

Alumni Council Minutes
Friday, Oct. 2, 2015
Rosenfield Center, Room 101 1–2:45 p.m.

Present: Jim Asplund '88, Allison Brinkhorst '11, Peter Calvert '79, Cameo Carlson '93, Ryann Haines Cheung '93, Jim Decker '75, Jeetander Dulani '98, Catherine Gillis '80, Susan Henken-Thielen '80, Nancy Schmulbach Maly '61, Barbara Hunt Moore '65, Angela Onwuachi-Willig '94, Mary Knuth Otto '63, Ahsan Rahim '11, Richard Raridon '53, Rania Mohamed Robb '03, Fritz Schwaller '69, Ed Senn '79, Bill Simmons '58, Rhonda Stuart '86, Rick Stuck '82, Lara Szent-Gyorgyi '89, Gof Thomson '62, and Sherman Willis '01

Absent: Jon Richardson '10, Saurabh Saraf '05

Staff: Jayn Bailey Chaney '05; Shane Jacobson; Michele Tanzosch; record secretary

Guests: Mary Brooner '71, Carter Newton '77

- I. **Welcome to the Alumni Council Meeting** — Ed Senn, president
 - A. A thank you was offered for all being here.
 - B. The Council was encouraged to welcome Gof Thomson, Ryann Haines Cheung, Jeetander Dulani, and Rick Stuck, the newest members.
 - C. Ground rules and objectives to the meeting were discussed.
- II. **Alumni Awards Committee** – Susan Henken-Thielen '80, chair
 - A. The Alumni Awards process was explained.
 - B. Members were reviewed: Susan Henken-Thielen, Jim Decker, Ahsan Rahim, Dick Raridon, and Rhonda Stuart.
 - C. Alumni Award profile of nomination data: 28 nominations (with 1 person being deceased) for 8 reunions or cluster reunions for 2015. Nominations covered all reunion classes/clusters except 1976, 2001, and 2002.
 - D. Awards Criteria: A nomination does not have to meet all criteria inclusively but must meet partial criteria.
 1. Alumni Awards are presented to those alumni who best exemplify service to the College, professional accomplishment, and/or community service.
 2. Pioneer Awards must be from the 10th reunion or younger. They're given to alumni who are on their way to meeting the criteria set for the Alumni Awards.
 - E. Awards Committee achieved full consensus on the recommendations. The process was explained as striving to achieve balance.
 - F. Ten Alumni Award recipients were selected by the committee with a joint spouse award counted separately. An alternate is available if a recipient does not accept the honor.

1. Caroline Tollefson Owens '62
 2. David L. Palmer '62
 3. Susan Scholl Folstein, M.D. '66
 4. James Randall '66
 5. David Gillchrist '81
 6. Scott Shepherd '82
 7. Laura Cleveland Shepherd '82
 8. Daniel Werner '91
 9. Luna Ranjit '00
 10. Mrinalini (Mini) Watsa '06 - Pioneer Award
- G. Outreach process to the award recipients: The nominations are put to a confidential vote to approve or disapprove the nominees. If a favorable vote is passed, outreach will be conducted to the alumni award nominees. The nominee must come to reunion to accept the award. If the nominees determine they cannot attend reunion, the committee will come back to the Council to vote on the alternate; this is done electronically.

Motion: Peter Calvert moved to approve the nominations offered by the Alumni Awards Committee. Seconded: Fritz Schwaller. Passed: Unanimous

III. **Alumni Awards Ad Hoc Committee** — Carter Newton

- A. Mission and purpose: The Alumni Awards Ad-Hoc Committee was appointed at the spring 2015 Council meeting to review the program and make recommendations regarding improvements. A report conducted in 2013 was reviewed, questions posed at the spring council meeting were addressed, and an investigation of peer institutes was conducted.
1. Paige Everly, a member of the DAR staff, was asked to join as an ex-officio member to provide background information and clarify the role of DAR in the process.
- B. The committee was comprised of individuals who have all served on the Alumni Awards Committee in the past, including several past presidents: Carter Newton '77, Mary Brooner '71, Mark Henry '05, Nancy Maly '61, and Karmi Mattson '97.
- C. The Ad Hoc Committee conducted four teleconferences to review the process, develop the record, and come to a consensus. The report was sent to Council beforehand so members could review the report in advance.
- D. At the end of the discussion, Ed Senn documented action items and assigned them to committees to consider and make enhancements to the process.
- E. During the Alumni Council meeting, the questions from Council were categorized by Mary Brooner to simplify the process. The categories are communications and

marketing, marketing/outreach to younger generations, and nominations and deceased alumni.

