increased alumni engagement.*
 - Strategies to meet this goal are

- To create and execute an innovative vision for a premier Alumni Relations-Career Development volunteer program that fully integrates with and supports the College's bold strategic goals.
- To build alumni networks based on professional interest and link these groups to career development functions for students.
- To ensure career connections for young alumni, as a seamless transition from student services. Develop regional events focused on professional development and alumni networking
- To formalize alumni engagement in the College's student recruitment and retention strategies in support of the Office of Admission.
- *To foster high-quality, distinctive, educational and service opportunities that benefits all alumni and strengthens their ties to the College.*
Strategies to meet this goal are
 - To establish DAR as the College's gateway for educational opportunities for all alumni—on campus, in regional communities, online and worldwide.
 - To educate alumni about the College's academic endeavors, its mission, and its aspirations.
 - To develop strategies for targeted alumni travel and alumni service travel opportunities.
- *To develop metrics to measure all strategic priorities, annually and long-term. The strategies for this goal have been divided into 3 areas: Engagement, Attendance and Giving.*
 - Engagement will be measured by: Young alumni (up to 10 years)
Incidental volunteerism to sustained roles (progression)
Establishment of new affinity groups and alumni participation in them
Online community participation
Intercultural, global, and diverse participation in alumni programming
Career Development and Admission activities
 - Attendance will be measured by: First-time event attendees
Alumni who attend single to multiple events (progression)
Students (pre-alumni) who attend events
Donors and donor prospects who attend events
 - Giving will be measured by: Increased participation and gift amounts
Increased number of new Asa Turner Associates

V. Dismissed at 4:40 p.m. for Volunteer Weekend Workshops' participation and GRINNELLINK reception.

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Alumni Council Meeting
Saturday, October 11, 2013
12:30 – 5:00 p.m. JRC 209

Present: Carl Adkins '59, Mary Brooner '71, Alexia Brue '95, Peter Calvert '79, Cameo Carlson '93, James Decker '75, Catherine Gillis '80, Mark Henry '05, Nancy Schmulbach Maly '61, Barbara Hunt Moore '65, Theretha Nelson-Littlejohn '70, Richard Raridon '53, Jonathan Richardson '10, Rania Mohamed Robb '03, Pam Dryden Rogacki '64, Saurabh Saraf '05, W. Ed Senn '79, C. William Simmons '58, Kirpal Singh '97, Lara Szent-Gyorgyi '89, Sherman Willis '01

Absent: Lorrie Buchanan Alves '73 (unexcused), Angela Onwuachi-Willig '94 (unexcused), Susan Henken-Thielen '80 (excused)

Staff: Meg Bair, Jayn Chaney '05, Mae Turley, Bonnie Primley

I. **Introduction** – Nancy Maly '61, President
Title IX update and discussion

II. **Pioneer Fund Report** – Mae Turley, director of the Pioneer Fund

- FY13 results:
 - Giving by alumni is up over FY12 as are parents and corporations.
 - Giving to Financial aid thus far this year: Need based aid is \$500,376 from 1,882 donors and Merit based aid is \$62,326 from 450 donors.
 - Breakdown on Need Based aid:
\$408,011 from 1,354 donors
Parents: \$23,133 from 378 donors
Faculty/Staff: \$33,062 from 33 donors
 - Of the \$500K+ grand total raised is \$132,911 (576 donors) was received in response to the appeal following the Board of Trustee vote on Feb. 23, 2013.
 - Breakdown of Merit-based aid is
Alumni: \$47,813 from 283 donors
Parents: \$9,601 from 137 donors
Faculty/Staff: \$1,002 from 2 donors
 - Alumni participation is at 6,230 compared to 6,514 last fiscal year.
 - It is anticipated that pledge commitments will become less between now and FY18 as the capital projects come to a close.
- FY14 plans and goals:
 - The Reunion giving policy and definition have been redone. Reunion gifts will be counted toward class giving which will include pledges for up to 5 years, including the reunion year.

- Messaging: Innovation, Transformation and Affordability
 - Appeals for Alumni, families, and friends of Grinnell
 - The first appeal that went out received \$69,695 in gifts as of 10/9/2013.
- \$4 million/1,600 students = \$2,500 per student. There are plans to convey to our constituency the cost per student for their education and do an end of tuition day event on campus to show students when their actual tuition money runs out.
- Development and Alumni Relations Office growth. The Pioneer Fund will be adding two positions. An assistant director of the Pioneer Fund for Reunion giving and assistant director of the Pioneer Fund for Class Fund Directors Programming.
- A new Volunteer Weekend and Reunion Planning timetable was announced. There was discussion of the pros and cons of changing the giving planning for building a class committee before their planning session on campus. Milestone classes will begin planning/implementing their giving goals for 15-20 months prior to their milestone Reunion.

III. **Committee Reports**

A. **Networks Committee** – Jon Richardson '10, Chair

- They have been working on networking with prospective students and how by supporting GRASP volunteers the committee can support them. They wrote to the GRASP volunteers
- They are helping current students network with alums. They reviewed student resumes and are brainstorming other ideas where they can assist in networking possibilities.
- They have been working on fostering greater connections with alumni in regional areas. They will be planning pub nights, social networking events and will choose a different city each month. Jon asked Council to help by updating their profiles on Forum.

