ST. OLAF ALUMNI BOARD MEETING MEETINGS
April 6-7, 2017

THURSDAY, APRIL 6

Meeting Begins

Present: Kim Brody '78, Sonja Clark '03, Sam Dotzler '00, Autumn Hilden '99, Thando Kunene '13, Jody Miesel '01, Curt Nelson '91, Becky Odland '74, Mario Paez '01, Abraham Payton '08, Cheryl Philip '10, Lisa Warren '86 and Mark Williamson '88.

Absent: Liz Frederick '07 (resignation submitted), Mark Hermodson '64

Visitors for at least a portion of the day: Jo Beld (Vice President for Mission), Linda Mokdad (Assistant Professor English and Film Studies), Greg Muth (Associate Professor Biochemistry), Matt Gustafson (Associate Director of Alumni and Parent Relations), Brad Hoff '89 (Director of Engagement, Alumni and Parent Relations), Emma Peaslee (Assistant Director of Alumni and Parent Relations), and Kelly Vikla '82 (Associate Director of Alumni and Parent Relations).

The meeting was called to order by Sam Dotzler.

Welcome
Sam Dotzler welcomed the group.

Alumni Admissions Ambassadors Program

Emma Peaslee APR Assistant Director

Emma Peaslee presented the new Alumni Admissions Ambassadors program, which is a collaboration between APR and the Admissions office, to the board. The pilot program will recruit between 10 to 15 young alumni (one to five years out) in the Twin Cities to serve one year terms as ambassadors. The program’s goal is to engage young alumni while building connections with prospective students and to minimize “melt” from admitted students.

Ambassadors will be asked to spend between three and five hours a month reaching out to prospective students, to establish a connection with them, answer basic questions, and encourage their attendance. Ambassadors will engage in activities like:
- College fairs
- Summer send offs
- “Why apply” phone calls
- Coffee and Conversations (informal and informative meet ups)
- Corresponding with admitted students
- Select students for an Alumni scholarship

(Please see draft job description attached)

In recruiting Ambassadors, APR will try to get a broad cross representation of the St. Olaf experience selecting different majors or interest areas like musicians, athletes etc. Both the Piper Center and Admissions will suggest names of past Piper Peer Advisors and Admissions Fellows as a base for the recruiting pool.

Questions: Are students aware that the meetings may also be used to evaluate them for scholarships? The intent for the coffee conversations is meant to only be a positive factor. While attending the Coffee
and Conversations would be a benefit to their application, they would not be downgraded if they choose not to participate.

Why use alumni from one to five years out?
It’s an excellent way to engage young alumni immediately after graduation when they may have time but not financial resources to support the college. Their experience is “fresh,” so it carries more weight with a prospective student and it models behavior for the prospective students as to what we expect from our alumni. We hope it will create a virtuous circle and that lifelong relationships will be formed.

If the job description were put in front of you, would you make any changes?
Members suggested trying to quantify the activities listed and if possible to indicate which ones are day time hours (college fairs, visit days). Emma clarified that Alumni will be able to pick and choose what works for them; they don’t have to do all of the tasks listed on the description.

Will the ambassadors be given a roster of prospective students to manage?
The ambassadors will be assigned to events more than managing specific prospective students. However, for personal phone calls, they will be given names of students to call.

Do other colleges do this?
Carleton does a similar Coffee and Conversation with prospective students. Other schools do various combinations of the events that are listed on the St. Olaf ambassador description.

Who is the point of contact for these volunteers?
Members suggested adding that information to the description. Emma said it will be in the ambassador program training as well.

Will these positions be a part of the chapter steering committees?
After completing what we think will be a successful pilot, our intent would be to expand to Tier 1 cities as a natural extension of the chapters bringing more young alumni into the chapter structure.

How will prospective students be linked to specific ambassadors based on anticipated majors or areas of interest?
We won’t really know the complexity of that process until we see the applicants for the positions and what the breadth of represented areas will be.

Mission Statement and Lutheran Commons Updates

Jo Beld, Vice President for Mission

Mission Statement:
The Board of Regents approved the updated, one-sentence mission statement. Jo mentioned how much easier the new mission statement is to include on other documents such as the signature line of an email. She reconvened the task force to create a companion piece to provide a more detailed explanation for phrases within the mission statement and also asked new Chief Marketing Officer Katie Warren to participate (see attached).