1. Communications and marketing: The webpage will set the expectations by explaining the process. Review Carleton College's website for their step by step process. Only simple, quick changes can be made to the current Forum site. More involvement can occur in phase 2 of the new webpage. Action items will improve wording, review phase 2, and install the components. Paige Everly will pass on topic information. The Communications Committee is tasked with follow-up on Award marketing and webpage development.
2. Marketing/outreach to younger generations: The younger generations are not participating in the process. Suggestions were made from one-on-one meetings with younger class agents and class fund directors over Fall Volunteer Weekend to teach the student body what the Alumni Council is about, help younger alumni recognize achievement to increase Pioneer Award nominations, bring those nominated back on campus when students are here to showcase as a guest lecturer or student engaged discussion, mention the award recipient received in all written materials, suggest a *Scarlet & Black* article or post on social media.
3. Nominations and deceased alumni: Suggestions were made to utilize Reunion as a way to encourage writing future nominations. Awards will be given to only those who can attend reunion, regardless of whether they're in their 60-70th Reunion, as they had a lifetime to gain awards; Deceased nominations are complicated as there is no recipient to celebrate. Committee recommends to present deceased awards only in most rare circumstances, and if someone passes before the Reunion, not to strip the Award from the individual. DAR staff, Alumni Council, and all volunteers must utilize the same wording in respect to what is allowed.

Meeting adjourned at 2:52 p.m. to move to the College Financing 101 seminar held on campus.

Alumni Council Minutes
Saturday, Oct. 3, 2015
Rosenfield Center, Room 101 8:30 a.m.–12:30 p.m.

Present: Jim Asplund '88, Allison Brinkhorst '11, Peter Calvert '79, Cameo Carlson '93, Ryann Haines Cheung '93, Jim Decker '75, Jeetander Dulani '98, Catherine Gillis '80, Susan Henken-Thielen '80, Nancy Schmulbach Maly '61, Barbara Hunt Moore '65, Angela Onwuachi-Willig '94, Mary Knuth Otto '63, Ahsan Rahim '11, Richard Raridon '53, Rania Mohamed Robb '03, Fritz Schwaller '69, Ed Senn '79, Bill Simmons '58, Rhonda Stuart '86, Rick Stuck '82, Lara Szent-Gyorgyi '89, Gof Thomson '62, and Sherman Willis '01

Absent: Jon Richardson '10, Saurabh Saraf '05

Staff: Jayn Chaney Bailey '05; Shane Jacobson; Michele Tanzosch, recording secretary

Guests: Mary Brooner '71, Carter Newton '77

I. **Housekeeping** — Ed Senn, president

- A. Alumni Council Minutes will be kept as an institutional record with detailed accounts of the meeting. A signatory will be added for the president to sign to note the minutes have been approved by the council and are final. A signatory will be added to note the recording secretary. Changes to March meeting minutes from Friday, March 6 to Saturday, March 7 to reflect revisions of by-laws was also conducted by Bill Simmons, and the correct spelling of Kingkade is to include the “g”.

Motion: Ed Senn moved to approve the March minutes, as amended. Second: Bill Simmons,
Passes: Unanimous

- B. Congratulations were offered to Ahsan Rahim, Susan Henken-Thielen, and Peter Calvert for winning the pub quiz the night before.
- C. Based on President Kington's and Dean Latham's remarks from the Friday night dinner, it is important that Alumni Council echo and reinforce the elements of Grinnell College that were stated. A request to receive the slide presentation via email was presented. Shane Jacobson stated more extensive speaking points will be given and that in the spring meeting a deeper review of the campaign will be given.

II. **Ad Hoc Alumni Awards Committee** (continuation from Friday session) — Carter Newton

- A. A thank you was extended to Carter Newton and Mary Brooner for their work on the Ad Hoc Alumni Awards Committee. Carter Newton recommended to allow the process to flow for a while based on the recommendations, then tweak the

process, when necessary. The following notes continue the group questions raised in the previous session based on the Alumni Council review of the report.