B. **Alumni Relations Committee** – Carl Adkins '59 and Catherine Gillis '80, presenting members

- The Committee will be writing 15-20 cards thanking all volunteers who came back for Volunteer Weekend
- They are working on Volunteer Spotlight articles for the Forum. They have set up a schedule for doing 8-10 this year.
- As a result of the Class Agent Taskforce, the committee is working on a class agent mentoring program. One issue has been that older class agents send out their class letters by paper while younger agents are requesting to send electronic only. The committee will be looking for mentors that can work with both electronic media and paper copy.
- They also conducted phone surveys of peer schools to inquire about their class letter programs. They deduced that Grinnell has the best program.

C. **Communication Committee** – Jim Decker '75, Chair

- The Committee charge is advising the College how best to connect with its alumni through any number of media.

- They have been assisting with the development of the Forum and encouraging alumni engagement with the College via the Forum. Examples: Hash tag campaign where people can post photos, exploring Lyris-like functionality on Forum, assisting with creation of new video content, working with Forum class agent information, archiving Class notes, encouraging profile completion, and are working on writing a Magazine article introducing the new Forum capabilities.
- Their objectives for this year include:
 - Assist with the completion and roll out of the new Grinnell.edu website;
 - Contribute an alumni perspective to the College's institutional identity project;
 - Develop a comparative analysis of alumni magazines to help maximize the effectiveness of the Grinnell Magazine;
 - Create a repository/archive for past committee presentations and materials.
- The committee would like to explore the option of having a closed Alumni Council group where archival information can be shared. Jayn will discuss this with Jackie.
- It was announced that the Alumni Council email (alumni council@grinnell.edu) address will be published in the next Magazine for anyone who has a question regarding the Council. Nancy Maly will be administering the account as president.

D. Stewardship Committee – Ed Senn '79, Chair

- The Committee has been developing volunteer stewardship plans by surveying peer institutions. Their results have already gone to the schools and results will be sent to Council shortly. The Committee will evaluate the findings over the next month and report with comments and recommendations at the next Council meeting.
- One of the Committee projects has been to find ways to acknowledge/reward volunteers for their service to the College including Reunion volunteers. They are working on a list of ways to volunteer for the College and are thinking of ways volunteers may be recognized in the Honor Roll with possibly an icon next to their name. They are also looking to some type of gift given at specific points in time, exploring the possibility of offering an educational session on volunteering for the College at Reunion, and visual tools to tell volunteering stories during Reunion.
- The committee will continue to explore doing monthly Donor Spotlights.
- They will be discussing stewardship programming and hosts for events. More information will be provided at the next meeting
- They will be attempting to recognize key donor behaviors by contacting specific donors throughout the year: new donors, first year donor renewals and donors in the \$1,000-1,499 range.

E. Membership Committee – Kirpal Singh '97, Chair

- The committee discussed the election process for President-Elect and President at the Spring meeting. The committee recommended that the regular timelines stated in the bylaws be adhered to, then as the first order of business

at the Friday full Council meeting they will conduct the presidential election and at the Saturday full session conduct the president-elect election..

Motion: Hold two separate elections, (president on Friday and president-elect on Saturday) at the March 2014 meeting using the timeline established by the current bylaws. Moved by-Adkins, Seconded by-Szent-Gyorgyi, Vote-Passed Unanimously

- The Membership Committee plan is to fill the spots of 6 members of Council whose terms will be ending. The Committee looked at Council make up (decades/gender/geography) to focus on areas where improvement could occur or spots that will be made void when terms end. It was decided that a recruiting email will be sent to the geographical areas of the Pacific Northwest and Colorado and another to target classes of '66-'69 and '85-'88 where representation could be stronger.
- Kirpal Singh will contact those remaining from last year's consideration list to determine whether or not they want to be considered again this year.

F. Alumni Awards Committee – Mary Brooner '71, Chair

- The Committee considered a total of 29 candidates.
- There are 8 Reunions or cluster Reunions in 2014 with no Reunions for classes from the 1900's.
- Nominations were received for all classes/clusters.
- The process followed normal procedures and full committee consensus was reached on their recommendations.
- The criteria used for selection of Alumni Awards was lifetime of service or achievement to Grinnell, their professions and to their communities
- Criteria used for selection of Pioneer Awards was 10th Reunion or younger, on their way to serving their community, the College or their profession in ways that demonstrate commitment and determination to a life devoted to social justice.
- Committee Recommendations for Alumni Awards and reminder that the names should be kept confidential until announcement after the first of the year:

Alumni Award Nominations:

Elizabeth Barnard Brooke '54
John Copeland '59
Anne Brineman Anderson '64
Martha Grodzins Butt '64
Peter (Cohen) Coyote '64
Samuel Schuman '64
G. Pete Farrell '74
Anthony Hyatt '85

Pioneer Award Nominations:

Sarah Labowitz '04
Noga Ashkenazi '08

Alternates: John Fruhman Jones '54

Rory Slater '85
Barbara Jenkins '64
Bud Roegge '59

Motion: To accept recommendations as presented by the committee. Moved by-Willis, Second-Rogacki Vote-Passed Unanimously

IV. **Wrap up** – Nancy Maly '61, President

- Reminder to update individual profiles on Forum was issued.
- A question was put forth to evaluate the diversity listening session with President Kington. Most felt the session was a bit disjointed and suggested using a student panel.
- There was no further business.

Meeting adjourned 4:35 p.m.