One member asked when searching online for the Mission Statement, where will the expanded description display?
Jo said that currently, the Mission Statement is paired with information about the history and heritage of the college. Once the full expanded text is approved by the Board of Regents, the Mission Statement and the expanded text will be on a separate page on the St. Olaf website. One can put “mission statement” in the search box and it will display the page found on the “About” tab.

Another member wondered why the phrase, “The founders of the college were immigrants from Norway…” is in the detailed explanation under the “To be an inclusive community” section. For some, it
felt a little narrow and they wondered if it would be a better fit to put it under the section, “To be nourished by Lutheran tradition.” They expressed that “Norway” and “inclusive community” might be a bit awkward.

Jo explained that the group was trying to emphasize the immigrant experience while acknowledging the College’s Norwegian roots and that for the College to be co-education from the beginning was truly unusual. Members suggested expanding the section to draw out those points.

The group also asked who was the intended audience for the Mission Statement and companion piece. They noted that the formal language sounds academic and lofty which might land well with alumni but might not be welcoming to prospective students. They suggested finding alternatives to “impel” and “intrinsically global and pluralistic” to make it more readable. The Board asked how the documents could be used as an asset particularly in recruiting. There was also some discussion of the word “vocation” and how for some it elicits “voc-tech” rather than the Lutheran sense of calling. Abraham Payton said that the “Ideals to Action” tag is part of what attracted him to St. Olaf.

Jo invited everyone to email her with ideas on how to reword parts. The group meets again in a couple of weeks to review the document. Jo will present our comments to the working group.

Lutheran Commons:

Jo presented a one-page summary of the proposed Lutheran Commons, which is a new center for community and connection whose proposed mission is to explore questions of meaning and purpose, examine life choices, and enrich relationship. While the name Lutheran Commons sounds like a gathering place, it is not. Rather, Lutheran Commons is the overall program to bring people together to provide opportunities for learning and discussion.

Preliminary plans are to start programming with something such as a two to three-day retreat and bringing speakers to the campus. In the future, the idea is to host or sponsor events off-campus at other locations to expand the reach of the Lutheran Commons, bringing it to a larger audience.

On campus, there will be two physical offices for those running the program, while actual events will take place in a variety of locations across campus such as the Black and Gold Ballrooms, class rooms in Regents and Holland Hall, etc.

Board members discussed why “Lutheran” was part of the project name and how that might not feel welcoming to some people. Jo responded that it is a foundational Lutheran value to explore vocation from many different viewpoints. Members suggested that the mission be worked into the description document about the Lutheran Commons as an explanation of what St. Olaf means by a Lutheran Commons.

A Board member asked if there would be a way to share this beyond the physical campus, for those who are not able to travel to the campus?
Jo mentioned that St. Olaf already has a high standard of quality for live-streaming events, games, and concerts and the plan is to take advantage of this media to be able to bring the Lutheran Commons events and discussions to a wider audience. Members suggested including the plan to stream events in the description document.

The Board had practical edits to the document. A suggestion was made to move the bulleted items or at least the second bullet point to the beginning of the page. There was some confusion on what was meant by serving current students, faculty, and staff, as well as alumni and friends of the college. Jo answered, that it means to serve all through learning events, so it was recommended to clarify that point.
Jo continued her description of the Lutheran Commons, highlighting that there will be vocation seminars, sessions to explain to new faculty what it means to teach in a college that is grounded in the Lutheran traditions, as well as a wide variety of learning experiences. A member suggested clarifying what was meant by ‘learning experiences.’

Another idea that Jo has considered is having the Lutheran Commons produce a biannual publication that is thematic, with contributors coming from a variety of areas. For example, if a theme is on spirituality and healing, we would seek out mid-wives, physicians, students who are pre-med, related honor houses, and scholars to contribute to what they are learning about the mind and body connections.

An intrinsic core of the Lutheran Commons is to create connection. It will strive to bring in a variety of audiences. For example, at a recent Chapel talk, a local pastor commented that his parishioners don not know people who are Jewish. The Commons could help provide the opportunity for an interfaith dialogue by including St. Olaf’s Jewish students and faculty.