B. Recommendations and Action Steps:

1. Issue 2 under the section of the process for the selection of Alumni Award recipients, discusses the procedures and processes for selecting recipients. The chair is empowered to set up how to do the work. The nomination review system was explained. Regarding the question if DAR staff can make nominations, it was explained anyone can nominate but self-nominations can be problematic.
2. Timeline: The recommendation is to push back the nominations to give the class committees additional time to promote the Alumni Award nominations. With this revised nomination deadline (mid-September), it was discussed whether voting would be conducted remotely versus in a Council meeting. Ed Senn noted the difference and is fine with the change as the timing change allows execution time for the committee to handle the process. A remote process vote by each Alumni Council member will be needed. It was discussed whether a webinar with slide would be required to review the nominations prior to vote.
3. Web page: The Communications Committee will handle the web page and needs to think through the topics brought up in the Council meeting and report back to Council.
4. Diversity: The distribution of race and ethnicity is considered, but it is hard to get a sample through the class years with the selection of both genders. As the process is nomination driven, the committee can only consider what is received. If the process is working, the nominations will reflect what someone has done, and allow for a diverse group. Outreach is important as important stories and achievements do not always get told. By changing the outreach, more stories come forth from a more diverse group. Communications Committee is to consider the best way to engage our diverse alumni populations in future Award cycles.
5. Senior Awards: A representative from the Alumni Awards Committee should meet with the Student Alumni Awards Committee to learn its process, start a line of communication, and learn the roles the group can have in the process. The staff liaison for the Alumni Student Connections Committee, Michelle Czarnecki, can leverage the relationship in support of these Awards. As the committee is removed from the process but needs to have ownership, encouragement is needed to highlight exemplary students in hopes the process carries through to reunion years. Having students knowledgeable about the process carries forward the knowledge base for when students are a part of the alumni body.

6. Appeals Process: The suggested approach to an appeals process is to have the committee chair conduct a thoughtful conversation with the nominee or nominators if there are questions or concerns about the process and/or decision. It is thought a conversation will be a bridge builder to generate understanding of the process.
7. Receipt of a more sophisticated certificate: The Alumni Awards Committee with work with DAR staff and a graphic artist to design a more unique certificate printed on high-quality paper. Other ideas are to personalize a gift or include a campus photo.
8. Preserve institutional memory: Consider the change to maintain at least two members from year to year on the committee. The chair would still be new every year. The Ad Hoc Committee was concerned institutional memory has not been maintained as same issues were addressed in a 2013 report.
9. Deceased and Attendance concerns for those in their 60th and 70th reunion: The process is an art, not a science. Although we want to award living alums, there can be extenuating circumstances. Current guidelines state we would like to avoid posthumous awards or award those who cannot attend as we want to celebrate their life with them. The messaging, language, and communication needs to be clear, stating the nominated recipients must be present at Reunion. Given this, it was also discussed that a certain amount of flexibility needs to be available. Discussions evolved that if the recipient accepts with intentions of receiving the award in person, then the award will be granted if there is a last minute emergency. If the initial call results in a statement that the recipient cannot travel, the recipient is not given the award. An idea of a new award, possibly a Lifetime Service Award, could be given to those in their 60th and 70th reunions. It would be completely different from other awards given at reunion.
10. Conclusions by Ed Senn: The committee has flexibility. Attendance is mandatory. Exceptions are possible based on committee discretion. Council has final vote on what awards the committee offers.

III. **Communications Committee Report** — Cameo Carlson, chair

- A. Mission and purpose: Works with the Office of Development and Alumni Relations and Office of Communication on communication and branding issues and encourages connecting alumni with the College through a variety of communication tools.
- B. Members of the committee are: Cameo Carlson, James Decker, Catherine Gillis, Mary Otto, Saurabh Saraf, Sherman Willis, with the addition of Michele

Regenold '89, editorial director from Communications assisting in Gary Kuhlmann's role, given his departure.