Faculty Voices

Linda Modkad, Assistant Professor English and Film Studies

Linda shared that film studies is a relatively young discipline, having only been around about 50 years. This is the third year of film studies at St. Olaf. There are five courses to the major, an introduction to film studies, and then four additional courses examining the history, theory or cultural expression, the production, critical evaluation, cultural history, and reception of film.

The department is looking for ways to augment the production offerings and to facilitate internship opportunities.

Linda is excited to be co-leading a summer class to Iceland, called Film 230 Media and the Environment. The interdisciplinary course combines science and the arts as a group of 17 students circumnavigate Iceland over 24 days, observing the various eco systems and landscapes. They will make documentaries and they will have a platform to show them at the University of Iceland. The intended learning outcomes include:

- Gain first-hand experience exploring diverse and unique landscapes and sites
- Gain knowledge about specific climate conservation strategies
- Have a greater understanding of the science behind climate change
- Gain knowledge about documentary filmmaking practices
- Learn about film production
- Mediate and visually represent scientific facts and truths
- Complete group documentary projects that emphasize interdisciplinary and divergent approaches to filming nature and the environment

Linda is also exploring expanded summer opportunities to film at Minnesota’s Jeffers Petroglyphs.

Greg Muth, Associate Professor Biochemistry

Greg has taught at St. Olaf for 15 years, led four off-campus study programs and is also the director of CURI, the Center for Undergraduate Research and Inquiry.

He shared the background behind the Chemistry / Biology (CH/BI pronounced Chub Bee) learning community. It is a series of three classes for science students to learn the fundamentals of chemistry and cellular biology.
By way of background, Greg said St. Olaf’s ten-year average includes graduating 109 biology majors a year and 53 chemistry majors a year. Many of these graduates earn PhDs. St. Olaf ranks fifth with 111 PhDs in biological sciences, and eighth for 36 PhDs in chemistry (between 2002-2011), as compared with more than 20 baccalaureate institutions. He noted that the PhDs in biological sciences did not include life science, medical research, eco biology, etc. which would greatly increase the number.

Biology students are encouraged to begin with a chemistry class. The traditional path for both chemistry and biology students is to start with Chemistry 121/125 in the fall. In the spring, chemistry students take Chemistry 126 and biology students take Biology 150. Following that, the students take additional classes in chemistry or biology.

Studies have shown the effectiveness of teaching the introductory series as an interdisciplinary track, so St. Olaf launched a new hybrid design where CH/BI students enroll in CH/BI 125 in the fall, CH/BI 126 over interim and CH/BI 227 or Biology 150 for Biology majors and pre-med students. This track is also effective for those who are undecided or interdisciplinary majors.

The CH/BI students form a cohort that stays together for this core of classes much like the “conversation” classes. This camaraderie is a real springboard for their St. Olaf career. The groups identify with each other and value the bond so greatly that they frequently sign up for Organic Chemistry classes together to maintain the robust connection. Greg mentioned students especially value the community while working in the laboratory.

Greg shared statistics that were published in the Journal of Chemical Education during 2011 that showed that the students participating in the CH/BI series took almost six more classes in chemistry by graduation, as opposed to those who follow the two traditional tracks. He said there is interest in expanding this learning community model to other first-year STEM courses. Another goal is to integrate authentic research into first-year laboratory curriculum.

Committee Work Time
The board separated into the subcommittees of Alumni Awards, Chapter Structure, Multi-Cultural Engagement, and Twin Cities Engagement.

Committee Report Out
Alumni Awards –
Curt shared the history of the Alumni Awards process, explaining how the process was revamped a few years ago under the leadership of Rebecca Taibl and that the quality of the nominees has greatly increased.

Curt reminded chapter leaders to promote the alumni awards at their local events. Jody suggested creating a postcard with information on the alumni award submission process that they can hand out in the chapters or a text blurb that can be included in communications.

For this year, there were 16 total applications that were reviewed; some will stay in the process for consideration for three years.

Curt will do a formal presentation of the slate of award candidates on Friday.

Chapter Structure –
Sonja said the group fleshed out the shared google drive for each Tier 1 city. This year, they will reach out to each chapter co-chair to talk about next year’s staffing of the steering committee positions.
The group is also working on a more stable version of the Google drive for the chapter steering committees. They brainstormed ideas for welcoming alumni and students to the chapters. The model follows one from Penn which showed if you engage alumni in their first year out, the involvement in five years significantly increases.

The group raised questions about the Piper Center Liaison position and how it can be engaged, especially in years when the Connections program is not coming to a city. Brad mentioned that Ilse Peterson ’09 in DC is often held up by the Piper Center as a great model for what the position should do. More discussion will be needed to flesh out how to best use the position.

**Multi-Cultural Engagement** –
Cheryl reported that the committee has had regular conference calls and has added members who are not serving on the Alumni Board. There is a great deal of momentum building for an event on April 28 that will bring approximately 40 alumni and 60 students of color together. Lisa graciously coordinated the use of Thrivent’s corporate headquarters for the event.

Cheryl also described plans to celebrate the 50th anniversary of CUBE (Cultural Union for Black Expression) during next year’s Reunion Weekend. The plan is to have three forums in Chicago, New York, and the Twin Cities to facilitate dialogues to find out what that celebration should include. The forums may also include Regents of color as hosts.

**Twin Cities Engagement** –
Lisa and Becky shared the plans for upcoming events:
- An evening at Becky Odland’s house on May 9 for current and former Alumni Board members
- The Twin Cities Day of Service is April 22
- St. Paul Saints day on June 27
- Alumni breakfast at the Original Pancake House in Burnsville on September 14 (tentative)
- St. Paul Chamber Orchestra on a Thursday night this fall

When the group sends out communications about events, they will start extending an invitation for the next event.

The group expressed interest in getting feedback on our event surveys on what people would like to do volunteer- and engagement-wise.

One goal of the group when planning events is to add value to them (such as Thrivent’s support for Saints Bucks), offering more than what one can get if you went on your own.

**Other topics**
A Board member asked about immigrant students and how the travel ban is playing out on campus. Brad said there is only one St. Olaf student who is currently out of the country that is from one of the banned countries. They will be returning in the fall and the hope is that the restrictions will be relaxed by then. President Anderson’s message about ICE summed up the college’s stance, that while it will not break any laws, the college will not be providing names of students or assisting ICE in pursuit of undocumented students. Brad said that we will be hearing from Jauza Khaleel, new president of SGA and the APR Student-Alumni Liaison, who is from the Maldives, tomorrow and that she may have more to offer from the student perspective.

The meeting adjourned for the day.

**Dinner**
Thursday night dinner was held at the Northfield Golf Course. Sam Dotzler ’00 was formally thanked for his service as Board Chair.

**Friday, April 7**

**Meeting Begins**

Present: Kim Brody ’78, Sonja Clark ’03, Sam Dotzler ’00, Mark Hermodson ’64, Autumn Hilden ’99, Thando Kunene ’13, Jody Miesel ’01, Curt Nelson ’91, Becky Odland ’74, Mario Paez ’01, Abraham Payton ’08, Cheryl Philip ’10, Lisa Warren ’86 and Mark Williamson ’88.

Absent: Liz Frederick ’07, Mark Hermodson ’64, Mario Paez ’01,

Visitors for at least a portion of the day: Bryan Sheeler (Piper Center Associate Director) Rebecca Otten (Director of Development), Pete Sandberg (Assistant Vice President for Facilities), Kevin Larson (Assistant Director of Engineering), Jauza Khaleel ’18 (Student-Alumni Liaison, newly elected SGA President), Chris Casey ’18 (student), Eden Faure ’17 (student) Matt Gustafson (Associate Director of Alumni and Parent Relations), Brad Hoff ’89 (Director of Engagement, Alumni and Parent Relations), Emma Peaslee (Assistant Director of Alumni and Parent Relations), and Kelly Vikla ’82 (Associate Director of Alumni and Parent Relations).

**Piper Center Update and Outreach to Pure Parents Discussion**

Bryan Sheeler, Associate Director of the Piper Center

Bryan introduced himself to the board. April 7 was TRIO awareness today, so Bryan was wearing a TRIO t-shirt. He also thanked alumni for donating, as today is the deadline for grants for underpaid/unpaid internships this summer.

Bryan shared a list of Piper Center activities and events. He also included the “proposed” two-year plan for major Piper Center events and gave a plug for Ole Arts, the emphasis in 2018 will be on music.