- C. Goals for current year:
 - 1. Contribute editorial ideas and alumni perspective for *The Grinnell Magazine*.
 - 2. Aid in website content and QA as appropriate.
 - 3. Aid the Communications staff in creating and spreading communications for need-blind messaging.
 - D. Current work:
 - 1. Assume ownership of Alumni Council section of *The Grinnell Magazine*. Mary Otto is taking on this role.
 - 2. Work on peer profiles for *The Grinnell Magazine*. Michele Regenold would like storylines on every day alums.
 - 3. Thoroughly assess Alumni Council pages of the Forum site and suggest short-and long-term changes and updates.
 - 4. Need-blind messaging and content suggestions.
 - 5. Work with Communications staff and Alumni Engagement Committee to help push College messaging via social media channels.
 - 6. Create a template of ideas for well-known alums (Peter Coyote '64 wants involvement.)
 - 7. Work on content ideas to push out the College's messages.
 - 8. Work on interactive content ideas.
 - E. Questions and suggestion from the Council: The suggestion was to explore opportunities with the *Scarlet and Black (S&B)* to have them feature a "day in the life" of an alum much like their "day in the life" of students. Due to the fact the students who work at *S&B* leave each year, the continual engagement of ideas being passed forward does not always happen. Michelle Czarnecki is talking to the *S&B* about alumni profiles; forward profile ideas to Michelle.
 - F. Action Items: Ed Senn will post on Twitter the decision on need-blind admissions, from the Board of Trustees, to demonstrate to alums they are being heard versus only receiving an email from the College. Focus on ECN to get ahead of rumors versus being reactive.
- IV. **Alumni Engagement Committee** — Barbara Moore, chair
- A. Mission and purpose: To facilitate alumni engagement using regional, virtual, and other networks.
 - B. Members of the committee are: Barbara Hunt Moore, Jim Asplund, Allison Brinkhorst, Jeetander Dulani, Ahsan Rahim, and Bill Simmons, with DAR liaison Nino Parker '07.
 - C. Goals for the current year:
 - 1. "Event-in-a-box" development.

2. Global Day of Service 2016.
3. Energize Regional Networks.
4. Other engagement strategies.

D. Current work:

1. Create Event-in-a-Box to assist alumni (who geographically are not located in Regional Networks) in hosting events; consisting of resources on how to identify appropriate events, what a host or organizer needs to do, and what DAR can provide.
2. Review lessons learned regarding the best practices guidelines from the 2015 Global Day of Service held on June 13. It involved more than 400 participants in 29 states and 12 countries, nine facilitated by regional networks. The goal for the 2016 Global Day of Service, to be held on June 11, is 500 participants.
3. Energize Regional Networks by revising the best practices guidelines, work with DAR to establish a timeline for 2016, and assist with outreach.
4. Other Engagement strategies are to determine better ways to engage alumni through leveraging online engagement networks. Increase the Alumni Council participation with online networks, and support efforts to foster alumni–student engagement.
5. Questions and suggestions from the Council.
 - a) Debrief after area events to improve the process for next year. Create opportunities for Regional Coordinators to meet, talk, and collaborate, share best practices, etc.
 - b) Review the Global Day of Service best practices document against the locations and venues because what is important in one part of the country is not so important in another.
 - c) Create a network for feedback from the picnic series and other regional planning events to review the event processes.
 - d) Bring the findings and ideas for Event-in-a-Box to the Alumni Council to flesh out before rolling out.
 - e) Based on past experiences with the Alumni Council members roles with GRASP, and other departments within Grinnell College, it was asked if a list of Grinnell alums can be made available in the markets to know who lives in your area:
 - i. Yes, lists are available (and through directory online), but we do not have pins on a map yet.
 - ii. Jayn explained the Tier 1, Tier 2 and Tier 3 lists.

Meeting adjourned 10:25 a.m. for a 15 minute break.

V. **Alumni Student Connections Committee (ASCC)** — Peter Calvert, chair

- A. Mission and purpose: Support programs which facilitate connections between the student and alumni communities, creating a more cohesive Grinnell community.
- B. Members of the committee are: Peter Calvert, Nancy Schmulbach Maly, Jon Richardson, Rania Robb, Rhonda Stuart, Rick Stuck, with DAR liaisons Michelle Czarnecki and Nate Dobbels.
- C. Projects for the current year:
 - 1. ECN Care Packages
 - 2. ASCC-SAC Mentoring Program
 - 3. Medallion Ceremony 2015
 - 4. Senior Class Gift
 - 5. Fall NYC Trip
 - 6. Externships
 - 7. Class Ambassador events — class spirit
- D. Current work
 - 1. ECN Care Packages: Over 1,585 participants in 2015 resulted in one package for every student on campus. 430 alums signed up to contribute. Fifty to seventy five students did not receive a care package as they lived off-campus, did not respond to the note in their mailbox, or lived abroad. ECN feedback is that those contributing appreciate a note from the student. In the 2016 care package, a stamped thank you post card will be included for the student to send back. The 2016 event is being moved to February.
 - 2. ASCC-SAC Mentoring Program: Six members of Student Alumni Council were assigned a mentor from the Alumni Council and an attempt was made to match similar interests. Results conclude after the first call the mentee is asked to think of items for discussion on next call. The mentorship program is a wonderful experience and the handbook has been forwarded to all Council members as required reading.
 - 3. Medallion Ceremony 2015: The Medallion Ceremony is an event to welcome new students and transfers during New Student Orientation. Students are invited to Herrick Chapel. Even though it is not a required event, the room is full. President Kington and alumni speakers challenge the students to care for Grinnell, following the spirit of James J. Hill, who founded the endowment with one silver dollar. The event started in 1997 based on Mickey Munley '87's ideas to instill a sense of community within the incoming class and to instill the importance of giving back with the first year class.
 - 4. Senior Class Gift = \$20.16: This year, all seniors are asked to make a gift of \$20.16. Once the seniors have made their gift, then Council matches above and beyond what normally is given. Changes to the Alumni Council