He next explained Handshake the new software Piper has implemented to allow alumni to post job and internship openings and for students to search for the same. Bryan explained the start of Handshake and the shift away from the old software Symplicity, which wasn’t keeping up with what students were needing. After careful due diligence Piper moved to Handshake. It’s their primary system, and it integrates the entire career office (meetings, notes, jobs/internship applications). They visited the Handshake office on the SF Connections trip. It was great for students to see an authentic startup environment, especially with technology the students engage with regularly.

As a part of the application, employers can select particular schools on Handshake. It’s a national platform, but there is some focus on the upper-Midwest. Students can also select career interests and Handshake will curate information based on those interests. The tool allows the Piper Center to be more targeted in their communications with students. These interests can be modified over time, as students get more specific in their focus or change career paths. The customer service has been great and the Piper Center is very excited about this relationship moving forward.

Autumn Hilden asked whether it’s possible to send a job opportunity that’s not from your company.

Bryan said yes, but it is easier to send it directly to the Piper Center than work through Handshake. People can setup multiple profiles within a specific company, but you cannot post on behalf of a company you don’t work for. Bryan said they can still get them entered through the Piper Center.
Bryan signed onto Handshake so that Board members could view the software.

Thando asked whether this was open to alums. Bryan said yes, but they only post positions with experience requirements of one to four years so it wouldn’t be useful to older alumni.

Bryan showed what it would look like if a student logged into Handshake. He demonstrated what choices students are able to select in order to signal what opportunities and information they are looking for. Students can upload specific resumes and cover letters. Piper staff approve job postings on Handshake to make sure to filter out questionable posting which might not require a college degree or aren’t from a reputable source. In addition, Handshake has a trust score, so users can see if employers have had fraud/credibility issues in that past. Larger job sites like Indeed or Monster have a lot of “noise,” whereas Handshake helps filter a lot of those extraneous jobs out.

The Piper Center also advertises events through Handshake. They can check in students for events and are able to track student engagement and attendance through the software. Mass emailing is much more streamlined as well. This is the first year, so they will do analysis of their communications at the end of the year to learn if certain students are either receiving too many emails or slipping through the cracks.

The Piper Center can also manage appointments through Handshake. Coaches enter availability, and students can sign up for them.

Kim asked whether there was a fee involved. Bryan said the great news is that Handshake is about half the cost of their previous software package and that a lot of colleges are moving toward Handshake in part due to students’ positive feedback.

Mark asked, what’s available for networking or less formal opportunities? Bryan said there is a mentor function, but he hesitates to say the word mentor. There is a lot involved in developing a successful mentorship program. There is the possibility to use Handshake for mentorship, but there is currently an application called Switchboard that they are hoping will be a better fit for those types of relationships. Switchboard is a modern day message board. Brad described it as an “Ole Specific Craigslist.” The best part about Switchboard is the APR office is able to track activity on the application. There is the ability to follow up with alumni who are particularly active on it.

Brad said that the Piper Center is not currently staffed to provide a successful, one-on-one mentorship program. In previous iterations, alumni have been disappointed because they offer to be mentors but there may not have been much student interest or follow up. Switchboard will provide a neutral space to create those relationships, which may flourish organically.

Bryan said a significant part of the Piper Center is to connect students who have established a genuine interest and credibility with alumni who are interested in working with students. Bryan spends an enormous amount of time coaching in this area. Any alumni are welcome to approach the Piper Center about talking to students. Bryan said the Piper Center keeps track of that and appreciates that information. It doesn’t happen instantly, but they will connect them when a student comes along.

Bryan showed the alumni board what the employer side of Handshake looks like.

Sam Dotzler asked if major employers like Target use Handshake. Bryan said recruiters will use whatever platform the school uses. They obviously like it if there is some standard, but their goal is to recruit those students. Bryan said the Piper Center can set it up, so certain employers can have their job postings automatically approved, like Target or UHG. This application also allows employers to set up any type of meeting -- even just informational meetings or interviews.
Bryan told the board about H1B visas and the ability for student visa holders to work only one year after they graduate. Handshake filters positions that are open to H1B visas or OPT (one year of work post grad), so international students know what options are available to them. Bryan said the application process also allows options for Piper Center to monitor applications, so they can see who is interested and also make sure their applications are up to par.

Becky asked about whether or not school districts might use this? Bryan said yes, any employer. The Minneapolis School District has a position posted.

Jody asked about freelance/gig work? Bryan said, yes. Currently they use an email list that Bryan manages but it is focused on musical employment. But they would like to expand to other areas in the future.

Sam asked about posting other opportunities besides music work -- like consulting? Bryan said it depends on the duration and if it is at least a couple of weeks then the Piper Center could consider it an internship and post it. Handshake allows the posting party to specify the duration. If there’s ever any question, Bryan said they are always happy to work with people and set up expectations. Bryan said you never know what will spark students’ interests.

Bryan referenced a section of the Piper Center website about what makes a good internship for students. Lisa Warren reported that St. Olaf students in her entrepreneurial internship program really stand out, and the work the Piper Center does to prepare students really makes them successful. Bryan said he coaches students to be able to articulate the fact that they are interested in project work, seeing something from start to finish.

Pure Parents Discussion

Brad introduced the idea of engaging “pure parents” or a parent that is not an alumnus. He explained, currently, APR doesn’t have much by way to engage them. He passed out a document with some ideas that Abraham Payton had helped put together. In light of staffing restrictions which would make starting a separate Parent Council impossible, Brad asked what members thought of piloting a program to add to pure parents to the alumni board.

Ideally, parents would be: recruited from a Tier 1 city, have a student currently enrolled, and would serve a two-year term. Board members expressed some initial concern because they do not want parents to bring complaints that are specific to their children to the meetings (e.g. my child isn’t getting along with their roommate). Brad said that as part of recruiting them, he would use the same basic expectation for Alumni Board members, one of which is: “Exercise loyalty and positivity towards the Alumni Board and the College.”

Several members asked where parents might serve on the Board. It was suggested that they serve in the Chapter committee and/or they also have a parents outreach committee. One of Abraham’s ideas is creating a Parent Liaison position within each chapter. Brad suggested part of engaging parents is so they become familiar with St. Olaf’s culture and can effectively speak to other parents and help expand the Ole network. The hope is to create a virtuous cycle where more internship and employment opportunities can be accessed by Oles; additional students can be recruited from outside “legacy” circles and with luck, additional fundraising could occur.

Autumn mentioned that “pure parents” was too Harry Potter-esque, while Sam suggested asking MarComm for some other ideas (group threw out NLP for non-Legacy Parents or Advisory Parents as an example.)
Mark Williamson said, now that he is the parent of a student, he is more supportive of the idea. Brad circled back to the idea that as a pilot, the group will be able to learn what works and, if it turns out to not be a good idea, it can be abandoned.

Brad said he will sit down with interested NLPs in the same way he does with alumni board members knowing that if it did not work out it is possible to remove board members. Kim said she thinks if it sounds like a good idea to the college, it’s probably a good idea. Sonja said we have pure parent engagement in many of the chapters, so there is enough of a presence there. She has even thought about changing the Facebook group name.

Brad asked again if there is support to try the pilot. Sam asked all in favor and the Board responded with a unanimous yes.

**Alumni Award Candidates**

Curt Nelson ’91
Curt and the Alumni Award Committee presented the slate of winners which provided a slate that was diverse in gender, age, occupation and also contained a candidate of color. Members were unanimous in their support and so the slate will be forwarded to the Board of Regents for their vote.

**Campaign Update**

Rebecca Otten, Director of Development
Rebecca introduced herself to the board and said she is here on behalf of Vice President of Advancement Enoch Blazis who was attending a conference. She reminded the Board that the campaign goal is 200 million dollars by January 2020. She said the “quiet” phase of the campaign officially started in FY 14 and she was pleased to announce as of February, the college has raised $143.4M or 72% of the goal. She walked through new commitments for the campaign as well as what campaign priorities were and how the college was doing in fulfilling those priorities. (See attached).

Having discussed the campaign, Rebecca informed the Board about Barry Carlson’s retirement next April, as well as Grace Schroeder-Scott’s retirement in May 2019. She said she really appreciates both Grace and Barry giving them time to plan for their departures. She said, in lieu of these departures, she has hired Janine Haidar.

She also talked about a new hire in the St. Olaf Fund from a position that was created from a gap that Annual Fund Steph McCluskey identified. They hired an Annual Fund officer who’s portfolio will be Annual Fund leadership giving. Those are folks who give at the $2,500 level. Theresa Hoffman has been promoted having run the phonathon program for the past two years.