application were discussed in reference to the Stephen Kent challenge. Council members give at the level of giving each member is comfortable with. Average is \$25/Council member. It is understood all members give at different levels. This support for the Senior Challenge is an additional gift, and there is a 2-3 month window to plan to match whatever portion a member can help with.

5. Fall NYC Industry Tour: The Wilson Program NYC DATA Tour: Leadership and Innovation in Data Analysis, Technology, and Application is set for fall break, October 19–24. Sixty nine students applied with 20 students attending along with three faculty/staff. Alumni featured on the tour can be found on the PowerPoint “Tout Details” slide. The 2016 New York Presidential Reception is October 22 at the Museum of Art and Design. One hundred fifty people attended last year.
6. Externships: Seventy three externships were given last year out of 146 student applications. The goal for this year is 100 externships. Of the 71 alums and 73 students who participated in 2015, there was a total of 5,112 hours of service given, which breaks out to be \$117,993.84 of total volunteer hours. Contact Nate Dobbels to have first- and second-year students at your place of employment, or to offer your home if an externship cannot be hosted.
7. Class Ambassador Program: The Class Ambassador Program is a paid position to help foster class spirit. Each class ambassador is responsible for several events each year. Currently, the group is thinking about ways to strengthen the celebrations/milestones associated with each class. Each year is celebrated with various events. With the first-year students it is the Medallion Ceremony. The second-year students declare their majors and take their decision to social media to celebrate and to create a letter from alums to celebrate their decision. With third-year students, a lot study abroad, so the focus is how to reach them worldwide, and for those who stay on campus, what to celebrate with them.
8. Questions and suggestions from the Council.
 1. The Alumni Council application form needs to be specific with the wording on the gift expectations.
 2. With Medallion Ceremony being a newer event, the question was posed as to whether can this be done with alums. It was stated to remember the medallions are personalized with the class year and are expensive.
 3. With the \$20.16 gift, an encouragement is needed to have students work this into part of their monthly budget.
 4. Discussion of the Class Ambassador third-year declaration letter process. Brainstorming revealed bulleted information would be helpful for alums to know what to say, and suggestions were offered on the process. First, could a table be set up at Reunion? Second, (after privacy signoffs) is to get the list out to the Regional Networks to divide and conquer. Third, utilize the Alumni Council

Emeritus Listserv so those who rolled off and want to maintain a level of activity can assist.

VI. **Resignation**

A. Ed Senn read the resignation letter from Jon Richardson. The resignation letter was accepted and a letter will be sent back to him with his beanie.

VII. **Stewardship Committee** — Fritz Schwaller, chair

A. Mission and purpose: Partners with the Donor Relations area of the DAR 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.

1. Thank you calls are important as research indicates our alum donor retention could improve. A great loss in donors occurs among new donors. By focusing initially on newer donors we support retention, and those at the leadership level. The calls are important to encourage a long term pattern of giving with the goal to reach five years of consecutive donations to establish the habit.
2. Focus is also on our donors near the leadership level (\$1,000-1,499) understanding that 90 percent of donations come from 10 percent of the population (from PPT slide presentation).

B. Members of the committee are: Fritz Schwaller, Dick Raridon, Gof Thompson, Lara Szent-Gyorgi, Ryann Haines Cheung, with staff liaisons Jayne Chaney and Jennifer Gilbreath.

C. Goals for the current year.

1. Review the three basic scripts to polish them for first-time gift, first-time last year, again this year; and leadership gifts.
2. Assist in crafting donor profiles for the Web.

D. Current work

1. Donor Profiles that appear on Forum (not in *The Grinnell Magazine*) are used to express the importance of giving by featuring donors.
2. Possible donor categories determined.
 - a) Lapsed donors who have renewed giving
 - b) Young alumni
 - c) Planned gifts donor
 - d) Volunteers who give/community leaders
 - e) Reunion gifts
 - f) Specific restrictions (e.g., President's goals)
3. The donor profile process will consist of a Q&A based off a 20- to 30-minute conversation. The interviewees are allowed to review their own stories and to provide their favorite photo. The body will be 250–400 words.

E. Questions and suggestions from Council

1. Rick Stuck volunteered to assist with stewardship calls.
2. It was discussed that the calls are enjoyable once they are scheduled in your day. It was stated that about at 1/3 of the donors are reached, and, as it is a new activity, there is a need to collect the data over the years to determine what impact the calls make.
3. With donor profiles the concern was not to allow the donor to have complete control. This was addressed; it will be edited and sent back to the donor for approval to ensure the edited words still have their original message.
4. It was encouraged to utilize the class agents and class fund directors to help identify the donors.
5. Utilize the pitch idea of Instagram to campaign leading up to Scarlet and Give Back Day to encourage student involvement through photos.
6. The Trustees are aware of the committee and are encouraged by the work.

VIII. **Housekeeping** — Ed Senn '79, president

- A. An article was offered from the SPLC Report, Fall 2015, Volume 45, No. 3 that had an article of an award recipient and a copy was at the meeting for anyone to review.
- B. Reminder that the bingo card had 30 slots and there are 26 members. 4 are DAR staff.
- C. As promised, the agenda is not so rigid so we have time set to go have lunch and have fun with the activities on campus with students.
- D. The most recent Viewbooks rolled out from the spring meeting were available for review.

Meeting adjourned for lunch at 12:13 p.m.

Alumni Council Minutes
Saturday, Oct. 3, 2015
Rosenfield Center, Room 101 2–5 p.m.

Present: Jim Asplund '88, Allison Brinkhorst '11, Peter Calvert '79, Cameo Carlson '93, Ryann Haines Cheung '93, Jim Decker '75, Jeetander Dulani '98, Catherine Gillis '80, Susan Henken-Thielen '80, Nancy Schmulbach Maly '61, Barbara Hunt Moore '65, Angela Onwuachi-Willig '94, Mary Knuth Otto '63, Richard Raridon '53, Rania Mohamed Robb '03, Fritz Schwaller '69, Ed Senn '79, Bill Simmons '58, Rhonda Stuart '86, Rick Stuck '82, Lara Szent-Gyorgyi '89, Gof Thomson '62, and Sherman Willis '01

Absent: Jon Richardson '10, Saurabh Saraf '05

Staff: Jackie Aanes; Jayn Chaney Bailey '05; Michelle Czarnecki; Shane Jacobson; Adam Laug; Mae Turley; Michele Tanzosch, recording secretary

Guests: Emily Hackman '16, Jelena Kaplanovic '16, Sierra Silverwood '18

- I. **Student Alumni Council** — Michelle Czarnecki; Sierra Silverwood '18, philanthropy chair; Jelena Kaplanovic '16, student class gift co-chair; Emily Hackman '16, senior class gift co-chair
 - A. Sierra Silverwood discussed the philanthropic engagement series being pursued with the students featuring the four pillars of philanthropy: time, talent, treasure, and ties.
 1. Time and Talent: A poster series started in September featuring student advisers, class mentors, and math/science tutors to help identify their role with students. Each week a new student profile is featured, and it runs through December.
 2. Time: Encouraging mid-sem messages will be sent by students to their peers, given out during exam week.
 3. During Philanthropy Week.
 - a) Students will package care packages to be sent to the 65th Reunion Class and will include Grinnell memorabilia, a personalized note, and a photo.
 - b) Philanthropy Week coincides with Veterans Day. Students will create paracord bracelets for soldiers.
 4. Talent: Students will be encouraged to look up the address of a member of faculty or staff to write a nice note.
 5. Treasure: The Senior Class Gift Committee will be utilizing a visual poster display to include facts about donors. A campaign entitled, "If I had

a million dollars I would..." will feature an interactive white board display. Students will list what they would put the money toward.