Finally, Rebecca updated the group, letting them know that the St. Olaf Fund has about $1 M left to reach their annual goal. She thanked Alumni Board members for their participation and said that only two Board members remain until the board reaches 100% participation.

Lisa asked to be reminded of the fiscal year time frame and Rebecca responded June 1 to May 31.
Becky asked if unrestricted gifts can be given to the endowment. Rebecca said no because the endowment encumbers the funds for future use, while unrestricted must be spent in the year they are given.

Sam asked about how many gift officers will be on staff after the campaign is completed. Rebecca would advocate for seven, as she said once one campaign is completed, another one is just around the corner.

Sam asked if there has been any alumni pushback from news related to renaming Dittmann or concerns regarding conservative students on campus. Rebecca said the St. Olaf Fund bears the brunt of that because those reactions often happen in the heat of the moment. Most major gift prospects are in conversation with the college as to understand the nuances of the situation. Rebecca said we are lucky to have a president that is willing to engage in those conversations with donors because that helps a lot. She feels pretty good about how the we’ve been able to resolve complaints on the major gift side.

**Board of Regents Report**

Sam Dotzler ’00

Sam explained the college is thinking more strategically about engagement, adding the title to Brad’s job description, hiring a chief marketing officer, and exploring how to measure engagement. He said that alumni are broken down by age/life stage and all have different potentials for engagement that change over the course of their lifetime. Sam showed a diagram that maps this engagement and how they are engaged (see attached). He noted a particular engagement gap in the mid-career area in an alumnus life often referred to as the three C’s, career, commute and children.

Sam noted that APR and the college are trying to engage young alumni, both while they are students and within the first 10 years after graduation. He encouraged chapters to think how they might engage these folks as it’s easier to keep them engaged then trying to reengage them after they may have drifted from the college.

Brad pointed out the engagement reboots that occur after big reunions like the 25th and the 50th. He said it also points us in the direction of where we are spending time and resources.

Sam also mentioned that Chief Marketing Officer Katie Warren is working closely with staff from across the college to create marketing personas that will appeal to different people at different points in their lives. He said they will be used to see why people are falling away.

Lisa said it helps volunteers to create the right engagement opportunities to appeal to different people. She asked when the personas will be unveiled. Brad said hopefully Katie will be able to share that at the BOR meeting in May, so that the Alumni Board can see them in November.

**Hard Hat Tour of Holland Hall Remodel**

Pete Sandberg, Assistant Vice President for Facilities, Kevin Larson, Assistant Director of Engineering

The board enjoyed a tour of Holland Hall’s current construction. The building is scheduled to open this summer.
Sustainability at St. Olaf

Kevin Larson

After leading the Holland Tour, Kevin presented the different sustainability initiatives in play on the Hill. He noted with pride that Travel and Leisure Magazine rated St. Olaf as the most beautiful college campus in Minnesota. He emphasized that St. Olaf doesn’t talk about sustainability goals but rather, builds sustainability into every operation on campus. Even as the campus footprint has increased by 14.9% since 2001, the carbon footprint has decreased by 7.33%.

Kevin compared St. Olaf to a small city complete with:

- Water
- Electricity
- Heat
- Roads and sidewalks
- Food
- Garbage service
- Sewer and storm water

He noted that each of these services must have redundancies to maintain operations during an emergency. Kevin praised the foresight of previous Facilities directors who built a tunnel system which can provide backup power in case one portion of the campus is hit with an emergency such as a tornado touchdown. The campus can be heated with either natural gas or, if absolutely necessary, fuel oil. Facilities has also worked to increase the volume of storm water retention and, even though impervious surfaces such as Regents Hall have been added, on-campus retaining ponds capture more of St. Olaf’s runoff before it hits Northfield’s sewer system.

Kevin was most proud of what the college has done in relation to electrical use. The campus is carbon neutral in this area through a combination of the new solar garden north of the campus, the wind turbine, and purchasing Windsource power from Xcel Energy. Returning to the theme of being sustainable, not just talking about it, Kevin shared that in 2012, 1600 light bulbs were replaced in Buntrock Commons. This saved $1,400 a month in energy costs and payed for themselves in two years.