6. Ties: An interactive map is being created with a pin to connect the students with a string drawn from their home town to Grinnell College. Interactive clicks will show the students who are around them to demonstrate the ties. This might be extended to alumni as well.
7. Arctic Lights will be done again this year on Dec. 5, 2016 as started by Austin Cote '15 in 2015.
8. Questions from Alumni Council members
 1. The information obtained from the "If I had a million dollars..." campaign would benefit the class fund directors.
 2. With the interactive pin map, it was asked if it could be opened up to the alumni community. Michelle Czarnecki stated there will be an online link available and it will be sent out to Council.
 3. Congratulations was offered to the SAC on its achievements in philanthropy.

B. Senior Class Gift co-chairs Emily Hackman '16 and Jelena Kaplanovic '16 jointly presented the Senior Class Gift 2016, or the Stephen K. Kent '67 Memorial Senior Class Gift.

1. The history of the Senior Class Gift and an explanation was given that the program is to encourage seniors to give while they are in school in order to maintain their giving upon graduation. The 2016 goal is \$2,500 with 50 percent participation rate based off a class base of 383 students. The outreach model being utilized to meet the challenge was discussed in detail.
2. Various events have been created for the 2015-16 Senior Class Gift and were reviewed.
3. A special thank you was extended to Michelle Czarnecki for her support of the students as she is an invaluable resource.
4. The Senior Class Gift co-chairs challenged the Alumni Council to match the 2016 goal of \$2,500 dollar per dollar. The challenge was accepted.
5. Questions
 - a) Committee members are ready to take immediate donations at initial outreach.
 - b) The focus is to create a conversation of what philanthropy is as the focus is on the participation, more than the dollars.
 - c) The College is allowing payroll deductions for students to work into their budgets.
 - d) Mae Turley, director of annual giving, stated a lot of research has been done that it takes 14 years to get to \$1,000. We need to ask

earlier to increase donations over time. This is based on target analytics from Blackbaud.

Meeting adjourned at 2:44 p.m. for a 15 minute break.

- II. **DAR 2015-16 Business Plan** — Shane Jacobson, vice president for development and alumni relations
 - A. Thank you was offered on behalf of the College. “We are excited about the process and the progress the institution is making. Coming together like this really recharges our batteries.”
 - B. One key takeaway is the positive engagement of alumni worldwide and the recognition of class agents and class fund directors worldwide. Shane reminded the Council to be mindful of its choices because how it communicates matters a great deal. Thank you for helping us to position the institution positively among alumni and friends.
 - C. A comprehensive business plan review was done a year ago to develop a new plan for the 2015-16 year. A ground-up approach was conducted asking each staff member, led by senior teams, to create their own plan. With each unit director’s direction, those plans were assembled into high-level goals and initiatives to define the mission of the teams. The plan established last year met nearly every objective. The execution of the FY15 plan built the FY16 plan. The net results were distributed in the reading materials sent prior to the meeting showcasing the work of 34 individuals and how each advanced the institution in the work they do.
 - D. Group breakout sessions were conducted comprised of the standing committee assignments, each headed by a DAR director. Feedback is desired.
- III. **Closing Discussions** — Ed Senn, Jayn Chaney
 - A. A thank you was offered to the presenters with their insightful information, as well as to Shane Jacobson and the DAR staff for a successful weekend.
 - B. Bring bingo sheets to Grinnell House to see who the winner is.
 - C. The after-party is being hosted at Nancy Maly’s house this evening.
 - D. Reimbursement and Gift-in-Kind forms are available.
 - E. Hand in the evaluations given at the start of the meeting.
 - F. A handout was distributed entitled “What’s Up, Grinnell: Talking points for Alumni Council 2015.”
 - G. Jayn Chaney stated there are rooms available for the standing committees to meet for any follow up.
 - H. The Spring Alumni Council meeting is March 3-5, 2015. Arrive on Thursday, March 3 by 3 p.m. to take advantage of any activities on campus and meet with current faculty, students, and staff. Programming will be completed March 5. Depart March 6.
 - I. A thank you was offered to Ed Senn on his dinner, beanies, and leadership.

Meeting adjourned at 5:12 p.m.

Council Members were invited to the Alumni Council Closing Dinner at Grinnell House at 6 p.m.

Approved by the Council on March _____, 2016.

Ed Senn, President

Michele Tanzosch, Recording Secretary