Student Life Update

Jauza Khaleel ’18(Student-Alumni Liaison, newly elected SGA President), Chris Casey ’18 (student) and Eden Faure ’17 (student)

The students structure their overview of student life around St. Olaf’s four pillars:

- Intensely residential
- Academically rigorous
- Globally engaged
- Guided by Lutheran Tradition

Intensely Residential – Chris noted the vibrant hall, as well as student councils as one way students engage with each other and help create their own experiences. He reminded the group that besides residence halls, there are both honor houses and language houses. As in years past, honor houses each have a project they focus on. One such house examines Northfield homelessness and low income housing programs. The dorms and houses create comfortable “living room” space for students to come together.
Academically rigorous – Eden discussed her ability to study off campus and abroad. She mentioned an Interim political science class she took in New Hampshire during the Presidential Primary. She said she and other students studied together in the morning and then volunteered on campaigns of their choice during the afternoon and evenings. Eden said it was powerful to put classroom learning to the test in the “real world” each day. The students also noted the impact of students who work with professors during the summer in CURI (Collaborative Undergraduate Research and Inquiry) projects. Students are paid to conduct field research in a variety of disciplines which allows them to practice and apply classrooms skills to solving non-academic problems. Finally, they mentioned that as St. Olaf’s academic profile has increased, student TAs (Teaching Assistants) have received increased training to provide supplementary instruction outside of the classroom.

Globally engaged – St. Olaf has always been a leader in this field, but offerings continue to expand. Chris studied entrepreneurship in New Zealand this Interim. He participated in a Hackathon to create business solutions and presented it to a local Chamber of Commerce. Jauza took part in the Peace Scholars program in Lillihiemer, Norway. She found it stimulating to meet students from around the world and to approach issues from an international perspective, instead of a strictly U.S. perspective. They all knew students who came back changed after taking part of the Global Semester which, thanks to the Stranghoener gift, is now almost free to participate in.

Guided by the Lutheran Tradition – The students shared that the Pastor’s office is a confidential resource for them when support is needed and that Pastors Matt and Katie do a great job of integrating with student life and supporting students of all or even no faith tradition. The religion requirement and a plethora of course offerings make it easy to explore one’s faith and to provide context in approaching these matters. They also mentioned daily chapel, Sunday worship and informal gatherings to discuss/practice faith as other options.

In trying to capture other elements of the student experience, they mentioned that Ryan Bowles has been an active partner with student groups and that there will now be an athletic representative on the Student Senate. They highlighted Piper Center Connection trips as a great way to meet Alumni and see other cities as one explores career options. The Student Activities Committee (SAC) is alive and well, busy planning concerts and speakers, as well as events like International Night where different cultures’ dance are celebrated. Staying with the international theme, Jauza mentioned the importance of CMIE (Center for Multicultural and International Engagement) as a hub for students of Color, as well as International students.

Sam asked about what the political climate was like on campus. The students noted there was heightened tension on campus immediately following the election and that there has been a lot of programming devoted to addressing the issues. They said the Sustained Dialogues program is helping equip students, faculty and staff with the skills needed to speak across difference.

Curt asked how room draw works. The students said an effort is being made to make it easier for sophomores. However, there is still the issue of when a triad is put together and then they learn that all the triples have been taken.

Autumn asked what fun things have been happening. Jauza said that the Jesse McCartney concert sold out incredibly fast, while Angela Davis’ visit saw more than 1,000 people cram in the chapel. They said students are looking forward to warmer weather as well as seeing the inside of Holland Hall.

Wrap-Up

Brad noted that, the one thing in life that is constant is change. He said, with Sam’s term coming to an end, Sonja Clark has agreed to be the Alumni Board Chair. Turning the floor to Thando, she announced
that she has been hired as an Assistant Director in the Piper Center and as a St. Olaf employee, she will be resigning from the Board. Members wished her well. Brad also mentioned that Liz Frederick accepted a new job and would also resign from the Alumni Board. Brad said that Brittany Opem has been hired by APR and will be joining the team May 29 after completing her masters degree at Missouri State.

The Board selected 6:00 pm Central time on August 29 for its next conference call. Future meeting dates include November 2-3, 2017 and April 5-6, 2018.

The meeting was adjourned.